

The Billboard

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Payoffs, Chiselers Move Into TV As Time Squeeze Grows

AFRA Demands Transcription Rate From Library Services

Claims Commercial Plugs in Musical Packages Violate Original Deal's Aim

By Leon Morse

NEW YORK, Oct. 28.—The American Federation of Radio Artists (AFRA) is demanding that transcription library services henceforth pay radio artists making disks for libraries the same fees as those making commercial transcriptions. The move which would figuratively end the library service category in the contract, means an increase in fees impossible to calculate and would hike station fees for libraries tremendously. Libraries would now have to pay a repeat fee each time one of their disks is played instead

of being able to play them indefinitely.

The revolutionary demand has resulted from AFRA's claim that library services now put their shows together for commercial use and, in fact, advertise them for that purpose. The present AFRA contract with library services states that they should be "limited to musical recordings without the inclusion of a commercial message." Song publishers, too, give library services special consideration. Their mechanical royalties are \$10 per tune per year, whereas the fee for commercial transcriptions is 25 cents per pop and 50 cents for a tune taken from a film or legit musical per performance per station.

The demand is so basic to the union and so difficult for the library services to swallow, that some feel it can be resolved only thru a strike. Usually the ally of library services in any conflict with the radio artists org, the commercial transcription firms this time are standing on the sidelines. They have found that because library services pay the union

cheaper rates, commercial transcriptions now cannot compete against these library services. They naturally want to see the libraries paying the same dough as they do to their performers if used for the same purpose.

45 R.P.M. Disks Set For Solid Ride on Jukes

By Norman Weiser

CHICAGO, Oct. 28.—With the introduction of the first exclusively 45 r.p.m. selective juke box by the J. P. Seeburg Corporation, and with all other major phonograph firms either now selling adapters or prepared to produce them "when the time is ripe," the new speed disks will make their first important dent in the music machine field before the year is out. But despite the promotion which will be given the 45 platters and players, operators are assured their investment in the 78 r.p.m. machines and records will be safeguarded for some time to come.

Specifically, there are now two phonographs available to operators. (Continued on page 85)

Sinatra Puts MCA on Notice

NEW YORK, Oct. 28.—As a result of the difficulties he has been having with his CBS-TV show, Frank Sinatra this week gave MCA notice of its dismissal as his agent. The singer feels that he has not gotten adequate video representation from the firm, the result of which was

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Legit Workers Eat Regularly In Television

NEW YORK, Oct. 28.—Aside from obviously providing employment for a steadily mounting roster of actors, expanding TV is proving a commercial godsend to another legitimate theater. Frederick Fox, creator of the sets for Max Liebman's *Show of Shows* (NBT-NBC), says that TV has made jobs for 150 scene painters and designers.

Local 829, Theatrical Costume Designers and Painters' Union (TCDP) which includes the set designers, according to Fox, has an active roster of about 200 designers and 150 painters. Pre-television, only 50 designers were making a living in the theater. The rest were forced to seek temporary employment in other fields. The painter's work was seasonal and with layoffs frequently not enough to get them by. The result was a

(Continued on page 51)

CUFFO APPEARANCES ON TV NIXED BY TVA

NEW YORK, Oct. 28.—All networks, agents and performers working in all fields, who also work in television, were notified that, starting November 20, no free

LONGHAIRS LEAP

LP Gives Old Masters New Life on Disks

By Hal Webman and Bill Simon

NEW YORK, Oct. 28.—The long-hair disk millennium has apparently arrived, thanks to the many new advantages presented by long-playing platters. The consumer today can make his selection from the broadest repertoire in the history of the industry. In fact, it becomes increasingly difficult to name a quality work that hasn't been recorded by one or more of the 50-odd diskeries now producing classical LPs.

As a result, classical artists and repertoire departments have been forced to place their operations on a footing similar to that of pop (Continued on page 16)

Porter's "Out of This World" Hits 15G First-Day Sale

PHILADELPHIA, Oct. 28.—First-day window sale, Monday (23), for *Out of This World*, racked up a cash take of over 15G, according to Shubert Theater b.o. reports.

Cole Porter song-and-dancer, starring Charlotte Greenwood, opens a three-week pre-Broadway stand here November 4. If sales rate holds constant the show will be a sellout a week before bow-in.

WITH CHEESE OR SAUSAGE?

NEW YORK, Oct. 28.—Vocalist Rus Vincent, a pizzeria proprietor in Hartford, Conn., has been hired to an exclusive recording contract by Adam (nee Admiral) Records. Vincent was discovered by accident when Adam topper Nick Carrano happened to dine in his eatery several weeks ago. The warbler cut his first date last week.

Adam also cut two sides last week with Al Nobel, deejay-warbler of KDKA, Pittsburgh

Freeze Heats Worst Aspects Of Competish

New Bankrollers May Be Scared Off By Throat-Cutting

By Sam Chase

NEW YORK, Oct. 28.—Television's inability to expand networkwise, because of the continued facilities freeze, may result in cancellation of commercial shows by a number of sponsors who are beginning to sour on the situation. The seemingly perpetual freeze has resulted in so many abuses that advertisers are beginning to feel that the risk and bother are too great.

The abuses are spreading. The payola, the scourge of the music publishing business for years, is now cropping up in TV. Sponsors are freezing their programs—especially when on film or kine—are being butchered so stations can load up more heavily spots. Advertising agencies are being forced to send execs out on the road, not only to plead for time, but to protect program interests. Stations are rejecting network

(Continued on page 4)

GENE, ROY ON TV RANGE

Range Rider Jocko & Queen Dale New Pard

NEW YORK, Oct. 28.—Ever since Bill Boyd started panning gold in multi-million dollar chunks by ridin' down the old video trail with a series of somewhat ancient *Hopalong Cassidy* films in his pack, the cowboy kings have been clippey-cloppetying in hot pursuit. While Gene Autry and Roy Rogers have long been top hands and have no trouble keeping the chuck wagon well stocked, both felt that the additional impact of TV on all other phases of their activity, and particularly the lucrative merchandise tie-ups area of operation, is so great that they have been mulling and effectuating ways and means of moving in.

Autry, of course, has already completed 22 half-hour films for video, and has four more in the making. In addition to his own video oaters, Autry is prepping an additional series of video films built around a new cowboy, whom Autry hopes to build into the Western bigtime. He is Jocko Mahoney, ertswhile Hollywood stunt man, who has doubled on the tough

tricks for many name sagebrush heroes. Mahoney will get the build-up as the *Rider of the Range*, in a TV series produced by Autry in conjunction with Columbia Pictures. If Mahoney makes it via

(Continued on page 10)

The Fabulous Beard to NBC

NEW YORK, Oct. 28.—A new radio comedy series starring Monty Woolley was on the verge of being picked up by NBC this week. Titled *The Fabulous Montague*, series spotlights the antics of an eccentric ham actor. Nat Hiken is writer-producer.

Show probably will go into the 9:30 p.m. Sunday slot, which will be vacated November 26 when *American Album* shifts to ABC.

EDDIE GALLAHER'S SUNDIAL, MOONDIAL, Moondial Matinee, etc. WTOP, WTOP-TV, Washington, D. C. Monday thru Saturday.

THE EDDIE GALLAHER SHOW, W-I-T-H, Baltimore, Maryland, Monday thru Saturday. Personal Management: Tom Ahrens.

EDDIE GALLAHER RECORD OF THE WEEK, in 2,000 Juke Boxes. Popular Music Column, Sundays, Washington Post.

EDDIE GALLAHER, CURRENTLY WTOP, WTOP-TV, Wash., D. C.; WITH, Baltimore. Per. Mgt.: Tom Ahrens, 117 E. 71 St., N.Y.C.

EDITORIAL

Never Idle

A few weeks ago The Billboard published a special souvenir issue made up of selected stories and advertisements previously published in this newspaper during the past 56 years.

On page 1 of that special issue was this classified ad:

AL JOLSON, BLACKFACED COMEDIAN with the operatic voice. Never idle. Address Billboard, Cincinnati, O. (From The Billboard, January 12, 1907.)

That ad ran in the January 12, 1907, issue of The Billboard, and those two words, Never Idle, seem to sum up Jolie's life as well as any. A million or more words have been written and spoken since his death last week. They all add up to a vast and richly deserved tribute to a man who led a full and useful life. He was a great showman, a great citizen and a great human being. Show business and the world will miss him.

RCA Grosses, Profits Show Big Increases

NEW YORK, Oct. 28.—Net profit of Radio Corporation of America (RCA) in the third quarter of 1950 bounced to \$12,422,994, an increase of \$8,449,856 over the same period in 1949, according to a statement this week by David Sarnoff, RCA board chairman.

The trend upward reflects striking changes in the AM and TV picture as compared to last year and also indicates the great amount of TV set sales.

Third-quarter earnings, after charges and taxes, were equivalent to 84 cents per share of common stock, as compared with 23 cents in 1949. The gross income for the third quarter of 1950 totaled \$146,957,033 as compared with \$88,415,679 for the same quarter of 1949.

The nine-month gross income totaled \$395,741,391, as against \$275,673,666 for similar period of 1949. Net profit, after charges and taxes, totaled \$33,384,637, compared with \$14,095,186 in 1949. Common stock earnings for the nine months amounted to \$2.24 per share, as against 85 cents in 1949.

In analyzing the sharp rise, it may be pointed out that profits of the owned-and-operated stations of NBC, on the standard broadcasting level, are sharply up this year as compared to last. Also, TV operations of the o.-and-o. outlets, in four out of five instances are now in the black. AM network profits this year are down, but TV network operations are up.

The record department is still operating at a loss.

The Billboard

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ROCKY ROAD

Even Billy Rose Finds TV Is Tuff

NEW YORK, Oct. 28.—Producing a television show's no walk in the park, said Billy Rose, after putting three programs in front of the camera. "But if I knew what headaches were ahead of me, and had it to do over again, I'd do it again," he said.

Rose's deal with Hudson Motors calls for a straight 39-week contract with no options. "When they spoke options," he declared, "I told them to forget it." If the show gets any rating and sells cars, Rose expects to ask for and get more than the \$15,000 at which the package is currently budgeted. He puts it this way: "There's a lot of loot in this crazy business. Just because I have enough to live on comfortably is no reason why I'll give anything away."

Rose went on to explain that he tried to bring his pitch in "on rubber soled shoes." He didn't want to start competing with the big musical and variety shows for "boxing cats and jugglers."

Harris Terriff

"I wanted actors who could read lines and could take direction," he said. "I think I have the best director in the business in Jed Harris. The guy's working 50 to 60 hours a week and putting together a hell of a show. I thought it would be a cockamania. It isn't."

Rose also emphasized that name actors, who realized they couldn't be hurt working on the Rose show under Jed Harris, were now willing to go on. "We've had some of the biggest names call us to go on."

The use of performers to play character parts out of keeping with their experience started with Jackie Miles. "I knew Jackie and like him," said Rose. "But it was Jed who caught him in Chicago and who told me he was the lad to play the hooper in our first small show."

\$750 Top for Actors

In putting together a dramatic show, Rose doesn't have the problem of finding and bidding for performers every other program has. "There are a thousand and more top actors available to us—and we don't pay the biggest money in the world. With \$15,000 to play with, we seldom pay more than \$750," said Rose.

"Sure, I'd do it again," said Rose. "But I couldn't do it without Jed in there."

Rose also threw a couple of bouquets at the sponsors. "They haven't interfered one bit. They've told me they don't know anything about producing a show and have given us a free hand. That's the way it is. I can't tell them how to make cars—I can't even drive one. And they don't tell me how to put on shows."

Even Repairs May Be Barred In Amuse Field

WASHINGTON, Oct. 28.—Extension of construction curbs to cover repairs and maintenance on showbiz structures is being contemplated by the National Production Authority (NPA) which this week (26) issued a ban on all new a m u s e m e n t construction over \$5,000. Altho anticipated, the showbiz order is the most sweeping yet leveled at any industry by the NPA.

The ban covers 44 separate types (Continued on page 54)



AL JOLSON May 26, 1886 — October 23, 1950 (See Final Curtain)

GODFREY'S FACE RED OVER COLOR TV CRACKS

NEW YORK, Oct. 28.—Arthur Godfrey this week got himself into a jam that threatened to have him eating crow by the carload. On his Monday (23) simulcast over CBS for Lipton's tea, Godfrey delivered himself of a few weighty remarks on color TV, stating, "If I were you I wouldn't buy a television set for six months so that you can have all the gadgets inside of it. Don't worry about obsolescence," he advised, "they'll find a way to fix your set. Don't worry."

The following day the roof fell in on both Godfrey and CBS who, reports have it, had tutored the personality in color TV. Anthony (Tony) Geoghegan, veepee of Young & Rubicam, the Lipton agency, called Frank Stanton, CBS prexy, and blew a fuse over the Godfrey advice. His action was preceded by numerous protests from TV manufacturers, dealers and distributors who flooded Y&R with squawks. The bad public relations that Godfrey had created for Lipton's made Geoghegan tell Stanton that the sponsor wasn't paying the bills to propagandize for CBS, but to sell tea.

Indications early in the week were that Lipton's would ask Godfrey to recant his advice to the TV-lorn. At the last moment, however, the tea brass reconsidered and decided that a retraction "of the opinions already expressed would tend to perpetuate them and give them wider circulation than already received."

Berle Vs. Godfrey in Color Tiff

NEW YORK, Oct. 28.—Talent is getting into the color TV fight in a big way. Last week Arthur Godfrey made a strong pro-color pitch on both his shows and landed sponsor Lipton's and CBS in the soup. (See other story in this issue.) Slightly more subtle color plugs were thrown in on the We Take Your Word show, and in a taint commercial on the web. In the former, Faye Emerson, trying on a red feather hat, said: "I wish color television were here (Continued on page 54)

TV FILM RENT ON FEAST-OR-FAMINE BASIS

By June Bundy NEW YORK, Oct. 28.—Negotiations between TV stations and feature film distributors have evolved into a feast-or-famine rate-jiggling routine during the last six months. Video broadcasters in one-station markets like Pittsburgh, New Orleans and Miami, can practically name their price and are paying as low as \$25 a film. On the other hand, TV programmers in Los Angeles, a seven-station city out of bounds for the coaxial cable, are paying \$1,000 and up for flickers which brought less than \$300 a year ago.

Caught with its rates down, WPIX, New York, stands to lose one third of its \$140,000 investment in feature film packages, according to Ben Larsen, station manager. A year ago last July (Continued on page 3)

Freedom Crusade Gets Big Air Plug

NEW YORK, Oct. 28.—The Crusade for Freedom campaign, climaxed this week with the dedication of the Freedom Bell in Berlin, got heavy support from TV-radio stations according to a report made by Roger Brown, whose public relations outfit TV and radio stations plugged the Crusade via spots, interviews and (Continued on page 54)

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Table listing various news items and their corresponding page numbers, including Arenas-Rinks, Buresque, Carnival, Circus, Classified Ads, Coin Machines, Fairs & Expos, Final Curtain, General Outdoor, Honor Roll of Hits, Legitimate, Letter List, Magic, Merchandise, Music, Music Charts, Night Clubs, Parks and Pools, Pipes for Pitchmen, Roadshow-Rep, Routes, Salesboards, TV-Radio, and Vaudeville.

Billboard Backstage

by Joe Csida

Don't think it hasn't been fun, because we've got lovely dark half moons under our eyes to prove it has. "It" means getting this first issue of The Billboard in this newspaper format to you, and "we" mean all of us on The Billboard. The whole move, to begin with, took the kind of slightly pixillated derring-do of which show business itself is made. Here we'd gone along for 56 years, literally getting bigger and better (if zooming circulation and ever heftier advertising lineage are criteria) almost week by week.

But we weren't quite happy. Things were settling into a little bit too much of a rut. With an Audit Bureau of Circulations count of over 57,000 readers, we were being a little hard-pressed to maintain our deadline and still get the paper to the people fast. So, after plotting and planning for almost two years, we decided to do it. Then the fun began.

Prexy E. W. Evans and Larry Gatto and their cohorts in Cincy, abetted no little by Co-Publishers Bill and Rog Littleford, started hunting new production facilities. Clarence Latscha, Maynard Reuter and Haps Kemper took on the job of making some sense out of advertising readjustments which would be necessary. Bernie Bruns and his battery of circulation experts began cooking up large batches of direct mail and other devices to inveigle new thousands to try the paper in its new dress. Brother Andy Csida and Jerry Franken (who took a leave of absence as TV-radio editor to become the top flack for the switch) combined to spearhead a promotion and publicity drive to let all of show business know about our changeover.

Maybe Some Jitters

In the meantime this scribbler and all the department editors and reporters cooped themselves up to try to hatch some exciting new editorial features. If you've been alive in the past six to eight weeks you must have felt, in some man-

(Continued on page 50)

Washington Once-Over

by Ben Atlas

WASHINGTON, Oct. 28.—Look for a new and important front to flare up soon in the TV allocations battle which holds the answer to the multi-million dollar question: When will the TV freeze be lifted? Altho the main battlefield has been presumed to be at the Commerce Department Auditorium, where the Federal Communications Commission (FCC) is staging a long-winded hearing on its TV allocations plan, signs of an even frothier conflict are beginning to cloud highly secretive confabs between the State Department and embassy row.

The story, which State Department's striped-pants gentry have been politely trying to keep smothered, is simply this: When, as and if the FCC gets straightened away with U. S. industry folk on an upstairs-downstairs TV allocations plan, will the U. S. have to reach an agreement with Canada and with Latin-American nations on inter-American frequencies under the FCC's allocations scheme. Altho international formalities are still in the future, State Department has been getting broad hints of unrest in current "sounding-out" diplomacy.

Envoys of Mexico, Cuba and Canada have been particularly irate about the FCC plan. They've told our striped-pantsers that the Commission's TV allocations blueprint will have to be drastically revised, with some sections of it completely scuttled, before the plan will fit into their TV schemes. State Department officials don't profess to know much about television, but they recognize woe-fully that any obstinacy along embassy row could indefinitely prolong the freeze.

Taxes Ahead

An excess profits tax is the first item on the congressional session, which will get under way soon after the November elections. Such a tax would hit any showbiz corporation which might have made a mint in the last year or so, but the tax would also be likely to swell indirectly radio-TV income. Form of the tax has not (Continued on page 54)

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

Negroes, NBC Talk Posers In Broadcasts

Industry Improves Situation; There's Still Work Ahead

NEW YORK, Oct. 28.—Broadcast problems concerning the Negro national community and their relationship to networks, NBC in particular, were hashed over this week in a meeting between NBC executives and representatives of the Negro press and several major Negro organizations. Consensus of the lengthy session seemed to be that, altho improvement has been made in treating Negro problems and portraying them on the air, there is still room for gain.

The meeting was called by NBC, in favor of a general RCA policy initiated last year by John West, then with RCA Victor and newly named NBC West Coast veepee, in which RCA sought to improve public relations with the Negro community.

Some 40 Negro editors attended, as well as representatives of the Urban League, the National Association for the Advancement of Colored People (NAACP) and the Afro-American newspapers. Joseph Baker, RCA's Negro public relations adviser, was the meeting's moderator.

NBC Policies

Stockton Helffrich, NBC's director of continuity acceptance, reported on the network's policies concerning references to Negroes in scripts and lyrics, pointing out for example, that "darkie," "curly hair" and "kinky head" are forbidden. Ernest De La Ossa, NBC personnel director, stated that of 2,000 employees, some 30-odd are Negroes. He admitted that there was considerable room for increasing the ratio, but said that NBC had encountered difficulties in getting properly trained Negro staffers. He cited NBC's urgent need for TV technicians as an example, but said none could be found, attributing this to discriminatory practices by schools.

Other speakers included Lester B. Granger, of the Urban League, who reported on progress being made in urbanizing Southern Negroes; William J. Gibsons, editor of the Afro-American newspapers, who discussed gains made in the fight against discrimination, and Syd Eiges, NBC veepee, who asked the editors to call on NBC for more service than in the past.

Agency Tangles With Murray, Someone Blew Top in a Hurry

NEW YORK, Oct. 28.—A dispute between the Arthur Murray Dance Studios and Dorland, Inc., here over production policy on Murray's DuMont network TV show has resulted in the Murray account returning to Ruthrauff & Ryan. The latter agency had been with the dance king for 29 years. Dorland announced its resignation from the account Wednesday (25), but Murray said he gave the outfit notice by mail Tuesday (24).

In resigning the account, Dorland aimed a blast at "amateur advertiser meddling," accusing Murray of imposing "overburdening interference upon all personnel associated with the show" and citing "the heated resignations" of scripter and director because of Murray's "refusal to permit professional improvements to be made on the program." Dorland also accused Murray of "cutting camera rehearsal time to an impractical number of hours—submersion of big-name talent in a welter of Arthur Murray material" and making the show "a one-hour sales message."

Dorland also took exception to Murray's plan to split the hour telecast into two shows, with another sponsor taking over the latter half, describing it as an "ill advised" move which "would automatically reflect discredit on us."

Murray Goes On

Meanwhile, Murray has gone ahead with the two-show plan for Sunday (29). The U. S. School

GARROWAY'S 1 DOWN, 3 TO GO

CHICAGO, Oct. 28.—Having four autos didn't do Dave Garroway much good this week. The comedian walked out of a restaurant in time to see someone driving away in his convertible.

Garroway ran to his nearby apartment garage, but by the time he had decided on which of his three remaining cars to use for the chase, the convertible and thief had disappeared.

There's Still Dough for AM Where TV Isn't

ABC Cashes In on The Void by Pitch For Those Co-Op \$\$

NEW YORK, Oct. 28.—Many national advertisers who left the ranks of network radio sponsors to bankroll TV shows still have cash on hand to bankroll radio stanzas. The rub is that these funds basically are allotted to national spot radio, mainly in non-TV areas. In a move to get some of these firms, ABC this week was lining up a new co-op splurge.

The 9 to 10 p.m. period Wednesday is being turned over to co-op airings, starting November 15, with the second half-hour going to Edward Arnold's *Mr. President* show, being shifted over from Sundays. The entire show will be taken on tour, playing before smaller-city audiences all over the country. This drive in non-tele areas is expected to bring in local advertisers where national outfits do not pick up the tab.

The 9 p.m. period has not yet been set, but probably will be filled with *Rogue's Gallery*, who-dunit, with Paul Stewart likely to get the lead role which formerly was played by Dick Powell and Barry Sullivan.

The 1 to 2 p.m. slot also is to be turned over for co-op use, with Mary Margaret McBride's 1:15 to 1:45 p.m. chunk the bulwark of the line-up, when she kicks off about December 1. The preceding 15 minutes is filled with Buakhage's Washington commentary, sold co-op. Following Miss McBride, probably, will be a new 15-minute show with Walter Kiernan.

of Learning, a mail-order musical instrument course, is picking up the tab for the last 30 minutes, which will feature a musical charade contest between Arthur Murray teachers and a group of Conover models. Bill Stern will emcee the new stanza.

Altho Dorland's resignation called for four more weeks of billing, Murray said he is turning the account over to Ruthrauff & Ryan Monday (30). He said he anticipated the possibility of legal action but would insist on the change anyway.

Robert Hall Revamping Plain Pipe Racks for AM, TV Spots

NEW YORK, Oct. 28.—Robert Hall Clothes, the retail chain believed to be doing the biggest spot radio job in its field in the nation, this week was revamping its radio budget for 1951 with a view toward cutting out a healthy chunk for its first important TV spot campaign. The clothing chain is said to believe that in 10 important markets TV is catching up so rapidly with radio audience-wise that its entrance into the medium cannot be postponed any longer.

While the advertiser's radio spot technique aims at saturation, in

BBDO Offering Stars "Tour" Of Agency's Own Top Shows

Zach Scott, Lee Bowman, Jane Wyatt Among Names Playing "Cirk"

NEW YORK, Oct. 28.—Ability to offer top-name talent a "package deal," involving appearances on several programs, has enabled Batten, Barton, Durstine & Osborn (BBDO) agency to line up a regular roster of luminaries.

With some 20 top AM and TV network shows coming out of BBDO, plus the reputation of paying well and offering good surrounding production, the word in Hollywood, especially, is that a star seeking to pick up some quick tax money need only make a trip to New York and swing a deal at BBDO.

Usually, the stars coming in get at least two cracks at the agency's shows. Sometimes, however, a star can do much better for himself. Within the past couple of weeks,

for example, Zachary Scott has turned up on no fewer than four of the agency's productions: the Robert Montgomery TV stanza, *Celebrity Time*, *Cavalcade of America* and Armstrong's *Theater of Today*.

Lee Bowman turned up on three shows, hitting the Montgomery-

opus, *Cavalcade* and *Theater Guild* and then was booked into NBC's *Saturday Night Revue*, on which BBDO has two sponsors. Jane Wyatt got a crack at the Montgomery show, which with *Theater Guild* is the agency's big lure. She collected as well, for a turn on *This Is Showbusiness*.

Kuklapolitans May End Up in CBS-TV Net

NEW YORK, Oct. 28.—Indications this week were that the talent battle between CBS and NBC may soon be stepped up again, with Burr (*Kukla, Fran and Ollie*) Tillstrom the prize. Tillstrom's two year contract with NBC lapses in June, 1951, with the web to be given first refusal before any new arrangement with a rival net is arranged.

NBC has already started dicker-ing with Tillstrom, but the puppeteer claims that his current pay is "pathetic in comparison with many shows" and that the net will have to up his stipend "considerably." CBS is hovering in the wings ready to match the NBC offer.

MOOCHERS CAN LOOK FORWARD TO SLOW WEEK

NEW YORK, Oct. 28.—For the benefit of gate crashers, free loaders, moochers, and other drink cadgers, *The Billboard* herewith presents a partial list of next week's cocktail parties. This feature will run whenever the number of parties and the combined thirst and hunger of the free loaders warrants. Cuffo artists are asked not to call *The Billboard* for further information; try Weather 6-1212 instead.

Tuesday (1)—Bert Parks, Club 21, 5 to 7 p.m. Courtesy Young & Rubicam and General Foods.

Wednesday (2)—DuMont luncheon; 12:30, Music Room, Hotel Biltmore. Courtesy DuMont TV network.

Thursday (3)—Walter Kiernan luncheon; 12:30, Toots Shor's. Courtesy Walter Kiernan.

Sorry, kids—it's a slow week.

TV's Film Rentals Feast or Famine

One-Station Towns Get 'Em Cheap, Big Cities Fork Over Heavy Sugar

Continued from page 2
The New York Daily News station shelled out that amount for a two-year contract on 13 A movies and 36 Westerns and action films, buying two of them outright (*Pygmalion* and *Major Barbara*) and the rest on percentage agreements.

Stuck With Old Rates

At that time WPIX based its rates to other stations on the number of sets in each area, ranging down from \$1,000 a film in New York to \$90 for Albuquerque, N. M. Chicago and L. A. were both tagged at \$300 a flicker. The Western package, of course, went for considerably less—\$35 up to \$100 apiece. Since then, rates for comparable quality films have risen terrifically, but WPIX's con-

tracts are at the old reduced rates. As a result, the New York video outlet has failed to recoup more than two thirds of its original investment, even tho the series has been carried about 75 times in 40 U. S. TV markets and has had three complete sponsored run-thrus on WPIX itself.

Name-wise, Masterpiece Productions, New York, is generally conceded to have the most important group of A American movies, with a feature package including the Academy Award winner *Stage Coach*, Jack Benny's *To Be or Not To Be*; Alfred Hitchcock's *Foreign Correspondent* and *Long Voyage Home*, and *History Is Made at Night*, with Jean Arthur and Charles Boyer.

Better Range

Masterpiece's prexy, Jules B. Weill, who owns the movies outright and seldom deals in percentages, has managed to keep his rates up to date. The A package, which has played 42 markets since last January, sells from a maximum of \$1,250 in New York down to a minimum of \$125 a film.

Weill's Masterpiece series has had as many as seven runs during the last two years in L. A., but, for most markets, he thinks five runs is about par for a five-year period until the freeze is lifted.

Associated Artists Productions this week reportedly made a down payment of \$100,000, plus a percentage of the rental profits for a parcel of old Douglas Fairbanks Sr. pictures—20 silents and two talkies. Associated will supply special musical backing for the former.

Vaude Comic Gets CBS Pact

NEW YORK, Oct. 28.—CBS this week signed comic Frank Fontaine to a network contract for his radio and TV services. Fontaine will begin his web chores by guesting on the Jack Benny AM show, and then visit some of the other network packages.

Meanwhile, CBS-TV program department will begin work on a video package to feature Fontaine. The comic, a long-time nitery and vaude fixture, moved up the showbiz ladder rapidly after several sock stints as a guest on various TV shows.

Philip Morris Yanks CBS-TV "Sports Parade"

NEW YORK, Oct. 28.—Philip Morris this week summarily yanked its *Bond Street Sports Parade* off CBS-TV before its scheduled Wednesday (25) show. The move was made because, following the International Boxing Club (IBC) fights, the program could not be put on in its entirety as there was no way of knowing how long the bouts would run.

In the five weeks the program was on, one show ran 14 minutes, another 8 minutes and another only 60 seconds. Two programs never even got on. To cope with

these problems, the sponsor worked out an arrangement with Rex Marshall, the announcer, whereby he would get one fee for standing by and another for going on. Film was also rented with one fee for not being used and another, to be paid by the foot, when it was employed.

In all cases the advertiser was stuck with a considerable talent bill. No arrangement has been made as to the eight weeks left in the Philip Morris contract commitment with CBS-TV. The web will fill the time with a sustaining sports show featuring John Derr. Cecil & Presbrey is the agency.

WPIX TURNING OTHER CHEEK

NEW YORK, Oct. 28.—Coverage of Madison Square Garden events by WPIX, New York, will find the station devoting its major advertising and promotional efforts to getting customers to attend in person, rather than stay home and watch on tele. A WPIX exec this week said the outlet's prime job is "to fill those 18,000 seats."

This theme will be carried via WPIX ads, slides, announcements, trailers and other advertising, promotion and publicity.

BR's Buy Spots as Outlets Fail To Clear Time on Nets

Situation May Develop Into Tug Of War Between Webs & Stations

NEW YORK, Oct. 28.—A number of important sponsors, who might ordinarily be network television clients only, are being forced by accelerating circumstances to buy time directly from TV stations on a local spot basis. By the same token, stations are likewise causing furrowed brows at webs by their mounting refusal to clear time for network film and kinescope shows. Among

the bankrollers involved to date are Bigelow-Sanford, A. C. Gilbert, Roma Wine, Pure Oil Company, Manor House Coffee, Arthur Murray Dance Studios, Doeskin Tissues, Gold Medal Candy, Sheaffer Pen, General Mills and Procter & Gamble (P&G).

The stations' angle, in what may develop into a real tug of war with the webs, is based purely on dollars and cents, and is found predominantly in one-station and two-station markets thus far. It derives from the simple fact that if they turn down a film show on a network basis, and the sponsor needs the market badly enough, the station will get the business on a spot basis. On a network basis, figuring in the free hours given the web, a station gets from 20 to 30 per cent of the sponsor's fee; on a spot basis, it keeps about 70 per cent. The latter figure is based on a 15 per cent agency commission and 15 per cent station rep fee.

Both the P&G and General Mills business is in addition to current web commitments on ABC for the *Beulah* and *Lone Ranger* shows respectively, both placed thru Dancer-Fitzgerald-Sample. It is known that several stations, which refused to take the shows

from the network, accepted them directly from the agency on a spot basis. They are in these cases, however, paid only the same rate they would get from the web, and must also give the agency the same long-time rate guarantee given by ABC.

B-S to Spots

Bigelow-Sanford, however, has gone over entirely into spot buying. Using the film features formerly aired over CBS by International Silver, the carpet firm attempted to buy time on the same web. However, CBS reportedly could clear only four cities, so the spot has gone out itself to clear stations on a spot basis throughout the country.

A. C. Gilbert, facing the same problem, bought a 15-minute film package tailored for it by Transfilm, Inc., called *Boys' Railroad Club*, which tees off today (28) on some 60 stations, all bought via spot.

Roma Wine is supplementing its NBC coverage for its film show, *Party Time at Club Roma*, with spot buys in cities NBC can't clear. Roma, however, insists on the same time slot in each city, so is buying into competitive stations directly opposite NBC affiliates which say no.

Arthur Murray, which airs live on six DuMont web stations, also has 27 kine outlets, many bought on a spot basis. This deal is said to have been made with DuMont's okay to give the sponsor a new hour outlet and the chance to make a kine of the show. This is only one example of webs relaxing their ban on selling kines elsewhere when they can't clear sufficient stations. Another is NBC's *Who Said That?*, bankrolled in various markets by Pure Oil and Manor House Coffee.

Johnson Wax Buys "Starlight Theater" Show

NEW YORK, Oct. 28.—Johnson's Wax this week purchased *Starlight Theater*, a CBS-TV package now off the air, for slotting in the 8-8:30 Thursday night time to alternate with Burns and Allen. The slot is now occupied by *The Show Goes On*, sponsored by Columbia Records, which had been pressuring the parent company to get out of its video commitment.

Johnson's expects to sign top thespian talents to star in the dramatic show. Needhan, Louis & Brorby is the agency.

NO BULL! RADIO SELLS LIVESTOCK

DETROIT, Oct. 28.—Radio can do a quicker and cheaper job of selling livestock than the traditional auction sale, farmer William W. Crapo, of Swartz Creek, Mich., found out. Crapo had 24 registered Hereford cattle to sell, and bought 10 spots on John Merrifield's *Farm Story* on WWJ, Detroit. The first two spots sold all four of the bulls, while the rest disposed of the 20 females plus half a dozen other cattle he had not listed, at an average price of \$375.

Crapo figured up that the WWJ spots cost him an average of \$5 a head to sell the stock, while an auction sale would have averaged \$100 a head, and he got a valuable new mailing list as a bonus.

Wisconsin Law Stymies Pen Firm's ABC Giveaway Shows

NEW YORK, Oct. 28.—Sponsorship by Parker Pen Company of a package group of several ABC radio shows, as part of a big pre-Christmas splurge, was stymied this week by the opinion of the Wisconsin attorney general classifying radio giveaways as lotteries. Parker had planned to pick up part of ABC's *Stop the Music* as the basic part of the deal, but since the pen firm's headquarters is in Wisconsin, it had to back down from the buy as bad public relations in its own backyard.

ABC, meanwhile, will announce at the beginning of *Stop the Music* that no calls will be placed to Wisconsin, and affiliates are being urged to continue carrying the show as "entertainment," preceding its airing with the same announcement. However, Walter Damm's *Milwaukee Journal* stations WTMJ and WTMJ-TV, will not air either the AM or TV versions, and this week decided to delete four other shows as containing the same elements which caused *Stop the Music* to be labeled a lottery.

New shows tossed off are *Chance of a Lifetime*, *Arthur Godfrey and His Friends*, *Break the Bank* and *What's My Name*. *Chance* will be replaced by the Wayne King show,

YA GOTTA HIT THE ROAD TO WOO TELE STATIONS

NEW YORK, Oct. 28.—Always a hardy perennial in the music business, the song plugger is making his debut in TV under another guise—the program plugger. Because of the large number of one-station and two-station video markets, agencies have begun to woo stations in those cities, when the network carrying their shows can't make further progress.

Agencies now are sending their top sales execs out on the road with candy under one arm and flowers in the other to open up the cold hearts of the station managers. One such agency is Ruthrauff & Ryan.

Faced with problem of getting kines on TV for ANTA's *Showtime, USA* program for Dodge Motors, the agency assigned Veepée Tom Slater to hit the road. Armed with kines of the program and a presentation, Slater covered the country from one end to another and came back as happy as a suitor whose proposal had been accepted. He had convinced over 10 ABC stations that the show would be the answer to all their Sunday night programing problems, bringing the total of kine outlets to 27, in addition to the nine live outlets.

Payoff, Chisel Move Into TV As Time and Freeze, Squeeze

Continued from page 1
film and kine shows in order to get the same business on a spot basis.

These factors, among others, find several bankrollers, who entered the medium this fall with high hopes and big budgets, taking another look at the entire picture when their first cycles run

out, not too many moons hence. They then will weigh the migraines they are suffering with the desirability of hanging thru until the industry, with an assist from the Federal Communications Commission (FCC), can straighten itself out.

Nasty Word

That nasty word, "payola," long a byword in the music business, has begun to be heard openly in the video market in recent weeks. The position of the TV stations vis-a-vis the networks is the strongest it has ever been, due to the tremendous number of shows fighting for airing in one-station and two-station markets. Talk is that some station managers can be "persuaded" to air shows if the right consideration is shown.

Elsewhere on this page, *The Billboard* has rounded up various aspects of the critical situation facing the TV industry. These indicate that a move is already under way by important sponsors to by-pass the networks entirely in favor of getting their shows into essential markets via spot buys. They also show that some stations are taking further advantage of the situation by rejecting, for what seem good and sufficient reasons, programs aired over the networks by film or kinescope, and then turning up with the same programs placed on a spot basis—which means heavier revenue.

Pluggers Used

This difficulty in even getting kines, much less live shows, on network affiliates has given rise to such unique by-products as the show-plugger, who makes the station rounds seeking to plant his kine on the air. Just how bad the situation is may be seen from the story noting top-caliber shows which must take many if not most of their outtings via kine.

Finally, even if a sponsor is lucky (or smart) enough to get a kine on the stations he needs, he has no guarantee that he'll get what he's paying for. Abuses or kine showings have become so numerous that merely listing them is a staggering chore.

Where, how or when the situation will be remedied cannot now be predicted. But one prediction is safe: Unless something drastic happens soon—unless fires are lighted under the right people—video's biggest money year may peter out before it has run its course.

Agency, Brass Set Discussion Over 'What's My Name'

NEW YORK, Oct. 28.—Sullivan, Stauffer, Colwell & Bayles has called a meeting for Monday (30) of the *What's My Name?* show and the program's packagers, Lou Cowan and Ed Byron, to discuss production problems which are limiting the program's impact. The agency is acting for Speidell, the sponsor of the Monday evening 8-8:30 presentation which is on NBC-TV.

The situation has deteriorated so much backstage that few of the principals involved in the program even speak to one another. At the Monday confab the agency will move to solve the problems confronting the show, or else take drastic actions.

Station Snafus, Butcheries Dog Kine's Tracks

Multi-Spots, Wrong Time, Omissions Burn Bankrollers

NEW YORK, Oct. 28.—The butchery of TV shows which must play important cities via kinescope route has proved so heavy that a number of key bankrollers are openly rebelling. Besides the lessened impact from kine film, they are het up about the repetition of snafus in outlying areas, some of which are hard to believe are unintentional and done only thru innocence.

Some of the evils being faced are double, triple and quadruple spotting practices by some stations; placing in wrong time slots; airing of the incorrect kine; omission of use altogether; elimination of commercials; use of kine as a means of selling local spot announcements and use only of portions of a program, with key portions cut out.

Spot Check, Inc.

Advertisers and their agencies have a tough time keeping up with abuses. Most top outfits are subscribers to the service of Spot Check, Inc., TV checking service operated by Hardie Frieberg, which uses disabled war vets in all TV cities to keep tabs on shows. (Continued on page 11)

COAX CUTS THE BUCK

Video's Top Spotters More Kine Than Live

NEW YORK, Oct. 28.—Just how the current coaxial cable set-up prevents important sponsors from getting full returns on their heavy TV investments is dramatized by a special survey made by *The Billboard*. The inability to clear live versions of their shows in key markets has a number of major bankrollers, who have hefty investments in their TV shows, up in arms. But there's little they can do about it.

Hardest hit, of course, are sponsors on the DuMont and ABC-TV webs, which is what prompted those two networks to file their recent complaint with the Federal Communications Commission (FCC). However, CBS also has had its troubles in this direction. At this moment the web has a half-dozen "if" orders for the 10:30 p.m. Tuesday period, the "if" concerning the clearance of stations. Four is the best the network reportedly has been able to do.

Few NBC Problems

There are few such problems disturbing execs at NBC, but even that network has had a couple of touchy time slots. The *Garroway at Large* show for Congoleum, for example, has 22 kinescope outlets to 29 live, because it is bucking CBS's *Celebrity Time*, which takes only six kines with its 30 live. Peter Paul's *Hank McCune* show, on NBC, has only 12 live to 11 kine stations, while Armstrong's *Circle Theater* takes 10 kine stations, altho it has cleared 33 live.

At CBS, the expensive Westinghouse *Studio One* show is forced to take 20 kine cities in addition to its 31 live outlets. Its opposite number at NBC, the Robert Mont-

gomery show, also has 31 live stations but has no kine cities at all. American Tobacco's *This Is Show Business* uses 29 kine cities with its 23 live clearances. American Safety Razor's portion of *The Show Goes On* uses 21 kine markets with its 15 live. Nash-Kelvinator's Morton Downey show has to take as many kine as live cities, with 13 of each. The \$25,000 Prudential production, *Family Playhouse*, is seen in only 12 cities because owners of the properties used refuse to permit them shown via kine.

ABC Sitch

At ABC, Dodge's high-priced ANTA program, *Showtime, USA*, has only nine live outlets to its 27 kine. Pharmacruff's *Chico Marx* show has seven live outlets and uses but 11 kine because the sponsor will not permit more on that basis. Chrysler's *Treasury Men in Action* has 16 kine cities to its 20 live. Bendix's *Chance of a Lifetime* takes 19 by kine to 14 live. And Philco's hour-long *Don McNeil* show has 10 kine cities in addition to its 18 live.

At DuMont, the food stores' *Star Time* production airs via kine in 17 cities, only 11 being cleared live. Arthur Murray's big-name variety show is seen live on four web outlets, via kine on some 14 others, and has resorted to spot buy (using the kine film) on an additional 13. The drugstores' *Cavalcade of Stars and Cavalcade of Bands* shows have only 13 live outlets each, with six more via kine. Kaiser-Frazer's *Ellery Queen* airer gets a live outing in only nine markets, two more having been added via kine, altho the sponsor frowns on its use.

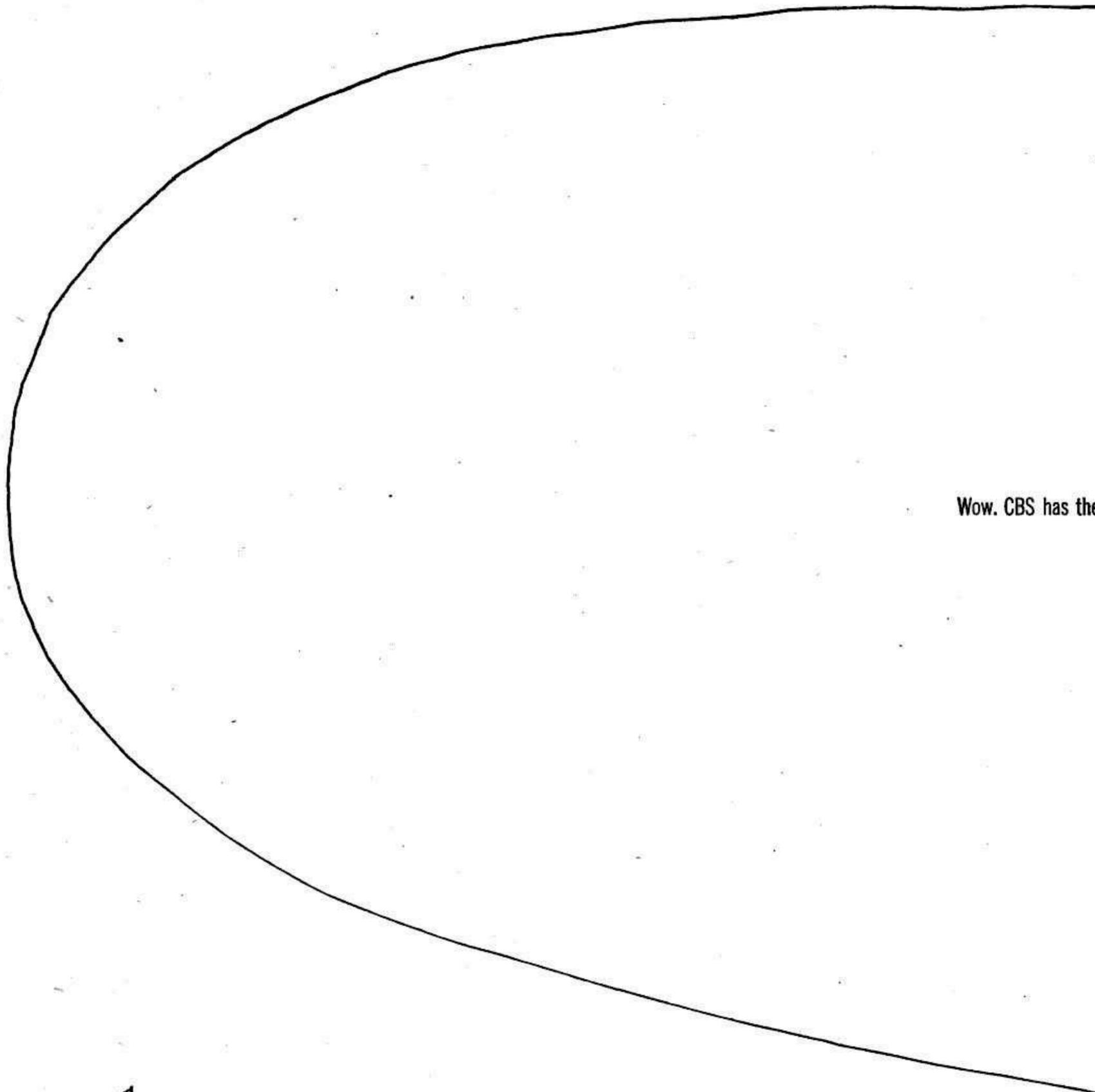


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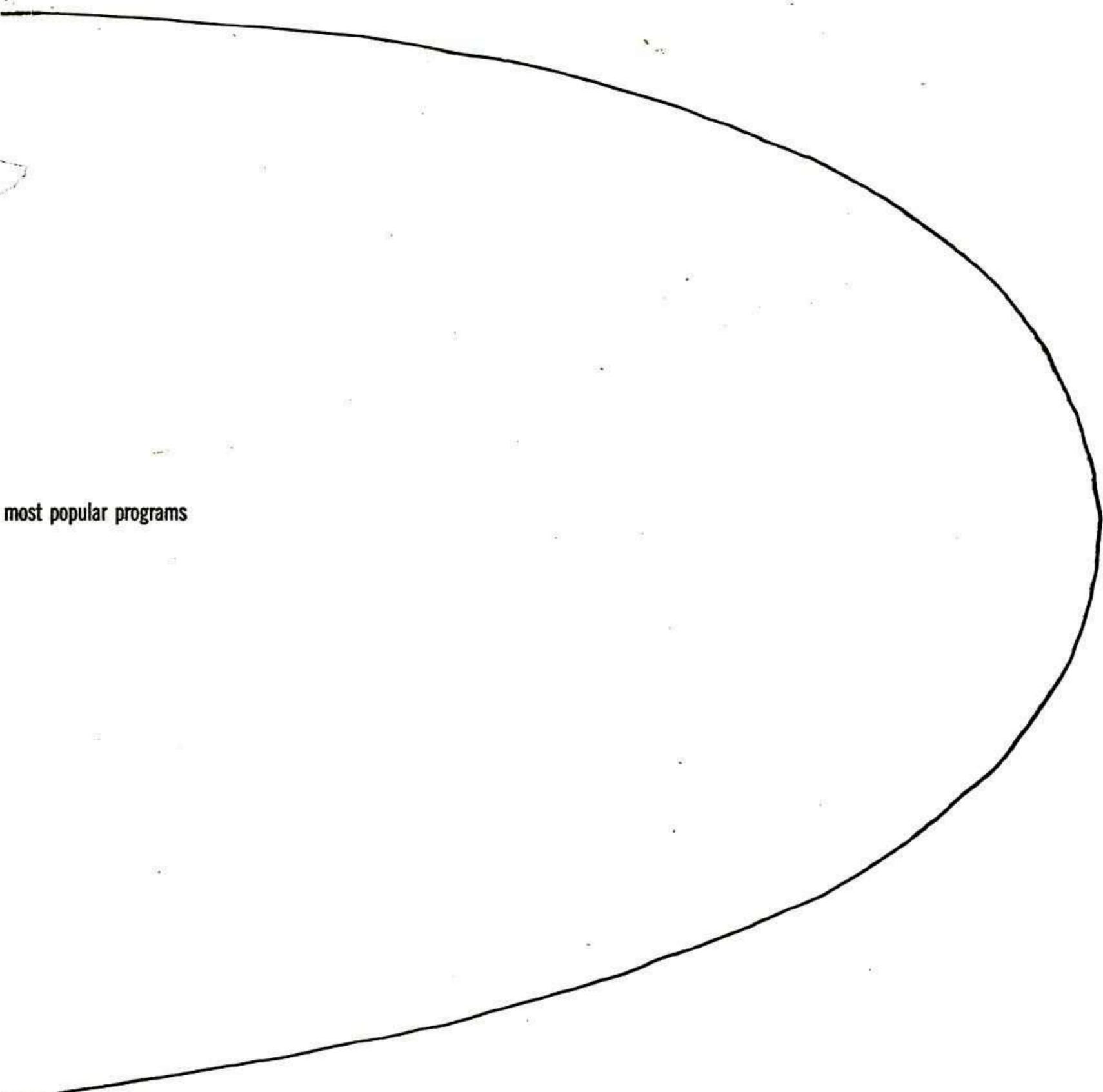




Wow. CBS has the



*NRI. Sept. 8-9



most popular programs

Hope you won't mind our telling you something you're used to hearing by now. We hate to keep bringing this up so often, but it's 8 of the top 10 again, both day and night, in the fall season's first ratings.* All our top shows weren't even back when these were rated. Next time they'll be in there too.

CBS

South America, Here Comes Video; U. S. Firms Plan Latin \$ Invasion

Cuba, Brazil Sked Two Stations; Mexico, Three; Equipments Apply for Licenses

NEW YORK, Oct. 28.—A considerable number of important American advertisers who sell to the Latin-American market are already making plans to divert some of the advertising funds into TV stations opening up around the hemisphere. Both Zenith and Philco are likely to make early entry into this field, with other firms considering such a move, including Colgate, Procter & Gamble, Sterling Drug, Westinghouse and General Electric.

Seven tele outlets probably will be airing before the year is out, including two in Cuba, three in

Mexico and two in Brazil. In addition, a fourth Mexican TV station application is in for Tijuana, just south of the California border, and three more firms in Brazil are eager to get into the medium. Equipment manufacturers here also are negotiating with TV licensees from Argentina, Venezuela, Puerto Rico and Colombia.

First in Cuba

The first Cuban station, owned by Union Radio, opened Tuesday (24), with lots of hoop-la, and the nation's president, Carlos Prío Socarras, headlining the ceremonies. The second, CMQ-TV, owned by Cuba's top advertising exec, Goar Mestre, will be airborne the end of November, on time for the start of the winter baseball season, and will air from 6 to 11 p.m. nightly. Both outlets will carry the games, which are played nightly and Sunday afternoons, and are selling out \$30,000 each for the season's rights. CMQ-TV has a local beer and cigarette firm lined up to split sponsorship.

Films on Top

Both Zenith and Philco, which bankroll audience participation shows on CMQ's AM outlet, are planning to simulcast when the tele station gets rolling. Cuban retailers have some 15,000 sets in stock, and most will probably be installed by the end of the year. Lack of trained servicemen is one problem holding up installations. The cost of sets is another, a 35 per cent import duty bringing average set costs to between \$450 and \$500, a big bite for the average Cuban citizen. Other sports certain to be bankrolled are boxing bouts, jai lai and wrestling.

Programming in the Latin countries likely will stress sports and local shows, with American film distributors able to count on heavy business for Western films and cartoons. CMQ-TV is planning a long diet of such films, and is now deciding whether to air them silent, with a commentator explaining action, or to cut him in over the English sound track. Typical time charges are likely to run around \$300 to \$350 per hour, exclusive of rehearsal time. A minor complication in Havana is that Miami's TV shows are received there easily, and even New Orleans, 200 miles away, can usually

(Continued on page 11)

AFRA Preps Strike Vote On Pay Issue

Webs' Counter-Proposals Held Unsatisfactory

NEW YORK, Oct. 28. — The American Federation of Radio Artists (AFRA), unsatisfied with the counter-proposals made by the networks, was this week preparing for a strike vote at a membership meeting Wednesday (1). Only a better offer at a negotiation session on Tuesday (31) will change the score.

The webs have offered performers a 5 per cent hike for sustaining and commercial shows, and local announcers a minimum of \$100 weekly—and in the event they are making more now a \$7.50 hike instead. These proposals are unacceptable to the union.

AFRA has asked that radio artists receive sustainer-commercial parity, be limited on doubling, and that newscasters get higher fees. For its announcers, the union asks that the "onerous" recapture clause be omitted from the contract. This clause allows the web to take back an amount of money equivalent to the staff fees when its announcers are working a commercial show. The webs are also asking that announcers work exclusively for their affiliates.

The AFRA started negotiations by endeavoring to work out one agreement for its announcers in the major cities, the webs have refused to dicker on any such basis. Confabs are now only being held for New York announcers. AFRA, however, expects that, whatever pattern is set here, will be applied to other important cities throughout the nation.

Election Pitches For Sponsorship Made by NBC, CBS

NEW YORK, Oct. 28.—CBS this week was pitching strongly to get Chevrolet to buy radio coverage of the election results on its facilities on November 7 in the face of heated competition by NBC. The latter web, however, has been unable to clear time after 11:15 p.m., and unless it can change the minds of its affiliates, may be out of the picture.

Barry Sets Deals With 2 Film Firms For New NBC Show

NEW YORK, Oct. 28.—Bud Barry, NBC's AM program veepee, this week set deals with two Hollywood film firms to use dramatized excerpts from new films on the upcoming *Big Show*. One was set with Warners for its new film, *Breakthrough*, and the other with Stanley Kramer for *Cyano*.

Jose Ferrer will play his *Cyano* part on the first *Big Show* airing. Frank Lovejoy, Warner's new star, will do a bit from his role in *Breakthrough* on the second stanza.

POPULARITY BATTLE ON

Old Video Toppers Skid in Ratings

NEW YORK, Oct. 28.—The entry of new high-powered video shows this fall may be a great boon to viewers, but it's a terrific pain to shows which copped top rating honors last season. A special Videodex survey, made for *The Billboard* by Jay & Graham Research, Inc., shows every one of the top 10 TV shows of last April has taken a rating to toboggan this fall, dropping an average of about 10.5 points each in the October ratings. In fact, two of these 10 have fallen below their new opposition, while a third has had its rating equalled.

Both *Stop the Music* (ABC) and *The Goldbergs* (CBS), which rated seventh and eighth, respectively, last April, have dropped below shows pitted against them this fall. Groucho Marx (NBC), with 27.6, topped *Stop the Music* (27.5); *Musical Comedy Time* (NBC), with 24.5, is ahead of *The Goldbergs* (24.4).

Godfrey Top Flopper

Stop the Music likely will find the going even tougher in the future, when the new CBS Burns and Allen show's ratings will be felt. Even Milton Berle, who dropped 7.5 points by October without any additional tough com-

petition, will be up against a rougher fight in the future, now that CBS has added the expensive *Prudential Family Playhouse*.

The two shows to take the biggest header were Arthur Godfrey's two CBS stanzas, *Arthur Godfrey and His Friends* and *Talent Scouts*. *Friends* skidded 15.9 points, facing NBC's potent *Four-Star Revue*, while *Talent Scouts* dipped 14.3 points against virtually the same non-stellar opposition it had last spring.

Another big header was taken by Ed Sullivan's *Toast of the Town* (CBS), which fell 11.5 points from its spring status. This new rating was based on the battle given it by NBC's *Comedy Hour*, and was noted on the basis of the weakest rating of the NBC four-ply star grouping, that chalked up by Bobby Clark for *Frigidaire*.

Even ABC's *Lone Ranger*, which had no real network opposition in its 7:30 p.m. Thursday slot, dropped 9.9 points from its spring rating. Frank Sinatra's new CBS show has already cut into NBC's *Show of Shows*, with additional Saturday night competition likely to develop from DuMont's coverage of Madison Square Garden events.

HOW SHOWS STACKED UP ON APRIL TV AND NOW

NEW YORK, Oct. 28.—Following is a breakdown of the comparative ratings of last spring's top 10 television shows, showing the difference between their ratings of April and October. The Videodex charts, developed by Jay & Graham Research, Inc., for *The Billboard*, show how the stronger opposition this fall has cut into shows which formerly had few competitive worries.

Part I

Top 10 Shows and Ratings (April)	Opposition and Ratings (April)
1. Milton Berle, NBC, 66.0	Command Post, CBS, 2.1 Court Current Issues, DuM, 1.1
2. Talent Scouts, CBS, 54.3	Voice of Firestone, NBC, 9.5 Al Morgan, DuM, 6.9
3. Godfrey and Friends, CBS, 49.6	Believe It or Not, NBC, 12.9 Easy Aces, DuM, 1.4 On Trial, ABC, 1.4
4. Toast of Town, CBS, 46.5	Supper Club, NBC, 16.3 Chicago Mystery, DuM, 4.2 Think Fast, ABC, 1.6
5. Philco Playhouse, NBC, 39.1	Fred Waring, CBS, 17.8 Windy City Jamboree, DuM, 4.2 Your Witness, ABC, 3.6
6. Kraft Theater, NBC, 38.4	Toni Twin Time, CBS, 13.3 Plainclothesman, DuM, 9.7
7. Stop the Music, ABC, 37.6	Show Goes On, CBS, 11.1 Once Upon a Stage, NBC, 5.5
8. The Goldbergs, CBS, 35.6	Film Theater, NBC, 8.3 Wrestling, DuM, 7.9
9. Lone Ranger, ABC, 35.6	No network opposition
10. Saturday Night Revue, NBC, 35.6	Ken Murray, CBS, 16.5 Dinner Date, DuM, 3.5 TV Teen Club, BC, 11.7

Part II

Top 10 April Shows and Fall Ratings	Current Opposition and Ratings
1. Milton Berle, NBC, 58.5	Sure as Fate, CBS, 8.2 Court of Current Issues, DuM, 1.7 Game of the Week, ABC, 3.9
2. Talent Scouts, CBS, 40.0	Voice of Firestone, NBC, 12.6 Al Morgan, DuM, 9.4 Mysteries of Chinatown, ABC, 7.3
3. Godfrey and Friends, CBS, 33.7	Four-Star Revue, NBC, 22.6 Film, ABC, 21
4. Toast of Town, CBS, 35.0	Comedy Hour (Frigidaire), NBC, 24.2 Rhythm Rodeo, DuM, 2.1 The Ruggles, ABC, 6.6
5. Philco Playhouse, NBC, 31.5	Fred Waring, 18.4 They Stand Accused, DuM, 7.0 Film, Preface to Life, ABC, 3.0
6. Kraft Theater, NBC, 28.6	Don McNeil, ABC, 16.3 Starlight Theater, CBS, 12.0 Famous Jury Trials, DuM, 10.4
7. Stop the Music, ABC, 27.5	Groucho Marx, NBC, 27.6 Show Goes On, CBS, 12.7
8. The Goldbergs, CBS, 24.4	Musical Comedy Time, NBC, 24.5 Wrestling, DuM, 8.3 On Trial, ABC, 3.2
9. Lone Ranger, ABC, 25.7	No network competition
10. Saturday Night Revue; NBC; Jack Carter Show, 26.3	Ken Murray, CBS, 24.3 Country Style, DuM, 4.9 TV Teen Club, ABC, 10.8
Show of Shows, 30.6	Frank Sinatra, CBS, 19.5 Mad. Sq. Garden Rodeo, DuM, 15.9 Pro Football, Cleveland-Pittsburgh, ABC, 8.6

THEATER TV WINNING NOD IN CHICAGO

B&K's Experiment
Draws Crowds, Okay
Notices in Press

CHICAGO, Oct. 28.—Theater television has recovered from a dismal start here four weeks ago and now is getting better crowds and a good press. Balaban & Katz is experimenting with live screenings of Illinois home games in the Loop State-Lake and the South Side Tivoli.

The State-Lake's announced attendance for the Illinois-Ohio game, opening the season, was 900. Wisconsin-Illinois drew 1,180, and the Illinois-Washington contest a week ago, 1,400. Tivoli has straggled along with 280, 300 and 400. Admission is \$1.20, and customers car stay for the regular movie.

Push Theater-TV

Bob O'Brien, secretary-treasurer of United Paramount Theaters, said he will push for 200 more theater-TV installations next year, and hopes to bid for the World Series. O'Brien viewed the first half of last week's game at the State-Lake, and the second half at the Tivoli.

State-Lake uses Paramount's quick-drying film, with screening running about 60 seconds behind actual play.

On the first game the theater lost the sound part of the time, and the picture for most of the second half. The picture was fuzzy, and the whole affair was a flop. But last week the picture was clear and there were no mechanical failures. Audience was enthusiastic. The Tivoli, using direct-view RCA projection system, had an excellent picture.

WNEW Hunts Fem Jockey For Sundays

NEW YORK, Oct. 28.—WNEW, New York, is looking for a dame disk jockey to take over its Sunday night airing of *Milkman's Matinee*, its midnight to dawn platter show. That's the night Art Ford, who does the show the rest of the week, is off, with Dick Pack trying to get a fem for a milkmaid's matinee stanza.

The search is part of a late hour revamp Pack now has under way. On the theory that the 10 to 11 p.m. slot represents a strong time for radio to lure viewers away from TV, WNEW is initiating an hour across the board for jazz, to be spiced by Al (Jazzbo) Collins. This is the first time the station has scheduled a regular jazz series, sticking to strictly pop stuff otherwise.

Another change also may be made in *Music Till Midnight* (11 to 12 p.m.), via the addition of a commentator.

Bergen Film for TV

Edgar Bergen show will be filmed by Jerry Fairbanks for tele airing Thanksgiving Day via CBS-TV as Coke's special turkey day video show. Half-hour show will mark Bergen's first TV net appearance.

Use All UHF, FCC Advised; 'Strat' Rapped

WASHINGTON, Oct. 28.—Industry pressure on Federal Communications Commission (FCC) to throw open the entire ultra-high-frequency (UHF) band to TV mounted this week as the agency wound up a second week of allocations hearings. Doubts expressed about the feasibility of stratovision also featured the week's testimony.

Network officials and a representative of the Communications Measurement Laboratories, Inc., urged the Commission to turn over 70 UHF channels to video, rather than the 42 proposed by FCC. These views echoed those expressed during the first week by Television Broadcasters Association (TBA).

William Lodge, representing CBS, commented that the web's tests of stratovision have been largely unsatisfactory. He said CBS is finding the picture quality poor in comparison with those telecast from land stations. Similar testimony was presented by Dr. Thomas T. Goldsmith, representing DuMont. Goldsmith added that the high cost of stratovision facilities is a deterrent to the medium. "Further experimentation is in order," he said.

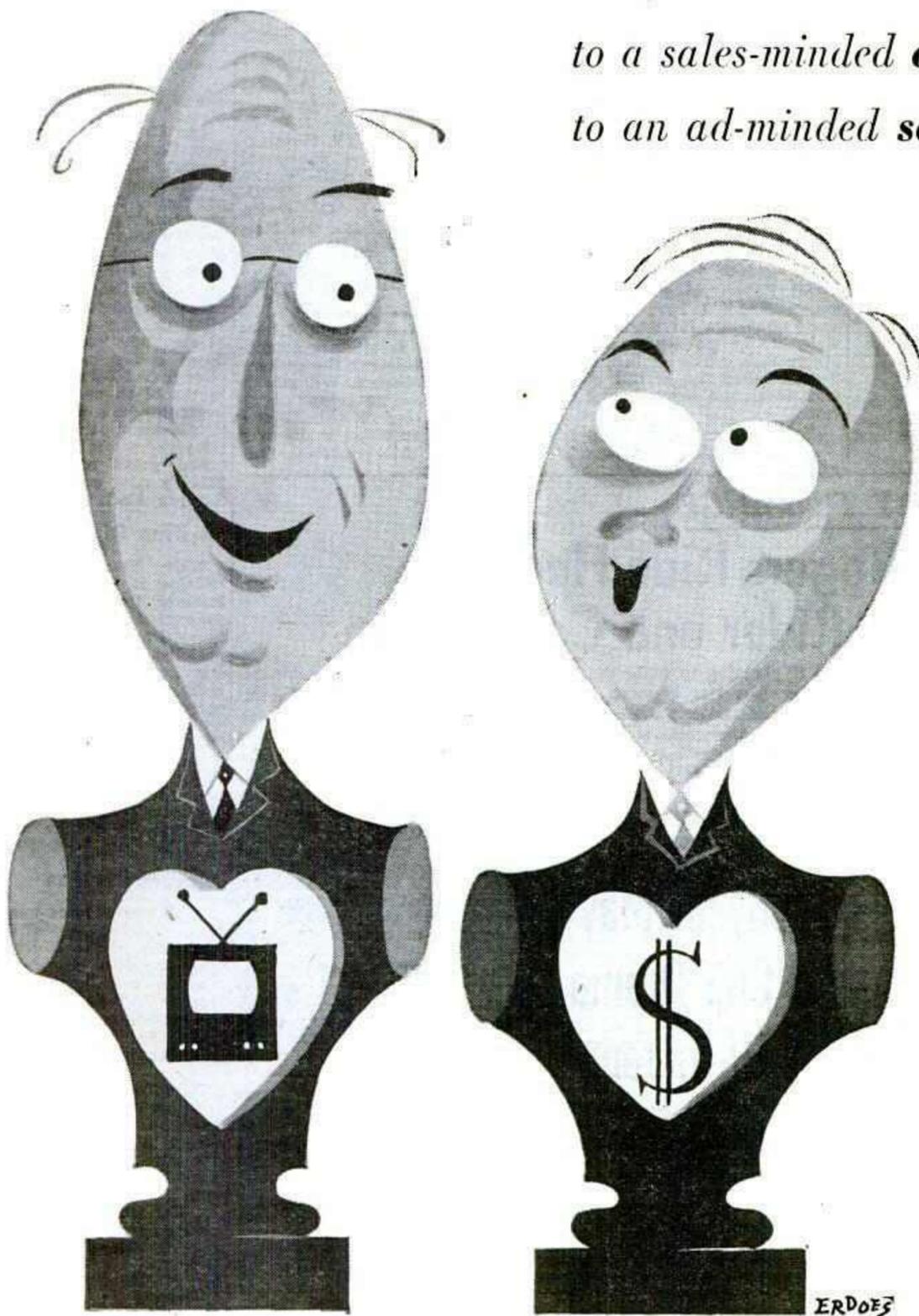
250G Castle Suit Vs. Ed Sullivan

CHICAGO, Oct. 28.—Mrs. Irene Castle Enzinger, former dancing star, who now devotes her time to her husband and to the welfare of stray animals, filed suit here for \$250,000 against Ed Sullivan, charging he used an old movie of her and her first husband, Vernon Castle, without permission. CBS and Ford Motor Company, Sullivan's sponsor, are co-defendants.

The suit charges invasion of privacy and use of her property without consent. Mrs. Enzinger said she bought the film, *The Whirl of Life*, for sentimental reasons after Castle's death in 1915. Sullivan borrowed the film for a stage show in 1936, and made a duplicate which he used on TV last March 12, she charges.

Plain talk

*to a sales-minded ad manager
to an ad-minded sales-manager*



The new KATE SMITH SHOW
—costs you less than $\frac{1}{2}\epsilon$ per sales
demonstration inside the home

—costs you less per
thousand women viewers
than the average full page
ad noted in leading
women's magazines

—reaches over 10 times more
homes than the average daytime
woman's program

THE KATE SMITH SHOW
on **NBC** Television

*(Source: The U. S. Television
Audience, American Research Bureau,
October 1-8, 1950)*

VIDEO GOES TO COLLEGE

Michigan U-WWJ-TV Sets Courses Over Television

DETROIT, Oct. 28.— Formal university courses over television will become a fact for the first time November 4, over WWJ-TV, according to Garnet Garrison, director of television for the University of Michigan (UM). New program will include formal registration of students or listeners, with award of a certificate of participation at the end of the course. Present plans do not allow formal

academic hour credits for such work, following the precedent of the usual adult education courses given by the University Extension Service, but the present initial series is expected to serve as a pilot for a plan for actual credit-earning courses via video in the future.

The UM-WWJ-TV education program is the first formal course in television. Previous programs, notably one at Johns Hopkins University, while they have given systematic lecture series, have made no formal attempt to enroll the listeners. The series is an experiment along the line of pioneer thinking in educational radio a quarter century ago. While it will be serviced only by and thru WWJ-TV in Detroit at present, the program is to be made available to other television stations in other Michigan listening areas, and possibly offered as a network availability to NBC.

Program will run an hour on Sundays beginning at 1 p.m. Harry Bannister, WWJ-TV manager, has guaranteed that the time will be held available for the UM series as long as the university will carry on, with some possibility of adding other time if experience warrants.

Enrollment will be \$2 for a 14-week course in *Man In His World—Human Biology*, and \$1 for a seven-week course in *Living in the Later Years*. Figure was purposely set low to make it easy for prospective enrollees to sign up and determine the potential audience and interest in the course. Enrolled listeners will receive a weekly leaflet on the lesson of the week, with reading lists and other material that will not be available to the unregistered listener.

Format divides the weekly hour into three sections—20 minutes for each of the two courses, followed by a 20-minute tele-tour of university activity—scenes on the campus, special events, operation of a research library, etc.

Other courses will follow the present seven and 14-week series, with a course on photography to start at the end of December. Other courses will be selected on the basis of experience gained in the first telecasts.

Editors Sluff AM, Favor TV Where It Ain't

Station Men See Deliberate Move By Publishers

By Jerry Franken

NEW YORK, Oct. 28.—Criticism of radio editors who, altho they cover the field in non-TV areas, insist on devoting a major portion of their columns to TV news and comment, is growing. Major squawkers are managers of the AM outlets in these cities who argue that this sort of coverage by radio editors is comparable to a local sports editor covering nothing but cricket matches in Tasmania.

Position taken by the broadcasters is that a certain amount of coverage should be given to tele news, even if the daily involved publishes in a non-TV area. But, they argue, over-emphasis on TV in such areas is dereliction of duty by the editors, on the simple theory that either readers can't see programs being discussed or buy sets—or if they buy sets, use 'em.

Station managers, in some instances, offer the off-the-record comment that this attitude, in part, may be traced to publisher pressure, in a move to make it that much tougher for their broadcaster competitors.

In any number of instances, station men say, persistent reference to TV has stirred up "unrest" in the ranks of local radio advertisers, and evidences of discontent on the part of listeners with the lack of TV service.

Another charge made by station managers is that some publishers may be figuring that, by constant references to TV, they will be able to stir up advertising from set manufacturers and dealers. In any event, the broadcasters point to repeated instances of a four-to-one and five-to-one ratio in favor of TV as against radio in the columns and ask, "What kind of news coverage is this?"

CBS Sells Galen Drake To Sonotone

NEW YORK, Oct. 28.—CBS-AM this week sold Galen Drake to the Sonotone Company for delivery January 6. The commentator will be on 2:30-2:45 Saturday afternoons.

When Drake goes network he will give up his 11:15-11:45 p.m. *Starlight Salute* stanza on WCBS, but continue with the 5-5:30 WCBS seg for the Housewives Protective League. On his late evening program Drake will probably be replaced by Stan Shaw who used to do *Milkman's Matinee* on WNEW, New York.

Juicer Wants Out On G. Moore Show

NEW YORK, Oct. 28.—Nedicks this week was trying to persuade CBS-TV to allow it to escape from its commitment to sponsor two quarter-hours of the *Garry Moore Show*, now on the web 1:30-2:30 p.m. across the board.

Not only does the client have current distribution problems, but the CBS-TV minimum network requirements—20 stations—is too strong a drink for Nedicks. Indications are that CBS-TV will give Nedicks the out it desires. Weiss & Geller is the agency.

NBC FEATHERS PAIR OF NESTS

NEW YORK Oct. 28.—WNBC, New York, which recently set Mrs. Eleanor Roosevelt as a daytime star, this week hired another Roosevelt. She is Edith, granddaughter of Theodore Roosevelt, who will become publicity assistant to Wini Schaefer. Miss Schaefer succeeded Schuyler Chapin, now on the sales staff.

Around WNBC, Edith Roosevelt is referred to as the "Republican Roosevelt."

Cottone Hits Fulton Moves In KMPC Case

Criticism of FCC Hearings Reckless, Sez Gen. Counsel

WASHINGTON, Oct. 28.—Criticizing Hugh S. Fulton, counsel for G. A. Richards, for waging a publicity campaign against the Federal Communications Commission (FCC) with "a reckless disregard" of facts during the Los Angeles hearing in the Richards case, FCC general counsel Benedict P. Cottone late yesterday (27) declared that "in the light of the cannons of professional ethics," Fulton's actions "raised grave questions."

Cottone, recalling that he had previously demanded Fulton to retract "libelous and malicious assertions," issued his blast in an eight-page statement which wound up as follows:

"Mr. Fulton has ignored the demands which I have heretofore made upon him for retraction. In view of the pendency of these proceedings, whatever further action is called for in this matter must await the conclusion of this case."

Cottone declined to amplify (Continued on page 11)

Short Scannings

Brief but important video news

Syndie Slides, Scripts

New wrinkle in tele show syndication will be tried when Teleflex, Inc., tries national release of slides and scripts used on two Los Angeles shows. Donna Fargo, head of Teleflex, feels shows would have greater appeal if they use local participants. Teleflex specializes in rear projection slides and equipment. Shows to be released in this manner include KECA-TV's "Stop, Look and Listen" and KLAC-TV's "Teleten Reporter." Teleflex intends to create other shows, using this process for national syndication. Firm's equipment is used nationally by ABC, and its rear projection slides have been used, in addition to the above named shows, on ABC's "The Ruggles," "Sandy Dreams," "Mysteries of Chinatown," "Hollywood Premiere Theater," "Marshall of Gun-sight Pass" and "Chevrolet Theater."

Taxes on Tap

Two committees were preparing to go into action last week to study the possible effect an excess profits tax would have on the TV industry. Following NBC's lead in setting up such a group at its Greenbrier convention, the Television Broadcasters' Association has named a similar five-man body. Members include John A. Kennedy, of WSAZ-TV, Huntington, W. Va., acting chairman; Richard A. Borel, WBNS-TV, Columbus; George B. Storer, WSPD-TV, Toledo; Jack O. Gross, KFMB-TV, San Diego, and Herbert Levy, WAAM, Baltimore.

Williams Probes TV Pix

Elmo Williams, former RKO film editor hired by Capitol Records to head its tele-pix department, this week left the diskery on leave of absence. Williams is currently traveling cross-country for personal contact with TV station men in an effort to discover the type of film material they

want. Capitol's "Bozo the Clown" series remains on the sales block. Williams will return to Cap once the show is sold and further episodes are needed to continue the circus series.

Tex, Jinx Sold Out

WNBT, New York, last week sold out its "Tex and Jinx" TV show, airing nightly at 8:30, giving the station a sellout on its 6 to 7 p.m. "adult hour." The shows, consisting of "Easy Does It," "Tex and Jinx" and two five-minute spots, one a newscast and the other a weather report, were designed to compete with the kid shows airing on other New York TV stations at that time.

Brains at Work

NBC last week moved ahead in its plans to set up a brain trust to map its TV daytime serial future (The Billboard, October 21). Albert McCleery has been named producer, and together with Caroline Burke, has been assigned to this project. The web already has been out making pitches at likely sponsors for TV soapers.

New Steele Pact

Ben Larsen, manager of WPIX, New York, last week, tore up Ted Steele's old contract and presented him with a new one at practically double his former salary. Steele's pact still had six months to run, but Larsen said the new deal was sparked by the amount of business Steele has brought in since he started his across-the-board-three-hour-a-day stint on the station last May. Steele, who reportedly turned down a big money radio-video offer from NBC recently, has been in the black on WPIX from the beginning. His present participation sponsor package numbers 36 advertisers weekly, with a combined gross of about \$70,000. Steele's new contract gives him Saturdays off.

In Blue Ribbons

Walt Frammer, producer of "Strike It Rich" on CBS, and Sumner Rosenthal, merchandise promotion expert, have formed Show Promotions, Inc. (SPI), to package "network caliber" audience participation shows for local radio and TV stations on a syndicated basis. The SPI package, which will be introduced on "Times Square Holiday" and "Yours for the Asking," includes script format, material, service and gift merchandise for prizes. The outfit will also provide prize packages for existing shows, thru its subsidiary, Prize Productions.

Meyers Resigns

J. Robert Meyers has resigned from NBC's legal staff to become a partner in the Hollywood law firm of Lillick, Gary & McHose. Meyers, who leaves shortly, is considered one of the foremost authorities on copyright.

Spots

Pat Weaver, NBC-TV veepee, is off to the Coast on a vacation. He'll also gander film studios trying to get a deal on his new dramatic series. . . . Jim Pollack, formerly WPIX, New York, is with the Henry Souvalne office. . . . Kenneth Kear and Paul Martin are new members of the Ruthrauff & Ryan TV department. Kear will be film and copy editor; Martin, TV art director. . . . Edward Montagne, formerly of Hollywood, is megging Ralph Bellamy's "Man Against Crime" series on CBS-TV.

Peter Arnell is the new producer of "Take a Chance," the Nestle show featuring Don (Teeth) Ameche. . . . Johnny Andrews celebrated his 500th appearance last week on WNBT's "Easy Does It." Frankie Laine co-stars and Alan Handley directs. . . . Clark Dennis planned in from the Coast October 29 and went on Ed Sullivan's CBS-TV stanza couple of hours later. . . . Foley & Brockway is now repping Faye McKenzie.

GOLD ON THAT TV RANGE

Autry and Rogers Ride Hard; To Build Range Rider and Cow Queen

Continued from page 1

tele, he will be pushed in films, radio and via personal appearances.

Rogers Stymied

Rogers has been badly stymied as far as getting his own films on TV is concerned. A hundred one-hour and five-minute full length Westerns, featuring Roy, are owned by Herbert E. Yates, of Republic Pictures. Rogers has no piece of them at all. Yates is fearful of releasing the Rogers epics for TV because he fears movie exhibitor reprisals. Rogers, himself, meanwhile, is loath to go into production of his own video film series because it is possible that their value might be severely cut, when and if Yates should decide to pile the 100 full-length Rogers Westerns on the video market.

Roy, however, doesn't intend to let the video parade pass him by.

Betty Crocker TV Saved for CBS By Chi's WBKB

NEW YORK, Oct. 28.—General Mills yesterday (27) finally set its *Betty Crocker* film show as a daytime TV feature on CBS. The deal had been in the works for several weeks, but was held up by the web's inability to clear time on WBKB, its Chicago affiliate. The station finally agreed to take the show on a delayed basis, salvaging the business for CBS.

General Mills, if WBKB had not been cleared by the week-end, intended to pull out of the CBS deal and place the film in desired markets on a spot basis.

The show will go into the 3:30 to 4 p.m. time period on Thursdays, starting November 9, and will add a second show at the same time Tuesdays, starting in January. The agency is Batten, Barton, Durstine & Osborn.

He is planning to build the first fem cowboy star in video in the person of Dale (Mrs. Rogers) Evans. In the works at present is a TV film series called *Queen of the West*, which Dale is making with a company called Union Television Corporation.

Release of the first Autry video stirred considerable exhibitor

Goodyear May Do CBS Drama On TV in Jan.

NEW YORK, Oct. 28.—With Cecil B. DeMille available to begin work at the beginning of the year, the probability is that Goodyear will begin sponsoring an hour of drama on CBS-TV Wednesday evenings (9-10) in January. As a by-product of that arrangement, if it eventuates, the Kudner Agency, which submitted the show, will snag the main portion of the client's TV billings away from Young & Rubicam.

The latter agency, however, has not thrown in the towel, and this week sent Everard W. Meade, its director of radio and TV, to Akron, Goodyear headquarters, to try to sell the advertiser a big-time variety show. Goodyear may drop the Paul Whiteman show on ABC-TV Sunday nights (7-7:30) at the expiration of its current cycle.

Still to be cleared up, nevertheless, are DeMille's relations with Television Authority (TVA), the video union of which the American Federation of Radio Artists (AFRA) is a component. DeMille is on AFRA's suspended list.

indignation, but Gene himself went before Allied States Exhibitors' Association to plead his case. His argument, and it seems to have been well received by the film men, is that (1) the TV films actually help the Autry pictures at the box-office by whetting the kids' (6 to 60) appetites for Westerns, (2) Western films never got a break in the big cities in the first place, and TV Westerns are demonstrating that exhibs missed a big bet by not playing them more extensively in metropolitan centers.

The Autry TV celluloid is running around \$17,500 per film in production costs. They are currently sponsored by Autry's radio bankroller, Wrigley chewing gum, on the TV webs, as well as by local sponsors in some markets.

Buddy Rogers Set To Begin 5-Day TV Series Soon

NEW YORK, Oct. 28.—Buddy Rogers, who currently is doing five AM shows on WOR, New York, will shortly increase his chore for that station by doing five TV daytime shows as well. The increased load will require a complete revision of his working schedule, involving novel procedure in recording shows.

New arrangement will call for Rogers to do his TV show live, switch studios and then do his AM show. The latter is now recorded in advance. The AM show will then be taped, with producer Nat Rudich editing out local commercials and then recording the show on wax for syndication.

Meanwhile, Rogers's show this week was bought by WIP, Philadelphia, to replace the Rudy Vallee syndicated feature. It'll be sold on a participating basis.

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

HIGHLIGHTS OF THE HARBACH MESSAGE

NEW YORK, Oct. 28.—ASCAP Prexy Otto Harbach's letter is not strictly a mollifying message to the members—it contains some neat between-the-lines rebukes for the "Young Turks" and others who stopped the Meyer plan. For instance:

"A committee had a plan . . . but it did not get unanimous acceptance from a cross-section of members assembled to discuss it."

And: "It (the recent distribution) shows what would have happened to our members on anything approaching a 100 per cent performance basis, which some of our members seemed anxious to vote for."

"I Told You So"

Implication in these statements is that the Meyer plan would have avoided the severe and sudden reverses in the quarterly checks, and that the 100 per cent performance plan which the younger elements in the Society originally plumped for would have been far worse than the 60-20-20.

In effect, the missive implies, the wise old heads in the Society were prevented from keeping things on an even keel by the hotheads, who first wanted things 100 per cent performances, and who then torpedoed the allegedly less hurtful Meyer plan in favor of "the latest distribution (which) shows that there has been too drastic a weakening of our distribution control. Call it, if you will, the human element which we talk so often about."

The letter concludes with expression of concern by Harbach and the committee over the situation, and assurance of an all-out try for "something at least approaching a solution."

802 TO HUDDLE ON AM-TV CUTS

500 Members Petition Confab Over Critical Losses in Work

NEW YORK, Oct. 28. — Upon petition of more than 500 members, Local 802, American Federation of Musicians (AFM), has called a special membership meeting for Monday (6) at midnight to thresh over the critical employment drop in radio and TV.

Both the exec board and the rank and file are in accord on the gravity of the problem, stemming from staff displacement of single engagements on commercial shows, and the threat of records and transcriptions to live music (*The Billboard*, October 21).

The radio and TV musicians have formed a committee and formulated demands in a series of unofficial confabs. They are going to ask the exec board to draw up a program in line with these demands, to submit the program for membership ratification, and

then to present the local-approved demands to Petrillo before he opens negotiations with the networks. The current AFM-Web pacts expire January 31.

New Demands

The radio and TV tootlers are asking the following:

(1) Outlaw recordings from all TV shows. This is the grand gripe—the committee has marked this one "no compromise."

(2) Plug the loophole in current contracts under which staff musicians can be and are exploited by the networks on commercial jobs, at a good saving to the producers and a terrific loss in work to single-engagement men and musicians in toto.

(3) Safeguard symphony orks on the webs. The CBS dismissal of its symphony ork is not only

(Continued on page 18)

Europe Disk Trade In Complete Switch

Rackmil Reports Continental Firms Scheme To Land U. S. Record Catalogs

NEW YORK, Oct. 28.—Decca Records' Prexy Milton Rackmil, who returned from a two-week European business trip this week, reports that an about-face has occurred in the continental disk market. He reports that the European diskeries now are hastily scheming ways and means of landing American disk catalogs, whereas as short as a few months ago the situation was quite the reverse.

Rackmil stated that the European diskers need the American ties primarily because the United States is the only real major disk market in the world today and that the American market is an outstanding source of income for the continental firms. He

points out that the total record business both in England and on the Continent represents between 15 and 20 per cent of the total American business annually.

The Decca topper also pointed up that the foreign manufacturers currently need the American catalogs as sources for information

(Continued on page 18)

Big 3 Pubs Sign ASCAP

NEW YORK, Oct. 28.—Robbins-Feist-Miller, the big three publishers, this week assigned television rights to the American Society of Composers, Authors and Publishers.

The big three was one of the outstanding major publishers who held out against the assignment of their copyrights to ASCAP for licensing.

NEW YORK, Oct. 28.—Cleffer Richard Rodgers has asked his attorney, Howard Rheinheimer, to investigate an alleged dramatic use of the tune *There's a Small Hotel* on the Sid Caesar TV show without permission. Rheinheimer has informed NBC of the alleged misuse, which Rodgers says took place on the *Show of Shows* two Saturdays ago (14).

The music comedy cleffer's action is the first definite move toward protection of dramatic rights in tunes used on video, the music tradesters say tunes are continually being done on TV with a ram-

ASCAP MULLS REVISION OF CLASSIFICATION PLAN

Changes Within Framework; May Get Justice Dept. Opinion

By Jerry Wexler

NEW YORK, Oct. 28. — Otto Harbach, prexy of the American Society of Composers, Authors and Publishers (ASCAP), this week sent out a letter to writer members to assure them that the Society is cognizant of the distress engendered thruout the membership by the dislocations of the 60-20-20 consent-decree plan. (*The Billboard*, October 28).

The letter indicated that two possible ameliorations of the cuts most writers took are in store. One is the 12 per cent fund withheld from the general pay-off for catalogs "whose value . . . is not reflected by . . . performances." The other is the increased survey of performances (ASCAP's program for logging key indie stations to get specialty and recorded music into the picture (*The Billboard*, October 7). However, as a board member pointed out, the 12 per cent fund is not a relief fund, but created for writers of tunes which are important but don't get heavy performances. As to the expanded logging, it is expected to have only a fractional effect on the pay-off—the live commercial network plug continues to be the big yardstick.

Other Proposals

Various factions have been proposing more radical, direct and

immediate modes of redress. Pinky Herman is pushing for a reversion to the old plan until something equitable can be worked out. Writer directors say that no matter what, the old plan will not be readopted, as a temporary expedient or not. Some quarters call for replacement of the present plan by the Meyer plan, discarded during negotiations. Others call for retention of the present plan with such modifications as pegging the "super dreadnaught" class at 1,000 points and keeping the differential by reducing the rest of the "AA" writers.

As the ASCAP prexy points out, the Society is bound by the consent decree to use this plan, which comes up for review in three years. None of the changes described above can be adopted without Uncle Sam's okay.

However, responsible spokesmen indicate that the classification

committee may apply to the Department of Justice for review in the immediate future. It may even be that the department was sounded out informally this week when ASCAP reps visited Washington for the United Nations Educational, Social and Cultural Organization (UNESCO) copyright confabs. A meeting of the writer board has been scheduled for Wednesday to discuss possibilities for remedying the inequities.

"Madam" Just One Series of RCA Mad Segs

Hutton for Merman Sub Misses, All Are Very Unhappy

NEW YORK, Oct. 28. — While *Call Me Madam* will make nothing but money for parent company, Radio Corporation of America (they angled it to the extent of \$225,000, for which they got 35 per cent of the stock), it has proved a big pain in the wax to the RCA Victor Record division.

To begin with, while RCA Victor eventually secured the original cast album rights (those rights were not part of the \$225,000 deal), they got all the cast except Ethel Merman. As the show turned out castwise it is, according to most critics, 90 per cent Merman and 10 per cent others. This is calculated in the trade as giving Decca (which has Merman under contract) a big edge in the race for *Madam* album sales.

In order to try to come out from under, artists relations director Manie Sacks then sold the record

(Continued on page 45)

MGM 1ST WITH SHOW ALBUMS

NEW YORK, Oct. 28.—MGM Records will be the first diskier to actually hit the stalls with an album of songs from the first two of Broadway's major musical scores of the new season, *Call Me Madam* and *Guys and Dolls*. Diskery has packaged a four-disk album which will contain the leading four songs from each show, done by some of the label's leading artists — Billy Eckstine, Johnny Desmond, Art Lund and Russ Case's ork, with a group of solo singers, including Jack Carroll, Cece Blake and Bonnie Lake.

Package is being shipped to be in record shops Monday (30), and will first be available in the long-play medium, with 45-r.p.m. albums to follow shortly.

AFM Takes in Uke Players

NEW YORK, Oct. 28.—Local 802, American Federation of Musicians (AFM), has extended its jurisdiction to cover ukelele players. The New York chapter follows many other locals thruout the country which have already claimed the ukists.

Waxers Make Counter Offer To AFRA Terms

NEW YORK, Oct. 28.—Diskeries negotiating with the American Federation of Radio Artists (AFRA) this week put forward a number of counter-proposals to those suggested by the radio union. Platteries, rather than settling with AFRA on a scale based on a rate per side, prefer a rate based on so much per hour. Waxers believe this would be a fairer method of remuneration. Diskeries also presented the thought that there be two sets or rates or minimums, a higher one for relatively better-known singers, and a lower one for general vocal work

(Continued on page 18)

OH, THOSE TEMPERAMENTS!

Artist Disk Execs Pep Up the Quality

NEW YORK, Oct. 28.—The rise of the music director-artists and repertoire exec as an artist has mushroomed into a major trade influence. The breed has been credited with lifting the musical quality of the pop disks and with uncovering new talent. Also, and very important, the rise of this type of music man—exec and creative artist all in one—has created a serious artists relations problem

at several top diskeries.

The several musical director exec-artists have been serving as springboards for new vocal as well as instrumental talents. At Decca, singer Don Cherry got his first break via a couple of Victor Young disks. Gordon Jenkins has used such new talents as the Weavers, Eileen Wilson, Betty Brewer,

(Continued on page 19)

Rodgers Charges TV Took Liberties With "Small Hotel"

NEW YORK, Oct. 28.—Cleffer Richard Rodgers has asked his attorney, Howard Rheinheimer, to investigate an alleged dramatic use of the tune *There's a Small Hotel* on the Sid Caesar TV show without permission. Rheinheimer has informed NBC of the alleged misuse, which Rodgers says took place on the *Show of Shows* two Saturdays ago (14).

The music comedy cleffer's action is the first definite move toward protection of dramatic rights in tunes used on video, the music tradesters say tunes are continually being done on TV with a ram-

pant disregard for use limitations. Under the blanket contract between the TV networks and the American Society of Composers, Authors and Publishers (ASCAP), TV's have only visual-voice rights in ASCAP tunes. The pact defines dramatic usage, for which TV producers are supposed to apply to the publisher or writer.

In practice, the webs have been exceeding this grant, pubbers report, and trick up tunes with costumes, scenery, production, dialogue, etc., without a by-your-leave. A top ASCAP spokesman told *The Billboard* the Society knows of these violations, and has been requesting the TV's to get in line. How far the Society can go in policing and enforcing the

agreement nobody cares to say now.

Rheinheimer, who represents the cream of the production writers and estates, says he has had plenty of complaints from his clients on this matter, but Rodgers is the first who gave him the green light to do something about it. The burden of enforcement will probably lie with the writers, because pubbers figure to be indifferent to the grand rights question; in fact, the more production the tune gets, the better the plug insofar as most of them are concerned.

The *Small Hotel* case, it is reported, involved not only using the tune to advance a story line, but an unauthorized change in the lyric.

Decca Skeds Heavy TD Wax

NEW YORK, Oct. 28. — Decca Records has set up a heavy recording schedule designed to bring Tommy Dorsey into the spotlight. The diskery is taking advantage of the maestro's extended vacation to have him record both here and on the West Coast in coming weeks in double-dates with some of the label's leading lights.

T. D. already has recorded with Dick Haymes and Don Cherry. He heads West early in November to slice some sides with Bing Crosby, and it is likely that he will also share wax with the Andrews Sisters.

Meanwhile, T. D. is recording his first album as an orkster on his own and is still making a series of single diskings with his own band.

COLUMBIA GEARING TO NEW INJECTION MOLDS

It's All Hush-Hush as Process Gets Kicked Around by Experts

NEW YORK, Oct. 28. — Thoall the majors have been experimenting with the new process. The consensus outside Columbia is that injection molding may some day be the one way in which platters will be produced, but the estimate is that, as an industry-wide method, it is from two to 10 years away. The reason for this, they say,

Flanagan Pens Letter on Morrow Sitch

NEW YORK, Oct. 28.—Maestro Ralph Flanagan this week mailed to the music trade a letter on "Why my managers (Bernie Woods and Herb Hendler) are now managing Buddy Morrow." Piece was notable in that Flanagan's explanation points up the industry-wide public relations approach now being taken by a few of the band industry's more progressive thinkers. Flanagan says that Woods, Hendler and himself had to consider a major problem; would the acquisition of the Morrow band, now getting an RCA Victor build-up, mean a diminution of the office's effort with regard to Flanagan?

Flanagan answers the question by developing the philosophy that the band industry needs a Buddy Morrow and other new talent if it is ever to attain its old popu- (Continued on page 45)

Grove's 200G Suit in Court

NEW YORK, Oct. 28.—Izzy Grove's \$200,000 suit against Joe Glaser, of the Associated Booking Corporation, comes to trial in New York Supreme Court Monday (29). Grove is represented by attorney Louis Nizer, Glaser by Miller & Miller and Emil K. Ellis, who was added as courtroom counsel.

Grove alleges the \$200,000 is due him as his share of the management and booking fees on the earnings of Billie Holiday and Lionel Hampton since April, 1948.

Eckstine, Shearing Tour Reaches 233G

Sock Gross Hit With Only Two Dates Left To Go Since Kick-Off

NEW YORK, Oct. 28. — With two dates to go and 34 promotions under its belt, the Billy Eckstine concert tour with the George Shearing Quintet has socked out \$233,243.49 in grosses since the package kicked off in Los Angeles September 15.

On the tour, the Eckstine-Shearing package racked up eight new house records, and picked up percentage monies in three of every four dates. Remaining dates were mostly break-even jobs, with a couple of omelettes thrown in. The remaining concerts are skedded for Carnegie Hall in New York Armistice Day, November 11, and Uline's Arena in Washington November 12.

Record breakers included the opening concert at the Shrine Auditorium in Los Angeles September 15 where a take of \$15,102.78 was accumulated; Rainbow Rendezvu in Salt Lake City, Septem-

ber 23 drew \$8,250.07; Chicago's Civic Opera House, October 1, \$12,710.50; Arena, Toronto, October 4, \$9,891.24; Syria Mosque, Pittsburgh, October 11, \$10,689.00; the Auditorium, Providence, racked up \$9,896; October 21 in the R.P.I. Auditorium was good for \$8,732; Boston's Symphony Hall, October 22, \$8,971.15, and Montreal's Forum, October 23 pulled in \$10,181.

Other Dates

Remaining September dates on the tour ran as follows: Oakland, Calif., \$10,410.50; San Francisco, \$6,883.50; San Jose, Calif., \$4,798.90; Sacramento, \$4,636; Fresno, Calif., \$3,992; Colorado Springs, Colo., \$3,400; Denver, \$6,383.50; Omaha, \$3,221; Kansas City, Mo., \$6,737.50; Des Moines, \$3,100. Other October dates as (Continued on page 19)

LONGHAIR MILLENIUM HERE

Quality Music Hits LP Stride; Diskeries Climb Bandwagon

Continued from page 1
record men. The major companies, as in their pop departments, feel it necessary to "cover" on all popular standard works, such as the much-recorded Beethoven symphonies, Tchaikowski, etc. And where once Victor and Columbia had this field to themselves, other companies, such as London, Capitol and Mercury are now competing with them on a general catalog basis. A prospective buyer of Beethoven's *Fifth Symphony*, for example, can select from five different LP versions.

New Waxing

The healthiest trend, perhaps, has been in the introduction of hundreds of works never waxed previously. Here, as in the pop field, the longhair diskeries are combing all possible sources in a search for "firsts." American diskeries and their agents have virtually over-run Europe, digging into li-

is that important bugs in the process have yet to be licked.

It is believed that Columbia and its engineers feel otherwise; that injection molding of all sizes of LPs (and the 45 r.p.m.'s) is close on the horizon. If Columbia has worked out the bugs, it is in a position to be the first to make an important technological change in disk manufacturing, and to benefit accordingly.

The machines, experts say, cost 10 times the price of the present compression molding machines, but can be soon amortized because of these features:

- (1) Process uses polystyrene, a (Continued on page 24)

Lubinsky Now In Low-Price LP Disk Field

NEW YORK, Oct. 28.—Herman Lubinsky, head of Savoy and Regent diskeries, last week jumped into the low-price long-playing disk field. At present he's releasing several 10-inch Regent platters to retail at \$2, and a \$1.25 line will make its appearance in two weeks.

Different price categories are determined by artists' contracts and whether material is in the public domain (p.d.). The first LP disks feature Strauss *Waltzes*, a Christmas organ and chimes collection, and an organ album. Most of the material will be classical and semi-classical. According to Lubinsky, they will be pressed on pure vinylite.

On Regent label, he will also bring out a series of 30 45 r.p.m. disks, to bow in early this month at the low tag of 60 cents. This line too will carry semi-classics and standards. The \$1.25 LP line, to break at the same time, will include 20 packages.

Lubinsky himself left for the Coast Friday (27) for a 10-day trip to record new talent.

Illness Cuts Carle Junket

NEW YORK, Oct. 28.—Frankie Carle, stricken with a back ailment, instructed his agency, General Artists Corporation (GAC), to cancel three weeks of one-nighters in order that the maestro could return to the Coast for an operation. Carle was operated upon this week and currently is recuperating in a Los Angeles hospital.

He was due to complete a three-week vacation October 27 and depart for a series of Midwestern one-nighters thru mid-November. Carle expects to resume work November 17.

HARRIS RECORDS "THE THING"

NEW YORK, Oct. 28.—Phil Harris recorded a novelty ditty written by Charlie Grean, head of the RCA Victor pop artists and repertoire department, and tabbed *The Thing*.

Recording of the Grean tune was noted as a relaxation of the firm RCA policy that the writings of the artists and repertoire department were not to be considered for recording. Publisher bidding for the song is heavy.

US Tabs Show Vinyl Leads In Plastics

WASHINGTON, Oct. 28.—With production of vinyl resins at an all-time high, the National Production Authority (NPA) is so far leaving untouched by priorities the vital disk ingredient. Tho the agency is readying a list of chemicals to which priorities are soon to be applied, vinyl is to be left off, at least for the time being. Commerce Department reported (Continued on page 19)

GOING CONTINENTAL

Old American Tunes Get European Play

NEW YORK, Oct. 28. — Old American standard tunes are getting an increasing play in Continental countries. This much is indicated by statements on mechanicals which have recently been received by a number of leading American publishers. Thus far, however, the money accruing to American publishers and clefters from such sources—European diskeries—has been slim, owing to the unfavorable rate of exchange. The American publishers, however, are getting what might be called a spiritual hypo just from getting this tangible evidence of the popularity of their old copyrights.

An example of what the Continental likes in the way of American standards is illustrated in a recent statement by Publications Francie Day & Hunter to Shapiro

Bernstein & Company. The statement covers disk sales in France during the first six months of 1950 and contains the following items:

Title of Tune & Approx Age in Yrs.	Disks Sold
Shine (25)	50,000
Royal Garden Blues (30)	49,500
Indiana (34)	11,700
Sweet Sue (22)	12,200
Dance With the Dolly (12)	3,600
When You Were Sweet Sixteen (50)	17,000
Johnny Peddler (12)	24,400
Old Lampighter (3½)	22,000
Sunny Side of the Street (20)	47,100
Pennsylvania Polka (6)	13,142
That's My Weakness Now (20)	5,508
Too Fat Polka (3)	60,000
Old Spinning Wheel (17)	12,000
Prisoner's Song (25)	2,013

These figures are returns on var- (Continued on page 53)

JOCKS BOOT HOME DISKS

Chi MGM Distrib Calls AM Best Sales Medium

CHICAGO, Oct. 28.—Zenith Radio, the local MGM disk distribution point, has found that buying commercial radio time pays the best dividend when it

comes to promoting records. Judy Neilson, in charge of the MGM disk division here, said that after approximately one year of commercial disk jockeying by Howard Miller on WIND here, sales for the over-all MGM catalog have increased 30 per cent strictly on the basis of the shows.

For years, logic has been that it would be impossible to get plugs from rival radio stations and d.j.'s if a promotional budget were given only to one radio outlet and one d.j. Miss Neilson has found out differently. When the Zenith Radio execs here decided to try paid disk jockey segs originally, three radio stations, WTTD, WCFL and WJJD were used. After three (Continued on page 24)

CRI Price-Cut Suit Near Trial

NEW YORK, Oct. 28.—Columbia Records (CRI) suit against 10 alleged price-cutting dealers in New York is now scheduled to come to trial Thursday (2). The cases will be argued before Justice Wasservogel, of the State Supreme Court. At the preliminary hearing Monday (23), the court denied CRI's request for an injunction to restrain the retailers from selling below list prices, as established under conditions of the Feld-Crawford Fair Trade Act.

A unique twist was added to the action when, in the course of the hearing, one defendant, dealer Sam Goody, introduced evidence that Liberty Music Shop, local class outlet, has sold Columbia disks at a discount. Liberty is one of the outfits with whom Columbia set up the fair trade agreement, Columbia, who, according to a spokesman, "intends to carry this price-cutting issue right thru to its conclusion," immediately slapped a summons on Liberty.

braries, monasteries and antique heaps.

They've dug into radio transcriptions, tapes, films and personal acetate collections for anything that can be put out here at a profit on LP. Much has been mediocre and bad—but a surprising amount has been excellent.

Repertoire First

Name artists, except in the case of off-recorded staples, are perhaps less important than at any previous period. Today the diskeries are selling repertoire, and only incidentally introducing a wide variety of new, talented performers. Many of the indies, realizing they can't compete on a broad catalog level, have elected to specialize in works of a particular composer, period, style, or instrumentation.

Several indies have been natural outgrowths of societies already formed and dedicated to the pub-

lication and performance of works by a specific clefter. Among the latter are the Bach Guild and the Rachmaninoff Society. The Haydn Society is similar in its special devotion to previously unrecorded Haydn works, but has also branched out into "related" music by Bach and Mozart. The Bartok Recording Studio, operated by Peter Bartok, son of the late Bela Bartok, has quite naturally featured the latter's works.

Similarly, several diskeries have sought special recognition on the basis of "completeness." There are projects afoot to cut the complete set of Bach cantatas (Bach Guild), the complete set of Schubert piano sonatas by Webster Aitken (EMS), the Mozart piano concerti (Vox), all unrecorded Verdi operas (Cetra-Soria), all known works of Couperin (L'Oiseau Lyre). Here the commercial advantage is ob- (Continued on page 22)

King Sets New Tag, "Federal"

NEW YORK, Oct. 28.—Sid Nathan, King Records prexy, at press time confirmed reports that he would put out a new label, probably to be named Federal. Nathan also stated he had signed a deal with Ralph Bass, whereby the latter would become artists and repertoire exec for Federal. Bass, who has severed his connection with Herman Lubinsky's Savoy diskery, was once with Black & White, now defunct, and (Continued on page 24)

THE INK SPOTS



TIME OUT FOR TEARS

coupled with

DREAM AWHILE

DECCA
27259 (78 rpm)
9-27259 (45 rpm)

NEW RELEASES—ALBUMS

A Crosby Christmas
GARY, PHILLIP, DENNIS, LINDSAY and BING CROSBY
with JEFF ALEXANDER CHORUS and JOHN SCOTT TROTTER and His Orchestra
Selections include: THAT CHRISTMAS FEELING (Sung by GARY and BING)—I'D LIKE TO HITCH A RIDE WITH SANTA CLAUS (Sung by LINDSAY)—THE SNOW MAN (Sung by PHILLIP and DENNIS).
DU-786 • One 10-inch 78 RPM Decalite* Record • Price \$1.00
1-134 • One 45 RPM Unbreakable Record • Price 95¢
27249 • One 10-inch 78 RPM Record • Price 75¢
*Unbreakable under normal use

Frosty the Snowman and Rudolph the Red-Nosed Reindeer
RED FOLEY and The Little Foleys: SHIRLEY, JULIE and JENNY
Vocal with Instrumental Accompaniment
K-23 • 10-inch 78 RPM Decalite* Record • Price \$1.00
Children's Set 1-132 • One 45 RPM Unbreakable Record • Price 95¢
*Unbreakable under normal use

Christmas Cheer
ANDREWS SISTERS, DANNY KAYE, GUY LOMBARDO, DICK HAYMES
Vocal Choruses and Duets with Orchestra
Selections include: WINTER WONDERLAND—CHRISTMAS ISLAND—(ALL I WANT FOR CHRISTMAS IS) MY TWO FRONT TEETH—A MERRY CHRISTMAS AT GRANDMOTHER'S HOUSE—MERRY CHRISTMAS POLKA—CHRISTMAS CANDLES—THE CHRISTMAS SONG (MERRY CHRISTMAS TO YOU)—CHRISTMAS DREAMING (A LITTLE EARLY THIS YEAR).
Decca A-788 • Four 10-inch 78 RPM Records • Price \$3.75
Decca 9-95 • Four 45 RPM Unbreakable Records • Price \$3.35
DL 5282 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85

All Album Records Available As Singles

Ted Lewis—Volume 2
TED LEWIS and His Orchestra

Selections include: MY BLUE HEAVEN—MY MELANCHOLY BABY—BLUE SKIES—CUDDLE UP A LITTLE CLOSER, LOVE MINE—THE BEST THINGS IN LIFE ARE FREE—JEALOUS—KING FOR A DAY—SING YOU SINNERS.
Decca 9-93 • Four 45 RPM Unbreakable Records • Price \$3.35
DL 5233 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85
All Album Records Available as Singles.

Andrews Sisters
Irving Berlin Songs

with Vic Schoen and His Orchestra
Selections include: ALEXANDER'S RAGTIME BAND—I WANT TO GO BACK TO MICHIGAN (DOWN ON THE FARM)—HEAT WAVE—WHEN THAT MIDNIGHT CHOO CHOO LEAVES FOR ALABAMA—SOME SUNNY DAY—HOW MANY TIMES.
Decca 9-94 • Three 45 RPM Unbreakable Records • Price \$2.60
DL 5264 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85
(Also includes: HOMEWORK and ONLY FOR AMERICANS)

Ink Spots—Volume 1

Selections include: IF I DIDN'T CARE—WHISPERING GRASS—DO I WORRY?—JAVA JIVE—WE THREE (My Echo, My Shadow and Me)—MAYBE—I'LL NEVER SMILE AGAIN—(It Will Have to Do) UNTIL THE REAL THING COMES ALONG.
DL 5056 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85
Also available in:
Decca A-477 • Four 10-inch 78 RPM Records • Price \$3.75

Ink Spots—Volume 2

Selections include: WE'LL MEET AGAIN—MY GREATEST MISTAKE—I'LL GET BY (As Long As I Have You)—JUST FOR A THRILL—I'D CLIMB THE HIGHEST MOUNTAIN—I'M GETTIN' SENTIMENTAL OVER YOU—COQUETTE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO.
DL 5071 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85
Also available in:
Decca 9-5 • Three 45 RPM Unbreakable Records • Price \$2.60
Decca A-394 • Four 10-inch 78 RPM Records • Price \$3.75

All Album Records Available As Singles

UP AND COMING

POPULAR

- Lucky, Lucky, Lucky Me EVELYN KNIGHT with RAY CHARLES SINGERS
Decca 27182 and *9-27182
- He Can Come Back Anytime He Wants To
- So Long Sally TOMMY DORSEY
Decca 27210 and *9-27210
- You're Not In My Arms Tonight
- Music, Maestro, Please! TOMMY DORSEY with DON CHERRY
Decca 27247 and *9-27247
- Strangers
- Thirsty For Your Kisses MILLS BROTHERS
Decca 27253 and *9-27253
- Nevertheless (I'm In Love With You)
- Molasses, Molasses ELLA FITZGERALD
(It's Icky Sticky Goo) Decca 27255 and *9-27255
- Santa Claus Got Stuck (In My Chimney)
- Patricia RUSS MORGAN
Decca 27258 and *9-27258
- The Winter Waltz
- Time Out For Tears INK SPOTS
Decca 27259 and *9-27259
- Dream Awhile
- Orange Colored Sky DANNY KAYE and PATTY ANDREWS
Decca 27261 and *9-27261
- Ching-ara-sa-sa ANDREWS SISTERS—DANNY KAYE

COUNTRY

- (Remember Me) ERNEST TUBB
I'm the One Who Loves You Decca 46269 and *9-46269
- I Need Attention Bad
- Walking with the Blues EDDIE CROSBY and MERVIN SHINER
Decca 46273 and *9-46273
- Beloved, Be Faithful

SEPIA

- Going Back to Jesus SISTER ROSETTA THARPE with THE DEPENDABLE BOYS
and SAM PRICE TRIO Decca 48177 and *9-48177
- Little Boy "How Old Are You"
- I'm So Crazy For Love THE BLENDERS
Decca 48183 and *9-48183
- What About Tonight

*Indicates 45 RPM Version

NEW RELEASES—SINGLES

- Marrying for Love BING CROSBY
Decca 27250 and *9-27250
- The Best Thing for You
- (Sweet Angle) ANDREWS SISTERS
The Christmas Tree Angel Decca 27251 and *9-27251
- I'd Like to Hitch a Ride with Santa Claus
- A Bushel and a Peck ANDREWS SISTERS with VIC SCHOEN
Guys and Dolls AND HIS ORCHESTRA Decca 27252 and *9-27252
- Sit Down, You're Rocking the Boat LOUIS ARMSTRONG with SY OLIVER CHORUS
That's What the Man Said Decca 27254 and *9-27254
- Chase Me Catch Me Polka TED MAKSYMOWICZ
Stanley Stop Stalling Decca 45119 and *9-45119
- Coffee, Cigarettes and Tears CHARLIE "PEANUT" FAIRCLOTH
Mississippi River Blues Decca 46271 and *9-46271
- Night Time Is the Right Time GRANT "MR. BLUES" JONES
Michigan Water Blues Decca 48179 and *9-48179
- Everybody Talking 'Bout Heaven THE FAMOUS BLUE JAY SINGERS
Ain't Going There OF BIRMINGHAM, ALABAMA
Born in Bethlehem Decca 48180 and *9-48180

*Indicates 45 RPM Version

SPECIAL RELEASES

- Oh Babe! LIONEL HAMPTON
Who Cares Decca 27305 and *9-27305
- Texas vs. Kentucky RED FOLEY and ERNEST TUBB
The Lovebug Litch with MINNIE PEARL Decca 46278 and *9-46278
- The Place Where I Worship RED FOLEY with ANITA KERR SINGERS
(Is the Wide Open Spaces) Decca 14537 and *9-14537
- I Hear a Choir
- Ciento por Ciento Boricua TRIO JOHNNY RODRIGUEZ
El Arrebatado Decca 21324

*Indicates 45 RPM Version

America's Fastest Selling Records



Rackmil Says European Plot To Land U. S. Catalogs

Continued from page 15
 for the hits. The European pop market currently is patterned along the lines of the American hit lists, he points out, but the recordings which sell on these hit selections usually are local versions made in the native tongue. Actually, only about 10 to 15 per cent of the total European market, excluding England, comprises the total record sales of American-made diskings. These are primarily waxings of such international standards as Bing Crosby.

Optimistic Pose

The European disk business is in a rocky position, Rackmil says that the continental manufacturers currently are sporting an optimistic pose. They believe that the market will begin to improve gradually as the postwar rehabilitation moves at an accelerated pace. Meanwhile, current wage standards and costs of living are in such prohibitive conditions as to make record-buying a luxury. Rackmil also believes that the likelihood of the development of the new speed disks on the Continent will take quite a while since the costs of new instruments also would be prohibitive.

Rackmil said that great turmoil is extant among the continental waxers in maneuvering for artists.

Waxers Counter

Continued from page 15
 and such actors as are used in narratives. Diskeries also told AFRA reps that they would be willing to negotiate scales for work in the pop and classical categories, but not for other categories such as hillbilly and rhythm and blues. Also, diskeries told AFRA they would be willing to recognize the union's jurisdiction in three key cities, New York, Hollywood and Chicago. In these centers, say the diskeries, 90 per cent of their recording is done. AFRA did not give any final word on these proposals, but took them under advisement. Union is currently working on other matters in connection with transcriptions and live programs. However, another confab is expected fairly soon.

802 To Mull on AM-TV Cuts

Continued from page 15
 a blow at employment, but a dereliction of the web in its duty toward sponsoring cultural activities, the musicians say.

Other Issues

These are the highlights, but other issues may also be raised, issues on which the membership is not in accord but about which certain groups feel strongly. One is the great disparity in TV scales from local to local (the video rate is pegged at 95 per cent of local radio scales). Some see this as a threat to 802 work, envisioning important TV shows shifting to Keokuk or Pine Bluff to save on the music nut.

Others deride this possibility, on the thesis that New York is

and will be the TV mecca for many reasons. A proposal may be made to allot a percentage of the production cost of a TV show for musicians. Another would set a sliding scale.

The concern of local musicians, actually bordering on panic, is that they get a fair shake in the next negotiations. They want to insure that Petrillo acts in their declared interests, and are prepared to fight for local autonomy to get their due.

The webs, on the other hand, figure to put up a stiff resistance, and the prospect of a strike is not too improbable.

MUSIC BOURNE TO LIVE
 Music, Maestro, Please
TONY MARTIN
 RCA Victor 20-3883
 BOURNE, Inc. 199 W. Ave. N.Y.C.

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

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

From M-G-M's Smash Musical
"SUMMER STOCK"
 starring Judy Garland and Gene Kelly
YOU WONDERFUL YOU
 MILLER MUSIC CORPORATION

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



"GEE THANKS"

"TO THINK YOU'VE CHOSEN ME"
 FOR THE MANY SPINS YOU'VE BEEN GIVING
 MY LATEST RELEASE

THE BILLBOARD PICKS:
 TO THINK YOU'VE CHOSEN ME Eddy Howard Mercury 5517
 Howard gives the hushed and vibrant trio treatment to a new Weiss-Benjamin ballad that sounds like money.

THE DISK JOCKEYS PICK:
 TO THINK YOU'VE CHOSEN ME . . . Eddy Howard

THE RETAILERS PICK:
 TO THINK YOU'VE CHOSEN ME . . . Eddy Howard

FROM NEW YORK DISK JOCKEYS COME THESE GREAT COMMENTS:

A very tasteful rendition."
SKITCH HENDERSON

"Eddy's best since 'Tr' Each His Own."
JACK LACY

"Sensational!"
TED HUSING

"A great Howard arrangement of a fine new ballad."
TED STEELE

"One of the sweetest love songs in the last ten years."
NORMAN BROKENSHERE

ONLY Mercury HAS THE HITS ON NON-BREAKABLE RECORDS
 MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Eckstine, Shearing Hit 233G

● *Continued from page 16*
 follows: Battle Creek, Mich., \$4,420; London, Ont., \$4,949.36; St. Louis, \$9,811.90; Gary, Ind., \$3,112; South Bend, Ind., \$5,833; Champaign, Ill., \$5,506; Detroit, \$6,240.60; Mahanoy City, Pa., \$5,029.60; Akron, \$4,819.25; Buffalo, \$6,843; Cleveland, \$7,690.84; Toledo, \$5,000; Harrisburg, Pa., \$5,875; Baltimore, \$6,100; Allentown, Pa., \$3,826. All of the figures quoted above are complete grosses including taxes.

The Eckstine-Shearing package was sold at prices varying from \$2,000 to \$2,500 per night, depending upon the day of the week, against 50 per cent of the gross. Eckstine alone shared in the percentage monies and the singer

bought Shearing at a flat \$750 per night. Eckstine took out over \$75,000 for himself after paying off Shearing and another accompanying jazz sextet on the bill for the 34 dates and stands a chance of adding between \$15,000 and \$20,000 more for the remaining two concert dates. The Eckstine-Shearing Carnegie Hall bash, which is being produced by Eckstine's personal manager, Milton Ebbins, and is being sponsored by deejay Symphony Sid, will be split into two sessions, one in the afternoon and another in the evening. House has been scaled at \$4.80 to \$2.00 and the combined take can come to around \$20,000. The Washington bash is scaled to gross at capacity \$22,000.

Vinyl Leads

● *Continued from page 16*

this week that total output of vinyl resins amounted to 34,376,000 pounds in July, an increase of some 2,000,000 pounds over June, but off seasonally from the high of 37,662,000 pounds produced in March, which set the monthly record.

Vinyl production has been increasing steadily in the past year, and demand has been keeping pace, according to Commerce. Output was hitting around 20,000,000 tons in early 1949, but has now been boosted to over 30,000,000 pounds every month.

Vinyl, which a year ago was running neck and neck with alkylid, polystyrene and phenolic resins for the most popular plastic material, is now well out in front, according to Commerce statistics.

Artist Record Executives Hyp Quality, Uncover Talent

● *Continued from page 15*
 Sandy Evans, Charlie LeVere, Joe Graydon and Don Burke.

Seeks Singers

Hugo Winterhalter, while at Columbia last year, brought in thrush Toni Arden. She has since blossomed as a recording artist on her own as well. Winterhalter currently is looking for other singers for his Victor work and so far has used Peter Hanley on his dates. Winterhalter too is accredited in many quarters for his efforts in helping to mold newer talent. The same holds true with Columbia's Mitch Miller and Percy Faith.

Most of these musical director exec-artists are long experienced

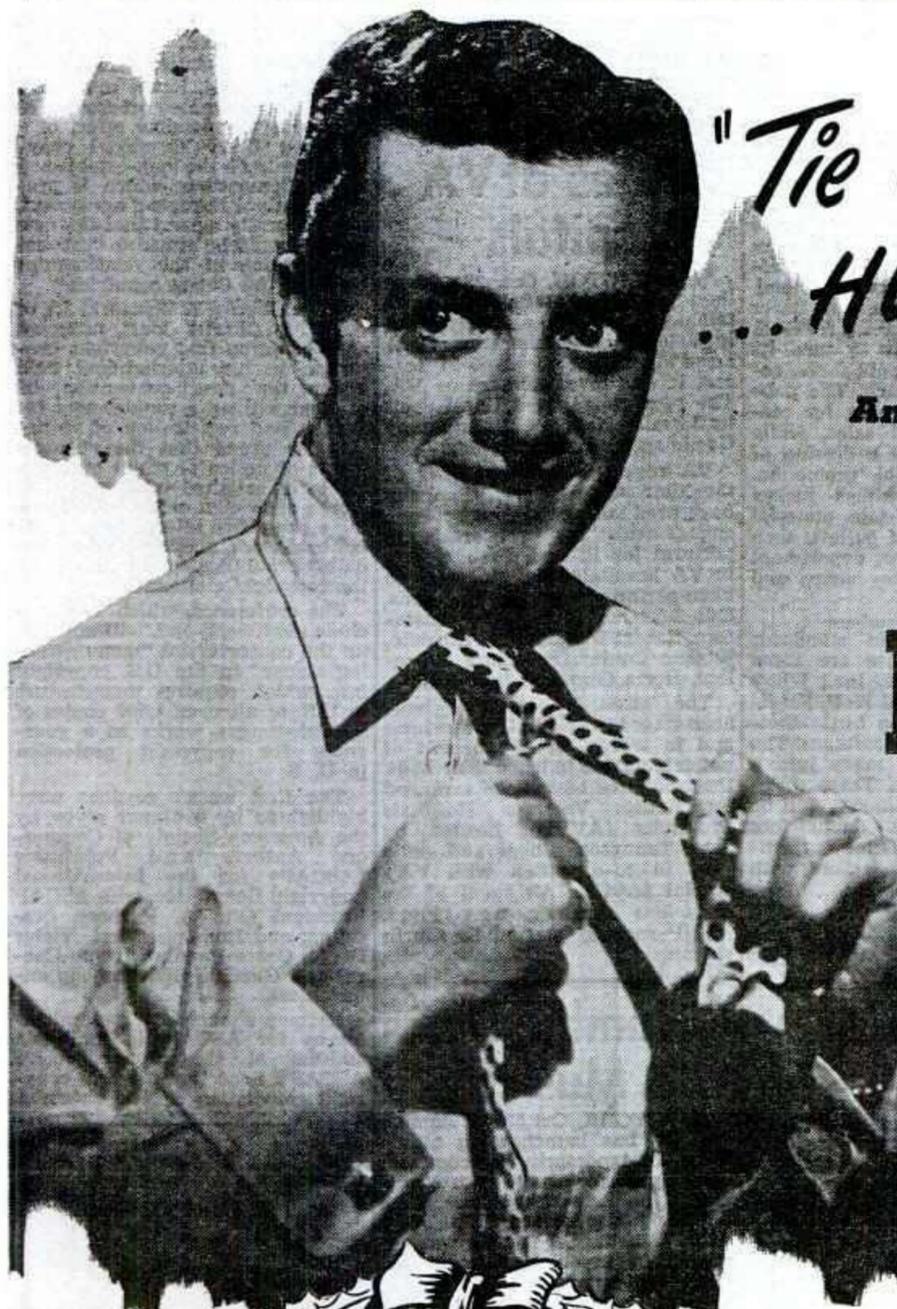
arrangers, also capable of creating material themselves. Jenkins, to date, has been the most successful in this field. He turned out the lyric to *Tzena, Tzena, Tzena* and has a long list of other songs which he wrote. Faith has several original efforts to his credit, while Winterhalter has a couple of unreleased originals in the bins at the MGM diskery which were sliced about two years ago. London Records' Jack Pleis, the latest addition to the exec-artist circle, is an accredited tunesmith. Sy Oliver, Victor Young and Sonny Burke, all of the Decca artist-recorder set, each is a top-flight tunesmith on his own. Capitol's Frank DeVol also composes, while Columbia's Paul Weston has a fairly sizable song going for him at the moment, *No Other Love*.

Crises

A number of serious artists relations problems have cropped up since the rise of the exec doubling as artist. The crises occur in most instances where the a.-and-r. musician has scored a hit waxing. Aftermath of the hit results in loud beefs from label's other artists, who claim that the exec-artist cops the choice material for himself. Talent also squawks that artist-exec disks get better merchandising and promotion than do their own.

One artist-exec points out that all of his recordings were made after several of his top artists had turned down the material which he finally recorded. Another points out the material he has used either was taken from standard catalogs or drawn from the rejected pile. It also is pointed out that diskeries sell what they can while they can and the question of which artist is being sold is of slight importance to the salesman, distributor or dealer.

The trade generally acknowledges that the work of the artist-exec can be credited with raising the general level of songs and music on wax.



"Tie on to this kid
 ... HE'S GREAT!"

America's Youngest Hitmaker

VIC DAMONE

For Holiday Sales
 "AVE MARIA"
 AND
 "SILENT NIGHT"
 MERCURY 5074



MG25028 MG25029 MG25045 MG25054

FOUR GREAT LONG PLAYS

ONLY



HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Current Best Sellers

"BELOVED BE FAITHFUL"

FLIP SIDE

"Take Me In Your Arms"

MERCURY 5486 • 5486X45

"JUST SAY I LOVE HER"

FLIP SIDE

"CAN ANYONE EXPLAIN"

MERCURY 5474 • 5474X45

"CINNATI DANCING PIG"

FLIP SIDE

"Forbidden Love"

MERCURY 5477 • 5477X45

"VAGABOND SHOES"

FLIP SIDE

"I Hadn't Anyone 'Til You"

MERCURY 5429 • 5429X45

AND NOW

"MARSHMALLOW WORLD"

FLIP SIDE

"When The Lights Are Low"

MERCURY 5496 • 5496X45

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

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

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

The "Bake A Cake" girl's new smash hit—
BABY ME
 Recorded by
EILEEN BARTON
 (National)
LEEDS MUSIC CORP.
 RKO Bldg., Radio City, N. Y.

KIDITTIES FEED THE KITTY

Pubbers' Revenue Rises In Bullish Tot Tallow Market

NEW YORK, Oct. 28. — Pop pubbers now stand to gain an increasing amount of revenue from kidiskeries. This has been increasingly apparent the past year, during which time the flood of pop kiditties, starting with *Rudolph*, put the tot market on a pop turn-over basis. Several such diskings soared to unprecedented seven-figure sales marks. This pop-style activity could be partially the result of the comparatively recent entry of several big pop and Western artists to the kiddie field. At any rate, kidiskeries are on an unprecedented hunt for suitable pop material. Pop publishers and writers, recognizing the size of this market, are scrambling to latch on. But most of their efforts are still missing fire, according to the diskers. The kidisk head at one major diskery said his office has been busy every day since January 1 with pop pluggers, often numbering 10 a day. But less than 5 per cent of the stuff is remotely suitable.

Some indication of the size of this market is provided by a few best-seller examples. Gene Autry's *Rudolph* passed the 1,500,000 mark last year, and shows signs of duplicating that performance this year, the competitive versions by Bing Crosby and Red Foley are off to promising starts.

400,000 to a Mil

Autry's *Peter Cottontail*, a short-season Easter-time entry, passed 400,000. A Little Golden disk of *Bibbidi-Bobbidy-Boo*, from *Cinderella*, did better than a million, without cutting into the sale of Victor's original cast album from the Disney flick. Latter is the diskery's top kidisk seller in years. *Me and My Teddy Bear*, a Colum-

bia pop by Rosemary Clooney, did well as a specially packaged, non-breakable item after its initial kick-off on the pop label. That tune has now been cut by several other kidiskeries. *Two Front Teeth*, *Bake a Cake*, *Woody Woodpecker*, and *Chooiin' Gum* have also struck the moppet fancy. The trend is not exactly new, but it's never been evidenced on a comparable scale. About a decade ago, *Three Little Fishes* and *Mairzy Doats* captivated kids from 2 to 90.

Simon & Schuster, a purveyor of Little Golden disks, has followed Columbia's lead; and following the success of its Disney titles, plans an extensive pop program for its six-inch 25-cent line. S&S has made special deals with a handful of first-line publishers for standard material from cartoon flicks. It has also selected some of its Little Golden Book titles and commissioned pop songwriters to create tunes based on the stories. Among the latter are veteran cleffers Allie Wrubel and Cliff Friend.

Alec Wilder and Marshall Barer are also cleffing as a team for S&S. The diskery intends to turn its tunes over to pop publishers, retaining a piece of each. The publisher is expected to plug for mechanicals and sheet sales, while S&S will contribute a disk of its own and special promotion. This will include kidisk jockey plugs and point-of-sale material at a wide variety of outlets, such as chains, disk shops, department stores, drugstores, toy shops and super markets.

3 Disney Numbers

Among the kiddie standards S&S plans to release are three properties of Bourne, Inc.: *Who's Afraid of the Big Bad Wolf*, *Ferdinand* and *The Funny Little Bunnies*, all from Disney cartoons. The latter will also be made into a Little Golden Book. These disks, to be released in January, will be followed by eight double-face disks of tunes from Disney's forthcoming *Alice in Wonderland*, with

Continued on page 45

Moe Gale Has Pubbery Again

NEW YORK, Oct. 28.—Moe Gale, head of the Gale Agency, making his second fling at the publishing business, has set up a new firm, Sheldon Music. The firm is affiliated with Broadcast Music, Inc. (BMI). Sheldon, according to Gale, will be a unique operation in that it will specialize in special material and will place emphasis on recordings, promotion and publicity.

A special type of staffers, distinct from the regular contact-man variety, will be employed to "find, develop, and create such material." Gale, who feels that the "plug type" operation is outdated, claims the new pubbery will "be as highly modern as a publishing firm can be."

Gale, whose agency recently expanded its scope to include film, TV and radio talent as well as musical acts, has been gathering hand-tailored material from his properties for the last nine months, with Sheldon in mind. His first publishing operation, with which he is still connected, was Advanced Music.

MORRIS HIKES POPS TO 40C

NEW YORK, Oct. 28.—According to publisher Edwin H. (Buddy) Morris, the retail price of his new pop songs published after November 1 will be 40 cents. New wholesale price will be 23 cents, not 24, as previously reported here.

McCann Backs Blue, 5 802 Slates Shape

NEW YORK, Oct. 28. — With the election race at Local 802, American Federation of Musicians (AFM), shaping up as very bitter, Dick McCann, union prexy, this week axed rumors as to where his sympathies lay.

In a letter to the membership McCann, who has retired from the presidential race, stated that his withdrawal will not end his relationship with the union—which he has served since 1932, nor his esteem for the Blue ticket, "whose outstanding leadership has made Local 802 the powerful and outstanding trade union organization it is today." McCann concluded by asking all members to re-elect the Blue ticket.

Meanwhile, however, it appeared probable that at least four candidates would run for the presidency. These are the Blue's Sam Suber; Unity's Willie Feinberg; and two independents, Al Manuti and Murray Stark. Manuti, once with Unity, last year lost the

election by a close margin. Meanwhile, the coalition committee of Local 802 has asked union members to attend a meeting Thursday (2) at Nola Studios for the purpose of nominating a slate. The object of the meeting, according to a spokesman is to "assure that the candidates are the best that the entire union has to offer, rather than only the best candidates the tickets offer."

Among those who have indicated they would be "honored" to accept nomination on this slate are Don Redman, Christos Vriounes, Max Senofsky, Lee Kuhn, David Freed, Vincent Rifici and Nick Rodriguez. These may be nominated from the floor, it was stated.

However, a spokesman for the coalition committee stated that the meeting is likely to support many candidates on other tickets, but would try to "offer capable and trustworthy candidates in place of those unfit."

RICHMOND LETS BYGONES BE

NEW YORK, Oct. 28.—Howie Richmond has hired Loring Buzzell as professional manager of his newly activated Hollis Music, a Broadcast Music, Inc. (BMI), affiliate. The first tune will be *The Roaring Kind*, with a Weavers-Jenkins Decca waxing to launch it.

Hiring has a neat "turn-the-other-cheek" angle: Buzzell has not only been working for Mills Music, but is the son of Sam Buzzell, Mills attorney who has been active in the pubbery's suit against Richmond over *Tzena, Tzena*. The suit has engendered considerable more acrimony than the average Tin Pan Alley litigation.

VARIETY FOR VETS

Stars Plan Dates at VA Hospitals

WASHINGTON, Oct. 28.—More than 300 stars in all fields of entertainment will make appearances in Veterans Administration (VA) hospitals during the 1950-51 season, it was revealed here by VA. The stars range from Hazel Scott to Jarmila Novotna, from Benny Goodman to Jascha Heifetz.

VA revealed also that stars of the Metropolitan Opera Company have been taking time-out between engagements and rehearsals to perform for ill and disabled vets in VA hospitals. Met singers who have performed include Lily Pons, Ezio Mascherini, Florence Quataero, Robert Weede, Licia Albanese, Eugene Conley, Salvatore Baccioni, Herta Glaz and Italo Tajo.

The guest appearances have been staged in hospital auditoriums and in wards for the benefit of patients unable to leave their beds. Performances have been arranged by Artists Veterans Hospitals Programs (AVHP), headed by Jean Tennyson, singer and radio star, in co-operation with VA's special services. An agent of the Musicians Emergency Fund, AVHP recently started its fourth season.

Columbia Disks Old Musicals

NEW YORK, Oct. 28.—Columbia Records has launched an album series of landmark musicals of the past, teeing off with *Bandwagon* and *Anything Goes*, each featuring Mary Martin. *Pal Joey*, with Vivienne Segal, who was costarred in the original production, and Harold Lang will follow.

Project was conceived and produced by Columbia Veepee Goddard Lieberman. Ork was directed by Lehman Engel, with Ted Royal arrangements. Albums feature the shows' principal tunes in sequence, without dialog. Sets will be released under the Masterwork aegis, in 78 r.p.m. albums and 10-inch LP's.

Victor Latins In Pop Switch

NEW YORK, Oct. 28. — RCA Victor's Latin-American department, whose main activity is naturally beamed at local Latins and the export market, is now making its second bid this year for pop buyer acceptance. The Latin wing, headed by artists-repertoire chief Herman Diaz, first attracted deejay interest and subsequent pop sale with the offerings of mambo Perez Prado.

Now Diaz has uncovered the Luis Arcazar ork, another product of Victor's Mexico City studios. The first Arcazar sides to attract the attention of Yankee spinners are instrumentals of *Johnson Rag* and *Emrujado* (also known as *Be-witched*). Arcazar, currently the only Mexican band on Victor to cut Yankee pops, plays in the vein of our own top jazz crews, with the added advantage of Victor's exceptionally live recording studio there. This brilliant studio sound has been recognized as a powerful factor in the acceptance of Prado's disks here.

New Internat'l Copyright Seen As Possibility

UNESCO Confab in Wash. Progresses Toward Agreement

WASHINGTON, Oct. 28. — Dr. Luther H. Evans, head of the Library of Congress, today announced that "prospects for establishment of a new universal copyright convention" are "promising" as the result of the first week of deliberations here of international copyright experts under sponsorship of the United Nations Educational, Scientific and Cultural Organization (UNESCO).

The conferees, Evans said, have made considerable progress. In discussing the possible effect of a proposed UNESCO model copyright treaty on the long-established Berne Convention, which is predominantly a European agreement, it is generally agreed that the new treaty should be aimed to "prevent deterioration of the relationships between the Berne countries."

Judge Charles E. Wyzanski Jr., of the U. S. District Court, proposed as a conferee that copyright protection in the international field under the new convention be granted without a requirement for deposit and registration of works. He also urged that the requirements of notice of claim of copyright "be satisfied with respect to works of foreign origin by affirming a simplified international symbol to a work, accompanied by the date of publication and name of the copyright claimant."

The conference, which will conclude next week-end, will not take up the controversial "manufacturing clause" in the U.S. copyright law, which requires manufacture in U.S. of all over 1,500 copies of English-tongue works as a guarantee for copyright protection in U.S.

The first week's sessions were highlighted by a dinner given by the American Society of Composers, Authors and Publishers (ASCAP) for the International Copyright Committee, with ASCAP President Otto A. Harbach presiding, and Rudolph Friml, Victor Borge, Grace Pandini, Irving Caesar and Garfield Swift among entertainers.

Herman Finkelstein, general attorney for ASCAP, in the main address at the dinner voiced ASCAP's hope that a world copyright convention can be obtained.

RCA Wavering On LP Policy

NEW YORK, Oct. 28. — RCA Victor may be heading for a modification of its policy of using LP for continuous works, particularly of a classical nature. Waxery is mulling releasing its Al Goodman album of tunes from *Guys and Dolls* on LP; it has, in fact, already listed the album for LP release, but is still not decided on whether it will actually carry thru with the 33 1/3 version of the set.

As an RCA sales exec pointed out, the continuous-works policy has never been a hard-and-fast rule with the diskery. "Our prime consideration in determining what speed to release a particular set on has been the dealer. Sure, we could push everything out on LP and shoot for maximum business, but we always try to keep dealers' inventory in mind."

The forthcoming cast-and-Dinah Shore waxing of *Call Me Madam* will be released on three speeds.

London Chiefs Fly To Grinnell Confab

NEW YORK, Oct. 28.—Remy Farkas, London's classical artists-repertoire chief, and Joe Delaney, sales and pop disking topper, fly to Detroit Tuesday (31) to address a special dinner gathering of Grinnell Music Store employees.

The George MacDuff Company, Detroit London distributor, is playing host to Grinnell's 30 store managers and record clerks. The London execs will discuss catalog, future repertoire plans and sales promotion policy. The project will probably be repeated in other major distributing centers, according to London.

TD Mulling Creation of Booking Set-Up

NEW YORK, Oct. 28.—Tommy Dorsey, whose Music Corporation of America (MCA) pact runs out December 7, currently is mulling the creation of his own booking set-up. According to several of T. D.'s representatives, the maestro is not certain he will book himself but he is seriously thinking of it.

Lending added substance to his research on the matter, Dorsey this week was huddling with an ex-MCA one-night booker from the West Coast, Lee Carroll. Carroll, according to reports, left his MCA post specifically to take up the T. D. booking chore. T. D.'s business manager, Irving Chezzer, would also be involved in the creation of a booking set-up.

Tommy, who currently is on an extended vacation, definitely will return to the band wars around the first of the year. It is likely that he will kick off with a Southern one-nighter tour. His return to action will be made regardless of the outcome of his booking plans.

Kenton \$4,480 1 Nite in Cincy

CINCINNATI, Oct. 28. — Stan Kenton ork, in a one-nighter at Milt Magel's Castle Farm here last Saturday (21), attracted 2,987 payees at \$1.50 per copy to chalk a resounding \$4,480.50 gross, tax included, a new all-time high for indoor business at the popular combination ballroom-nitery. Some 500 patrons were turned away, according to Magel.

Band, set here by Chuck Campbell, of the local General Artists Corporation office, was in at \$1,500 with a 60 per cent. Spending of Castle Farm patrons averages \$1.20 per head. Thus with the profit from the band and general spending, Magel racked up one of the fattest night's biz in years. All-time record at Castle Farm is held by Guy Lombardo, who set his mark in the spot's more spacious outdoor garden several years ago.

Campbell has Ralph Flanagan going into Castle Farm November 4; Sammy Kaye, November 25; Johnny Long, December 16, and Woody Herman, New Year's Eve.

Dunham Opens With New Ork

NEW YORK, Oct. 28. — Sonny Dunham's newly reorganized ork will kick off a new full week name ork policy at the Rustic Cabin in Englewood Cliffs, N. J., beginning November 3. Dunham goes into the road house nitery for three weeks with a couple of one week options. The spot currently is dickering to round out a schedule for the remainder of the year with a Stan Kenton date a strong possibility to follow Dunham. Tony Pastor is virtually set to round out the year for spot.

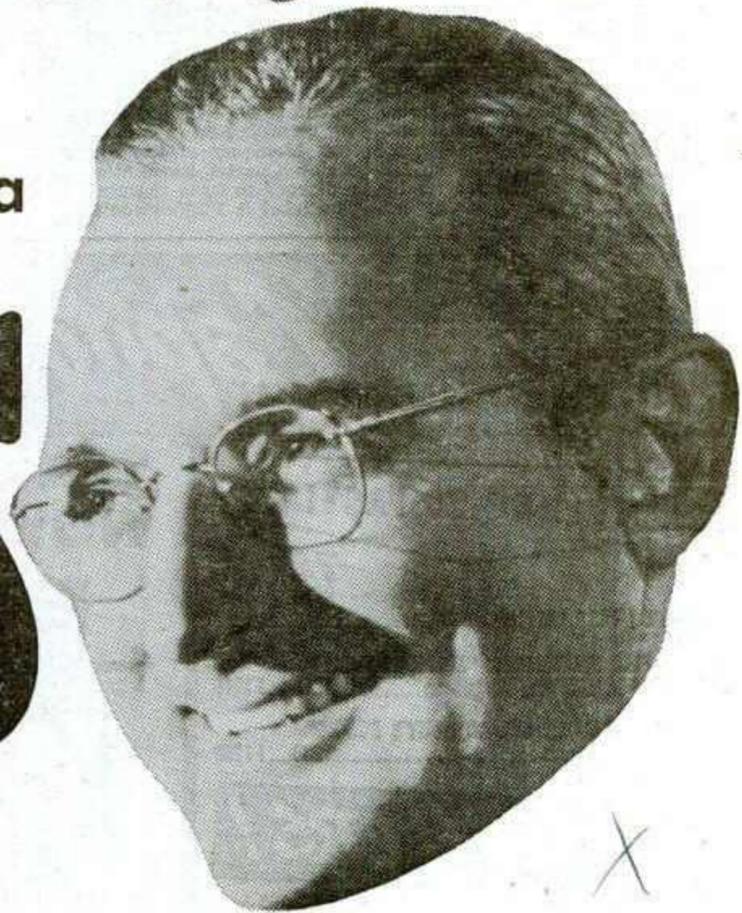
Spot will be operated by veteran nitery op Bill Levine. Rustic Cabin hasn't operated on a full week sked in several years. At one time it was Frank Dalley's leading competitor for his Meadowbrook operation.

THIS
DECCA
RECORD
Available on 45 RPM-78 RPM

TOMMY DORSEY

and His Orchestra
Playing

GOOFUS



AND

EV'RYBODY WANTS TO GO TO HEAVEN (BUT NOBODY WANTS TO DIE)

Vocal Chorus by SY OLIVER

DECCA 27248 (78 rpm)

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OTHER NEW DECCA TOMMY DORSEY SINGLES

SO LONG SALLY YOU'RE NOT IN MY ARMS TONIGHT	Decca 27210 and *9-27210
T. D.'S BOOGIE WOOGIE OPUS TWO	Decca 27211 and *9-27211
ONLY A MOMENT AGO RAINBOW GAL	Decca 27215 and *9-27215
MUSIC, MAESTRO, PLEASE! STRANGERS	Decca 27247 and *9-27247 <small>with Don Cherry</small>
INDIAN LOVE CALL MY MOONLIGHT MADONNA	Decca 27266 and *9-27266

*Indicates 45 rpm Version

DECCA
RECORDS

America's Fastest Selling Records



QUALITY MUSIC HITS LP STRIDE

Continued from page 16

vious—it's just as simple and economical to plug a series as it is to plug a single item.

Specialization

A number of diskeries have sought reputations for supplying works of special stylistic persuasion. For example, Dial concentrates on modern music, mainly in the 12-tone technique of Schoenberg, Berg, and Webern. Key specializes in choral music and Oceanic in German operas. The latter has sponsored European waxings of the complete *Fidelio*, *Salome*, *Rosenkavalier*, *Merry Wives of Windsor* and *Tristan and Isolde*. With the exception of *Rosenkavalier*, none of these have been waxed complete previously, and the latter has never been issued on LP. Renaissance is placing strong emphasis on rarely heard works in the baroque style, including those of Bach, his contemporaries, and little-known predecessors.

Recently musicians themselves have entered the field, figuring to exploit their talents, their instruments, and their unique repertoire thru co-operative business flings. Julius Baker has formed Oxford Records, devoted to chamber music featuring the flute. Violinist Arnold Eidus and cellist George Ricci, prominent radio and concert musicians, have formed Stradivari Records, and are producing chamber music in which they perform. Eidus and Ricci also handle all technical work themselves, including recording on tape and mastering. Members of the Stuyvesant String Quartet have also formed a diskery to issue chamber music. The label is Philharmonia.

As in the pop field, where diskeries compete for original cast cuttings of Broadway shows and film scores, the classical repertoire people are now grabbing for "special event" packages, cashing in on the publicity and prestige such occasions lend. Columbia, for example, landed the recent Prades Festival plum, in which cellist Pazo Casals and Bach got co-billing. A small Boston outfit, Festival, landed the rights to recordings from the historic Salzburg Festival in Austria.

Events Key Disking

Special events, anniversaries and deaths have provided diskers with excuses to launch whole chunks of repertoire by the particular composer involved. This year the Bicentennial of Bach's death brought forth a quantity of Bach

waxings that could even exceed the total issued previously. About 100 king-size Bach works are now available on LP, plus a plethora of shorter works in collections. Since Bartok died several years ago, diskeries have rushed to give him the recognition he missed while he was a live.

About 25 Bartok works are now available on LP, where no more than a half dozen existed on shellac two years ago. And some of these are even available in two or three versions. Next year the big event will be the 50th anniversary of Verdi's death, and Victor has already jumped the gun with a complete *Rigoletto*. Cetra-Soria, an indie specializing in Italian opera and early Italian instrumental works, has set up a program to fill in most of the gaps in the current Verdi repertoire. With *Forza del Destino*, *Ernani* and *Falstaff* already available, the outfit may add another dozen packages to the series. Verdi wrote more

Block Reopens Pubbery Org

NEW YORK, Oct. 28.—Deejay Martin Block has reactivated his music publishing firm, the Martin Block Music Publishing Company, which is licensed thru the American Society of Composers, Authors and Publishers.

Mack Clark has been appointed general professional manager for the Block pubbery. The first song for the firm will be a revival of *I Guess I'll Have To Dream The Rest*. New diskings on the tune have been sliced by Billy Eckstine (MGM), Andy Russell and Skitch Henderson (Capitol) and Frank Sinatra (Columbia).

than 20 operas. Today, while some diskeries feel forced to hide their longhair operations for fear of being beaten to the punch, others have announced their repertoire plans far in advance to scare off less powerful competitors. Unquestionably, some of the opportunist Johnny-come-latelies have been providing the majors with major headaches, sometimes besting them on quality as well as on release dates of identical repertoire. Most of the minors, however, prefer to stick on uncharted courses and avoid future as well as current competition.

Majors Now Dig

Most of them hope the majors will continue to record more and more Tchaikowsky. The majors, however, have observed the business done on esoteric material, and are doing a little digging themselves. Decca, which entered the longhair field this month, is steering a non-competitive course. Capitol, London and Mercury have matched releases of "war-horses" with modern and relatively obscure issues. These companies, like many of the small ones, have European catalog sources, and also can arrange for new recordings there, at the comparatively low European rates.

Several of the bigger indies have contrived to build fairly general repertoire without butting into the majors' domain. Companies such as Vox, Allegro, Concert Hall and Westminster have stuck pretty much with big-name composers, but have managed to avoid duplications. Westminster, for example, has located the only known existing manuscripts for two unpublished Dvorak symphonies. Others dig out works that have been neglected because they were written for unusual instrumental combinations. These companies occasionally fall heir to some large-scale plums, which could never have been cut profitably in the 78 r.p.m. era, even by a major label. In the old days when a major cut a mass or an opera, it was for reasons of prestige. Today, with no more than one possible exception, the boys are out to make money.

Altho recording costs for the domestic-based majors remain excessive in view of name artists' demands, the indies have pointed the way to a highly profitable era. Along with the lower retail cost of LP diskings, the swiftly increasing repertoire has fanned fervent consumer interest in this brand of recorded music. Entrance to the field by the new indies has been facilitated by the postwar open door to Europe, by the diminished risks entailed in tape as against acetate recording, and by the reduced number of mechanical parts required by LP. Further, most of the works being cut are in the public domain and require no royalty payments.

Incidentally, as this issue goes to press, it is learned RCA Victor will issue a complete domestically cut version of the Bach *St. John's Passion*. Vox issued a European cutting of the previously unrecorded work on three LP disks last month. Similarly, London, Columbia and Victor have announced their intention to issue different versions of Strauss' *Die Fledermaus* complete. The work has been added to the Metropolitan Opera Company's repertoire this year and the vast amount of publicity it has received has spurred the unprecedented disk coverage.

It may be observed further, that classical diskers, when they have a hit, may cover it with several different artists, just as some of the pop labels are doing. Altho this practice isn't new, repetition of repertoire on a single LP label would seem less vital since LP recording sound is claimed to be definitive. It would seem then that different interpretations are aimed at different segments of the market. The market, it appears, is now big enough to support such a policy.

DEALERS!
OPERATORS!
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Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | RPM | RPM |
| "DADDY'S LAST LETTER" Tex Ritter..... | 1267 | F1267 |
| "MY LITTLE OLD SHACK," "SOMEONE SPIKED THE PUNCH" Yogi Yorgesson..... | 1216 | F1216 |
| "AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony..... | 1280 | F1280 |

HOT SELLERS!

POPULAR

- | | | |
|---|------|-------|
| "AIN'T NOBODY'S BUSINESS," "I'LL NEVER BE FREE" Starr-Ernie..... | 1124 | F1124 |
| "A BUSHEL AND A PECK," "BEYOND THE REEF" Whiting-Wakely..... | 1234 | F1234 |
| "ORANGE COLORED SKY," Nat Cole, Stan Kenton..... | 1184 | F1184 |
| "BONAPARTE'S RETREAT" Kay Starr..... | 936 | F936 |
| "I'LL ALWAYS LOVE YOU" Dean Martin..... | 1028 | F1028 |
| "MONA LISA" Nat "King" Cole..... | 1010 | F1010 |
| "GOOFUS," "SUGAR SWEET" Les Paul..... | 1192 | F1192 |
| "HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony..... | 1190 | F1190 |
| "DADDY'S LAST LETTER" Tex Ritter..... | 1267 | F1267 |
| "MY LITTLE OLD SHACK," "SOMEONE SPIKED THE PUNCH" Yogi Yorgesson..... | 1216 | F1216 |
| "NO OTHER LOVE," "SOMETIME" Jo Stafford..... | 1053 | F1053 |
| "NOLA," "JEALOUS" Les Paul..... | 1014 | F1014 |
| "SO LONG SALLY," "RAINY DAY REFRAIN" Jan Garber..... | 1246 | F1246 |
| "YINGLE BELLS," "I YUST GO NUTS AT CHRISTMAS" Yogi Yorgesson..... | 767 | F781 |

WESTERN & FOLK

- | | | |
|--|------|-------|
| JIMMY WAKELY "Pot O' Gold"..... | 1240 | F1240 |
| HANK THOMPSON "Humpty Dumpty Boogie"..... | 1198 | F1198 |
| JIMMIE SKINNER "The Hem Of His Garment"..... | 1220 | F1220 |
| RAMBLIN' JIMMIE DOLAN "I've Got The Craziest Feeling"..... | 1245 | F1245 |



Week ending
NOV. 4, 1950

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Kay Starr

Rocketing upward with another two-sided best seller

"OH BABE"

coupled with

"EVERYBODY'S SOMEBODY'S FOOL"

CAPITOL RECORD NO. 1278 on 78 rpm • F1278 on 45 rpm



NEW RELEASES ON Capitol

POPULAR		POPULAR	
	GORDON MacRAE with FRANK DeVOL & His Orchestra "USE YOUR IMAGINATION" coupled with "I AM LOVED" with Les Paul & His Combo 78 rpm No. 1289 45 rpm No. F1289		RAY ANTHONY and His Orchestra "AUTUMN LEAVES" coupled with "MR. ANTHONY'S BOOGIE" 78 rpm No. 1280 45 rpm No. F1280
STAN KENTON	"Viva Prado" ... "I'm So In The Mood"	1279	F1279
ANDY RUSSELL with SKITCH HENDERSON	"I Guess I'll Have To Dream The Rest" ... "Cling To Me"	1281	F1281
ART VAN DAMME Quintette	"Ain't It Awful" ... "The Touch Of Your Lips"	1282	F1282
ARMAND HUG'S New Orleans Jazzmen	"Sweetheart Of All My Dreams" ... "A Dixie Jam Session"	1283	F1283
JOHNNY MERCER	"Goofus" ... "Winter Wonderland"	1285	F1285
MICKEY KATZ	"Geshray Of DeVilde Katchke" ... "Bagle Call Rag"	1284	F1284
TEX WILLIAMS	"Alimony" ... "I Want Gold In My Pockets"	1286	F1286
EDDIE KIRK	"Blue Bonnet Blues" ... "In The Shambles Of My Heart"	1287	F1287
BUCKY TIBBS & DEUCE SPRIGGENS	"I Brung You A Present" ... "Butter Fingers"	1288	F1288
JESS WILLARD	"If You've Got The Money I've Got The Time" ... "Little Shoes"	1290	F1290

NEW CHRISTMAS ALBUMS

Christmas Carols By The
CHRISTMAS CHORISTERS
THE ST. LUKE'S CHORISTERS
Including "The Infant Jesus," "Good King Wenceslas," "Carol Of The Bells," "I Saw Three Ships," "Sleeps Judea Falls" and "We Three Kings Of Orient Are."

CHRISTMAS BELLS

Chimes and cathedral organ combine in this beautiful album featuring Richard Keys Biggs at the organ. Includes such favorites as "Silent Night," "Come All Ye Faithful," "O, Holy Night," etc.

78 rpm CC-9012 \$2.50 45 rpm CCF-9012 \$1.50 33 1/3 rpm H-9012 \$3.50 78 rpm CC-9013 \$2.50 45 rpm CCF-9013 \$1.50 33 1/3 rpm H-9013 \$3.50
As in Billboards, the actual prices shown are for record, sleeve and taxes. No. CC-9012, including sleeve and taxes, for all other records \$2.50 extra tax.

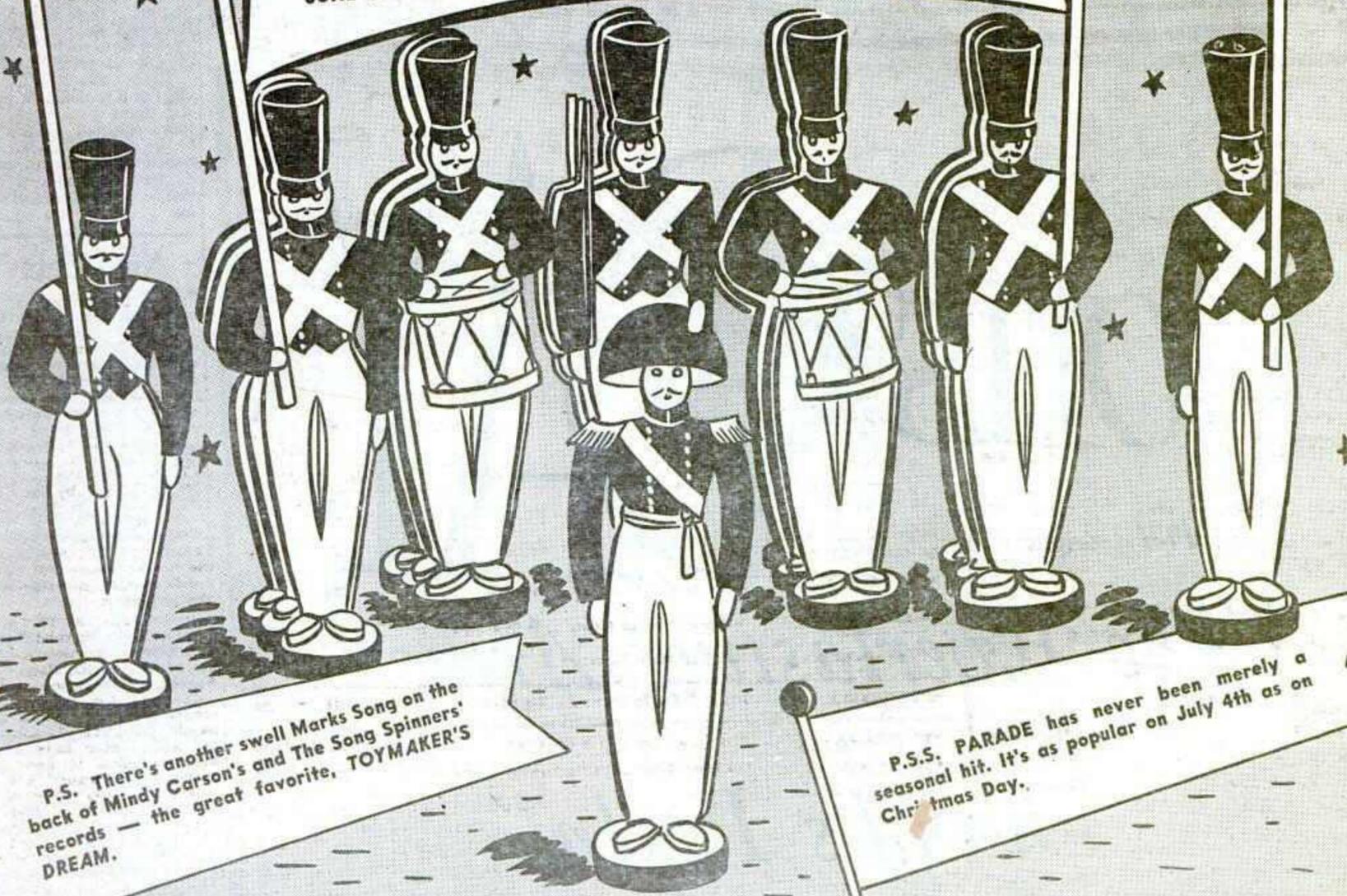
The Parade is On!

THE SECOND BIGGEST HIT WE EVER PUBLISHED

PARADE OF THE WOODEN SOLDIERS

is going to be bigger than ever...
THANKS *to such glorious new records as...*

- | | |
|---|------------------|
| ANDREWS SISTERS (With Vic Schoen Orch.) | Decca 27242 |
| HARRY BABBITT | Columbia 90042-V |
| JOE BIVIANO | Victor 25-1139 |
| MINDY CARSON | Victor 45-5289 |
| LOUIS CASTELLUCCI MILITARY BAND | Capitol 20119 |
| IRVING FIELDS | Victor |
| MORTON GOULD AND ROBIN HOOD DELL ORCH. | Columbia 12748-D |
| ORRIN HOSTETTER | Capitol 57-90031 |
| HERB KERN-LLOYD SLOOP AND BILL MARKAS | Tempo 1028 |
| CARROLL LUCAS ORCH. | King 15008 |
| RADIO CITY MUSIC HALL ORCH. | Decca 23517 |
| ETHEL SMITH | Decca 24477 |
| SONG SPINNERS | MGM 50032 |
| THREE SUNS | Victor 20-3701 |
| JUNE WINTERS | Mayfair K-106 |



P.S. There's another swell Marks Song on the back of Mindy Carson's and The Song Spinners' records — the great favorite, TOYMAKER'S DREAM.

P.S.S. PARADE has never been merely a seasonal hit. It's as popular on July 4th as on Christmas Day.

EDWARD B. MARKS MUSIC CORPORATION
RCA BUILDING RADIO CITY NEW YORK

COLUMBIA TO INJECTION

•Continued from page 16
cheaper plastic than vinyl.

(2) Process is much speedier than the current compression technique. It is said to be anything from semi-automatic to fully automatic. One machine can mold with six stampers at a time, needs no manual maneuvering.

(3) Labor costs can be considerably reduced.

(4) Process allows for great flexibility of schedules. It is said that metal studio masters may be used directly if necessary, without the necessity of making up mothers and stampers. In hydraulic pressing of LPs, stampers may crack and break under pressure at any time; in injection molding, it is claimed, they can stand up for many times the pressings obtainable by compression pressing.

The Other Side

On the debit side of injection molding:

(1) Labels must be pasted by hand; can't, as under present methods, be stamped in the body of the record. This is a plus cost, of course.

(2) The polystyrenes, engineers say, are far below vinyl in reproduction quality. Further, it is reported that a shortage exists in the styrenes because of a benzene component, which is a war-priority material.

Between the yeas and the nays there is a big maybe, and it is on this that the technicians are split:

The pro-injection-molding-now faction says that the problems of uniform cooling of the liquid plastic have been worked out. The antis say they haven't.

First people to use the new process on a large scale were Simon & Schuster with their little Golden records. Columbia followed suit with their Playtime minidisks, made for them by Shelley Products, a Long Island manufacturer. Next, Columbia used and is using the process for its 45s. But, say the critics, reliable results have not been obtainable with the larger surfaced 10 and 12-inch records, which, they claim, cool unevenly, cracking and warping. Whether Columbia and M & W have solved the difficulties for the large disks only they can know—it is hinted that they have.

A Big Bite

It is bruited that Columbia has made a big investment in the process, staking a great deal on its outcome. If it succeeds, they can be out in front. If costs keep rising, the new method may enable them to keep their LP prices at present levels; if costs drop, they may be able to reduce their prices ahead of everyone else.

Other companies are said to own injection molding machines, but

not of the type designed specifically for platter manufacture. Victor and Decca admit to experiment and investigation in the process; Mercury has already turned out some 10-inch LPs by the new process.

In any event, the industry obviously feels there's something in the wind—obvious because of the hush-hush response to questions in all quarters.

MGM Says AM Does Sales Job

•Continued from page 16
months, the entire budget was switched to WIND, where two half-hour shows are heard six days per week, one at 7:30 a.m., and the other at 9:30 p.m., before the widely-listened to Eddy Hubbard ABC club. In order to keep the friendship of all jocks, Zenith took Howard Miller, who previously had done no d.j. work, but had worked in administrative posts at several local stations, to spin the disk segs. Miller is still on the job and has acquired his own TV segs twice weekly over WBKB for a daily newspaper sponsor and his own column on records in the daily three times per week.

Miss Neilson said that, despite the segs bankrolled by Zenith Radio and MGM Records on WIND, local d.j.'s and station librarians are co-operating nobly. The Miller segs provide an initial promotional pitch, which causes other d.j.'s to get requests for MGM numbers. She has found that a large number of new MGM artists have been established via the Miller segs. First three weeks of the experiment almost a year ago used Jack Fina's dishing of *Josephine* as a theme. Since that time, Fina's disk has been a consistent seller, selling over 2,500 during the past year. Up to the start of the program, it hadn't sold 100 in six months. When *Mona Lisa* was hot, Art Lund's version ran neck-and-neck with Nat Cole's Capitol dishing locally, while in the rest of the nation, Cole outdistanced the MGM platter. Test revivals, such as Raymond Scott's *Mountain High*, *Valley Low* sold 100 copies of this type of out-dated release per week.

Tunes selected for promotion via the d.j. slots are played about six times per week, while one tune, selected as the tune push of the week, is played twice daily. Zenith here has not cut down on its free service to d.j.'s at other stations, since the Miller seg went on.

King Sets Tag

•Continued from page 16
once had his own label. Federal will emphasize rhythm and blues material initially, but will also venture into the hill-billy and pop field. Label will also be used to develop talent which may be switched to the regular King label. Release of material pressed from masters of other companies is also contemplated. Distribution will be thru King's own branches.

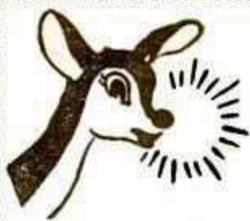
Nathan, who last week signed singer Margaret Phelan, has already started cutting disks with her. He has several deals pending with talent tied with Music Corporation of America.

Buys Miracle Masters

CHICAGO, Oct. 28.—King Records, Cincinnati diskery, contemplates establishment of a second label, it was learned this week. Kick-off of a second waxery by Sid Nathan, King prexy, is the basis of thinking behind purchase here recently from the Internal Revenue Department of approximately 165 masters of the now defunct Miracle label, plus approximately 50,000 Miracle records.

Revenue execs told *The Billboard* that King paid about \$4,700 for the Miracle cache. Included in the assets taken over by King were such prize items as *Long Gone* (Parts I and II), *Slow Freight* and masters by Memphis Slim, Eddie Chamblee, Sonny Thompson and the Vagabonds.

King is still releasing certain sides on the DeLuxe label. It is not known whether Nathan will continue to use the DeLuxe monicker. In addition to the Miracle backlog, it's understood that Nathan will add some artists from King and maybe DeLuxe and will also issue masters by a number of new artists he is now inking for Federal.



RUDOLPH THE RED-NOSED REINDEER

by JOHNNY MARKS

Recorded By

GENE AUTRY (Columbia)
KEN GRIFFIN (Columbia)
SPIKE JONES (Victor)
MONTANA SLIM (Victor)
SMILEY BURNETTE (Capitol)
SUGAR CHILE ROBINSON (Capitol)
PRIMO SCALA (London)
TEDDY BLACK (Dana)

BING CROSBY (Decca)
RED FOLEY (Decca)
HARRY BABBITT (Coral)
EDDY HOWARD (Mercury)
KORN KOBBLERS (MGM)
ART GENTRY (Hi-Tone)
LAWRENCE "Piano Roll" COOK (Abbey)
CAROLEERS (Varsity)

Transcribed By

CHUCK FOSTER (Langworth)
FOUR KNIGHTS (Langworth)
GLEN OSSER (Muzak)
HENRY JEROME (Langworth)

SATISFIERS with BUDDY WEED (Associated)
JAN GARBER (Capitol)
LAWRENCE WELK (Standard)



WHEN SANTA CLAUS GETS YOUR LETTER

by JOHNNY MARKS

Recorded by GENE AUTRY (Columbia)

HAPPY NEW YEAR, DARLING

by CARMEN LOMBARDO and JOHNNY MARKS

Recorded by

TEDDY BLACK (Dana)
MORE TO FOLLOW



ST. NICHOLAS MUSIC, Inc.

1619 Broadway New York 19, N. Y.
New York, Louis Comito, Prof. Mgr.; Jerry Lewin
Chicago, Tom Sherman . . . Hollywood, Danny Cameron

"This Is Army," MDS Settle

NEW YORK, Oct. 28.—Music Dealers Service (MDS) this week settled out of court a claim for \$13,000 brought by This Is the Army, Inc. The amount of settlement was not disclosed.

This Is the Army, a non-profit corporation set up by the army to handle revues from the Irving Berlin show of the same name for the benefit of the Army Emergency Relief Fund, had appointed MDS distributing agent for sheet music for the show. The corporation brought suit against MDS last year charging insufficient accounting. Law firm of Zissu and Marcus represented This Is the Army; Bernard Gartler represented MDS. Case was on the State Supreme Court calendar before it was settled this week.

Longhair Diskeries Switch N. Y. Sites

NEW YORK, Oct. 28.—Several longhair LP diskeries shifted locations here recently. Cetra-Soria is in new quarters at 38 West 48th Street.

On November 1, Wesley Smith's Musart Distributing and Gallery diskery open shop at 158 West 56th Street. Haydn Society, whose main American office is in Boston, this week opens its own distributing office at 212 East 49th Street here.

In A Sweetly Solemn Mood . . .

DOTTIE DAY

Sings

"The Everlasting Arms"

and

"David's Psalm"

With Orchestral and Choral Accompaniment
Columbia Record 39023 or 7-inch LP 1-846

Two beautiful songs of deep religious feeling interpreted with appealing reverence by a versatile and sincere artist.



Christmas Songs

BMI

Pin-Up Sheet

C-H-R-I-S-T-M-A-S (Hill & Range)
 Eddy Arnold—Vic. 21-0124 Rosemary Clooney—Col. 38988 Hank Snow—Vic.*
 Al Morgan—Lon. 778 Ernest Tubb—Dec. 46248

CHRISTMAS CANDY (Beechwood)
 Wakely-Whiting—Cap. 1255

CHRISTMAS POLKA (Duchess)
 Jimmy Wakely—Cap. 57-90040

CHRISTMAS SLEIGH RIDE POLKA (Gala)
 Bill Gale & His Globetrotters—Col. 12421

CHRISTMAS WALTZ (Century)
 Cliffo Stone—Cap. 1265 Jan Garber—Cap. 90011

FROSTY THE SNOW MAN (Hill & Range)
 Vaughn Monroe—Vic. 20-3915 Curt Massey—Lon. 772 Harry Babbitt—Coral 60271
 Roy Rogers—Vic. 21-0374 Two Ton Baker—Mer.* Jimmy Durante—MGM 30257
 Nat King Cole—Cap. 1203 Guy Lombardo—Dec. 27257 Johnny Lee Wills—Bullet*
 Red Foley—Dec. 46267 Gene Autry—Col. 38907 Kay Brown—Mer.*
 (World, Associated, Thesaurus, Standard, Capital)

HERE COMES THE FATTEST MAN IN TOWN (Life)
 Bob Chester—Col. 38944

I WANT TO WISH YOU A MERRY CHRISTMAS (Republic)
 Sammy Kaye—Vic. 20-3575

IF SANTA CLAUS COULD BRING YOU BACK TO ME (Acuff-Rose)
 Jimmy Wakely—Cap. 57-90040

LITTLE CHRISTMAS TREE (Bradshaw)
 Nat "King" Cole—Cap. 1203

LITTLE TOY VILLAGE (Beacon)
 Ernie Benedict—Vic. 25-1176

MERRY CHRISTMAS POLKA (Jay Dee)
 Freddy Martin—Vic. 20-3576 Frank Gallagher—Dana 2026 Benny Strong—Cap. 57-90039

OLD TIMEY CHRISTMAS (Preview)
 Ambrose Haley—Mer. 6067

PARADE OF THE WOODEN SOLDIERS (Marks)
 Morton Gould—Col. 12748-D Joe Biviano—Vic. 25-1139 Radio City Music Hall Orch.—Dec. 23517
 Three Suns—Vic. 20-3701 Ethel Smith—Dec. 24477 Song Spinners—MGM 50032
 Mindy Carson—Vic. 45-52-89 Harry Babbitt—Col. 90052-V Orrin Hestetter—Cap. 57-90031
 Louis Castellucci Band—Cap. 20119 Phil Reed—Dance-Tone 2009 June Winters—Mayfair K-103
 Herb Kern-Lloyd Sloop—Tempo 1028 Carroll Lucas—King 15008 Freddy Martin—Vic.*
 Fred Waring—Dec. 27284 Andrews Sisters—Dec. 27242

TEN LITTLE STOCKINGS (American)
 Sammy Masters—Cormac 1158

TOYMAKER'S DREAM (Marks)
 The Song Spinners—MGM 50032 Mindy Carson—Vic. 45-52-89

UNDERNEATH THE MISTLETOE (Premium)
 Mickey Carter—Premium 863

YINGLE BELLS (Beechwood)
 Yogi Yorgesson—Cap. 57-781

YOU'RE ALL I WANT FOR CHRISTMAS (Porgie)
 Bing Crosby-Andrews Sisters—Dec. 24659 Hugo Winterhalter—Col. 38635 Seger Ellis—Bullet 1011
 Frankie Laine—Mer. 5177 Frank Gallagher—Dana 2026 Joe Graydon—Coral 60115
 Janelle Davis—Harmony 1084 Johnny Desmond—MGM 10524
 (Standard)

†Non-exclusively licensed by BMI

*Soon to be released



BROADCAST MUSIC, INC.
 580 FIFTH AVENUE, NEW YORK 19, N. Y.
 CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

From "two" through "eighty-two"
They're All Asking For
the new

Fran Allison

RCA VICTOR

RELEASE

(SWEET ANGIE)

"THE
CHRISTMAS
TREE
ANGEL"

RCA VICTOR RECORD No.

45-5287 (78)

47-0256 (45)



A CHRISTMAS MUST FOR
JUKE BOXES, DISK JOCKEYS AND DEALERS

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg. U.S. Pat. & Tm. Off.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received October 25, 26 and 27.

Last
Week

2. 1. Harbor Lights

By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5463; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Caly-S. Fisher, Hi-Tone 315.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus.

1. 2. Goodnight, Irene

By Huddie Ledbetter and John Lomax—Published by Spencer (BMI)
RECORDS AVAILABLE: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee, Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Autry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3261.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony, Lang-Worth; Claude Gordon Ork, Capitol; Phil Brito, Associated.

4. 3. All My Love

By Paul Durand, Mitchell Parrish and Henri Contet—Published by Mills (ASCAP)
RECORDS AVAILABLE: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792; J. Smith, Col 39006; J. Francois, Polydor-Vox 560.095.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Corvo, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman, Muzak; Henry Jerome, Lang-Worth.

3. 4. Mona Lisa

By Jay Livingston and Ray Evans—Published by Famous (ASCAP)
From the Paramount film, "Captain Carey, U. S. A."
RECORDS AVAILABLE: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514; F. Cullley Ork, Atlantic 918; S. Jaworski-Harmony Bells Ork, Dana 706.
ELECTRICAL TRANSCRIPTION LIBRARIES: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.

5. 5. Nevertheless

By Harry Ruby and Bert Kalmer—Published by Chappell (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan Ork, V(78)20-3904, (45)47-3904; F. Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; Mills Brothers, Dec 27253; P. Weston Ork, Col 38982.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol.

6. 6. Play a Simple Melody

By Irving Berlin—Published by Irving Berlin (ASCAP)
RECORDS AVAILABLE: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Paige-J. Cortez Ork-R. Charles Quartet, Admiral 1016.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

5. 7. Can Anyone Explain?

By Bennie Benjamin and George Weiss—Published by Valando (ASCAP)
RECORDS AVAILABLE: R. Anthony Ork, Cap 1131; Ames Brothers, Coral 60253; S. Churchill, Arco 1259; V. Damone, Mer 5474; L. Green-The Honeydramers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 766; H. Ranch Ork, MGM 10777; D. Shore-H. Zimmerman Ork, Col(78)38927, (33)1-759; Soft Notes, Mer 6564; E. Fitzgerald-L. Armstrong, Dec 27209.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony Ork, Lang-Worth; Phil Brito, Associated; Bob Crosby-The Modernaires, Standard.

8. 8. Thinking of You

By Harry Ruby and Bert Kalmer—Published by Remick (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: Bobby Byrne Ork, Coral 60298; D. Cherry, Dec 27128; A. Morton-P. Weston Ork, Capitol 1106; M. Tilton, Coral(78)60279, (45)9-60279; S. Vaughan, Col 38925.
(No information on electrical transcription libraries available as The Billboard goes to press.)

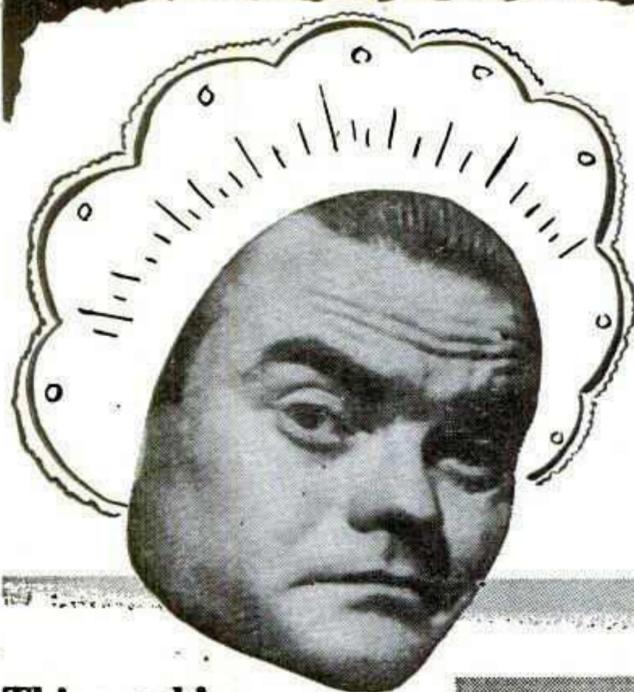
7. 9. La Vie En Rose

By Pierre Louiguy and Mack David—Published by Harms, Inc. (ASCAP)
RECORDS AVAILABLE: L. Armstrong, Dec 27113; O. Bradley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; C. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachroino Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col(78)38912, (33)1-743; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap(78)890, (45)F-890; V. Young, Dec 24816; J. Francois, Polydor-Vox 560.062.
ELECTRICAL TRANSCRIPTION LIBRARIES: Skinny Ennis, Standard; Glenn Osser Ork, Thesaurus; Claude Gordon Ork, Capitol; Novatime Trio, Thesaurus.

9. 10. Bonaparte's Retreat

By Pee Wee King—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: G. Krupa, V(78)20-3766, (45)47-3766; L. McAuliffe, Col(78)20766, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E. Grant, Cap(78)1158, (45)1158; Tommy Jackson, Mer 6280.
ELECTRICAL TRANSCRIPTION LIBRARIES: Jack Rivers, Standard.

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Baby of the Year!

"MOMMY, WON'T YOU BUY A BABY BROTHER"

(or Sister for Me)

Spike Jones & his City Slickers

20-3934—(47-3934)*

This week's

New Releases

... on **RCA Victor**

Release 50-44

Ships Coast to Coast, Week of November 5

POPULAR

DENNIS DAY

The Place Where I Worship
And You'll Be Home
20-3953—(47-3953)*

GENE KRUPA and His Chicago Jazz

Walking With the Blues
I'm Forever Blowing Bubbles
20-3965—(47-3965)*

PHIL SPITALNY and His Hour of Charm

All-Girl Orchestra and Choir
I'll See You After Church on Sunday
Mornin'
It May Be on Sunday
20-3966—(47-3966)*

THE FOUR TUNES

Cool Water
How Can You Say That I Don't Care
20-3967—(47-3967)*

PHIL HARRIS

Goofus
The Thing 20-3968—(47-3968)*

SPADE COOLEY and His Orchestra

I Miss You Already
Someone Left the Golden Gate Open
20-3969—(47-3969)*

COUNTRY

TEXAS JIM ROBERTSON

I Don't Want No More of Army Life
(Gee, Mom, I Want To Go Home)
If You've Got the Money, I've Got
the Time 21-0398—(48-0398)*

JUNE CARTER and Her Bashful Rascals

Bashful Rascal
For Crying Out Loud
21-0401—(48-0401)*

NEW ALBUM

—Musical
Smart Set

THE THREE SUNS

The Three Suns Present Pop Concert
Favorites P292—(WP-292)*

PEREZ PRADO and His Orchestra

Mucho Mambo P-302—(WP-302)*

*45 rpm Nos.



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

- \$ **The Golden Rocket**
Hank Snow and his Rainbow Ranch Boys 21-0400—(48-0400)*
- \$ **Mommy, Won't You Buy a Baby Brother?**
Spike Jones and His City Slickers..... 20-3934—(47-3934)*
- \$ **Please Say Goodnight to the Guy, Irene**
Ziggy Talent 20-3925—(47-3925)*
- \$ **I'm Movin' On**
Hank Snow 21-0328—(48-0328)*
- \$ **A Bushel and a Peck**
Perry Como and Betty Hutton..... 20-3930—(47-3930)*
- \$ **Patricia**
Perry Como..... 20-3905—(47-3905)*
- \$ **Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Choir... 20-3920—(47-3920)*
- \$ **Rockin' With Red**
Piano Red 22-0099—(50-0099)*
- \$ **Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork and Chorus 20-3901—(47-3901)*
- \$ **The Love Bug Itch**
Eddy Arnold 21-0382—(48-0382)*
- \$ **Molasses, Molasses**
Spike Jones and His City Slickers..... 20-3939—(47-3939)*
- \$ **Mr. Touchdown, U. S. A.**
Hugo Winterhalter and His Cheering Section..... 20-3913—(47-3913)*
- \$ **A Rainy Day Refrain**
Mindy Carson 20-3921—(47-3921)*



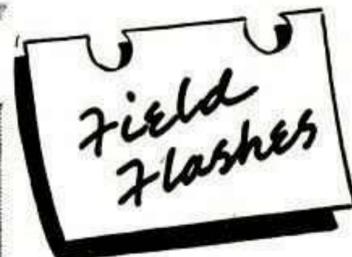
... indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **PETITE WALTZ**
The Three Suns with Larry Green
20-3834—(47-3834)*
No. 6 Retailers Pick, Billboard, October 7.
- ★ **HARBOR LIGHTS**
Ralph Flanagan 20-3911—(47-3911)*
Records Most Played by Disc Jockeys,
Billboard, October 28th.
- ★ **NEVERTHELESS**
Ralph Flanagan 20-3904—(47-3904)*
Records Most Played by Disc Jockeys,
Billboard, October 28th.
- ★ **CROSS MY HEART, I LOVE YOU**
Hugo Winterhalter Ork and Chorus
20-3943—(47-3943)*
Billboard Pick, October 28th.
- ★ **SO LONG SALLY**
Perry Como 20-3931—(47-3931)*
Disk Jockeys Pick, October 28th.

TIPS

A MARSHMALLOW WORLD

Vaughn Monroe and His Orchestra..... 20-3942—(47-3942)*



Tin Pan Alley lays between 49th and 50th Sts. from Broadway to the Avenue of the Americas in New York City. This is the nerve center of the pulsating, maddening, crazy, wonderful music business. The "talk of the alley" today is the seed that blossoms into tomorrow's big music news. Last week's talk: Berlin's smash "CALL ME MADAM" score; Perry Como's FOUR current hits: "PATRICIA," "BUSHEL & A PECK," "MARRYING FOR LOVE" and "YOU'RE JUST IN LOVE." Dinah Shore, back to RCA Victor, who gave her her biggest hits, cut her first discs last Sunday in a secret recording session. Spike Jones concerned about what his big hit, "MOMMY, WON'T YOU BUY A BABY BROTHER," might do to the birth rate averages.

Sam Wallace, RCA Victor distributor, says Atlanta is rockin' with Piano Red's record, "ROCKIN' WITH RED!"

Tony Martin and Freddy Martin (not related) teaming up for the first time in a beguine called "ONCE UPON A RHUMBA," coming up next week's RCA Victor pop release. Sort of a double Martin-i.

Our thanks to the nation's disc jockies for the way they're spinning Mario Lanza's pop hit "BE MY LOVE," from MGM's "THE TOAST OF NEW ORLEANS." Another in the series of RCA Victor film hits on the Red Seal label that started with Allen Jones million record seller "THE DONKEY SERENADE."

Bob Yorke, RCA Victor field rep, reports HIT in N'west in Lucky Millinder's "I'LL NEVER BE FREE." Millinder's is the original version (20-3622).

Something we're staying out of (but we love it): the wagers we hear disc jockies are making with one another as to which of the two new Mindy Carson sides will get to the top first, "A RAINY DAY REFRAIN" or "LOOKS LIKE A COLD, COLD, WINTER."

"MR. TOUCHDOWN, U.S.A." shaping up as the best football song since "BETTY CO-ED." Congrats, Hugo.

Eddy Arnold justifying the disc jockey's picking him top Country & Western recording artist with his biggest hit since "BOUQUET OF ROSES," the "LOVE BUG ITCH."

All of us at RCA Victor join with his many friends at Decca, the music business and with the millions of people who loved him, in saying "So long, Al." Wherever there's a record spinning, someone will be hearing the great Al Jolson.

The stars who make the hits are on

RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received October 25, 26 and 27

Records listed here in numerical order are those 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.

Weeks to date	Last Week	This Week	Record	Artist	Label
11	1	1	ALL MY LOVE	P. Page	Mercury(78)5455; (45)5455X45-ASCAP
5	7	2	NEVERTHELESS	P. Weston	Col(78)38982; (33)1-813-ASCAP
22	2	3	MONA LISA	Nat "King" Cole	Cap(78)1010; (45)F-1010-ASCAP
7	3	4	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784-ASCAP
6	14	5	ORANGE COLORED SKY	King Cole Trio-S. Kenton	Cap(78)1184; (45)F-1184-ASCAP
3	9	6	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930-ASCAP
17	5	7	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077; (45)9-27077-BMI
7	12	8	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124-ASCAP
6	10	9	HARBOR LIGHTS	R. Anthony	Cap(78)1190; (45)F-1190-ASCAP
5	10	10	HARBOR LIGHTS	R. Flanagan	V(78)20-3911; (45)47-3911-ASCAP
10	6	11	CAN ANYONE EXPLAIN?	R. Anthony	Cap(78)1131; (45)F-1131-ASCAP
1	-	12	TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury(78)5517; (45)5517X45-ASCAP
20	8	13	BONAPARTE'S RETREAT	K. Starr	Cap(78)936; (45)F-936-BMI
15	4	14	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112; (45)9-27112-ASCAP
4	17	15	THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128-ASCAP
1	-	15	ONE FINGER MELODY	F. Sinatra	Col(78)39014; (33)1-845-ASCAP
3	29	17	NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904-ASCAP
5	21	18	MR. TOUCHDOWN, U. S. A.	H. Winterhalter	V(78)20-3913; (45)47-3913-ASCAP
6	28	19	I'LL ALWAYS LOVE YOU	D. Martin	Cap(78)1028; (45)F-1028-ASCAP
9	14	20	DREAM A LITTLE DREAM OF ME	J. Owens	Dec(78)27096-ASCAP
3	19	21	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury(78)5466; (45)5466X45-ASCAP
7	29	22	I'M FOREVER BLOWING BUBBLES	G. Jenkins-A. Shaw	Dec(78)27186; (45)9-27186-ASCAP
15	18	23	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112; (45)9-27112-ASCAP
8	-	23	MUSIC, MAESTRO, PLEASE	F. Laine	Mercury(78)5458; (45)5458X45-ASCAP
7	-	23	GOODNIGHT, IRENE	J. Stafford	Cap(78)1142; (45)F-1142-BMI
3	25	26	THINKING OF YOU	E. Fisher-H. Winterhalter	V(78)20-3901; (45)47-3901-ASCAP
11	13	27	CAN ANYONE EXPLAIN?	Ames Bros.	Corall(78)60253; (45)9-60253-ASCAP
7	16	28	ALL MY LOVE	P. Faith	Col(78)38860; (33)1-752-ASCAP
1	-	29	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208-ASCAP
2	-	29	ALL MY LOVE	Dennis Day	V(78)20-3870; (45)47-3870-ASCAP

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. Patman'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 lower 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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All My Love (R)	Mills-ASCAP
Bushel and a Peck, A (M) (R)	E. H. Morris-ASCAP
Can Anyone Explain? (R)	Valando-ASCAP
Can't We Talk It Over (R)	Advanced-ASCAP
Do I Worry? (R)	Melody Lane-BMI
Dream a Little Dream of Me (R)	Words & Music-ASCAP
Goodnight, Irene (R)	Spencer-BMI
Harbor Lights (R)	Chappell-ASCAP
High on the List (F) (R)	Burke-Van Heusen-ASCAP
I Love the Guy (I Love the Girl) (R)	Shapiro-Bernstein-ASCAP
I'll Always Love You (F) (R)	Famous-ASCAP
Just Say I Love Her (R)	ABC-ASCAP
La Vie En Rose (R)	Harms-ASCAP
Let's Do It Again (R)	Robbins-ASCAP
Life Is So Peculiar (F) (R)	Burke-Van Heusen-ASCAP
Looks Like a Cold, Cold Winter (R)	Lombardo-ASCAP
Marshmallow World, A (R)	Shapiro-Bernstein-ASCAP
Mona Lisa (F) (R)	Paramount-ASCAP
My Dream Christmas (R)	Life Music-BMI
Nevertheless (F) (R)	Chappell-ASCAP
Ocarina (M) (R)	Berlin-ASCAP
Patricia (R)	Bregman-Vocco-Conn-ASCAP
Petite Waltz (R)	Duchess-BMI
Play a Simple Melody (R)	Berlin-ASCAP
Rainy Day Refrain, A (R)	Leeds-ASCAP
Rudolph, the Red-Nosed Reindeer (R)	St. Nicholas-ASCAP
Sam's Song (R)	Sam Weiss-ASCAP
Some Time (R)	Wiltmark-ASCAP
Thinking of You (F) (R)	Remick-ASCAP
Tonight Be Tender to Me (R)	Life Music-BMI
Why Fight the Feeling? (F) (R)	Paramount-ASCAP

VOX JOX

GAB BAG . . . Bill McKavanagh. KXLF, Butte, Mont., who's been in America for 18 months, claims "to be the only Irish born d. j. in the Northwest and one of the few in the country." He also says, "It speaks oceans for your U. S. A., that I could arrive here, just another one from the 'Oul' country, and in three months be in radio. Sincere appreciation from an Irishman who is grateful."

Allan Jefferys and **June Hoopes**, co-emcees on the "Dinner Bell" platter show, WFPG, Atlantic City, made it wedding bells last month.

Buddy Kae, WRBI, Blue Island, Ill., in New York to contact diskeries, re artist material.

Bob Bertrand, KXXX, Colby, Kan., pens: "Think the Disk Jockey Supplement's terrific. Wish you sent them out once a month!"

Gil Brooks, WKNA, Charleston, W. Va., notes: "The record companies do the radio stations a valuable favor in sending free vinylite releases. We at WKNA realize this and, in case of a duplicate shipment, immediately notify the record company of the fact."

Bill Swanwick, WALL, Goshen, N. Y., takes the D. J. Supplement poll to task, asking, "Since when have such tunes as 'Goodnight, Irene,' 'Bewitched' and 'Mona Lisa' been classified as standards? Some of the polls showed a complete lack of 'something' among the jocks. Those jocks that voted **Don Cornell** and **Kay Starr** into the 'most promising newer' classifications should hang as long as Cornell and Starr have been acclaimed great artists. What's **Arthur Godfrey** doing in 10th position of a poll conducted for best disk jockey? Last, but not least, those d. j.'s that voted 'Mona Lisa' the greatest tune of the past 12 months must have pretty damn short memories. My vote goes to **Anton Karas** 'Third Man.'" . . . **Don Putnam**, WBBZ, Ponca City, Okla., "can't understand how Victor got No. 1 for service in d. j. poll. The last and only free record we ever got was **Vaughn Monroe**'s 'Riders in the Sky' and it arrived broken!"

PREEMS . . . Roger Clark, ex-WFGN, Gaffney, S. C., has joined WNOR, Norfolk.

Steve Allison, WVOM, Brookline, Mass., is airing a Saturday night remote from the Latin Quarter Lounge, in addition to his regular broadcast from the Hi-Hat nitery, Boston.

Bob Ray has taken over **George Huni**'s spot on "Music Past Midnight" show on WIRK, West Palm Beach, Fla., and **Larry Parker**, formerly with WSWN, Belle Glade, Fla., has replaced **Harv Morgan** on the same station. Latter d. j. has been called back into service.

Roger Wolfe, WDSU, New Orleans, has moved his ABC show "Dixieland Jambake" to the local Veterans Administration Hospital for regular Saturday remotes. . . . **John Larkin**, WLIN, Merrill, Wis., has a new across-the-board show "Club 550." Title is styled to point up WLIN's recent frequency change from 730 kc's to 550.

Roy Mitchell, KGHI, Little Rock, is going back with Armed Forces Radio. . . . **Bob Weggeland**, KSEI, Pocatello, Idaho, has launched a new late p.m. d. j. airer, "The Night Hawk Show," aimed at Idaho State College students. . . . **Lloyd Harvey**, WGEM, Quincy, Ill., now spends his mornings on an across-the-board d. j. show "Morning Melody," and his nights doubling as vocalist-bassist with a local hotel combo. . . . **Douglas Marlet**, formerly with Liberty Broadcasting System, has replaced **Phil Keener** at KGAF, Gainesville, Tex. Keener is with KDWT, Stamford, Tex. . . . **Will Carlson** has taken over **Jack Ellis**'s "Melody Matinee" show on WKBN, Youngstown, O. . . .

Best Selling Sheet Music

based on reports received October 25, 26 and 27

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

Weeks to date	Last Week	This Week	Record	Publisher
16	1	1	GOODNIGHT, IRENE (R)	Spencer
5	4	2	HARBOR LIGHTS (R)	Chappell
14	3	3	LA VIE EN ROSE (R)	Harms
21	2	4	MONA LISA (F) (R)	Famous
9	5	5	ALL MY LOVE (R)	Mills
6	6	6	OUR LADY OF FATIMA (R)	Robbins
4	12	7	NEVERTHELESS (F) (R)	Chappell
7	8	8	THINKING OF YOU (F) (R)	Remick
9	7	9	CAN ANYONE EXPLAIN (R)	Valando
3	9	10	AN ORANGE COLORED SKY (R)	Frank
11	13	11	BONAPARTE'S RETREAT (R)	Acuff-Rose
3	14	12	PATRICIA (R)	Bregman-Vocco-Conn
18	10	13	PLAY A SIMPLE MELODY (R)	Berlin
1	-	14	DREAM A LITTLE DREAM OF ME (R)	Words & Music
3	15	15	MOLASSES, MOLASSES (R)	Essex

England's Top Twenty

Weeks to date	Last Week	This Week	Record	Artist	American
14	1	1	SILVER DOLLAR	Pic Music, Ltd.	Hampshire House
5	2	2	GOODNIGHT, IRENE	Leeds	Famous
8	3	3	MONA LISA	New World	Famous
10	5	4	SAM'S SONG	Sterling	Sam Weiss
12	4	5	HAVE I TOLD YOU LATELY?	Leeds	Duchess
11	6	6	IF I WERE A BLACKBIRD	Box & Cox	Leeds
20	7	7	BEWITCHED	Chappell	Chappell
16	11	8	IF I LOVED YOU	Williamson	Williamson
21	8	9	DADDY'S LITTLE GIRL	Yale	Beacon
12	10	9	SENTIMENTAL ME	Cinephonic	Knickerbocker
11	9	11	ONCE IN A WHILE	Magna	Miller
7	12	12	ASHES OF ROSES	Campbell-Connelly	Laurel
6	13	13	TZENA, TZENA, TZENA	Leeds	Copyright in dispute
5	15	14	COUNT EVERY STAR	Imperia	Paxton
6	14	15	I ONLY HAVE EYES FOR YOU	Feldman	Remick
1	-	16	BIBBIDI-BOBBIDI-BOO	Disney	Disney
1	-	17	MAMBO JAMBO	Latia-American	Peer
29	16	18	MY FOOLISH HEART	Sun	Santly-Joy
1	-	19	RIKKI TIKKI TOON	Morris	Morris
1	-	20	RUDOLPH, THE RED-NOSED REINDEER	Chappell	St. Nicholas

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Week of October 19 to 25

Rank	Song	Points
1	La Vie En Rose—Harms	195
2	Goodnight, Irene—Spencer	115
3	Orange Colored Sky—Frank	105
4	Mona Lisa—Paramount	100
5	Nevertheless—Crawford	90
6	I Love the Guy—Shapiro	85
7	Sam's Song—Sam Weiss	75
8	Harbor Lights—Chappell	70
9	Play a Simple Melody—Berlin	70
10	A Bushel and a Peck—Morris	60
11	Tzena, Tzena, Tzena—Copyright in dispute	60
12	Punky Punkin—Paxton	55
13	All My Love—Mills	50
14	Life Is So Peculiar—Burke-Van Heusen	50
15	Patricia—B. V. C.	45
16	Best Thing for You—Berlin	40
17	Cincinnati Dancing Pig—Did Hickory	40
18	It's a Lovely Day Today—Berlin	40
19	Looks Like a Cold Cold Winter—Lombardo	40
20	Molasses, Molasses—Essex	40
21	Musica, Maestro, Please—Bourne	40
22	Daddy's Little Boy—Beacon	40
23	Friendly Star—Feist	30
24	I Cross My Fingers—United	30
25	Just Say I Love Her—A. B. C.	30
26	Rudolph, the Red-Nosed Reindeer—St. Nicholas	30
27	Dig-Dig-Dig Dig for Your Dinner—Miller	25
28	Do I Worry?—Peer	20
29	Dream a Little Dream of Me—Words & Music	20
30	Dream Awhile—Miller	20

Frank Dill is piloting "Musical Clock" on WCHV, Charlottesville, Va., for 18 participating sponsors. . . . **George Collins** and **Johnny Harrison**, WEXL, Detroit, have joined business forces and are opening a local record store. . . . **Herb Dexter**, WPEN, Philadelphia, appointed evening production supervisor and sports announcer, in addition to his regular chores as all-night d.j. . . . **E. J. (Buck) Emery**, KBYR, Anchorage, Alaska, is taking over **Duke Lawrence**'s shows on station. Latter reports for basic training at Fort Ord, California. . . .

Lee Murray, WMCK, McKeesport, Pa., notes "An album of Inca music by **Yma Sumac**, which I have played several

times on my classical show, has created great interest here. My sponsor, National Record Mart, has already sold out its stock on the album, "The Voice of the Xtabay."

KOAT, Albuquerque, N. M., went 24 hours this month, via the State's only all-night record show, piloted by **Paul Britt** and **Reed Pasternak**. Pasternak, who recently joined the station from WKNX, Saginaw, Mich., says he'll welcome mail from anyone in the industry. . . . **Engineer Ray Sigda**, WNVA, Norton, Va., upped to d. j. status replacing **Art Grunewald**, who "broke many a 1450 club listeners' heart (female) recently when he joined the air force." **Bill Holland**, WNVA's program director, has opened up his own record shop.



The Christmas Symphony

THE CANDLE GLOW,
THE MISTLETOE
AND THE FALLING SNOW,
BRING TO ME THE CHRISTMAS SYMPHONY.
THE BALSAM TREE,
THE GIFTS I SEE
AND THE SILENT NIGHT
BRING TO ME THE CHRISTMAS SYMPHONY.

THE VOICES OF MOTHER'S SPEAKING
TO LITTLE GIRLS AND BOYS
"DEAR, IF YOU ARE NOT SLEEPING,
SANTA CAN'T BRING YOU ANY TOYS"

THE CHRISTMAS PRAY'R
THAT FILLS THE AIR,
HERE AND EV'RYWHERE,
BRINGS TO ME THE
CHRISTMAS SYMPHONY.

as sung by...

Perry Como

on

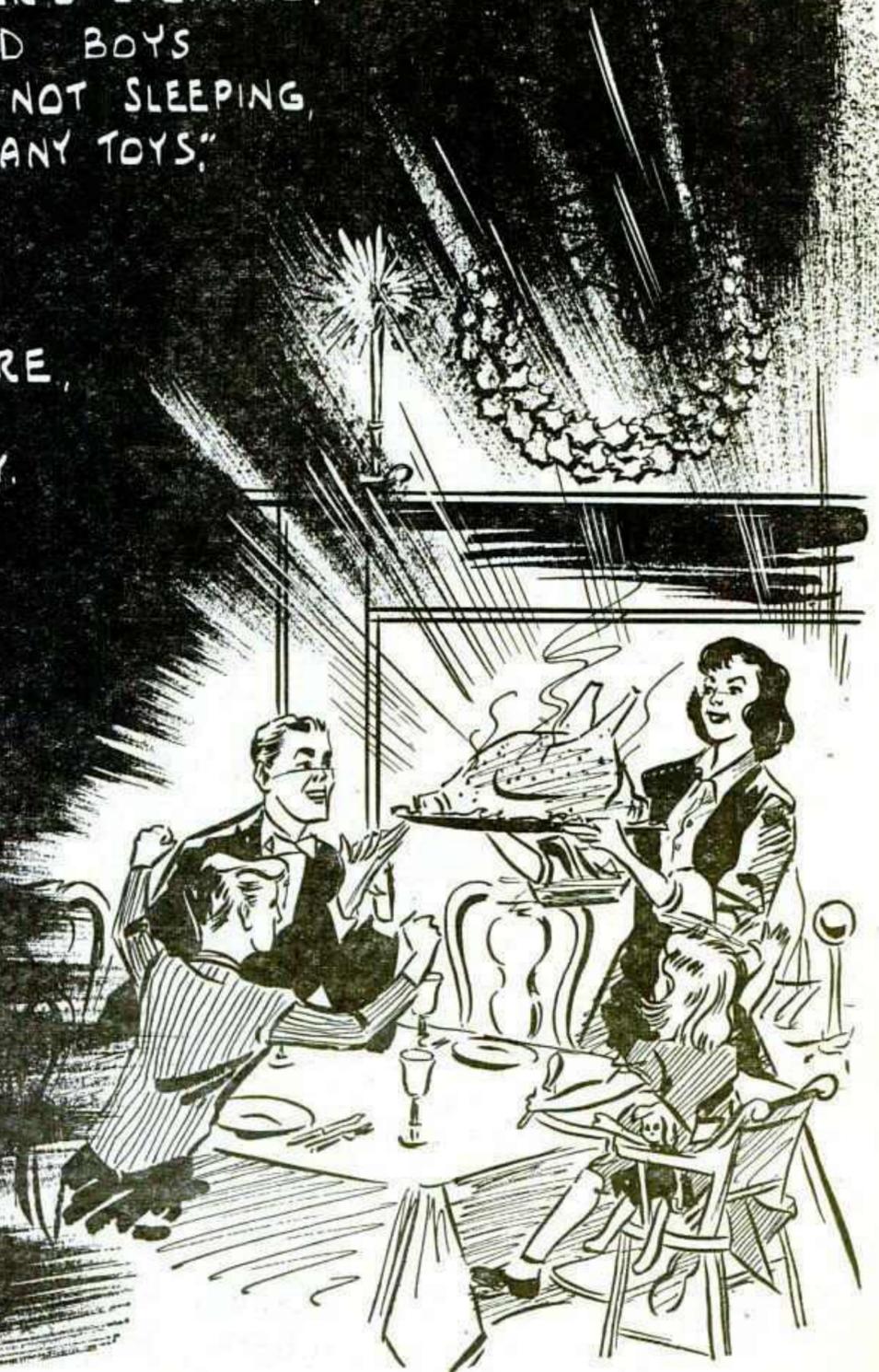
RCA VICTOR Records

78rpm 20-3933

45rpm 47-3933



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THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

based on reports received October 25, 26 and 27

Table of Best Selling Pop Singles with columns for rank, title, and artist. Includes entries like 'GOODNIGHT, IRENE' by G. Jenkins-Weavers and 'HARBOR LIGHTS' by S. Kaye.

Best Selling Pop Albums

based on reports received October 25, 26 and 27

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.

Table of Best Selling Pop Albums with columns for rank, title, and artist. Includes entries like 'THREE LITTLE WORDS' and 'SOUTH PACIFIC'.

DEALER DOINGS

NEWS AND CHATTER... Jim Heig, disk department manager, Modern Electric Company, Vermillion, S. D., reports having changed the store layout to give additional space to 45 r.p.m. disks.

CLERK TRAINING... A. W. Silverstein, operator of Edfred's Record Shop, Akron, claims that the best salespeople are those which the store trains itself.

VIDEO ADS... National Record Mart, six-store disk chain in Pittsburgh, has bought a one-hour weekly TV show to start early in November.

SPEED CONFUSION?... Dealers on both coasts report that record customers are still confused over the new disk speeds. Typical comments are those from Dennis Fraser, manager, Brooks Records, San Francisco.

DISK TOUTING... 'We are getting terrific results with the Children's Press, seven-inch cut-out series.' - Wismer's, Inc., Clearwater, Fla.

Best Selling Children's Records

based on reports received October 25, 26 and 27

Table of Best Selling Children's Records with columns for rank, title, and artist. Includes entries like 'CINDERELLA' and 'TWEETIE PIE'.

Best Selling Classical Titles

based on reports received October 25, 26 and 27

Table of Best Selling Classical Titles with columns for rank, title, and conductor. Includes entries like 'Tchaikovsky: Swan Lake Ballet Music' and 'Mozart: Abduction from the Seraglio'.

Advance Classical Releases

based on reports received October 25, 26 and 27

Table of Advance Classical Releases with columns for title, conductor, and label. Includes entries like 'Adam: Ballet Music From Giselle' and 'Beethoven: Emperor Concerto'.

Advertisement for The Billboard magazine subscription, featuring the text 'ALL the News! EVERY Week! DIRECT TO YOU! ON TIME!!! LOWEST COST ON SUBSCRIPTION' and a form for name, address, city, and state.

Benny GOODMAN

NOW RECORDING EXCLUSIVELY ON COLUMBIA RECORDS



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Benny Goodman, Clarinet; Teddy Wilson, Piano; Terry Snyder, Drums; Terry Gibbs, Vib; John Smith, Guitar; Bob Carter, Bass; Vocals by Rickey.
Columbia Record 39045 or 7-inch LP 1-889



AND
A FABULOUS EVENT
IN MUSIC!

THE BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT OF 1938

The high spot of American Jazz history! Recorded on the spot, uncut and unedited—featuring inspired performances of a veritable Who's Who of popular music!

A never-to-be-duplicated assembly! A magnificent collectors' item—twenty-three classic selections!

VOLUME I

- Don't Be That Way • One O'Clock Jump • Dixieland One-Step • I'm Coming Virginia • When My Baby Smiles At Me • Shine • Blue Reverie • Life Goes To A Party • Jam Session • Body and Soul • Avalon • The Man I Love
- COLUMBIA LP RECORD ML 4358

VOLUME II

- I Got Rhythm • Blue Skies • Loch Lomond • Blue Room • Swingtime In The Rockies • Bei Mir Bist Du Schön • China Boy • Stompin' At The Savoy • Dizzy Spells • Sing Sing Sing (With a Swing) (Parts I and II) • Big John's Special
- COLUMBIA LP RECORD ML 4359

Columbia Records

Originator of 33 1/3 LP Records For Uninterrupted Listening Pleasure

FLANAGAN IS FLYING...



...HIGH WITH

"Oh Babe"

"HALLS OF IVY"

"Billboard March"

"I've Never Been In Love Before"

RCA VICTOR Records

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

based on reports received October 25, 26 and 27

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

POSITION	Weeks	Last	This	to date	Week/Week	Record	Label
17	1	1.	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077; (45)9-27077—BMI		
21	2	2.	MONA LISA	Nat "King" Cole	Cap(78)1010; (45)F-1010—ASCAP		
15	3	3.	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112; (45)9-27112—ASCAP		
9	4	4.	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784—ASCAP		
13	5	5.	CAN ANYONE EXPLAIN?	Ames Bros.	Coral(78)60253; (45)9-60253—ASCAP		
23	6	6.	BONAPARTE'S RETREAT	K. Starr	Cap(78)936; (45)F-936—BMI		
11	7	7.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP		
					(E. Fitzgerald-L. Jordan, Dec 27200; J. Inzig-J. Pignis Ork, London 654; P. Gayten Ork, Regal 3258; D. Washington, Mer 8187; O. Bradley, Coral 60293; L. Hampton Ork, Dec 24911; L. Millinder Ork, V 20-3622)		
10	9	8.	ALL MY LOVE	P. Page	Mercury(78)5455; (45)5455X45—ASCAP		
15	8	9.	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112; (45)9-27112—ASCAP		
					(V. Young Ork, Dec 27033; T. Harper-M. Klein's Dixieland Band-4 Hits and a Miss, Col(78)38876; (33)1-695; Melodeons, MGM 10743; F. Martin Ork, V(45)47-3798; H. Geller Ork-Tune-Timers, Mer 5450; L. Noble, Coral 60250; C. "Shanty" Hogan-B. Wayne-J. Preis Ork, London 693; J. "Fingers" Carr, Cap 962)		
4	11	10.	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP		
5	10	11.	ALL MY LOVE	G. Lombardo	Dec(78)27118; (45)9-27118—ASCAP		
4	12	12.	ALL MY LOVE	B. Crosby	Dec(78)27117; (45)9-27117—ASCAP		
5	17	13.	ORANGE COLORED SKY	King Cole-S. Kenton	Cap(78)1184; (45)F-1184—ASCAP		
					(Janet Brace-M. DeLugg Ork, King 15061; Doris Day-Page Cavanaugh Trio, Col 38980; B. Hutton, V 20-3908; Roberta Quinlan-Jan August Ork, Mer 5504)		
5	17	14.	HARBOR LIGHTS	K. Griffin	Col(78)38889; (33)1-710—ASCAP		
6	15	15.	PATRICIA	P. Como	V(78)20-3905; (45)47-3905—ASCAP		
					(D. Jurgens Ork, Col 38965; E. Howard Ork, Mer 5491; Russ Morgan, Dec 27258; S. Kaye-Kaydets, Col 39030; D. Vaughan Ork, Coral 60316; L. Lawrence, London 821)		
6	13	16.	LA VIE EN ROSE	Bing Crosby	Dec(78)27111; (45)9-27111—ASCAP		
6	20	17.	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury(78)5466; (45)5466X45—ASCAP		
					(R. Foley-A. Kerr Singers, Dec. 14526; S. Sweetland, MGM 10737; T. Bennett, Col 38926; F. Elliott, London 752; Frieling Sisters, King 15057; B. Kenny, of Ink Spots-G. Jenkins Ork and Chorus, Dec 27256; K. Roberts, Coral 64053; L. Vincent, Pearl 600)		
1	—	17.	NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904—ASCAP		
2	26	19.	THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128—ASCAP		
					(Bobby Byrne Ork, Coral 60298; S. Vaughan, Col 38925; M. Tilton, Coral(78)60279; (45)9-60279; A. Morton-P. Weston Ork, Cap 1106)		
8	19	20.	I'M FOREVER BLOWING BUBBLES	G. Jenkins-A. Shaw	Dec(78)27186; (45)9-27186—ASCAP		
					(J. Lee, Cap 1149; The Palmers, Tone 502; E. Howard Ork, Mer 5490; Mr. Goon Bones-B. Lantz-H. Fisher, Mer 5498; Shep Fields Ork, MGM 10823; Tune-Timers-R. Arthur Ork, Hi-Tone 317)		
2	20	20.	NEVERTHELESS	P. Weston	Col(78)38982; (33)1-813—ASCAP		
2	23	20.	HARBOR LIGHTS	R. Anthony	Cap(78)1190; (45)F-1190—ASCAP		
15	15	23.	MONA LISA	V. Young	Dec(78)27048; (45)9-27048—ASCAP		
1	—	23.	BUSHEL AND A PECK	M. Whiting-J. Wakely	Cap(78)1234; (45)F-1234—ASCAP		
					(P. Como-B. Hutton-M. Ayres Ork, V 20-3930; D. Day, Col 39008; C. Haines-Hainesmen-Morey Feld Quartet, Coral 60369; K. Kallen-R. Hayes, Mer 5501)		
5	26	25.	I'LL ALWAYS LOVE YOU	D. Martin	Cap(78)1028; (45)F-1028—ASCAP		
					(D. Shore, Col 38848; M. Tilton, Coral 60258; E. Wilson-D. Cherry, Dec 27244)		
8	26	25.	MONA LISA	H. James	Col(78)38768; (33)1-588—ASCAP		
1	—	25.	PLEASE SAY GOODNITE TO THE GUY, IRENE	Z. Talent	V(78)20-3925; (45)47-3925		
					(Two Ton Baker, Mer 5527)		
1	—	28.	BUSHEL AND A PECK	Doris Day	Col(78)39008; (33)1-838—ASCAP		
2	—	28.	GOODNIGHT, IRENE	J. Stafford	Cap(78)1142; (45)F-1142—BMI		
3	22	30.	PETITE WALTZ	G. Lombardo	Dec(78)27208; (45)9-27208—BMI		
					(D. LeWinter-J. Murad's Harmonicats, Mer 5493; J. Vadnal Ork, V(45)51-1175; L. Welk Ork, Mer 5487; O. Bradley, Coral 60294; Three Suns-L. Green, V 20-3834; S. Kaye, Col 39030; R. Arthur Ork, Hi-Tone 317)		
1	—	30.	THINKING OF YOU	E. Fisher-H. Winterhalter	V(78)20-3901; (45)47-3901—ASCAP		
					(B. Byrne Ork, Coral 60298; S. Vaughan, Col 38925; D. Cherry, Dec 27128; M. Tilton, Coral(78)60279; (45)9-60279; A. Morton-P. Weston Ork, Cap 1106)		

IT'S OUT OF THIS WORLD!

ANNE SHELTON

"MUSIC
BY THE
ANGELS"
(LYRICS BY THE LORD)



LONDON
RECORDS

Anne Shelton Vocal with Jack Pleis and His Orchestra
backed by
I DON'T MIND BEING ALL ALONE (when I'm alone with you)

NO. 850 — 78 rpm
NO. 30295 — 45 rpm

**ALL ON NATIONAL:
SMASH HIT**

9123—

**EILEEN BARTON'S
BABY ME
WHAT WILL BE,
WILL BE**

GOING STRONG

9119—

**I'M GONNA LIVE TILL
I DIE**

9100—

**JOE TURNER
HOLLYWOOD BED
NEW OO WEE BABY
BLUES**

9062—

**THE RAVENS
WHITE CHRISTMAS
SILENT NIGHT**

**NEW NATIONAL
RELEASES:**

9122—

**DANNY SCHOLL
THANKS, AMERICA
FOREVER FAITHFUL**

9133—

**THE GALLI SISTERS
BECAUSE! HE'S SANTA
CLAUS
SANTA, SEND SOME-
ONE TO ME**

9124—

**FLORENCE WRIGHT
I'M GONNA FADE YOU
WITH THE BLUES
I'LL NEVER LET A DAY
PASS BY**

9126—

**LYNNE HOWARD
OH MAMA, I'M SO
IN LOVE
PIANO LESSON BLUES**

9128—

**CHRIS COLUMBO
DON'T SAY YOU CARE
ROSIE, THE ELEPHANT**

THE BILLBOARD Music Popularity Charts

**Country & Western Records
Most Played by Folk Disk Jockeys**

based on reports received October 25, 26 and 27

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

POSITION	Weeks to date	Last Week	This Week	Artist	Label
19	1	1	1	I'M MOVIN' ON	H. Snow
					V(78)21-0328; (45)48-0328—BMI
14	2	2	2	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen
					Col(78)20714; (33)2-692—BMI
6	3	3	3	LOVEBUG ITCH	E. Arnold
					V(78)21-0382; (45)48-0382—BMI
8	4	4	4	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
					Cap(78)1124; (45)F-1124—ASCAP
4	9	5	5	THEY'LL NEVER TAKE HER LOVE FROM ME	H. Williams
					MGM(78)10760; (45)K-10760—BMI
1	—	6	6	I LOVE YOU A THOUSAND WAYS	L. Frizzell
					Col(78)20739; (33)2-770
24	5	7	7	WHY DON'T YOU LOVE ME?	H. Williams
					MGM 10696—BMI
12	7	8	8	GOODNIGHT, IRENE	R. Foley-E. Tubb
					Dec(78)46255; (45)9-46255—BMI
7	6	9	9	CINCINNATI DANCING PIG	R. Foley
					Dec(78)46261; (45)9-46261—ASCAP
1	—	10	10	FADED LOVE	B. Wills
					MGM(78)10786; (45)K-10786

**Most Played Juke Box Folk
(Country & Western) Records**

based on reports received October 25, 26 and 27

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

POSITION	Weeks to date	Last Week	This Week	Artist	Label
16	1	1	1	I'M MOVIN' ON	Hank Snow
					V(78)21-0328; (45)48-0328—BMI
5	2	2	2	LOVEBUG ITCH	E. Arnold
					V(78)21-0382; (45)48-0382—BMI
13	3	3	3	GOODNIGHT, IRENE	R. Foley-E. Tubb
					Dec(78)46255; (45)9-46255—BMI
4	4	4	4	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
					Cap(78)1124; (45)F-1124—ASCAP
9	6	5	5	CINCINNATI DANCING PIG	R. Foley
					Dec(78)46261; (45)9-46261—ASCAP
8	4	6	6	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen
					Col(78)20714; (33)2-692—BMI
31	7	6	6	I'LL SAIL MY SHIP ALONE	M. Mullican
					King 830—BMI
23	8	8	8	WHY DON'T YOU LOVE ME?	H. Williams
					MGM 10696—BMI
11	8	8	8	MONA LISA	M. Mullican
					King 886—ASCAP
6	—	10	10	GOODNIGHT, IRENE	M. Mullican
					King 886—BMI

Advance Folk (Country & Western) Record Releases

based on reports received October 25, 26 and 27

Banjo Buster—A. (Guitar Boogie) Smith (Mr. Stalin) MGM 10829	Missing Persons—B. Henderson-J. Rhodes Ramblers (How Can) Freedom 5011
Boots, Don't Leave Me—B. Leaders-Western Rangers (I've Got) Freedom 5012	Mr. Stalin, You're Eating Too High on the Hog—A. (Guitar Boogie) Smith (Banjo) MGM 10829
Can't Understand a Woman—Red Kirk (Teardrops From) Mer 6288	Moanin' the Blues—H. Williams (Nobody's) MGM 10832
Father, Put the Cow Away—B. Messner-M. Darr (Leaping) Abbey 15019	Mockin' Bird Hill—R. Allen-E. Britt (Tomorrow) V(45)48-0396, (78)21-0396
Give Yourself To Me for Christmas—D. Whitney (Santa Claus) 4 Star 1531	Move It Over, Rover—A. Clauser-Oklahoma Outlaws (My Sweet) Bullet 720
Gotta Fine Me Somebody To Love—Carter Sisters (Willow, Will) V(45)48-0394, (78)21-0394	My Little Girl in Tennessee—L. Flatt-E. Scruggs-Foggy Mt. Boys (I'll Never) Mer 6287
Honolulu Boogie—Rex Allen (Too-Lee-Rollum) Mer 6286	My Palomino and I—R. Browne-B. Haley (My Sweet) Cowboy CR-1701
How Can I Tell—B. Henderson-J. Rhodes Ramblers (Missing) Freedom 5011	My Sweet Little Girl From Nevada—R. Browne-B. Haley (My Palomino) Cowboy CR-1701
I Wood, I Cooed, I Wed in Tennessee—J. Osborne-Skyline Boys (Your Paw) Abbey 15020	My Sweet Mama—A. Clauser-Oklahoma Outlaws (Move It) Bullet 720
If I Knew Where You Are Tonight—A. Vaughn (You Are) 4 Star 1525	No, No, Joe—E. Lee (If You're) Mer 6289
If You've Got the Money I've Got the Time—E. Lee (No, No) Mer 6289	Nobody's Lonesome for Me—H. Williams (Moanin' the) MGM 10832
I'll Never Love Another—L. Flatt-E. Scruggs-Foggy Mt. Boys (My Little) Mer 6287	Oklahoma Sweetheart Sally Anne—Maddox Bros. & Rose (It's Only) 4 Star 1527
It's Only Human Nature—Maddox Bros. & Rose (Oklahoma) 4 Star 1527	Red's Talking Blues—Red Allen (Lonesome Me) Columbine 113
I've Got the Craziest Feeling—B. Leaders-Western Rangers (Boots Don't) Freedom 5012	Santa Claus Valley—D. Whitney (Give Yourself) 4 Star 1531
K. P. Blues, The—Montana Slim (When That) V(45)48-0397, (78)21-0397	Teardrops From My Eyes—Red Kirk (Can't Understand) Mer 6288
Leaping Heart—D. Adams-B. Messner & His Skyliners (Father,) Abbey 15019	This Room Is So Crowded—J. L. Wills (Si Te) Bullet 721
Lonesome Me—Red Allen (Red's Talking) Columbine 113	Tomorrow You'll Be Married—E. Britt-R. Allen (Mockin' Bird) V(45)48-0396, (78)21-0396
Merry Christmas With Gene Autry Album—G. Autry (1-10') Col(33)CL-6137—Frosty, the Snow Man; He's a Chubby Little Fellow; Here Comes Santa Claus; If It Doesn't Snow on Christmas; An Old-Fashioned Tree; Rudolph, the Red-Nosed Reindeer; Santa, Santa, Santa; When Santa Claus Gets Your Letter	Too-Lee-Rollum—Rex Allen (Honolulu) Mer 6286
	When That Love Bug Bites You—Montana Slim (K. P. Blues) V(45)48-0397, (78)21-0397
	Willow, Will You Weep for Me—Carter Sisters (Gotta Fine) V(45)48-0394, (78)21-0394
	You Are the One—A. Vaughn (If I) 4 Star 1525
	Your Paw Keeps Starin' at the Shotgun—J. Osborne-Skyline Boys (I Wood) Abbey 15020

**Best-Selling Retail Folk
(Country & Western) Records**

based on reports received October 25, 26 and 27

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

POSITION	Weeks to date	Last Week	This Week	Artist	Label
18	1	1	1	I'M MOVIN' ON	H. Snow
					V(78)21-0328; (45)48-0328—BMI
6	2	2	2	LOVEBUG ITCH	E. Arnold
					V(78)21-0382; (45)48-0382—BMI
10	4	3	3	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen
					Col(78)20714; (33)2-692—BMI
7	5	4	4	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
					Cap(78)1124; (45)F-1124—ASCAP
9	3	5	5	CINCINNATI DANCING PIG	R. Foley
					Dec(78)46261; (45)9-46261—ASCAP
13	6	6	6	GOODNIGHT, IRENE	E. Tubb-R. Foley
					Dec(78)46255; (45)9-46255—BMI
2	10	7	7	IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME	L. Frizzell
					Col(78)20739; (33)2-770
34	7	8	8	I'LL SAIL MY SHIP ALONE	M. Mullican
					King 830—BMI
1	—	9	9	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb
					Dec(78)46269; (45)9-46269—BMI
1	—	10	10	OUR LADY OF FATIMA	R. Foley
					Dec(78)14526; (45)9-14526—ASCAP

**Country & Western (Folk)
Record Reviews**

ARTIST	TUNES	COMMENT
STUART HAMBLEN	You Can't Kiss Santa Goodnight	75--80--75--70 COLUMBIA 20754—Cute Christmas material piece is done with affection by Hamblen in a sing-talk fashion.
	Three Little Dwarfs	88--88--88--88 A delightful kiddity for the Christmas market could prove to be the "Rudolph" of the year. Hamblen's ingratiating delivery enhances a generally superb waxing. Should hit pop, kid as well as country markets.
HANK THOMPSON (and His Brazos Valley Boys)	Daddy Blues	68--70--68--66 CAPITOL 1198—Fine performance of a slight Western-styled ditty.
	Humpty Dumpty Boogie	78--78--78--78 Firm, moving beat and a winning happy Thompson vocal help build an attractive country boogie slicing which could pick up at least moderate coin.
RED PERKINS	Rag Man Boogie	73--75--70--75 KING 903—A ditty grooved in the "Chattanooga Shoe Shine Boy" style is a couple of cuts better than other similar recent efforts. Perkins turns in a neat job against a sturdy beat.
	Big Blue Diamonds	81--84--80--80 Perkins turns in an impressive and convincing warble of a somewhat off-the-beaten track country ditty. Could score.
LESTER FLATT, EARL SCRUGGS (and the Foggy Mt. Boys)	My Little Girl in Tennessee	70--70--70--70 MERCURY 6287—Backwoods brother dueting, with banjo contributing fine hoedown flavor. For deep rural consumption.
	I'll Never Love Again	68--68--68--68 Flavorful rendition of some ordinary lines.
BOB HENDERSON (Jack Rhodes Ramblers)	Missing Persons	75--76--75--75 FREEDOM 5011—Throbber of some strength is warbled with heavy rural flavor.
	How Can I Tell	72--73--72--72 Similar stuff for the Southwestern market.
BUD MESSNER-MOLLY DARR (B. Messner's Skyliners)	Father, Put the Cow Away	69--71--68--68 ABBEY 15019—Series of running gags, mixed with unrelated refrain, has fair entertainment value.
	Leaping Heart	66--66--66--65 (Don Adams) Routine rural ballad here.
JACKIE OSBORNE (the Skyline Boys)	Your Paw Keeps Starin' at the Shotgun	59--60--59--57 ABBEY 15020—Cafe-style hillbilly may have trouble finding its market.
	I Wood, I Cooed, I Wed in Tennessee	56--57--56--55 Uninspired stuff.
BENNY LEADERS (with Western Rangers)	I've Got the Craziest Feeling	79--80--78--78 FREEDOM 5012—Deeper-voiced version of Floyd Tillman does a fine job with Tillman's latest tune. Should do Southwest business.
	Boots, Don't Leave Me	76--77--76--75 Lively novelty is danceable, entertaining stuff in this virile rendition.
PEE WEE KING and His Golden West Cowboys—Gene Stewart	Mop Rag Boogie	73--74--73--73 V 21-0393—Attempted switch is danceable, tho the novelty idea doesn't come off in smash fashion.
	River Road Two Step	72--73--71--72 (Red Stewart) Very danceable side, by the always competent King crew.
AL DEXTER	Santa Is on His Way	63--65--63--60 KING 899—So-so Santa song is likely to get lost in the heavy competition.
	Merry Christmas to All	59--61--59--57 For Dexter regulars.
MELISSA MONROE	Oh, How I Miss You	61--62--60--60 COLUMBIA 20752—Country thrush, strongly influenced by leading blues pipers, offers a lackluster bit here.
	Guilty Tears	61--62--60--60 Formula stuff of no special distinction.

NATIONAL
ORDER FROM YOUR NEAREST DISTRIBUTOR
NATIONAL DISC SALES
1281 BROADWAY, N. Y. 11

THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES:

Bill Long and his **Ranch Girls** are touring the Midwest and East for five weeks, promoting their new London disks. Trio returns to the Rose Room of the Elliott Hotel, Toronto, around November 15. They'll air daily over CFRB, the local station. . . . **Jim Flanary** and his **Midwesterners** from Cairo, Ill., have inked with Rich-R-Tone label. Personnel includes: **Bob Kellem**, rhythm guitar; **Bill Gwaltney**, lead guitar; **Ray Butts**, accordion; **Paul Harp**, steel guitar and the leader's bass. . . . **Tex Ritter** (Capitol) is back in Hollywood, cutting short TV films, based on songs from his Cap albums. . . . **Johnny Rion** (King) has moved from KREI, Farmington, Mo., to WIBV, Belleville, Ill. He is doing three hours of d. j. work per day.

Al Rogers (MGM) is switching from WAVE, Louisville, where he worked the past year, to WMPS, Memphis. . . . **Charlie Haley** is now working daily at WWNV, Watertown, N. Y. . . . **Hank Fort**, the gal songwriter from Nashville, who did some h. b. tunes in the past, has become an act, working niteries under the direction of MCA. . . . **Leon McAuliffe** (Columbia) has returned to Tulsa, Okla., following a two-week tour of Texas niteries booked by MCA.

Spade Cooley reports that he is back at work and feeling fine, after a long siege of illness. . . . The **Jordonaire**s (Capitol) will start a transcribed show for Morton Salt October 30. In addition to cutting Cap disks, the fivesome also cut a number of tunes for Cap's e. t. series. . . . **Dusty Rivers** and the **Wagonmasters**, formerly at KWBU, Corpus Christi, Tex.,

have moved to KWFT, Wichita Falls, Tex., where they are heard daily. Included in the station's talent are: **Ann Bond**, **Dixie Boy Jordan**, **Hiram Higsby**, **Ebony Edwards** and **Blaine Cornwell**.

George Biggar, of WLS, Chicago, is heading a committee which is staging the first annual Square Dance Festival at the Stadium, Chicago, October 28. All the stars of WLS will appear along with square dance teams from over 20 States. **Curt Massey** and **Martha Tilton** are flying in to guest on the show. . . . **Jimmy Osborne** (King) guested on the National Barn Dance, WLS, Chicago, October 14. . . . **Hank Snow**, the **Carter Sisters** with **Mother Maybelle** and **Chet Atkins** head a rustic music show at the Hippodrome, Baltimore, opening October 28 for a week.

Bob Flannery (Capitol) is working at the 3030 Club, Chicago. . . . A new hour morning show has been started at WXRA, Kenmore, N. Y., featuring **Art Young**, **Dona Lee**, the **Cactus Kid**, **Wyoming Doug** and **Texas Dan**. **Doug** and **Dan** are part of the Rhythm Riders, heard daily on another show on the outlet. . . . **Cousin Johnny Lyons** reports that he is working the Cincinnati territory, while awaiting his call to the armed forces. He and **Neil Burris**, the **WLW**, Cincinnati, warbler, passed their exams at the same time.

DISK JOCKEY DOINGS

Sally Starr, WJMJ, Philadelphia, has cut 20 sides for Rainbow diskery of New York. She's the frau of **Jesse Rogers**. She's starting a promotion campaign for rustic music, working in conjunc-

tion with the Retail Record Dealers' Association of Philadelphia, of which she is a member. During a forthcoming week, 14 recording artists will visit Philadelphia stores to boost h. b. disk interest. . . . **Cousin Hank** is now doing six hours of spinning per day over WFAX, Falls Church, Va. . . . **Pancho Grinner**, WKTG, Thomasville, Ga., has left the station to enter the air force and is replaced by **Curtis Gordon** and **Bill Hill**, who split his duties. . . . **Bob Ward** is now handling the rustic music shows at KVOP, Plainview, Tex. . . . **Edgar Clayton**, WLAY, Sheffield, Ala., has inked to do disks for Tennessee label. . . . **Tommy Sutton**, WONE, Dayton, O., would like artists to send him biographical material with which to spice patter between disks.

F. Bostick Wester, KSDO, San Diego, Calif., reports that he is still running his ballroom Saturday nights with rustic names. **Smokey Rogers** (Coral) is also running at the local Bostonia Ballroom. **Roy Hogsed's Trio** (Capitol) is working with Rogers daily on his San Diego TV shots. . . . **Happy Ison** became the father of a son August 31. Ison airs ever WTIP, Charleston, W. Va. . . . **Wally** (Longhorn Joe) **Elliott**, formerly at KROW, Oakland, Calif., has switched to KCRA, Oakland, where he took **Buddy Hobb's** place. **Hobbs** is now at KXOA, Oakland. . . . **Morris Taylor**, KDAN, Oroville, Calif., has formed a combo, which is working four nights weekly at the Hawaiian Room, Chico, Calif. . . . **Charlie Walker**, KIOX, Bay City, Tex., had his d. j. show filmed in a movie short on the annual Rice Festival at Bay City. He plugged the festival via his shows.

Joe Allison, the Capitol recorder who spins 'em at WMAK, Nashville, has inked a personal management pact with **Bill King**, who also handles **Judy Canova**.



BEST SELLERS

POPULAR

- ★ **JOHNNY LONG**
15068 DON'T WHISTLE TILL YOU SEE THE BLUE OF HER EYES
LOVER COME BACK TO ME
- ★ **BOB VINCENT**
15066 ALTOONA
I ONLY WANT YOU TO LOVE ME
- ★ **BETTIE CLOONEY**
15072 STRANGERS
WHEN YOU LOVE (YOU SHOULD LOVE FROM THE HEART)

- ★ **JANET BRACE**
15061 AN ORANGE COLORED SKY
OCEANA ROLL
- ★ **GEORGE WRIGHT**
15065 TENDERLY
TIMES SQUARE BOOGIE
- ★ **FRIELING SISTERS—**
15057 Narr. Nelson King
OUR LADY OF FATIMA
THE STORY OF OUR LADY OF FATIMA

FOLK-WESTERN

- ★ **MOON MULLICAN**
894 NINE-TENTHS OF THE TENNESSEE RIVER
WELL OH WELL
- 830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
- ★ **COWBOY COPAS**
895 MY HULA BABY
SIGNED, SEALED, THEN FORGOTTEN

- ★ **HAWKSHAW HAWKINS**
897 HANDCUFFED TO LOVE
STOP PLEASE STOP
- ★ **JIMMIE OSBORNE**
893 GOD PLEASE PROTECT AMERICA
THE MOON IS WEeping OVER YOU
- 908 THANK GOD FOR VICTORY
IN KOREA
THE OLD FAMILY BIBLE

SEPIA-BLUES

- ★ **WYNONIE HARRIS**
4402 I WANT TO LOVE YOU BABY
MR. BLUES IS COMING TO TOWN
- 4389 ROCK MR. BLUES
BE MINE MY LOVE
- 4378 GOOD MORNING, JUDGE
STORMY NIGHT BLUES
- ★ **SONNY THOMPSON**
4399 BLUES FOR THE NIGHTOWLS
HARLEM RUG CUTTER
- ★ **IVORY JOE HUNTER**
4405 LYING WOMAN
TOO LATE
- ★ **TINY BRADSHAW**
4397 I'M GOING TO HAVE MYSELF A BALL
BUTTERFLY
- 4357 WELL OH WELL
I HATE YOU

- ★ **JOE THOMAS**
4401 HARLEM HOP
SOOEY SOOEY BABY
- ★ **LONNIE JOHNSON**
4411 I'M SO CRAZY FOR LOVE
NOTHIN' CLICKIN' CHICKEN
- ★ **THE TRUMPETEERS**
4403 NOBODY'S FAULT BUT MINE
THIS IS A MEAN OLD WORLD
(TO TRY TO LIVE IN)

DE-LUXE

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

RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO

IT IS NO SECRET... **THIS ONE'S A HIT!!**

RAY SMITH

WITH INSTRUMENTAL ACCOMPANIMENT

"IT IS NO SECRET"
(WHAT GOD CAN DO)

LONDON
RECORDS

NO. 16051 - 78 rpm

NO. 30289 - 45 rpm

backed by - "ALL ALONE 'NEATH THE BLUE GRASS"

2-gether again for
2 great records
WYNONIE HARRIS
2 great artists
LUCKY MILLINDER
"OH BABE"
 KING 4418
"SILENT GEORGE"
"TEARDROPS FROM MY EYES"
 KING 4419
"PLEASE OPEN YOUR HEART"
 WRITE, WIRE, OR PHONE...
King RECORDS INC.
 1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Rhythm & Blues Records

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

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 customers purchase rhythm and blues records.

POSITION		Weeks Last This to date Week Week		TITLE		ARTIST		RECORDING COMPANY	
5	3	1		ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic	914		
				Come Back, Daddy Daddy					
11	1	2		BLUE SHADOWS	L. Fulson	Swingtime	226		
				Low Society Blues					
13	2	3		BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec(78)27114; (45)9-27114	BMI		
2	8	4		PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty	375		
				Strange Things Happening					
7	9	5		LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe	3306	BMI	
				Dreaming Blues					
2	5	6		TEARDROPS FROM MY EYES	Ruth Brown	Atlantic	919		
				Am I Making the Same Mistake Again?					
18	—	7		HARD LUCK BLUES	R. Brown	DeLuxe	3304	BMI	
				New Rebecca					
3	—	8		I'LL NEVER BE FREE	D. Washington	Mercury(78)8187; (45)8187X45	ASCAP		
				Big Deal					
8	—	9		I LOVE MY BABY	L. Darnell	Regal	3274	BMI	
				My Kind of Baby					
1	—	10		MILLION DOLLAR SECRET	H. Humes	Modern	779		
				I'm Gonna Let Him Ride					
1	—	10		TAMBURITZA BOOGIE	L. Jordan	Dec(78)27203; (45)9-27203	BMI		
				Trouble, Then Satisfaction					

• Most-Played Juke Box Rhythm & Blues Records

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

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

POSITION		Weeks Last This to date Week Week		TITLE		ARTIST		RECORDING COMPANY	
13	1	1		BLUE SHADOWS	L. Fulson	Swingtime	226		
11	2	2		BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec(78)27114; (45)9-27114	BMI		
2	4	3		PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty	375		
5	3	4		LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe	3306	BMI	
2	5	5		I'M GOING TO HAVE MYSELF A BALL	T. Bradshaw	King	4397	BMI	
3	5	6		BESAME MUCHO	Ray-O-Vacs	Dec (78)48162			
5	10	7		ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic	914		
1	—	7		I'LL NEVER BE FREE	E. Fitzgerald-L. Jordan	Dec(78)27200; (45)9-27200	ASCAP		
2	7	9		MILLION DOLLAR SECRET	H. Humes	Modern	779		
3	10	9		EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	Dec(78)27176; (45)9-27176			

• DOT'S HOT!
 ... WITH 2 BLAZERS!
"STREET WALKIN' DADDY"
 with MARGIE DAY
 AND
"RIFFIN' WITH GRIFFIN"
 with the GRIFFIN BROS.
 DOT 1010
"HULA BLUES"
 AND
"I GET THE BLUES WHEN IT RAINS"
 with JOHN MADDOX
 DOT 1012
DOT RECORDS CALLATIN, TENN.

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BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This to date Week Week		TITLE		ARTIST		RECORDING COMPANY	
10	4	1		BLUE SHADOWS	L. Fulson	Swingtime	226		
				Low Society Blues					
12	1	2		BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114; (45)9-27114	BMI		
✓ 4	3	3		ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic	914		
				Come Back Daddy Daddy					
16	—	4		EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime	196		
				Rockin' After Midnight					
✓ 1	—	5		TEARDROPS FROM MY EYES	R. Brown	Atlantic	919		
				Am I Making the Same Mistake Again?					

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THE BILLBOARD Music Popularity Charts

Rhythm & Blues Record Reviews

Advance Rhythm & Blues Record Releases

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DISC JAZZ	DISC R&B	DISC POP
CAB CALLOWAY (and His Cab Jivers) Why Can't You Behave SIGNATURE 15293—Cab mistreats the "Kiss Me, Kate" torch with a slow, whining, drawn-out vocal.		42--45--41--40			
I've Got the World on a String Orister's vocal on the standard is a great improvement over Rip; after a pretty tenor intro he warbles it naturally and with expression.		60--60--60--60			
WILD BILL MOORE Burnt Toast KING 4409—Combo knocks out a neat medium Lindy riff. Leader's pulsing tenor go is set in a different, ear-pleasing harmonic ark frame. Catchy instrumental here.		77--77--76--78			
Goon Blues Slow, rambling blues isn't as close-knit or effective as Rip, but a good mood blues effort.		72--72--71--73			
JOSHUA JOHNSON Pile Driver Boogie CAPITOL 1180—Tasty and charming slow boogie blues piano with rhythm accompaniment. Style is in the old tradition of Lux Lewis, Pete Johnson, et al., will appeal to jazz fans rather than the general r & b market.		65--62--68--65			
Battin' the Boogie Tempo picks up here, and as on Rip, Johnson displays an original flair and a sound K. C. boogie style.		68--66--68--70			
BOBBY SMITH ORK Station Break APOLLO 805—Competently executed riff with muted horn, tenor, bary solos. No special excitement or commercial gimmick evident.		62--62--60--64			
Sweet and Lovely The Berlin oldie features a slow, fairly straight alto solo, with combo chording underneath. Not enough imagination in the performance to sustain interest.		54--52--54--56			
MABEL SCOTT Disgusted KING 4410—Thrush loads this novelty blues with personality and humor. Gal has a way with a blues.		74--76--74--78			
Willow Weep for Me And here she shows versatility with a smooth, pash treatment of the mood standard.		71--72--71--70			
LA MELLE PRINCE (M. Davis Band) Get High ALADDIN 3067—Thrush registers strong with her shout on this up-tempo rocker, with band swinging infectiously behind. Material is impressive, too; could go over the top.		84--84--84--84			
Phone Me Blues Slow blues is competently chanted and backed.		70--70--70--70			
JIMMY "BABY FACE" LEWIS (F. Campbell) Gettin' Old ALADDIN 3004—Lewis chants this up-blues with extraordinary zest and vitality, as combo swings hard in back. Lyric is most provocative, but too suggestive for airing in some spots.		77--NS--77--77			
Josephine Warbler sings hard here, but material is in questionable taste, and band is too loud.		61--NS--60--62			
IVORY JOE HUNTER It's a Sin MGM 1081B—Ivory gets a big ark, strings and all, for a persuasive warbling of a slow, sweet sentimentalizer that's as much hillbilly as it is r & b. Could register in all markets.		84--84--84--84			
Don't You Believe Her Medium-tempo blues is strictly r & b in content and combo backing. Lyric, clefted by warbler, is good.		81--81--81--81			
PEE WEE CRAYTON Dedicating the Blues MODERN 20-774—Slow, slinky blues, with Crayton's intimate chanting and moody guitar setting a lowdown mood.		81--81--80--82			
Good Little Woman Change of pace here to a medium jump boogie woogie rocker with a tenor sax co-spotted with Crayton's singing and plucking.		72--72--70--74			
OTIS DUCKER ORK (Helen Marina) Talkative Baby DECCA 48176—Up-tempo novelty blues; thrush sings a strong contralto and band gets a good beat. But material is thin and nothing develops.		60--60--62--64			
Do Me a Favor Tag of this would-be comic jingle, "Jump off the Brooklyn Bridge," isn't funny.		57--58--57--56			

Blues and Misery—Tulsa Red (Jam That) Swing Time 135
Blues Hangover—Lloyd Glenn Trio (Traveling Time) Swing Time 234
Boogie Woogie Santa Claus—Mabel Scott (That Ain't) Swing Time 239
Fat Man Boogie—Cliff Blivens (Korea) Swing Time 236
I'll Do Anything But Work—Ray Charles (Some-day) Swing Time 329
I've Got the World on a String—Cab Calloway-His Cab Jivers (Why Can't) Signature 15293
Jam That Boogie—Tulsa Red (Blues and) Swing Time 135
Korea Blues—C. Blivens (Fat Man) Swing Time 236
Lost in the Night—Charles Brown (Merry Christmas Baby) Swing Time 238
Merry Christmas, Baby—Charles Brown (Lost in) Swing Time 238
Old Time Shuffle Blues—L. Glenn-Fulson Unit (Sinner's) Swing Time 237
Sinner's Prayer—L. Fulson-L. Glenn (Old Time) Swing Time 237
Someday—Ray Charles (I'll Do) Swing Time 229
That Ain't the Way to Love—Mabel Scott (Boogie) Swing Time 239
Traveling Time—Lloyd Glenn Trio (Blues Hangover) Swing Time 234

Stan Kenton Presents Album—S. Kenton Ork (1-10") Cap(33)L-248
Let's Fall in Love—Dave Brubeck Octet (Indiana) Fantasy 512
Prelude—Dave Brubeck Octet (Fugue on) Fantasy 511

HOT JAZZ

Fugue on Bop Themes—Dave Brubeck Octet (Prelude) Fantasy 511
Indiana—Dave Brubeck Octet (Let's Fall) Fantasy 512

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AGAIN
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MAMA, WON'T YOU BUY A ME A BABY BROTHER	.54	.54	.54	CROSBY MERRY XMAS—DA550	\$2.76	2.00 (LP)	2.46
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				Prom Date, Beneke—P183	4.00 List 1.75 Your Cost
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THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) overall, (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. "S" indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: song caliber, 15; interpretations 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record advt's promotion film, legit and other "plug" aids), 10; manufacturer's distribution power 10; manufacturer's production efficiency 5.

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR

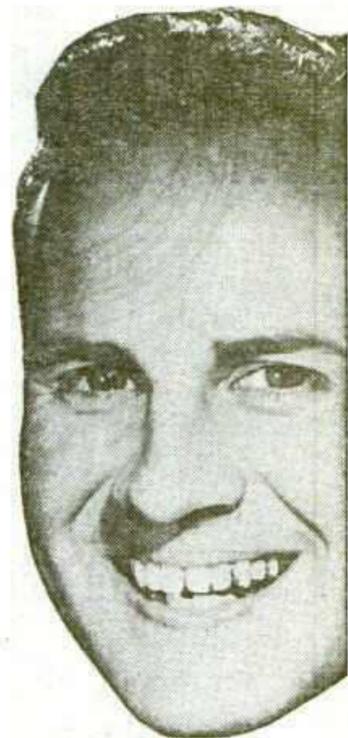
RUSS CARLYLE ORK (The Mellotarks) Come Live With Me CAPITOL 1185—Carlyle affects a Como-ish style in warbling in this fine warble of an attractive ballad done up after the subdued mine style of Sammy Kaye	69--72--68--68
Derbecki Fancy fullblown Oriental flavored novelty with lots of tom-toms and wild guitar may attract some spire but generally this is exotic sliced mighty thin	71--75--67--70
DORIS DAY (G. Siravo Ork) If I Were a Bell COLUMBIA 39031—Fine rhythm tune from the "Guy's and Dolls" score is done handsomely by Doris with a forthright swinging assist from Siravo. If tune scores, so will this waxing.	86--87--86--85
I've Never Been In Love Before Wonderfully conceived rendition of one of the top ballads from "Guy's and Dolls" could josh the tune on its way to hitdom. Doris sings it warmly with a rich orking by an unbilled clefter	89--89--89--88
DORIS DAY Christmas Story COLUMBIA 39032—Lush ork-choral setting for Doris' chant of a new and very pretty seasonal item.	81--84--79--79
Silver Bells Charming, folksy Christmas ditty from the "Lemon Drop Kid" flicker is done up delightfully by Doris with neat ork-chorus setting.	85--87--85--82
JOHNNY LONG ORK (The Glee Club) Lover Come Back To Me KING 15068—Long puts the "Shanty Town" touches to this classic. Should be particularly enticing fare for ops and in collegiate circles.	83--84--80--84
Don't Whistle Till You See the Blue of Her Eyes (Jimmy Sedlar) Nice dance waxing of a flimsy rhythm novelty.	69--70--68--70
FRAN ALLISON (D. Bergman Ork) The Christmas Tree Angel V 20-3928—One of the lesser Christmas ditties has a kiddity appeal but appears likely to be submerged by the flow of other material	65--65--65--65
Christmas In My Heart Tender reading of this charming seasonal ballad. Miss Allison projects warmth and feeling in her tasteful rendition.	79--81--78--78
STAN KENTON ORK Love for Sale CAPITOL 1236—Kenton's crew lends the progressive touch to the Cole Porter classic. Instrumental coloration and use of a bolero-ragtime backdrop enhances this one for collectors and fans	77--80--75--75
Be Easy, Be Tender Jay Johnson continues to impress with his Eck-styled bary as he warbles an original and slight bluesy ballad between Kenton crew blasts.	75--78--74--73
JUNE WINTERS (H. E. Peretti Ork & Chorus) Charms for Sale MERCURY 5502—Gypsy-flavored ballad is cast in a pleasing mood as Miss Winters delivers a feelingful warble.	68--68--68--68
Christmas In My Heart Simple, warm waxing of a charming seasonal ballad which here is reissued from the Mayfair original. Miss Winters' intimate approach scores	81--84--80--80
PERCY FAITH ORK & CHORUS Sleigh Ride COLUMBIA 39011—Rich, colorful, exciting ork-choral reading of this Leroy Anderson piece which should cop a large chunk of the Christmas action this year. This dishing figures to be one of the major winners	86--87--86--85
Christmas In My Heart A strong entry for the seasonal ballad honors is this warm, ingratiating song done here in the good taste Faith usually employs for his ork-choral work.	81--83--80--80
EUGENE BAIRD (S. Fisher's Rhythm) Back In Your Own Backyard HI-TONE 315—Mediocre cover job. Thrush sings adequately, backed by top piano and rhythm	45--40--50--45
Harbor Lights (Jeffrey Clay) Same story here, with lukewarm male vocal replacing the thrush.	45--40--50--45
THE TUNE TIMERS (Ray Arthur Ork) I'm Forever Blowing Bubbles HI-TONE 317—Direct copy of the Artie Shaw-Gordon Jenkins record, but, of course, nowhere near as good.	55--50--60--55
Petite Waltz Dispirited rendition of the French waltz. The 39-cent price may help.	45--40--50--45
HARRY "THE HIPSTER" The Worm Song MAC GREGOR 1022—Clever, off-center novelty ditty is loaded with chuckles as presented by the madcap BB'er. Special appeal here, not likely to attract general purchasers.	58--65--60--50
The Baby and the Pup Boogie woogie novelty, thin theme.	45--50--45--40
PAUL NEIGHBORS ORK Timeless CAPITOL 1186—Smartly playing mickey ork a la Sammy Kaye does pretty new ballad. Neighbors and male trio give it the Eddy Howard vocal treatment.	74--74--74--74
Vampin' Light, breezy rhythm novelty punched out provocatively by Neighbors, ork and unison-chanting ensemble.	73--73--73--73
JOYCE INDIG (H. Geller Ork & Vocal Group) Ev'rybody Clap Hands MERCURY 5509—Thrush gets vigor and animation into piping of a get-happy novelty, with band playing loud and furious and whooping it up.	69--69--67--71
The Black Rose "Inspired" by the flick of the same name, ditty's one of those haunting-whiffs-of-Araby exotics. Gal sells it, and orking moods it up handsomely.	76--76--76--76
LYNNE HOWARD Piano Lesson Blues NATIONAL 9126—A rather involved novelty production number doesn't get the hard-hitting and smart treatment it would need to snag ear interest.	55--55--55--55
Oh Mama, I'm So In Love Froelich novelty tune in the "Joseph Joseph" vein isn't particularly catchy, nor is treatment very strong or interesting.	62--62--62--62

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DISK JOCKEY	RETAILER	OPERATOR
BILL LAWRENCE (The Chordettes-A. Bleyer Ork) Can't Seem To Laugh Anymore COLUMBIA 39029—The pretty Johnny Parker ballad gets a good go from Lawrence with smart ork and group backing.	74--74--74--74				
Time Out for Tears The rhyth. & blues click of two years ago gets a fine boost revival as a pop Lawrence gets plenty feeling into it.	80--80--80--80				
TONY MARTIN (H. Rene's Ork & Chorus) Johannesburg V 20-3941—Lyric to this attempt at an exotic tune is confusing, mixing geography and libido curiously. Martin sings it beautifully	64--64--64--64				
Fascination In same mood, but more conventional in theme, this romantic beguine is warbled big and strong, with piano-concerto touches in lovely Rene orking.	74--74--74--74				
BOB VINCENT Altoona KING 15066—So-so place-name ditty is enthusiastically projected by Vincent and chorus to an up shuffle orking, with touches of Dixie between vocals. Gooey try with thin material.	65--62--65--68				
I Only Want You To Love Me Pleasant waltz ballad has hillbilly simplicity; Vincent does it engagingly	69--69--69--69				
BOB GRABEAU (J. Richards Ork) Ev'rywhere Is You SHOWCASE 1001—GrabEAU shows as an impressive Haymes-type singer with a rich Richards ork-chorus backing on an unlikely ballad	57--65--55--50				
Is It a Sin To Love You? Another strong GrabEAU go with the Richards ork-chorus backing. Tune's a cornball ballad of slight import	67--70--65--65				
J. STAFFORD-GORDON MacRAE (B. Loose Ork) I'm in the Middle of a Riddle CAPITOL 1195—Spirited, gay, zestful reading of this lilted waltz which has shown promise. If tune clicks, this slicing should be one of the big winners.	86--88--85--85				
Tea for Two The erstwhile duo delivers a warm close harmony job on the oldie which is the title tune of a new MacRae movie. A neat catalog waxing to boot	82--85--82--78				
SAMMY KAYE ORK (The Kaydets) Patricia COLUMBIA 39030—Tasty treatment of the hit girl friend waltz spots Tony Alamo and the Kaydets. Solid coverage should catch a sizable slice	85--85--85--85				
The Petite Waltz This enchanting import, scoring via a Lombardo waxing, here is treated to a sock "coverage" by the Kaye ensemble. In time to catch a hefty piece	88--88--87--88				
HARRY "THE HIPSTER" I Hope My Mother-In-Law Doesn't Come Home for Christmas MAC GREGOR 1021—"The Hipster" is all tangled up in a busy comedy effort for the Christmas season. Couple of amusing moments could bring in moderate coin	63--65--60--65				
The Gambler's Song Gibson comes off as a cross between Butch Stone and Ziggy Talent in his effort to tear off a comedy ditty patterned after the old Fats Waller type of thing.	53--55--53--50				
CHARLOTTE MANSFIELD Eight, Nine, Ten CAPITOL 1197—Nellie Lutcher-styled thrush runs down a nursery rhythm ditty which could pick up a bit of r & b coin here and there	66--66--64--68				
I'm Living My Life for You The new thrush doesn't impress in an uneven reading of an attractive ballad	45--45--45--45				
BENNY STRONG ORK The Gang That Sang "Heart of My Heart" CAPITOL 1179—Strong's crew kicks thru with a pleasant dance dishing of the oldie with ensemble vocal as well as a Strong solo and harmony effort.	76--78--75--75				
That Old Gang of Mine Another sturdy evergreen draws the easy, buoyant dance styling of Strong's pipes and crew. Coupling could stand as a solid Midwestern terp standard coin getter	76--78--75--75				
MAYNARD FERGUSON ORK Love Locked Out CAPITOL 1269—Fancy, overarranged, Kenton-influenced reading of this standard spots Ferguson's virile trumpet. Unimpressive first solo effort for the Canaanian	58--61--58--55				
Band Ain't Draggin' Ferguson adds a singing bit to his trumpet forensics as his crew tackles an old-time riff rhythm item noisily and enthusiastically.	60--65--60--55				
MARY MAYO (R. Wright Ork) I Never Dreamt CAPITOL 1268—Here's a newcomer of considerable promise. She has a sound, poise, musicianship. This dishing will serve as an introduction but her forte will fall with pops and exploitation can build her rapidly.	73--80--70--68				
Just a Wearyin' for You Miss Mayo here fully demonstrates her equipment as she opens up a wide range displaying her warm lower registers and a thin but pure soprano. Spinners should pick up on this dishing.	71--80--68--65				
HUGO WINTERHALTER'S ORK & CHORUS (Peter Hanley) Cross My Heart, I Love You V 20-3943—A rich, lilted treatment of a catchy and happy waltz ditty could prove to be a big winner for Winterhalter.	89--90--88--88				
My Bouquet A lush new ballad is handed the tasteful and full ork-choral styling of Winterhalter. Should please the guy's growing following.	80--82--79--79				
THE FONTAINE SISTERS—DICK CONTINO (H. Winterhalter's Ork) Jing-a-Ling, Jing-a-Ling V 20-3940—A tingling etching of the Disney "Beaver Valley" theme blends the talents of the Fontaines and Contino for fullest appreciation of both with Winterhalter's ork and chorus filling out a satisfying job.	84--85--84--84				
Silver Bells Plaintive, folksy seasonal ballad from the "Lemon Drop Kid" flicker is done gracefully and appealingly by this batch of fine talent. One of the best readings of the song.	84--85--84--84				
RAY ANTHONY ORK (R. Deauville-The Skyliners) All of a Sudden CAPITOL 1169—Danceable side, with good band and vocal. Catchy tune but amateurish lyric.	69--70--70--66				
Dixie Doodle Light, easy rhythm instrumental makes for top-notch dance stuff.	74--76--75--72				
RAY ANTHONY ORK (R. Deauville-The Skyliners) Where Do I Go From You? CAPITOL 1196—Smooth, danceable dishing of a pretty slow starting pop.	73--75--73--72				
Marshmallow World Most danceable dishing to date of the promising winter tune.	85--85--85--85				
DON & LOU ROBERTSON Longing CORAL 60317—Attractive boy-girl close harmony duet of a pleasant mood ballad could pick up attention if merchandised.	70--70--70--70				
Green Grass and Peaceful Pastures Another handsome close harmony rendition of a pretty new plug ballad.	70--70--70--70				

(Continued on page 86)

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(I'VE GOT TO MIGHT LIKE IT)

MGM Non-Breakable 10831

HANK WILLIAMS



MOANIN' THE BLUES / NOBODY'S LONESOME FOR ME

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THE BILLBOARD Music Popularity Charts

The Billboard Picks

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

- A CROSBY CHRISTMAS..... Bing Crosby and Sons..... Decca 27249
This one's a natural to sweep in the upcoming Christmas disk season. Bing and his kids cavort thru an original collection of Burke-Van Heusen material doing a thoroughly delightful job which should find its way into plenty of homes enamored of the American which Crosby represents.
- I'VE NEVER BEEN IN LOVE BEFORE..... Doris Day..... Columbia 39031
Doris turns in an affecting warble of this lovely from the Loesser "Guys and Dolls" score. Flip is a neat spin of "If I Were a Bell" from the same show.
- THE PLACE WHERE I WORSHIP..... Al Morgan..... London 784
Morgan's was the initial disk on this religious epic and is showing the signs. Foley's, with a twist employment of "Battle Hymn of the Republic," could capture in all fields and could serve as his sequel to "Fatima."
- YOU'RE NOT SICK, YOU'RE IN LOVE..... Perry Como-Fontane Sisters..... Victor 20-3945
A delightful Berlin song from "Call Me Madam," based on the pattern of his "Simple Melody," is done up Brown by Como and the gals. A show stopper, this bit should be a big wax item.
- TENNESSEE WALTZ..... Patti Page and Patti Page..... Mercury 5534
Patti does a feelingful duet with herself on this couple of year-old country hit. Tune, stoked up by an Erskine Hawkins' slice on Coral, could score anew in the pop field as the result of this slicing. Anita O'Day returns to wax on London with another tasteful reading of the waltz.
- A MARSHMALLOW WORLD..... Vaughn Monroe Ork..... Victor 20-3942
Vaughn hits his stride in the delivery of this fluffy seasonally flavored bounce item. Should stack up as one of the top winners on the plug ditty. Ray Anthony's ork has sliced a fine dance rendition of the ditty for Capitol.

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. IF I WERE A BELL..... Frankie Laine..... Mercury 5500
2. DID I REMEMBER..... Sylvia Froos..... Capitol 1249
3. HARLEM NOCTURNE..... Ray Anthony..... Mercury 5517
4. ONE ROSE..... Eddy Howard..... Victor 20-3947
5. I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY..... Buddy Morrow..... Victor 20-3922
6. THE BEST THING FOR YOU..... Perry Como..... Decca 27232
7. IF I WERE A BELL..... Bing Crosby and Andrews Sisters..... Decca 27232
8. MOMMY, WON'T YOU BUY A BABY BROTHER FOR ME..... Spike Jones..... Victor 20-3947
9. NEVERTHELESS..... Frankie Laine..... Mercury 5495
10. JING-A-LING, JING-A-LING..... Richard Hayes..... Mercury 5492

The Retailers Pick

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

1. TO THINK YOU'VE CHOSEN ME..... Eddy Howard..... Mercury 5517
2. MARSHMALLOW WORLD..... Vic Damone..... Mercury 5496
3. OH, BABE..... Louis Prima..... Robin Hood 101
4. MARRYING FOR LOVE..... Perry Como..... Victor 20-3922
5. BUSHEL AND A PECK..... Doris Day..... Columbia 39008
6. RAINY DAY REFRAIN..... Andrews Sisters-Guy Lombardo..... Decca 27202
7. STRANGERS..... Sammy Kaye..... Columbia 39007
8. OH, BABE..... Ames Brothers..... Coral 60327
9. THE BEST THING FOR YOU..... Perry Como..... Victor 20-3922
10. THIRSTY FOR YOUR KISSES..... Ames Brothers..... Coral 60300

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. OH, BABE..... Louis Prima..... Robin Hood 101
2. TO THINK YOU'VE CHOSEN ME..... Eddy Howard..... Mercury 5517
3. BEYOND THE REEF..... Margaret Whiting, Jimmy Wakely..... Capitol 1234
4. NEVERTHELESS..... Ames Brothers..... Decca 27295
5. LUCKY, LUCKY, LUCKY ME..... Evelyn Knight..... Decca 27182
6. THIRSTY FOR YOUR KISSES..... Ames Brothers..... Coral 60300
7. LITTLE RED CABOOSE..... Al Morgan..... London 783
8. MARRYING FOR LOVE..... Perry Como..... Victor 20-3922
9. RAINY DAY REFRAIN..... Andrews Sisters-Guy Lombardo..... Decca 27202
10. NEVERTHELESS..... Frankie Laine..... Mercury 5495

The Country and Western Disk Jockeys Pick

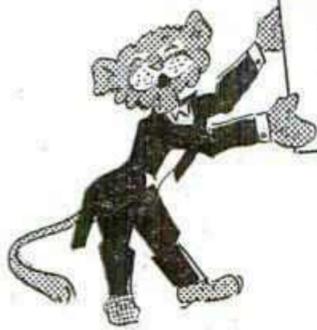
PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk jockeys think tomorrow's hits will be:

1. I NEED ATTENTION BAD..... Ernest Tubb..... Decca 46269
2. DADDY'S LAST LETTER..... Tex Ritter..... Capitol 1267
3. NOBODY'S LONESOME FOR ME..... Hank Williams..... MGM 10832
4. WELL, OH WELL..... Moon Mullican..... King 894
5. GEE, BUT IT'S LONESOME OUT TONIGHT..... Al Rogers..... MGM 10816
6. BEYOND THE REEF..... Margaret Whiting-Jimmy Wakely..... Capitol 1234
7. DON'T BE AFRAID TO LOVE ME..... George Morgan..... Columbia 20747
8. I'VE GOT THE CRAZIEST FEELING..... Floyd Tillman..... Columbia 20746
9. THREE LITTLE DWARFS..... Stuart Hamblen..... Columbia 20754
10. MOANING THE BLUES..... Hank Williams..... MGM 10832

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

Billy Eckstine

sings...



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"I'LL KNOW"

backed by

"I'VE NEVER BEEN IN LOVE BEFORE"

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K10825

SPECIAL RELEASE

"I'M SO CRAZY FOR LOVE"

backed by

"I GUESS I'LL HAVE TO DREAM THE REST"

MGM #10856-K10856



Other big Eckstine Hits!...

"BE MY LOVE"

backed by

"ONLY A MOMENT AGO"

MGM #10799
K10799

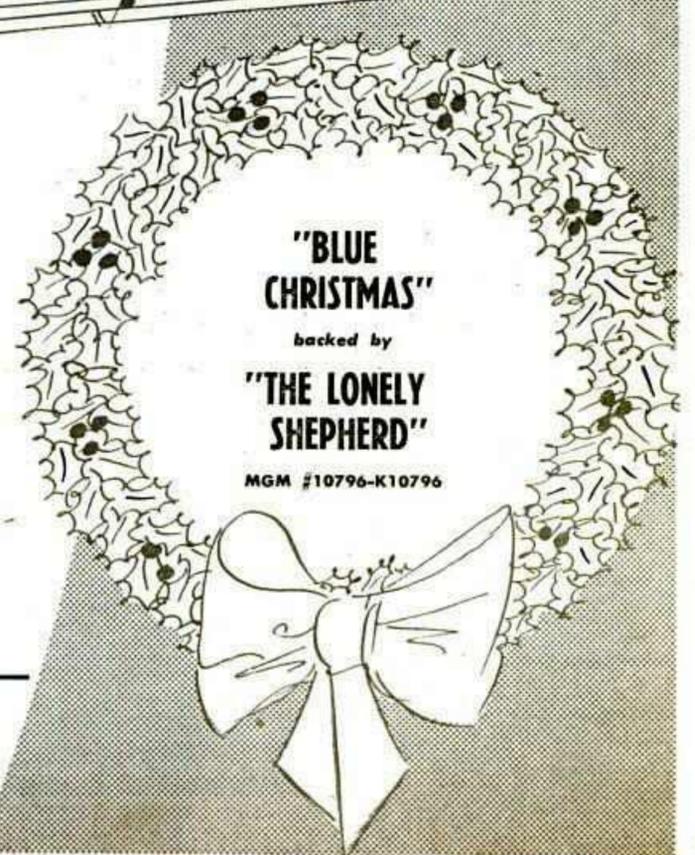
and

"THE SHOW MUST GO ON"

backed by

"YOU'VE GOT ME CRYING AGAIN"

MGM #10778-K10778



"BLUE CHRISTMAS"

backed by

"THE LONELY SHEPHERD"

MGM #10796-K10796

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Music Popularity Charts

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BY HELEN HUMES

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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

Alabama Jubilee—M. Spanier & His Dixieland Band (Caution) Mer 5528

Alaska—J. Morris (Your Birthday) Horace Heidt MS-1053

All for You—E. Shutta (How Would) Bullet 1092

Anoka Polka—The Potato Bugs-Mullen Sisters (Sweet Potato) Col 44063

Are You Anybody's Sweetheart?—Dick Jurgens (Chalk Talk) Col 39026

Arnette's Foot—E. Davis Quintet (Surgery) Signature 28129

Autumn in New York—Jo Stafford (Autumn Leaves) Cap 1248

Autumn Leaves—Ray Anthony (Mr. Anthony's) 1280

Autumn Leaves—B. Morrow Ork (Strangers) V 20-3946

Autumn Leaves—J. Stafford (Autumn in) Cap 1248

Baby and the Pup, The—Harry "The Hipster" (Warm Song) MacGregor 1022

Back in Your Own Backyard—Eugene Baird-S. Fisher's Rhythm (Harbor Lights) Hi-Tone 315

Best Thing for You, The—J. Indig (Cross My) Mer 5525

Best Woman in Town—C. Merrill (Lonesome) MGM 10830

Beyond the Reef—J. Byrd (Pagan Love) Mer 5531

Big Brown Eyes—R. Quinlan-J. August (The Ocarina) Mer 5526

Billboard March, The—R. Flanagan Ork (I've Never) V(45)47-3949; (78)20-3949

Blue Christmas—J. Garber (What'cha Gonna) Cap 1257

Boogie Woogie Piano Album—Pioneer Blues Pianists (1-10") Brunswick (33) BL5801B—Cow Cow Blues; Detroit Rocks; The Dirty Dozen, Nos. 1 & 2; Head Rag Mop; State Street Jive; Wilkins Street Stomp; Indiana Avenue Stomp

Breeze, The—D. Cornell (Take Me) V 20-3950

Candy and Women—C. Stone (I'm Gonna) Mer 5520

Caution Blues—M. Spanier & His Dixieland Band (Alabama) Mer 5528

Chalk Talk on the Sidewalk—D. Jurgens (Are You) Col 39026

Christmas Candy—M. Whiting-J. Wakely (Silver) Cap 1255

Christmas Carols by the Hour of Charm Album—Hour of Charm Ork & Choir-P. Spitalny, Cond. (3-7") V(45)WP300—Adeste Fideles; Carol of the Bells; The First Noel; God Rest Ye Merry, Gentlemen; Hark! the Herald Angels Sing;

Joy to the World; Oh Little Town of Bethlehem; Silent Night; 'Twas the Night Before Christmas

Christmas Carols by the Mitchell Boy Choir Album—Mitchell Boy Choir-B. Mitchell, Cond. (3-7") V(45)WP298

Christopher Robin Is Saying His Prayers—K. Starr (The Man) Cap 1256

Circus Day—H. James (Lullaby in) Col 39024

Cradle Song—D. Dame (Virgin's Slumber) MGM 30265

Creamin'—J. Dash Quintet (My Silent) Signature 32025

Cross My Heart—J. Indig (The Best) Mer 5525

Danse Espagnole—Macklin Marrow, Cond. MGM Ork (Rosenkavalier) MGM 30266

Deep in a Dream—R. Bloch Ork (Old Folks) Signature 15287

Deep Purple—K. Mann (These Foolish) Seymour 98

Dingya D' Dingya—Two Ton Baker (Please) Mer 5527

Dixieland Special—O. Mathews-The Daydreamers (Who Goes) Society 7

Drink, Drink, Drink—R. Goff & Mitchell Men-Bob Farnon Trio (Halls of) London 830

Everybody's Somebody's Fool—K. Starr-F. DeVol Ork (Oh, Babe) Cap 1278

Everything Happens to Me—B. Powell Trio (Indiana) Royal Rost 518

Ev'rywhere Is You—Bob Grabeau (Is It) Showcase 1001

Favorite Christmas Songs Album—D. Day-Mitchell Boy Choir (3-7") V(45)WP297—Away in a Manger, Gesu Bambino; God Rest Ye Merry Gentlemen; O, Holy Night; Silent Night; We Three Kings of Orient Are

Fine as Wine—H. Singer Ork (Rock Around) Mer 8196

Fishing Song, the—Lily Ann Carol-Griffin's Calypso Boys (Matrimony) Signature 15288

Gambler's Song, The—Harry "The Hipster" (I Hope) MacGregor 1021

Get to Gettin'—King Cole (Time Out) Cap 1270

Good Time Piano Album—F. Froba (1-10") Dec (33)DL526—Curse of an Aching Heart, The; I'll See You in My Dreams; I'm Sorry I Made You Cry; Limehouse Blues; Mistakes; Whispering; Who's Sorry Now; You're in Love With Everyone

Halls of Ivy, The—R. Goff-Mitchell Men-B. Farnon Trio (Drink) London 830

Harbor Lights—J. Clay-S. Fisher's Rhythm (Back in) Hi-Tone 315

Harlem Nocturne—R. Anthony Ork (My Heart) Cap 1249

Harmonica's Blues—J. Murad's Harmonicats (Hey) Mer 5533

Heads You Do, Tails You Don't—J. Garber (That's Where) Cap 1271

He's a Mean, Mean Man—Little Mickey-H. J. Lewis Ork (Party Line) 4 Star 1528

Hey Keesideetch—J. Murad's Harmonicats (Harmonicats) Mer 5533

Hog Wild—M. Herr-G. Garner (Sweetest) Horace Heidt MS1054

How Would You Feel—E. Shutta (All for) Bullet 1092

I Can't Give You Anything But Love—B. Morrow Ork (Our Song) V 20-3947

I Don't Mind Being All Alone—A. Shelton (Music by) London 850

I Guess I'll Have to Dream the Rest—A. Russell-S. Henderson Ork (Take My) Cap 1281

I Hope My Mother-in-Law Doesn't Come Home for Christmas—Harry "The Hipster"—(Gambler's) MacGregor 1021

If I Were a Bell—A. Lund (The Song) MGM 10626

I'll Know—B. Eckstine (I've Never) MGM 10825

I'll Know—C. Hawkins (You've Got) Royal Rost 519

I'm Afraid to Love You (I'm Scared) (I'm Scared) —T. Richards (The Winter) MGM 10831

I'm Forever Blowing Bubbles—Tune Timers-R. Arthur Ork (Petite) Hi-Tone 317

I'm Gonna Dry Ev'ry Tear With a Kiss—C. Stone (Candy) Mer 5520

I'm Gonna Hang Your Picture in the Post Office—P. Neighbors (Lovely) Cap 1250

I'm Movin' On—T. Hill Ork (Just a Girl) Mer 5524

Indiana—B. Powell Trio (Everything Happens) Royal Rost 518

Is It a Sin to Love You?—B. Brabeau (Ev'rywhere) Showcase 1001

It's a Lovely Day Today—R. Case Ork (Marrying) MGM 10833

It's a Lovely Day Today—P. Como-Fontane Sisters (You're Just) V 20-3945

It's a Marshmallow World—J. Desmond (Sleigh Ride) MGM 10827

I've Never Been in Love Before—B. Eckstine (I'll Know) MGM 10825

I've Never Been in Love Before—R. Flanagan Ork (The Billboard) (45) 47-3949, (78) 20-3949

Just a Girl That Men Forget—T. Hill Ork (I'm Movin') Mer 5524

Li'l Ol' You—J. Davis-B. Lawrence (Longing) Col 39025

Lonesome Blues—C. Merrill (Best Women) MGM 10830

Longing—J. Davis-B. Lawrence (Li'l Ol') Col 39025

Lovely—P. Neighbors Ork (I'm Gonna) Cap 1250

Lucky, Lucky, Lucky Me—M. Berle (This Is) V 20-3948

Lullaby in Boogie—H. James (Circus) Col 39024

Man With the Bag, The—K. Starr (Christopher) Cap 1256

Manon—L. Lawrence (Patricia) London 821

Marrying for Love—R. Case Ork (It's a Lovely) MGM 10833

Matrimony Song—J. Saunders-Lily Ann Carol (Fishing) Signature 15288

Mr. Anthony's Boogie—R. Anthony (Autumn) Cap 1280

Mister Morty, Fat and Forty—M. Allen (Slap Happy) Big Nickel 1007

Music a la Carter Album—E. Skrivaneck-C. Da Vere-D. Hopkins (1-10") MacGregor (33)M-3301—A Serenade to an Old-Fashioned Girl; Come to Baby, Do; Confessin' That I Love You; Girl of My Dreams; If I Had You; I'll Never be the Same; It Had to Be You; Peg o' My Heart; What's New; You Keep Coming Back Like a Song

Music by the Angels—A. Shelton (I Don't) London 850

Music, Maestro, Please—S. Kaye Ork (You've Got) Col 39015

My Heart Is Out of Town—R. Anthony Ork (Harlem) Cap 1249

My Silent Love—J. Dash Quintet (Creamin') Signature 32025

Night Before Christmas, The—J. Clay-Happy Tones (Rudolph) Hi-Tone 311

Ocarina, The—J. August-R. Quinlan (Big Brown) Mer 5526

(Dance to the Music of) Ocarina, The—J. Valentine (Rowdy-Dow) MGM 10828

Oh, Babe—K. Starr-F. DeVol Ork (Everybody's) Cap 1278

Oh, Lord, How Long?—Goldia Haynes (Truth in) Cap 1243

Old Folks—R. Bloch Ork (Deep) Signature 15287

Once Upon a Time Today—H. Winterhalter's Ork (Something) V 20-3951

Our Song of Love—B. Morrow Ork (I Can't) V 20-3947

Pagan Love Song—J. Byrd (Beyond) Mer 5531

Party Line—Happy J. Lewis (He's a) 4 Star 1528

Patricia—Lee Lawrence (Manon) London 821

Petite Waltz—R. Arthur Ork (I'm Forever) Hi-Tone 317

Piano Moods—Joe Bushkin Album—J. Bushkin (1-10") Col(33)CL6152—Every Day Is Christmas; Hallelujah; I've Got a Crush On You; Here in My Arms; The Lady Is a Tramp; Pennies From Heaven; Portrait of Tallulah; They Say It's Wonderful

Piano Moods-Dardanelle Album—Dardanelle (1-10") Col(33)CL6142—I Get a Kick Out of You; I'm in the Mood for Love; Laura; Memories of You; Over the Rainbow; 'S Wonderful; Tabu; Them There Eyes

Piano Moods-Errol Garner Album—E. Garner (1-10") Col(33)CL6139—I Don't Know Why; It Could Happen to You; Long Ago; My Heart Stood Still; Poor Butterfly; Spring Is Here; When Johnny Comes Marching Home; When You're Smiling

Piano Moods-Walter Cross Trio Album—W. Cross (Continued on page 89)

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HOLLYWOOD

Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 76—ARTHUR SCHWARTZ

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

If you'll pardon the pun, Arthur Schwartz attained eminence on Broadway and in Hollywood by degrees—a Bachelor of Arts degree in 1920 from New York University, where he edited the college newspaper, captained the debating team and served as president of the dramatic society; a Master of Arts degree from Columbia University in 1921, and Bachelor of Law and Doctor of Jurisprudence degrees from Columbia in 1924.

Add a Phi Beta Kappa key and a New York Public School teacher's certificate to this array of sheepskins, and you have in Arthur Schwartz the most erudite of all songwriters—the Professor Einstein of Tin Pan Alley. What makes his saga even more unusual is the fact that, while he taught himself to play the piano and worked as a pianist in a movie house to help defray the cost of his college education he had no intention of making a career of music until he was 26 years old.

In fact, almost from the day of his birth—November 25, 1900—Arthur Schwartz was destined for the law. His father was an attorney, he heard torts and trials discussed daily in his Brooklyn home, and while attending Brooklyn Boys' High School he had shown a logical and analytical mind that promised a brilliant future for him as a barrister.

After practicing law for two years, however, Arthur Schwartz discovered that the bright lights of Broadway had far more fascination for him than the calfskin-bound volumes that lined his office shelves. He planned for a musical future by squirreling away enough money to tide him over the lean years of his musical apprenticeship. For he had no illusions about overnight success. His first published song, *Baltimore, M. D., You're the Only Doctor for Me*, had netted him only \$8.43, and the royalties he received from the numbers he contributed to the *Grand Street Follies* of 1926 hardly kept him in cigarettes. So to build up a cash reserve, he wrote both music and lyrics for vaude acts playing the Keith Circuit and contributed verse to magazines in addition to continuing his law practice.

As a result, Arthur Schwartz was ready to give Broadway a battle when he turned the key in the lock of his law office door for the last time in 1929. And it was a winning battle from the very first round, since the music he wrote for the *First Little Show* not only earned him an American Society of Composers, Authors and Publishers (ASCAP) membership but a commission from Julian Wylie, the English producer, to provide the complete score for *Here Comes the Bride*, a London musical.

During the next five years, Ar-

thur Schwartz shuttled between New York and the British capital. He had three productions on Broadway in 1930—the *Second Little Show*, *Princess Charming* and *Three's a Crowd*, and the following year he had smash hits on

both sides of the Atlantic — the *Co-Optimists*, and English revue, and *The Band Wagon*, which enjoyed a New York run of 260 performances despite the depression and packed 'em in on the road.

The following year Arthur Schwartz had but one production to his credit, *Flying Colors*. Then, in 1933, he sailed for England to write the scores for *Nice Goings On*, a London musical starring Leslie Henson, and *The Queen's Affair*, a Gaumont-British film in which Anna Neagle had stellar billing. On his return, he helped blaze a new trail in radio with *The Gibson Family*, a musical serial that ran for 39 weeks and entailed the writing of approximately 90 original songs, several of which were incorporated the same year in the score of the Broadway musical, *Revenge With Music*.

After adding *At Home Abroad* in 1935 to his list of Broadway successes, Arthur Schwartz took passage to England for a third time to write the music for *Follow the Sun*, a revue staged by Charles B. Cochran, an impresario with a magic touch who produces anything from grand opera and Shakespearean revivals to wrestling bouts with incredible artistry.

Continued next week

ARTHUR SCHWARTZ'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1923—**BALTIMORE, M. D., YOU'RE THE ONLY DOCTOR FOR ME**

Lyrics by Eli Dawson. Edward B. Marks Music Corporation.

1934—**HOW HIGH CAN A LITTLE BIRD FLY?**

Lyrics by Howard Dietz. Remick Music Corporation. This song was introduced on the radio musical serial, "The Gibson Family."

Stage Musicals

1924—**DEAR SIR**

A musical comedy with a cast headed by Genevieve Tobin, Oscar Shaw and Walter Catlett. Lyrics by Howard Dietz. T. B. Harms Company.

ALL LANES MUST HAVE A TURNING

1926—**GRAND STREET FOLLIES**

A Neighborhood Playhouse revue with a

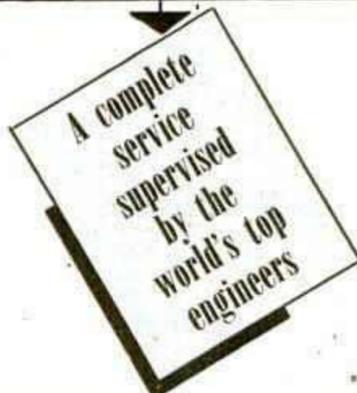
(Continued on page 44)

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Music Popularity Charts

• The Honor Roll of Popular Songwriters

• Continued from page 43

cast headed by Albert Carroll and Jessica Dragonette. Harms, Inc.
A LITTLE IGLOO FOR TWO
 Lyrics by Agnes Morgan
IF YOU KNOW WHAT I MEAN
 Lyrics by Theodore Goodwin and Albert Carroll.
POLAR BEAR STRUT
UNCLE TOM'S CABIN
 Lyrics by Agnes Morgan

1928—GOOD BOY
 A musical comedy with a cast headed by Effie Shannon, Sam Hearn, Charles Butterworth, Eddie Buzzell, Dan Healy, Helen Kane and Borrah Minevitch. Lyrics by Otto Harbach. Harms, Inc.
YOU'RE THE ONE

1929—THE FIRST LITTLE SHOW
 This cut the pattern for the intimate revue, and had its genesis in a series of Sunday night concerts staged by James B. Pond and Tom Weatherly at the Selwyn Theater, New York. With the exception of Clifton Webb, the cast assembled by Dwight Deere Wiman, the producer, was made up of comparative unknowns that included Fred Allen, who had shown comic possibilities in a Broadway flop, "Rainbow"; Libby Holman, a torch singer recruited from Tony's speakeasy; Peggy Conklin and Bettina Hall, while Ralph Rainger and Adam Carroll were featured at dual pianos in the orchestra pit. Book and lyrics by Howard Dietz. Harms, Inc.
I GUESS I'LL HAVE TO CHANGE MY PLAN
 (Available on the following records: Columbia 35704 in C-32, Eddy Duchin, piano solo; Capitol 20097 in BD-43, Eddie LaMar orchestra; Capitol 10065 in CD-36, Johnny Mercer with Paul Weston orchestra.)
MAN ABOUT TOWN
GET UP ON A NEW ROUTINE
I'VE MADE A HABIT OF YOU
LITTLE OLD NEW YORK
SONG OF THE RIVETER
 Lyrics by Lew Levenson.
WHAT EVERY LITTLE GIRL SHOULD KNOW
 Lyrics by Henry Mears.
THE THEME SONG
OR WHAT HAVE YOU
 By Grace Henry and Morris Hamilton.
MOANIN' LOW
 By Howard Dietz and Ralph Rainger.
CAN'T WE BE FRIENDS?
 By Paul James, the pseudonym of a New York banker, James Warburg, and his wife, Kay Swift.
CAUGHT IN THE RAIN
 By Howard Dietz and Henry Sullivan.
A HUT IN HOBOKEN
 By Herman Hupfeld.
STICK TO YOUR DANCING, MABEL
 By Charlotte Kent.

1930—PRINCESS CHARMING
 With Albert Sirmay. A musical comedy with book and lyrics by Jack Donahue and presented by a cast headed by Victor Moore, Evelyn Herbert and Robert Halliday. Harms, Inc.
TAKE A LETTER TO THE KING
PALACE OF DREAMS
THE PANIC'S ON
I'LL BE THERE
TRAILING A SHOOTING STAR
HERE IS A SWORD
ONE FOR ALL
YOU
I'LL NEVER LEAVE YOU
WINGS OF THE MORNING
I LOVE LOVE
 By Walter O'Keefe and Robert Dolan.
1930—THREE'S A CROWD
 Book and lyrics by Howard Dietz, and presented by a cast headed by Libby Holman, Tamara Geva, Fred Allen, Clifton Webb, Fred MacMurray and Alan Jones. Harms, Inc.
SOMETHING TO REMEMBER YOU BY
 (Available on the following records: Decca 23944, Dick Haymes and Helen Forrest; Decca 24053 in A-1930, Ted Straeter

orchestra; Columbia 37909 in C-153, Buddy Clark; Victor P127683 in P-102, Helen Morgan.)
JE T'AIME
THE MOMENT I SAW YOU
NIGHT AFTER NIGHT
THE CALIFORNIA COLLEGIANS
RIGHT AT THE START OF IT
FORGET ALL YOUR BOOKS
 By Howard Dietz and Burton Lane.
YALLER
 By Henry Myers and Charles Schwab.
BODY AND SOUL
 By Ed Heyman, Robert Sour, Frank Eytan and Johnnie Green.
PRACTICING UP ON YOU
 By Howard Dietz and Phil Charig.
OUT IN THE OPEN AIR
 By Howard Dietz and Burton Lane.
TALKATIVE TOES
 By Howard Dietz and Vernon Duke.
ALL THE KING'S HORSES
 By Howard Dietz, Alex Wilder and Edward Brandt.

1930—THE SECOND LITTLE SHOW
 Book and lyrics by Howard Dietz, and presented by a cast headed by Tashamira, Jay C. Flippen, Gloria Grafton and Al Trahan. Harms, Inc.
LUCKY SEVEN
NEW NEW YORK
SWING YOUR TAILS
FOOLISH FACE
YOU'RE THE SUNRISE
WHAT A CASE I'VE GOT ON YOU
GOOD CLEAN SPORT
MY INTUITION
LOVELY HEARTS' BALL
I STARTED ON A SHOESTRING
SING SOMETHING SIMPLE
 By Herman Hupfeld

1931—THE BAND WAGON
 Book by George S. Kaulman, lyrics by Howard Dietz, and starring Fred and Adele Astaire in a cast that included Frank Morgan, Tillie Loeb, Philip Loeb and Helen Broderick. Harms, Inc.
DANCING IN THE DARK
 (Available on the following records: Varsity 153, Percy Faith; Decca 24186 in A-602, Carmen Cavallaro; Decca 23997 in A-570, Guy Lombardo; Decca 24052 in A-1931, Ray Benson orchestra; Columbia 4293-M, Andre Kostelanetz; Columbia 55034, Morton Gould orchestra; Victor 27335, Artie Shaw; Victor 27548, Artie Shaw; Victor 10-1038, Gladys Swarthout; Victor 20-1554, Artie Shaw; MGM 30038, Mark Warnow orchestra; London 349, Felix King; Mercury 1056, Jan August.)
NEW SUN IN THE SKY
I LOVE LOUISA
 (Available on Decca 24058 in A-1931, Ray Benson orchestra.)
HIGH AND LOW DOWN
HOOPS
SWEET MUSIC
WHEN THE RAIN GOES PITTER-PATTER
THE FLAG
FOR DEAR OLD NECTAR
A NICE PLACE TO VISIT
CONFESSION
MISERABLE W YOU AGAIN
WHERE CAN SHE BE
THE BEGGAR WALTZ
WHITE HEAT

1932—FLYING COLORS
 Book and lyrics by Howard Dietz, and presented by a cast headed by Clifton Webb, Charles Butterworth, Philip Loeb, Buddy Ebsen, Tamara Geva, Patsy Kelly and Imogene Coca. Harms, Inc.
ALONE TOGETHER
 (Available on the following Decca records: 24061 in A-1932, Carmen Cavallaro; 24187, Carmen Cavallaro.)
LOUISIANA HAYRIDE
 (Available on the following records: Decca 24061 in A-1932, Carmen Cavallaro; Victor G(36381) in G-28, Raymond Paige orchestra.)
SHINE ON YOUR SHOES
TWO-FACED WOMAN
DAY AF ER DAY
SMOKIN' REEFERS
IT WAS NEVER LIKE THIS
ALL'S WELL
MOTHER TOLD ME SO

1934—REVENGE WITH MUSIC
 A musical comedy, based on the Spanish short story classic, "Three Corned Hat," with book and lyrics by Howard Dietz and presented by a cast headed by Libby Holman, Ilka Chase, George Metaxa and Charles Winninger. Harms, Inc.
YOU AND THE NIGHT AND THE MUSIC
 (Available on the following records: Capitol 20091, in BD-64, Buddy Cole, console; Victor 11-8813, Nan Merriman; London LPB 125.)
IF THERE IS SOMEONE LOVELIER THAN YOU
WHEN YOU LOVE ONLY ONE—NEVER MARRY A DANCER
IN THE NOONDAY SUN
THAT FELLOW MANUELO
THINK IT OVER
MARIA
MY FATHER SAID
ONCE IN A WHILE
IN THE MIDDLE OF THE NIGHT
WAND'RING HEART

1935—AT HOME ABROAD
 Book and lyrics by Howard Dietz and presented by a cast headed by Beatrice Lillie, Ethel Waters, Eleanor Powell, Paul Haakon, Herb Williams and Eddie Foy, Jr. Chappell & Company, Inc.
LOVE IS A DANCING THING

GOT A BRAND NEW SUIT
GET AWAY FROM IT ALL
THAT'S NOT CRICKET
HOTTENTOT POTENTATE
FAREWELL, MY LOVELY
THE LADY WITH THE TAP
THIEF IN THE NIGHT
GET YOURSELF A GEISHA GIRL
 During the rendition of this song Bea Lillie interpolated the show-stopping line: "It's better with your shoes off."
OH, LEO!
DEATH IN THE AFTERNOON

1937—VIRGINIA
 Premiere production at the Radio City Center Theater, with a book by Lawrence Stallings and Owen Davis, lyrics by Albert Stillman, and presented by a staff headed by Gene Lockhart, Anne Booth, Nigel Bruce and Ronald Graham. Robbins Music Corporation.
GOOD-BYE, JONAH
YOU AND I KNOW HOW SWEET YOU ARE
AN OLD FLAME NEVER DIES
VIRGINIA
WE HAD TO REHEARSE
SEND ONE ANGEL DOWN
MY BRIDAL GOWN
GOOD AND LUCKY
IT'S OUR DUTY TO THE KING
IF YOU WERE SOMEONE ELSE
MY HEART IS DANCING
MEET ME AT THE FAIR
FEE-FIE-FO-FUM
I'LL BE SITTING IN DE LAP OF THE LORD

1938—BETWEEN THE DEVIL
 Book and lyrics by Harold Dietz and presented by a cast headed by Jack Buchanan, Evelyn Laye, Adele Dixon, the Debonnaires and the Tune Twisters. Crawford Music Corporation.
I SEE YOUR FACE BEFORE ME
 (Available on the following Columbia records: 4267-M, Andre Kostelanetz; 38200, Kay Thompson.)
THE NIGHT BEFORE THE MORNING
AFTER
DON'T GO AWAY, MONSIEUR
EXPERIENCE
FIVE O'CLOCK
THE COCKTAIL
TRIPLETS
FLY BY NIGHT
BYE-BYE, BUTTERFLY LOVER
FRONT PAGE NEWS
WHY DID YOU DO IT?
CELLINI COULDN'T SAY NO
BY MYSELF
 (Available on Decca 23619, Ruby Newman orchestra.)
I'M AGAINST RHYTHM
 Continued next week

Perry Como



MARCHETA
 Words and Music by
VICTOR SCHERTZINGER

RCA VICTOR Records
 78 rpm 20-3931
 45 rpm 47-3931

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NICK PAONE

AND THE GANG

"CHRISTMAS SERENADE"

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"NEW YEAR SONG"

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and

"LIFE BEGINS TODAY"

BACKED BY

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"MERRY CHRISTMAS TO YOU"

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Pee Wee King—Victor
Leon McAuliffe—Columbia
Cowboy Copas—King

Writer of "TENNESSEE WALTZ"
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Pee Wee King—Victor
Wayne King—Victor
Roy Acuff—Columbia
Cowboy Copas—King

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"MOP RAG BOOGIE"
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Patti Paige—Mercury
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| Automobile Song#56 | Granny#75 |
| Buster Aster#72 | Tattooed Lady#64 |
| Get Off the Table, Mabel#74 | Christmas Tree Song#53 |
| Bell Bottom Trousers#73 | I Used To Work in Chicago#53 |
| The Clock Song#272 | |

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YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

"Madam" Series of Mad Segs

Continued from page 15

department the idea of signing Betty Hutton, largely on the basis that Hutton would do the *Madam* album if Decca wouldn't release Merman. As far as girl singers are concerned (show album considerations) RCA Victor needed Hutton like the well-known hole in the head.

The canary line-up on the label is as follows: Dinah Shore, Mindy Carson, Fran Warren, Polly Bergen, Lucy Ann Polk, Fran Allison, and the recently signed Cathy Mastiche, in addition to la Hutton. This makes eight chirps and multifaceted artists relations problems in the fem department. The maneuver, as it turned out last week, proved all in vain. Miss Hutton on the West Coast, and involved in film and other commitments, refused to do the *Madam* album. The job was then tossed to Dinah Shore.

Berlin Not Happy

Latest reports are that this move has met with no enthusiastic reception on the part of Irving Berlin, who wrote the score. While Berlin, naturally, considers Dinah the great singer she is, he just does not feel she's a show-type performer. This has created a somewhat unhappy relationship with the composer.

The *Madam* operation has been marked by similar untoward incidents almost since the deal's inception. An entire NBC production crew, for example, went

to Boston, while the musical was playing a break-in there, with the idea of broadcasting the show, or tunes from it, from the try-out town. When the crew got there, it turned out that no one knew about, or was prepared for, a radio broadcast, so it never came off. Tunes from the show were broadcast from New York, with Perry Como and Mindy Carson assigned to the job. Mindy, however, didn't receive notification from Sacks in time to make arrangements to do the show, so Rosemary Clooney, a Columbia recording artist, was recruited at the last minute to fill in. There was considerable chuckling in the trade over the fact that RCA Victor, with eight girl singers on the label (not counting the all-girl Spitalny ork) had to call on a chirp from a rival label to do its *Madam* broadcast.

Kiditties Bullish

Continued from page 20

records to come out in March, altho the pic won't break until August.

The diskery has also made a package deal with Famous-Paramount thru Harry Fox for special licensing of *Popeye the Sailor*, *Little Lulu* and *Little Audrey*—subjects of Paramount cartoons. Deal includes any material based on the new character, *Casper the Friendly Ghost*, subject of 10 cartoons to appear in 1951. Other deals have been made with Warner, Hill & Range, Leeds, Ben Bloom Music and the Howie Richmond firms.

One disker, citing the recent pubber interest in the field, such as the setting up of a special kiddie department at Warner's, suggests to pubbers that they merchandise their moppet tunes in the manner established by Little Golden disks. Specifically he referred to the 25-cent price, use of colorful racks, multiple outlets, four-color pictorial covers and simple arrangements.

Flanagan Writes

Continued from page 16

larity. He points out that what is good for the industry as a whole is also good for Flanagan. Every new name, he says, is an assist. Therefore, Woods and Hender signed Morrow with his—Flanagan's—heartiest endorsement. "Everything that gets the radio listeners and those who play the juke boxes all steamed up creates an excitement that reflects on every division of the industry."

Mercer Records

proudly present

THE ELLINGTONIANS

and

AL HIBBLER

in

"WHITE CHRISTMAS"

and

"NOBODY KNOWS THE TROUBLE I'VE SEEN"

Mercer M-1953

This is without a doubt the greatest record ever made by Al Hibbler. It will sell in any location—white or colored, popular or spiritual.

Mercer Records' New Blues Star
CHUBBY KEMP with Billy Strayhorn-Johnny Hodges Sextet
M-1950 THE GREATEST THERE IS! and HELLO, LITTLE BOY

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Some Choice Territories Still Available.

THE SONG NO ONE EVER HEARD . . . ★ ★ ★

on the record no disk jockey played. Or the girl who sang like a lark, but so what. Or the dancer whose torso shook but no second look . . .

● NO PUBLICITY MAN

was on the job because publicity never fails . . . to make some dent, give some chance . . . to a worthy product or talent.

● IT DOESN'T TAKE A FORTUNE

to get a publicity job done. Publicity agents do have expenses, costs and overhead to meet and can't do a job without money. But it doesn't take all the money in the world . . . and if you think advertising doesn't pay . . . look at the ads . . . by people at the top (they oughta know).

Have You Heard

(and if you read the trade papers, of course you have) all the other records now out on "Strangers," a tune pioneered and pounded by me via my Lorry Raine's London waxing . . . ask J. Fred Coots. Lorry was also "first" with the revivals on "Harbor Lights" and "Music, Maestro, Please." She thinks I'm the greatest (lucky gal, she's married to me) . . . My job on Lorry was enabled because Lorry also has her own goodly share of talent, looks and ability . . . I've also done publicity work for Mark Warnow, Fred Waring, Chiti Williams, Harry James, Russ Morgan, Gale Robbins and Tim Gayle's "It's Too Late Now."

Publicity, Management, Song and Record Exploitation. Presently barnstorming—address mail Drake Hotel Chicago 11, Ill.

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P-116 THE NIGHT THE FLOOR FELL IN BACKED WITH DON'T TAKE THE BLUE AND WHITE OUT OF THE RED, WHITE AND BLUE

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TEMPO

District Offices:

Abbey Diskery in Throes of Switch

NEW YORK, Oct. 28 — Abbey Records, Inc., was reorganized this week with Peter Doraine and Gene Novello buying out partner C. C. (Kelly) Camarata. Doraine replaced Camarata as president,

while Novello takes over as treasurer. Each owns 50 per cent of the stock. Novello, who hasn't taken active part in the firm previously, is assuming artists-repertoire chores. Doraine is handling sales and promotion.

Camarata, who is presently considering two offers, will announce his new affiliation after a two-week vacation.

London Shifts Aid Speed in Sales, Talent

NEW YORK, Oct. 28. — London Records last week accelerated both its sales and artists-repertoire programs with several additions and shifts. Walt Maguire, former sales manager for the Kayler Company, London's Philadelphia distributor, joined London as aid to Joe Delaney in the sales and promotion set-up.

Herb Goldfarb, formerly with Mutual Distributors, the diskery's Boston jobber, took over as sales manager of London Record Sales, factory-owned distrib branch in New York. Jack Blumenthal, who held the latter post, has moved over to take complete charge of production and warehousing. A new distributor, Music Service Company, of Great Falls, Mont., took on the line in that territory.

Delaney, head of both a. and r. and sales departments, signed thrush Anita O'Day in Chicago last week and brought her to New York for her first London date Thursday (26). Miss O'Day, who has sung with the Gene Krupa and Stan Kenton bands, recorded most recently for Signature. Her London deal is for one year with two one-year options, and calls for a minimum of 12 sides per year. Her initial coupling, *Tennessee Waltz* and *Yeah, Boo*, will be released immediately.

Delaney also closed the long-bruited deal with pianist-orkster Bill Snyder. Snyder's deal is for one year with a one-year option, and a minimum of 16 sides annually. His first London date is scheduled for November 13.

Krupa Southward

Gene Krupa headed south with his band last week for a six-week tour. Maestro's itinerary includes Clemson (S. C.) College, November 3 and 4; Wilmington, N. C., 6; Florence, S. C., 7; Greenville, N. C., 9. Following more dates in the Carolinas, Krupa will trek to Georgia, Florida and Tennessee.

AUSSIES LOOK FOR SYMPHONY

SYDNEY, Oct. 28.—Prime Minister R. G. Menzies has announced that as part of the Commonwealth jubilee celebrations next year a prize of \$3,250 will be given for a competition for the writing of a symphony to commemorate the occasion. The symphony could be written by any British subject and must not exceed 40 minutes playing time. Final judging would be carried out by three noted overseas musicians. Entries will close June 15, 1951. The announcement has aroused tremendous interest in musical circles here.

Pitt Disk Jock in Three-Way Stretch

PITTSBURGH, Oct. 28. — Al Nobel, local disk jockey and former singer with the Carl Hoff and Hal McIntyre orks, fanned out in all entertainment directions this week when he signed an exclusive pact with Adam Records, and inked a year's agreement with the Wilkens Jewelry Company for his services on radio and TV.

Wilkens stated that Nobel had signed a year's contract, with the company retaining rights to his exclusive services on radio and TV and with the privilege of okaying all outside engagements. The firm also announced that two shows Nobel now has on Station KQV would be dropped by Al in February when his contractual obligations expire. This places Nobel in an enviable position, since he will emcee the Wilkens amateur hour simulcast this year, and this show will be the first big one to be televised from the new studios of Pittsburgh's only video station, WDTV.

PROSPECTS

S. America Not Ready For LP Disk

Continued from page 14
 tol Records firm. Also in the top six are Elite and Copacabana. The former imports Swiss Elite disks and the latter produces its own platters.

A Wide Range

The country's 80 78 r.p.m. presses are divided between Sao Paulo and Rio De Janeiro and range in vintage from 1922 presses from the original Brunswick plant in the United States to the latest model Watson-Stillman.

Several diskers have sent engineers to the States to study the production and availability of both 33 1/3 and 45 r.p.m. equipment. The few LP disks imported sell for about \$17.50 for a 10-inch record. Disk dealers in Brazil operate much as American retailers, using the same display, demonstration and selling methods.

The big native tunes are invariably those introduced during the February carnival season. Native sambas lead the field. A 30,000 sale of a disk is considered good, tho a few platters have sold 130,000. Among international disk favorites working here now are Suzy Solidor, John Paris and Charles Trenet.

The radio manufacturers turn out about 400,000 receivers a year. Most are manufactured in Sao Paulo and by assembly of imported component parts or imported sub-assemblies.

Publishers Plan \$1 Kidisk Package

NEW YORK, Oct. 28 — Simon & Schuster, producer of Little Golden books and records, both of which sell at 15 cents per unit, is working on a combined package plan to sell for \$1. So far Little Golden topper Arthur Shimkhn has plotted three record-reader releases, each to include three six-inch disks and the complete book. First issue will be *Alice in Wonderland*, based on the forthcoming Walt Disney cartoon flick, and featuring six songs from the score.

Idea of the \$1 unit is to solicit merchandising effort on the line by regular disk dealers. Latter have often shown apathy to lower priced items.

Except for Lovin' You,
 Ops Will Love
EXCEPT FOR LOVIN' YOU
 by
THE PAGE CAVANAUGH TRIO
 (ADD TWO WIVES)
 backed by
DONCHA GO 'WAY MAD
 Discovery #527
 Also on 45 rpm #45-527

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ENZO DEMOLA
 The Continent's outstanding singer destined for stardom in the U. S. A.
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 Look for December and January Releases backed by Lloyd Shaffer's orchestra, the "Satisfiers" & Ray Charles Chorus.


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 REMEMBER we're telling you the hottest record in West Virginia and spreading like wild fire.
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WE'RE BEING FLOODED
 (With orders, that is) for Sonny Catello singing
"When You Kiss A Stranger"
 and "Cuban Love Song"
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 Apollo No. 1170
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Communications to 1564 Broadway, New York 19, N. Y.

BLOSSOM'S TIME GROWING NEARER

NEW YORK, Oct. 28.—Blossom Seeley will do a series of personals preceding her flicker for Paramount, based on the story of her life, shooting of which will start next week.

The p.a.'s will primarily be for purpose of promotion. Benny Fields denied he would play the piano. Betty Hutton will play Miss Seeley in the flicker and Tony Martin may do Benny Fields.

LIFE AT 10%

Agent Makes 'Find' in His Own Garden

NEW YORK, Oct. 28.—Guy Raymond, signed to Music Corporation of America (MCA), complained that for weeks he'd been trying to see one of the agents there, with no success. All he got was: "Too busy—can't see you today."

A few weeks ago he went on the Robert Q. Lewis TV show and was a solid hit. The next day the agent who was "too busy" ran into another MCA percenter.

"Did you see the Robert Q. Lewis show last night?" he asked. Agent No. 2 said he had.

"I hear there was a guy on there that was good. Do you know who he was?"

No. 2 said he did, and his name was Guy Raymond.

"Guy Raymond, eh? I think we oughta get him. D'ya know who's got him or where we can reach him?"

"Uh-huh," replied the other, "if you look on our list, you'll see he's been signed by us for the past few years."

"DUNN-ED"

Friar's Fete To Joe Lewis Hits Snag

NEW YORK, Oct. 28.—The Friars' dinner to Joe E. Lewis, set for Friday (3) may have trouble before it can even start moving.

Show and dinner is a solid sell-out but difficulties arose when Henry Dunn, American Guild of Variety Artists (AGVA) topper, blew up in a huff.

Dunn, a Friar and also member of the entertainment committee, had tacitly agreed to accept \$250 from the Friars for AGVA's welfare fund to clear the show. When the entertainment committee met, Dunn blew his top about how the show was to run and marched out of the room in anger.

The following day he informed the Friars that \$250 for AGVA would not be acceptable. It was \$1,000 or the acts are to be all paid, or no show.

So-So Pix and Holdovers Drop Broadway Take 31G

NEW YORK, Oct. 28.—A holiday-less week, only so-so flicks, plus holdovers threw Stem combo houses into a skid last week. Take for the six theaters was \$378,000 against the previous week's \$409,000.

Radio City Music Hall (6,200 seats; average \$123,000) fell off to \$98,000 for its fourth and final week with *Glass Menagerie*, the Ivanovs, Duval and the Macks. Bill started with \$139,000, followed by \$127,000 and \$125,000. New show, reviewed this issue, has Betty Bruce, Guy Raymond and *The Miniver Story*.

Roxy (6,000 seats; average \$68,000) was the cream of the street. It took in \$115,000 for its second frame with *All About Eve*, Martha Stewart and the Blackburn Twins, against \$90,000 for the kick-off. The fact that the house went back into a come-in-when-you-can policy raised the ante.

Tootlers Get Pay Hike for Work in Cafes

New AFM Scale Calls For Raises All Along The Line to 802-ers

NEW YORK, Oct. 28.—Cafe shows will cost a lot more in the immediate future when the new scale for musicians goes into effect. New rates were voted upon by Local 802 of the American Federation of Musicians (AFM) and will call for raises all down the line.

New scale will be \$125 per man, double for leader, as against \$109 now in effect. In addition to that raise, AFM is asking for time and a half if any band works over seven hours. All ops will also have to contribute 5 per cent of their total band weekly payroll to the AFM as a contribution to the union's welfare fund.

But if the ops are screaming in anguish, the actors union, American Guild of Variety Artists (AGVA), is also complaining. In their case the complaint is based on the AFM latest ukase that no band may play a show for more than a single hour in any show session. If the show runs over the hour, band will have to get an additional 10 per cent of their total weekly salary in overtime.

AGVA claims that such a limitation on length of shows will cut

(Continued on page 49)

Capital Night Spots Head For Record-Smashing Biz

WASHINGTON, Oct. 28.—The new night club season in the nation's capital looks as tho it will develop into the biggest since World War II, with more spots featuring live talent than in any time in years.

Suburban operators figure they've got the answer to TV competition in strippers, but in Washington proper the accent is on more conventional talent. The Hilltop and the Cross Roads in near-by Maryland started the stripper parade, and Waldrop's is following suit. For the latter, it's the first plunge into a full-scale floorshow policy. Waldrop's started off last week with Jungola, while it's Autumn Rhains and Kay Hanna at the Hilltop and Cross Roads, respectively.

Reopenings in Washington in the last few weeks included the Shoreham's Palladium Room, with Sande Williams' ork, the Statler's Embassy Room, with Xavier Cugat followed by Ted Weems, and the Mayflower Lounge, with Bob Grant ork and Artini and Consuelo, dance team. Decor of the Mayflower spot has been completely changed to a Georgian motif.

Recent newcomers to talent, besides Waldrop's, include the Club 20-11, La Conga, Leon & Murray,

FATHER IS A FRIEND INDEED

NEW YORK, Oct. 28.—Sonny Skylar, entertainer and songwriter, has been married three times. On his recent return to New York he introduced his latest wife to his father.

"Any wife of my son is always a friend of mine," replied poppa.

NEW BUYER

Frank Sennes To Op Miami Colonial Inn

NEW YORK, Oct. 28.—Frank Sennes, Midwest booker, has taken over the Colonial Inn, Hallendale, Fla., and plans to open the room in either mid-December or early January.

Sennes has the room on a three-year lease with an option to buy. Idea is to run the spot with package shows, and negotiations are now under way to put in a Max Liebman unit that has been playing the cafe circuit.

The Colonial Inn, before gambling was ousted, was one of the top rooms in the Miami area. Last season it was run by Harold Minsky at an admission plus location charge, using a strip show.

YANKS IN PARIS

American Operators' French Clubs Click

PARIS, Oct. 28.—With 300,000 American tourists passing thru Paris during 1950, and 12,000 Americans living here all year round, a number of American night club ops have found the French capital a good place to do business.

A quick survey revealed that over half a dozen draw crowds varying all the way from titled cosmopolites to rubberneck tourists. Each club has a personality of its own, attracts certain types of clients and offers something special in the way of atmosphere.

Of the four clubs caught, Brick Top is the swankiest; L'Abbaye, the most arty; Honey Johnson's, the most typically American, and the Water Gypsy, the most original.

Brick Top in Montmartre is strictly a champagne spot. It has a 700 franc (\$2) minimum and operates from 11:30 p.m. until morning every night except Sundays. Club run by Brick Top on and off since 1924, does a class biz. Room has 22 tables and a capacity

of about 100. Charlie Lewis band plays soft background music, and occasionally Brick Top sings, but for the most part the guests like to amuse each other. Now and then outside talent is booked.

Place is closed during July and August. This winter Brick Top plans to open a small smart night club in Rome.

L'Abbaye in the St. Germain des Pres section of Paris is run by Gordon Heath, who played in *Deep Are the Roots*, and Lee Payant, who toured with Margaret Webster. They, together with M. and Mme. J. Chervet, opened the small club in July, 1949. Its tiny capacity (50 to 70 people) has been taxed almost continually. Room opens at 4 p.m. and closes at 2 a.m. Minimum drink costs 200 francs (60 cents). L'Abbaye draws about half French and half Americans. During the tourist season its trade is predominantly American.

Show policy at L'Abbaye is strictly folk music—French, English and American. Heath and Payant sit on high bar chairs near a fireplace, strum the guitar and give out in troubadour style. Applause is muted or indicated by snapping the fingers. The reason is that two children, aged 5 and 7, have their bedroom right over the club. The parents of the kids agreed not to complain to the police if the applause were kept down. Etiquette requires no talking during songs and no audience participation. After midnight the electric lights go off and candles are lit at each table. As each request is filled, a candle is blown out. Finally, just one candle is left, near the singers, who close with *Auld Lang Syne*.

Since the owners provide most

(Continued on page 49)

RKO-Army Show Heads To ETO Nov. 6

NEW YORK, Oct. 28.—The RKO-U. S. Army show will leave for Europe November 6, will play in four foreign countries and will be managed by Dave Benis, RKO's Palace producer.

The show, supplied by RKO, will get token payments by Sol Schwartz, RKO topper, tho the tab for everything else, including fares, food, living quarters and transportation will be picked up by the army. Group, consisting of eight acts will be treated like v.i.p.'s.

Bill will be headed by Harvey Stone and will consist of Jackie Bright, Bud and Cece Robinson, Three Edward Brothers, Ruth Davis, Appletons, Wells and the Four Fays—and one other act not yet signed. Show will play in Germany, England, France and Austria.

Preceding the departure RKO will run a special night at the Palace to give it added promotion value.

Idea is to play the acts, eight singly or as a package, when it returns to New York.

Rep Orgs, AGVA Face New Fight

NEW YORK, Oct. 28.—A new series of battles is ahead for agents orgs and the American Guild of Variety Artists (AGVA) as a result of a charge by the latter that at least one agent group is "not financially responsible and cannot control its members."

Latest friction occurred between the Associated Agents of America (Three A's) and AGVA over a claim of \$45 said to be due a performer for a show. Incident occurred during the summer. Arbitration was held and participated in by an AGVA rep, a Three A rep and witnesses. Decision was that dough was due. Agent involved was Jack Fink, club booker.

AGVA made demands on Fink which were ignored. It then made similar demands on the Three A's, and these too were ignored. It followed that up by a wired ultimatum. When the term expired action was taken.

According to an agreement reached by the Three A's and AGVA last summer, the former was to put up a \$5,000 bond to pay claims levied against its members. In the event any of its members defaulted, he was to be suspended by the org.

Late Friday (27) Sid Liepzig, head of the Three A's, appeared at AGVA offering the money. It was turned down and harsh words followed.

Bar of Music Sets Line-Up

NEW YORK, Oct. 28.—Bill Jordan's Bar of Music, Miami Beach, due to open November 22, has its line-up for the entire season about settled.

Jordan, here for the past few months, has the following shows bought. The starting bill will have Cindy Heller, Jack De Leon and Guy Rennie. The next one, to start December 20, will have Sylvia Miles, Hildegard Halliday and Guy Rennie, latter a holdover. The January 17 starters will be Tobey Dean and Arne Sultan.

Bill Jordan and his partner Dave Elliott will also work in every show.

'IRENE' CATCHES THUGS ON JOB

TORONTO, Oct. 28.—Masked with silk stocking, three thugs with a preference for *Goodnight, Irene*, staged a \$308 hold-up at Duffy's Tavern here last week. Just before the robbery, Honey Hines, featured singer, had been held prisoner in her dressing room, the manager's office, for 25 minutes.

While Honey was being held at gunpoint, she recognized one of the men. He told her she was right, "Three nights ago I sent a request to you to sing *Goodnight, Irene*."

AGVA & AFRA Execs Silent On a Merger

NEW YORK, Oct. 28.—A merger between the American Federation of Radio Artists (AFRA) and the American Guild of Variety Artists (AGVA) has been the subject of hush-hush talks between top heads of both unions.

The two figures involved have had several talks, both informal, but neither principal would admit, for the records, the likelihood or the possibility of any formal get-together for the near future.

An AGVA insider said, "I hope it goes thru. With its (AFRA's) leadership, AGVA might become a powerful force."

An AFRA wheel said he could see a better possibility of a merger between Equity and AGVA than AFRA. "Most of the current jurisdictional squabbles are between these unions. We'd have little to gain from such a merger." He admitted, however, that from an operational standpoint, it would save a lot of dough because of the elimination of duplicate expenses.

Miami Bistro Shifts Policy

MIAMI BEACH, Fla., Oct. 28.—Danny Davis' spot, the Kitty Davis Theater-Restaurant, will open with an all-Negro show policy December 1.

Club ran most of the summer with a legit policy, using mostly local actors. Last year it ran with a straight nitery policy using names and semi-names plus supporting acts.

The new all-Negro show will consist of four or five acts and a five-girl line. But in addition to the show, spot will continue to feature its highly spiced Jewish food, stuffed kishke and seltzer.

Davis said that local officials have granted him an okay on Negro talent and he's made arrangements in Miami to house the performers. Transportation to and from the living quarters will be furnished by Davis.

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Vaudeville Reviews

Radio City Music Hall, New York

(Thursday, October 26)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show by Raymond Paige's house ork.

Music Hall this week has one of its typically opulent, lush stage-shows—almost too much so, as the very lavishness of the staging tends to minimize the individual acts. However, this is inherent in the spectacle technique, and as a spectacle the Music Hall show is on a high level.

Following a spirited rendition of Johann Strauss's *Die Fledermaus* by the symphony, the first of the spectacles opens. This is a piece titled *Autumn in New York*, making use of two excellent sets, one a calendar of October, and the other a night scene overlooking New York. Glee Club, working this scene, has a set of special lyrics—parodies on pop hits. Tap dancer Betty Bruce, working on stage and also hoofing atop the piano, lends flash to the ensemble effect. The Rockettes get into the autumn atmosphere via a Halloween setting, replete with pumpkins, a man in the moon and background effects reminiscent of Sleepy Hollow and the headless horseman. Little details here, such as a wind effects, aspects of the set, scarecrows, etc., are excellent.

Stand-out turn is Guy Raymond, billed as the country gentleman, who does comedy-acro with a diminutive male partner. There's much hoke in the act, particularly of the slack-limbed variety. Arms collapse hand-to-hand work, fingers get stuck, etc. But the jointless arm routine is abetted by a sharp sense of panto which draws laughs. Wind-up is straight acro, and good.

Gloria O'Malley, acro dancer, does a brief turn against a setting depicting a street scene outside a theater—a sort of entre-act while patrons wait for the close of the intermission. It's effective, for as the patrons file into the theater they see a scene from *Faust*, wherein Mephistopheles and he who sold his soul are regaled by a ballet. The devil is Edmund Tompkins, bass; George Dyer, tenor, plays Faust. Their vocal utterances, tho, are brief, and they retire to watch the ballet, which is highlighted by Janice Cioffi and George Tatar, respectively prima ballerina and premiere danseur.

The ballet struck this reviewer as occupying too long a period in the whole show, and some of the staging effects—such as the sudden gush of steam and smoke from outlets in the apron—were too bizarre. Still, such faults really stemmed from a plethora of good things.

Pic, *The New Miniver Story* (MGM).
Paul Ackerman.

Palace, New York

(Friday, October 27)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

The Palace audience is either a peculiar breed or the aura surrounding the theater has an odd effect on them. At least that's how it seemed at the show caught. Turns that were fine elsewhere had to work hard, while so-so acts caught on easily. House production effects gave each a hefty assist, but it just didn't help in some cases.

First on were the Carroll Sisters, an acro-ballet team of tallish, well-gowned and attractive gals. The twosome worked fast, tho their timing was a bit off. The house liked them. Leonardo and Anita was a fine ventriloquism act. If it wasn't for Leonardo's heavy South American accent this would be a sensational act. The guy handles seven dummies and has them smoking, laughing, blowing chewing gum bubbles and hiccupping. The gal served to dress up the act and handle some of the dummies in a smash finish in which Leonardo talked in seven voices while manipulating five dummy heads popping out from behind a draped table. Dummies were extremely life-like. Act closed to a solid mitt.

No. 3 spot went to Harold King, billed as the world's greatest dancer on skates. The guy came on fast and stayed on for a good five minutes without stopping for a breather. His tap, soft-shoe and blindfold routine atop a small table sent him off to a rousing hand. Working in a fluffy white gown, Julie Ballew failed to impress. Her vocalizing of *Deed I Do* (the Lena Horne arrangement) and *You Can't Get a Man With a Gun* didn't prove a thing. Wrapped in nostalgia were her vocal impressions of Nora Bayes, Eva Tanguay, Helen Kane, Helen Morgan and Sophie Tucker. Just the mention of these names got a hand, even tho her impersonations were only so-so.

Sid Marion was quite a favorite in the two-a-day era at the Palace. This time around, he managed only to get a polite reception. Working with Helene Joyce, a big blond, he ran thru some fair patter, a drunk bit and a closing vocal duet. La Joyce sang, too, which added about two minutes to the act and that's all. Some talk about "the good old days at the Palace" would have made the difference between a good act and fine one—at least for this house.

Juanito and Anita, a new dance duo, got a big hand for their fast, flashy and well-costumed flamenco turn. The team has an act that would show well in the better clubs and hotel spots. With a little more theater work their castanet-clicking and heel-tapping would make for a solid act in that medium, too. The house was duly appreciative.

Ben Wrigley, who was a smash at the Roxy a few weeks ago, didn't do half as well here. He worked just as hard with his eccentric, rubbery dancing, but to little avail. The last half of the act was worked in one so that the closing turn could be set up. Brick Brothers and Gloria, a trampoline act, showed to better advantage than other acts of this type because of

(Continued on page 50)

Capitol, New York

(Thursday, October 26)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily; five, Saturdays. Loew's chain booker, Sid Piermont. Producer, Allan Zee. Show played by Pupi Campo's ork.

This is one of the solidest shows house has had in a long time. It runs on ball bearings, has no lulls and every act does an outstanding job.

Bill started off with Pupi Campo prancing in front of his ork (20) to a typical Latin blaster. Fronter started with a straw hat and sport outfit; sidemen wore polka dotted contrasting shirts and dark pants. Later Campo switched to a plaid jacket for his emcee chores.

First act were the Cantons, two slightly built Oriental lads in a hand-to-hand act with some of the greatest tricks caught in a long time. Their hand-to-hand stuff is merely a starter. They build on it for neck-and-stand, full body twists and other equally sensational stuff. Applause was tremendous.

Luba Malina, stunning with her Las Vegas tan, set off in white gown, drew yock upon yock for her new material, virtually the same as caught at the Versailles (*The Billboard*, May 17.) She's tightened it for theater dates without hurting the act. Starting with her special built around *Baked a Cake*, she followed with parody on *Riders in the Sky* for guffaws. But Miss Malina really wrapped it up with her *Story of My Life*. In that one she was the consummate actress, a great entertainer doing a great piece of material. The house yocked it up and wouldn't let her off.

Frank Fontaine, sporting blond hair, has grown in stature and assurance since last caught. His picture, plus his radio jobs on the Jack Benny show, had obviously given him a new start. Apparently the audience was familiar with his *Sweepstakes* winner routine judging from the applause as he started into it for a solid finish. Lad opened with an Arthur Godfrey take-off which was a good carbon of the original, then went into a series of other take-offs, *Amos 'n' Andy*, Winston Churchill, F. D. R. and comedy duet between Sinatra and Crosby. But it was the *Sweepstakes*, plus his mugging that rocked 'em.

Billy Daniels has acquired so much stage presence, poise and ease he's not the same guy who used to knock around the small clubs. If he was a smash at Bill Miller's Riviera he's a bigger smash here. The gray-templed, good looking singer, sells a song like a male Lena Horne. Not only does he use his exceptional voice, but also his body and hands. In fact he almost strolls standing up at the fixed mike. Backed by the capable Benny Payne, his partner of long standing, Daniels opened with a soft *Summertime*, stepped it up for another chorus and went into a strangely moving *Bewitched*, *Bothered*. His next was a spell-binding *September Song* to a hushed house. He ended with an infectious *Bye-Bye Baby* and topped it with his wonderful *Old Black Magic*, for one of the biggest hands any male singer got here in a long time. Daniels works in a white light, occasionally switching to amber. It was a fine lighting job setting him off to excellent advantage. The only fault to find in Daniel's act were two Yiddish words thrown in for laughs. They were superfluous and marred an otherwise perfect performance.

Campo's band cut a nice show. It's only spot compared dance styles of the frantic 20's with the frenetic mombo of the present day Latin ballroom craze. Joy Skyler working with Campo came on for a tab version of the terps of circa flaming youth. It was amusing. The mombo was demonstrated by Campo with Maria Blanco, a dark haired sexy disk with swivelled hips.

Pic, *To Please a Lady*.

Bill Smith

BLAME IT ON THE MUSICIANS

PHILADELPHIA, Oct. 28.—B. S. Pulley, nitery comic whose humor is well known to be on the gamey side, categorically denied shop talk that his routines closed cafes all over the country. In town with the *Guy and Dolls* show, doubling at the Little Rathskeller nitery, Pulley explained, "It wasn't my fault. The bands played dirty music."

Shelvey, 4A's End Trial; Await Decish

NEW YORK, Oct. 28.—The Supreme Court trial involving the Associated Actors and Artists of America (Four A's) and the American Guild of Variety Artists (AGVA), brought against the Four A's by the dissident performer group headed by Fred Dale, Boston, has finally ended. All that remains now is for some more paper work and then the court's decision.

All the witnesses completed their visits to the stand late Friday (27) and finally both sides rested. The suit was brought by Dale, a former AGVA branch head, and an adherent of the Matt Shelvey regime, in an effort to prove that Shelvey's removal from office by the Four A's was illegal. Among the witnesses that appeared in the closing days of the trial were Hy Fain, for AGVA; George Heller, Television Authority; Gypsy Rose Lee, AGVA, and John Donohue, also for AGVA.

Attorneys for the Four A's are Rosenman, Goldmark, Colin & Kay. The Dale faction was represented by Halpern, Nathanson & Scholer. The trial started in New York Supreme Court before Justice Felix Benvenge September 14.

Asks Cut From Martin, Lewis

NEW YORK, Oct. 28.—A demand for commissions on the Martin and Lewis dates has been made on the American Guild of Variety Artists (AGVA) by Arthur Fishbein, attorney for Abner J. Greshler.

Fishbein charged that the boys played three dates and that the commission due Greshler under his contract, has not been received.

The amount of money Greshler asks for has been undetermined, it is estimated that it is about \$5,000. Martin and Lewis are at present in a dispute and approaching arbitration proceedings between Music Corporation of America (MCA) and Greshler.

Gayway, Inlaterra, Old 1-Nighter Spots, Pass Out of Picture

CHICAGO, Oct. 28.—Two unimportant one-night ballrooms went to the wall recently. The Inlaterra Ballroom, Peoria, Ill., was sold by op Joe Cooper to a chain department store firm which will convert it into a store. The Peoria terperly, which was built in 1921, was bought by Frank Dougherty in 1936, and Cooper started as manager in 1946. Spot frequently used names until the last year. Cooper is starting a lounge, Joe Cooper's Tap, in Peoria, in which he intends to use live talent.

The Gayway Ballroom, McCook, Neb., has gone out of business. Jim Corcoran, op, could not be contacted. The ballroom was important because it was the last outpost between the Nebraska ballroom territory and Denver.

Tony Cavalier, who operates at the Nu-Elms Ballroom, Youngstown, O., and New Market Gardens, Akron, is shuttering the latter spot this week because of lack of dance band interest. He may reopen after the first of the year.

Bistro Tax Shows Business Is Okay

WASHINGTON, Oct. 28.—The lengthy decline in nitery business, as reflected in tax receipts, appears to be slowing to a halt, according to a tax report by Internal Revenue Bureau this week. September collections posted a total of \$3,643,452—a dip of only \$39,232 from the preceding September.

After some three years of substantial year-to-year decreases, the first quarter of the current fiscal year brought in \$10,657,313 in taxes on niteries, cabarets and roof gardens. The same period for the last fiscal year yielded only \$4,486 more.

The good showing made in nitery tax collections for September was in direct contrast to the heavy decline of about \$4,000,000 in taxes collected on admissions to movies, legit theaters and sporting events.

Night Club Reviews

Persian Room, Hotel Plaza, New York

(Thursday, October 26)
Capacity, 275. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 11:30. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Publicity, Ed Seay. Estimated talent budget current show, \$3,000.

Preceded by a number of adverse reports, Elsa Lanchester, in her stem preem as a cafe performer, turned in a surprisingly good job. Tho it is doubtful if the picture actress will become a top salon attraction with her present material, she has real value for class rooms, working to audiences who can understand her nuances and her fey quality.

Miss Lanchester does a series of caricatures, ranging from a boozey fem with a penchant for laundromats to a lady of questionable morals who observes life from her piazza. In between, there is a hoydenish thing about a janitor's son and the bad little girl. Miss L's the latter and works, sans mike, atop the Steinway, showing gams, rolling around and making generally like a juvenile delinquent. Then there's a stroller, tagged *I Collect Underwear*, in which she played to one male ringsider with amusing results. There's the *Catalogue Woman*, strange, sombre song that drew rapt attention, and the *Oyster Man*, a delightful bit of folk lore attributed to Oliver Wendell Holmes.

At times Miss L's pronunciation is difficult to understand and perhaps her material won't pull any yocks. Despite these drawbacks, she proved she was an actress with a penchant for entertaining. Her *Janitor's Son* was gem of subdued comedy. Her *Underwear* number has sufficient innuendoes and solid acting for any cafe; while her *Catalogue Woman* was an impressive change of pacer. The audience very obviously took to her.

Alan and Blanche Lund, previously caught as the Lunds, have acquired a slickness and finish that makes them better artisans—the lesser showmen. They still have some flashy tricks, spins, etc., but the excitement they exuded when originally caught, was lacking. On straight dancing they are very competent, tho their best was their dance *Country Style* in which they let themselves go. Incidentally, the Lunds are the latest dance team to use that overly contrived darling-honey chit-chat. This over-politeness is so artificial it becomes embarrassing.

Dick La Salle's ork does a pleasant show backing job, tho Miss Lanchester has Ray Henderson at the piano. Mark Monte and his small combo is still there, and still the personality boy of the Plaza. *Bill Smith.*

Chase Club, St. Louis

(Monday, October 23)
Capacity, 1,000. Manager, Harold Koplar; publicity, Jeanne Dunaway; booking, non-exclusive. Estimated talent budget this show, \$16,500. Shows at 8:30 and 11:30.

With a terrific following built up by their appearances on TV, radio and the flickers, Dean Martin and Jerry Lewis are one of the hottest attractions in showbiz today. Since the Chase Club opened in 1933, there has never been an attraction to rival the reception these boys got. In for seven nights, they played to packed tables, hundreds of standees and literally thousands of reservations were refused by the maitre d'.

Show opened with eccentric comedy dance team of Leonard Barr and Marie Estes. Male showed a flair for comedy; gal, cute and shapely, made a nice foil for Barr.

Martin and Lewis followed, were on for 90 minutes, and threw everything in the book at the crowd. Mugging, impersonations, singing, dancing and general mayhem resulted, with the audience eating up every second of it. Particularly good was their take-off on an old-time dance team out of the old Palace days. Also stand-out were their antics with trumpet and trombone, a bit that brought Dick Stabile into their act. The ex-ork leader has been musical director and arranger for the boys for the past four years and deserves plenty of credit for a superb job. *Abie L. Morris.*

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Paradise, New York

(Wednesday, October 25)
Capacity, 900. Price policy, minimum \$3.50. Shows at 8:30, 12:30 and 2:30. Operator, Ralph Watkins. Booking policy, non-exclusive. Estimated talent budget for current show, \$3,000.

This site of many clubs has made a complete cycle. It started as the Paradise, became the Hurricane, then Vanity Fair, Zanzibar, Bop City—and now it's the Paradise again. Ops spent a few bucks to change over the place, put in new lights, new decor, red-and-gold, and reopened for biz. For the first show the room was sold out, probably taking in close to \$4,000, not a bad figure to start working on—but the show, the thing that the ops hope is going to bring 'em in, again and again, missed badly.

The format for the show, *Jazz Train*, was the same basic one this reviewer saw three times in the old Bop City. But where it was an exciting spectacle before, it is now flat. When first caught officially (*The Billboard* review, September 30) it had everything—life, fire, imagination, singing, dancing and comedy. Tho the basic ingredients are still there, the kids worked like they didn't care whether school kept or not. Still the previous performances are too fresh in this reviewer's mind to treat this one too critically.

The idea of *Jazz Train* was to make it a cavalcade of jazz thru the years via a mythical engineer, Leslie Scott, a good boy with a song. As it progressed, it went thru a Congo number (11 people) in a terrific torrid opener; the Plantation number had a basic humor that was infectious in its simplicity. Then came a tumult act in the Chocolaters (three boys), a quickie minstrel bit. This was followed by the New Orleans number which called for solid blues by Irene Williams, mixed up with dynamic dancing by Joanne Norris and Chino Roman and finally ended in a hilarious barroom drunk fight scene which had all the basic elements of comedy.

The fifth, a folk song, *John Henry*, brought on Harry Belfonte and singing group. This was followed by a round-up of the greats of jazz, with Ann Lewis attempting a throaty *Bessie Smith*; Red Allen, a raspy *Louis Armstrong*; Royce Wallace, a seductive, but homesick *Josephine Baker*, and wound up with Leslie Scott doing a believable *Sporting Life* to Irene Williams' *Bessie from Porgy and Bess*. The *John Henry* number brought the show down and subsequent acts had a grueling task to get it up again.

Still the formula is there; its execution was demonstrated before. What it lacked at the new Paradise was the old fire, the zing and, perhaps, an attempt to improve on what was already proved.

Mervyn Nelson, writer and director, is a lad with imagination. When he gets the cast back on its toes and drops some of his new trimmings, he'll have a sock show. Fletcher Henderson, working behind a scrim, cut the show. Ned Harvey did the intermission music. *Bill Smith.*

Ciro's, Hollywood

(Wednesday, October 25)
Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hoyer. Press, Rogers-Cowan. Estimated budget this show, \$3,500. Estimated budget last show, \$4,000.

Hazel Scott is equally as solid a nitery attraction as she is a pianist. She avoids relying solely on her keyboarding by converting herself into a visual act. Facial expressions, gestures and general bearing on the piano bench, reflect the mood of her music to hold attention. Handicapped by a cold, she rarely chimed in vocally on a riff passage.

Wisely offers a varied selection including such sure-fire crowd pleasers as Liszt's *Hungarian Rhapsody* (No. 2), *Warsaw Concerto*; her sizzling eight-to-the-bar original, *Chicago Fire*, winding up with *Dark Eyes* and *Third Man Theme*. Her version of *Warsaw*, tho a vest pocket edition of the original, was played straight. For the other numbers, she followed her characteristic theme-and-variations device of playing the first few bars straight then converting to a syncopated pattern, proving she can make the Steinway sing or jump.

Matty Malneck's ork provided competent support as well as toe-tapping dance selections. Current bill should attract healthy biz. *Lee Zhitto.*

China Doll, New York

(Tuesday, October 24)
Capacity, 400. Price policy, \$2.50-\$3 minimum. Operator, Tom Ball. Shows at 8:30; 12:30 and 2:30. Exclusive booker, Leonard Green. Estimated talent budget current show, \$1,500.

The current show runs well, starring Chuchio Martinez and featuring Edwards and Diane, Jane Scott, Guili-Guili and an all-Oriental line with choreography by Ted Cappy.

Martinez is still one of the finest male singers around. Absent from the scene for a few years while making flickers in Mexico, the pleasant open-faced lad has lost none of his vocal qualities. Since last caught Martinez has added *I Love You Too Much*, in Yiddish, to his routine and does it surprisingly well.

Edwards and Diane (male left agenting to go back as a performer) did a nice job in their three numbers. Their lifts are good, tricks are flashy and dancing skillful. The audience gave them big hands.

Jane Scott, a tall, lithe, long-legged blond hooper, displayed some exciting heel and toe work plus a dramatic costume that helped set her off. Gal worked in her own spot, then closed with the production. She did better as a single, for reasons which may have been attributable to music and lights.

Guili-Guili, working in the middle, did his usual competent job of magic with disappearing eggs, flags out of mouth and chicken bits to appreciative laughter and applause.

The productions are at least novel. The all-Oriental line opened in Polish peasant costume to *Tzena* which was the height of incongruity. Yet this itself was enough to draw attention. The middle number was a Near East dance complete with typical neck jerks, etc., while the finale was a Latin thing. The girls try hard, but if the results aren't everything they should be, the choreography showed imagination.

The biggest thing here is the music, Noro Morales (14) and Irwin Kent (9) keeping the floor jammed. The latter pounds out those torrid Latin beats to enthusiastic and crowded dancers. Kent does the American tunes and cuts for the show. *Bill Smith.*

No Liquor Shortage

WASHINGTON, Oct. 28. — Despite the distiller agreement to divert a large portion of output to industrial alcohol, there is little chance of a return to the liquor shortages of the last war, according to Commerce Department officials. Stocks of liquor aging or ready for the market amount to around 650,000,000 gallons — about an eight-year supply at the current rate of consumption. Demands for industrial alcohol by the armed forces will be comparatively slight over the next few months, and liquor production will still be above the consumption rate. By mid-1951, defense demands are likely to be taking all the excess distiller production, but barring an unlikely grain conservation order, will not require much of a slow-down in hootch output.

American Nitery Ops Find Paris Good Place To Do Biz

• *Continued from page 47*
of the entertainment, talent is used only to substitute for Heath or Payant.

Honey Johnson and her husband, Herbert Gentry, together with a Frenchman, Albert Bidon, operate their club in Montparnasse with American songs and atmosphere. Tho tourists often come, its clients are mainly people working in Paris or attending school. Honey Johnson's opened in February, 1950. It has a capacity of 300 and operates at a minimum of 125 francs (35 cents) for beer. Shows go on at midnight, but the place is open from 9 p.m. to 4 a.m. Show policy consists of a two or three-piece ork and singing, mostly of the blues variety. Honey Johnson does blues, Jane Hamilton sings standards and Quentin Foster does blues and show tunes. All the entertainment is in American, tho a French word or two slides in now and then.

The Water Gypsy Club is on a tiny houseboat on the Seine, tied to the quay near Pont Alexander III. It is operated by Lisa Perrin, formerly a chorus girl at Billy Rose's Diamond Horseshoe. Miss Perrin bought the houseboat, in April, 1950, operating it as private club (500 francs (\$1.50) annual membership fee). The bar opens at 5 p.m., closes at 2 a.m. During

Musicker Pay Hiked for Cafes

• *Continued from page 47*

down the number of performers and will put many of their people out of work. Talks have been scheduled between AGVA and 802 to discuss the matter in an effort to come to some sort of an agreement.

The new change was to go into effect the end of October, but there probably will be a three-to-four-week leeway.

AFM is also asking that all hotels in the A classification raise their scales from \$109 to \$124.

A new edict is expected to be issued by AFM affecting club dates, in which field most 802 people do a lot of their work. Union is expected to ask \$20 per man for the first four hours, with time and a half for overtime. Current rate is \$16 per man. The Saturday rate will be \$24 per man for the first four-hour session.

The letter to all hotels and cafes reads: "On all contracts after October 31, 1950, the scale on both Class A and Class B establishments shall be increased by \$15 per musician per week in all categories, and with overtime at one-and-a-half times the new hourly rate. Extra sessions and extra men per day shall be increased accordingly. The additional charge on New Year's Eve shall be increased to \$10, and the price for rehearsals for shows increased to \$3 per hour or less on Class A, and \$2.50 per hour or less on Class B.

"In both Class A and Class B, members shall not play a show longer than one hour at a stretch. If any show on any night of the week is played for more than one hour, then each musician employed on a weekly basis shall, for said week, receive 10 per cent above the regular minimum weekly wage. The employer shall also be required to pay each musician \$5 per week extra as stretch time for more than one hour.

Class AA Set
"It is also our intention to establish the classification of Class AA affecting the Copacabana, Diamond Horseshoe, Latin Quarter and the Paradise, and similar establishments. Conditions for the show band to be a work day of six hours within seven or less, at a weekly rate of \$125 per week with overtime at the rate of time and one-half. The alternate band shall be classified as Class A and paid accordingly.

"In addition to the foregoing, we are seeking the payment of a 5 per cent contribution on payroll toward a newly established health and welfare fund, to be jointly administered by representatives of the employer and the union.

"We also intend to place in effect a requirement that on each steady engagement, each musician shall be entitled to one day's vacation per month with pay, or a total of two six-day weeks per year with pay. On engagements of less than one month, vacation time and pay shall be prorated."

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by Uno

ROXY HART, who goes from the Fox, Indianapolis, to a second tour of the Jack Kane circuit at double the salary she received on the first, cabled flowers to **George Bernard Shaw**, convalescing in Luton, England, in appreciation for his styling her "The epitome of American beauty." . . . **Nana Ticatin** is doubling between the parade girl line at the Hudson, Union City, N. J., and as a portrait painter in her own studio. . . . **Tom Patricola Jr.** moves from the Gayety, Detroit, to **Milt Schuster's** roadshow. . . . **Winnie Garrett** is in her sixth month at the Ha Ha Club, New York. . . . **Bob Lang**, new comic on the Hirst Wheel, who made his stage debut as an operatic baritone six years ago, and his wife, **Gayle Page**, stripper with the same unit, celebrated their 12th wedding anniversary October 25 while playing the Troc, Philadelphia. . . . **Phil Crawford** replaces **Nat Ozmon** as house singer at the Hudson, Union City, N. J., November 5 when Ozmon takes to the road as a straight man. . . . **Herbert Minsky** is managing the road tour of "Three Blind Mice." . . . **Bobby Ray** closes with Prell's Broadway Shows, a carnival company, November 4 at Bishopville, S. C., to play club dates thru the personal management of **J. M. Carter**.

PRINCESS LAHOMA, whose family moniker is **Oteka Lahoma Kaliteyo Colavolpe**, is a new featured strip in the East. She was a character terapist on the West Coast. . . . **Bernie Leighton** is the new house singer at the Empire, Newark. He relieved **Frank Petan**, who moved to the Howard, Boston. . . . **Ann Amend**, of the line at the Hudson, Union City, N. J., was formerly a cashier at the State, Baltimore. . . . **Bette Rose** follows **Lana Barri** into featured spot November 10 at the Maryland, Baltimore, where **Eddie Kaplan** is manager; **Bill Seibert**, assistant; **Tommy Tomlin**, treasurer; **Kay Kaplan**, assistant; **Lillian LeRoy**, ticket taker; **Herbie Moore**, ork leader; **John Varney**, organist, and **Dorothy Conova**, line producer. **Sparky Kay** and **Helen Colby** opened their October 27. **Al LeRoy** is in his sixth week there as stage manager and straight man. . . . **Jack Beck**, **Eddie Lynch** and **Eddie Shafer** are in charge out front at the Roxy, Cleveland. . . . **Ralph Clifford** and **Josephine Day** have wound up seven weeks of stock at the Mayfair, Dayton, O., and left for New York to work clubs. Another closer there was **Theodora**, who has gone into stock in Detroit. . . . **Matt Kennedy**, former straight man and now a gag writer, suffered the loss of a wallet containing cash and identification cards to pickpockets while exiting from a New York bus last week. . . . **Eddie Skolak** has **Jack Rayly**, **Little Jack Little** and **Ruby King** at the President-Follies, San Francisco. . . . **Tommy Levene**, former comic, booker and house manager, is back comickng at the Rio Casino, Boston, while his wife, **Mae Brown**, a former top burly principal, is a waitress in a local delicatessen.

Hocus-Pocus

of Magic and Magi

by Bill Sachs

JOHN NICHOLLS BOOTH, clergyman, magician and journalist on Far Eastern affairs, is the author of a new book, "Fabulous Destinations," which hit the nation's book racks October 24, bearing a \$3.50 price tag. The Personal Book Shop, Boston, is conducting a mail-order pitch on the new works. . . . **Harry W. Kessel**, Irvington, N. J., magicker, has cooked up a novel and effective mailing piece that is going out to entertainment committees in his territory offering a complete "package" of his regular half-hour magic show plus a personal appearance of Santa Claus for the holiday season, the fee being \$35 complete for the works. . . . **Rudy Lenzer**, popular Cincinnati trixster, who suffered a stroke several months ago, is mending nicely at his home, 276 Emming Street, Cincinnati. Magic friends are urged to drop him a line. . . . **Russell Swann** now packs his show, including his brunet-looker assistant, **June Nolden**, into a new Cadillac sedan. . . . **Law Gerber** is still working theaters and clubs out of St. Louis, where his new bride is winding up a college course. . . . **Bob Nelson**, of the Nelson Enterprises, Columbus, O., this week begins distribution of his latest catalog, this one bearing the number 23, which Bob says is the finest he's issued in his nearly 30 years in the business. His Buyers' Guide and Supplement to the catalog will be ready late this week. Fee for the catalog and guide is 50 pennies. . . . A new name in the Cincinnati magic field is **Vern A. Hartman (Na-Aub)**, a young man with a sharp turn and a knack for selling, who is rapidly building himself an

enviable reputation at clubs and private parties in the Cincy area. He's demanding, and getting, a substantial fee for his services, too.

MILBOURNE CHRISTOPHER begins a week's stand at the Hippodrome Theater, Baltimore, Thursday (2), his fourth engagement at that house. The November 7 issue of People Today, now on the newsstands, carries a three-page photo feature on Christopher. He also netted a mention recently in **Frank Farrell's** column in The New York World-Telegram and the Lines and Lineage feature in the same paper. **Norman Clark** recently devoted his entire TV column in The Baltimore Sunday American to a highly favorable review of Christopher's tele show. . . . **Raynard** is sojourning at his Mansfield, Mass., home, readying a new turn to present before G. I.'s at army camps and hospitals. He was engaged in special service work in World War II. . . . **L. E. (Roba) Collins** was married at Richmond, Ind., October 22 to **Rich Alice Purdom**, X-Ray technician at Reid Hospital in that city. After a brief honeymoon, Collins has resumed with his mystery revue and spook opry at private clubs, schools and theaters in the Middle West. Collins lost a night show recently at Dexter, Mo., when his trailer was badly damaged when it turned over near that city. **Chick Howard**, a feature with the Collins show, is still on the sick list. . . . **Walter A. Schwarz** typewrites from Bridgeport, Conn.: "Magic around here is still pretty good. I manage to keep busy with club dates, and gin mills on the week-ends. **Milton Kardo**, **Jimmy Brockett** and **Harry Tomlin** manage to get theirs in this sector." . . . **Larry Weeks**, after several weeks of nitery dates in Connecticut, hopped into New York October 19 to appear on **Kay Kyser's** television show originating from Station WNBT. Weeks did a juggling sequence in a cafeteria scene, as well as juggling take-offs on **Fred Allen** and the late **W. C. Fields**. The past week-end he took in the 14th Annual Conclave of the New England Magicians at Bridgeport, Conn., where he showed his wares on the headliner show on Saturday night.

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Capital Night Spots Headed For Record-Smashing Biz

• Continued from page 47

Louis Armstrong due later. The Merry Land bid a temporary farewell to Pearl Bailey and is now lining up names of comparable rank.

Once strictly a dance spot, the Lounge Riviera at Hotel 2400 has added a pair of vocalists, **Lois Agee** and **Sandra Stahl**, and **Roberta**, mentalist. The Windsor Room, once a folksy community sing spot, now has a string of entertainers headed by the **Voca-lovelies**.

Mulling a switch to a big show policy is the quiet Cocktail Lounge at the Dupont Plaza. Meanwhile, organist **Ida Clarke** resumes after a summer vacation.

Success of the Dixieland jazz policy instituted at the Charles Hotel by **Willis Conover**, WWDC disk jockey, has other operators thinking of trying it out. The non-segregation policy of the spot, however, is unlikely to catch on in Jim Crow Washington.

Intimate clubs plan to continue as usual. It's **C. J. Holly** singing at the King Cole Room, and **King Cole** graduate **Dona Mason** at the Colony. Cafe Caprice continues with pianist **Martin Rocklin**. All three clubs are noted for lengthy holdovers of talent.

Extra Added

Brief but important night club-vaudeville news

New York:

Carl Brisson and **Lisa Kirk** get the Waldorf-Astoria's Wedgewood Room, starting November 30. . . . **Jane Harvey** will be on the opening bill at La Martinique with **Noonan** and **Marshall**. The **Billy Williams Quartet** will follow the **Weavers** into the Blue Angel.

The MCA "Jazz Train" package will be offered to buyers at the end of November. . . . **Peter Donald** signed by MCA. . . . Four British buyers in town searching for talent. . . . **Jack Benny** and **Dinah Shore** on the next command performance at the London Palladium. . . . **Jane Froman** broke the record in attendance at the Persian Room. . . . **Jane Morgan**, in Paris for the past four years, opens at St. Regis November 14. . . . First show at the new Empire Room of the Albany Ten Eyck Hotel, opened October 26, has **Jack Dabdoub**, **Peggy** and **Michael Arnaud** and the **Van Smith Band**. . . . **Judy Lynn** replaced **John Merrill** on "Sing Me Again," while latter goes into legit, "Bless You All."

Little Singers of Paris (Les Petits Chanteurs), a forty boy singing group, is being handled by **Herman Fialkoff**. . . . **Joe Lewis** drew \$382,000 first 6 weeks at the Copa.

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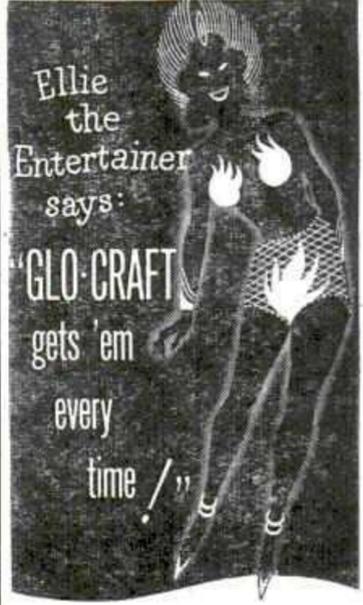
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Sides and Asides

Playhouse Lights

The Playhouse, New York, will light with Paul Crabtree's comedy, "A Story for Sunday Evening," November 17 instead of November 21, as heretofore skedd. "Sunday" gets a three-day tryout in Wilmington, Del., starting November 9. With Henry Jones making a fourth to the character roster, consisting of Cloris Leachman, Nan Martin and the author, casting is now complete. Crabtree is triple-threatening as author, actor and director. Buford Armitage is stage manager. Trio Productions and Milo Thomas are the sponsors.

City, ELT Team Up

The Project for Community Education of the Board of Education of the City of New York has teamed up with Equity Library Theater for a second season of Bronx neighborhood presentations. Under the title of Equity Community Theater, the group will open at the Clinton Community Center with "You Can't Take It With You," January 18-21. Opener will be followed at fortnightly spans by "Payment Deferred," February 8-11; "Major Barbara," February 22 thru 25, and "Babes in Arms," March 8-11. The series will be extended to other community centers.

Gioconda Smiles Again

The theater squeeze which threatened early this week to have Shepard Traube offering "Gioconda Smile" on the Meadow up in Central Park was at least temporarily relieved Friday (27), when the producer signed up to move his attraction to the Fulton Theater Monday (6). "Smile" has to vacate the Lyceum on that date to make room for the incoming "Country Girl, and up to yesterday Traube was on the hot seat with no available house in sight. Announced shutterings, however, of "Burning Bright" at the Broadhurst and "Legend of Sarah" at the Fulton, gave him a choice. Unfortunately, the move to the Fulton is only good for two weeks, altho Traube says it may be longer. This appears wishful thinking as the Fulton's manager, Louis Lotito, states flatly that the booking is only good to November 18, at which time the house must be cleared for the advent of "The Golden State," which is definitely booked to unveil there November 25. "Smile" has been doing better than fair business with a gross of 15G, sans theater parties, last week.

Whither 'Bound'?

Sardi Scuttlebutt last week was predicting a revival of "Outward Bound," with Sam Wanamaker doubling staging and acting chores. The hush-hush rumor also put Julie Hayden in the cast. Casting was said to be skedd for next month, with the Fulton Theater as the eventual base of operations. However, a call to Manager Louis Lotito, developed that the matter was a complete surprise to him and, since the Fulton is booked for weeks to come, "Outward," if any, may be bound

elsewhere. Wanamaker is at present employed with "Arms and the Man" at the Arena Theater.

Ross To Stage 'Tower'

Judith Anderson and Luther Greene have signed Robert Ross to stage "Tower Beyond Tragedy," which skeds to inaugurate the 10-play series at Anta Playhouse, New York, November 19. Wolfgang Rothe will do the sets. Hiss Anderson and Alfred Ryder have the leads. Philip Huston is set for an important supporting role. Rehearsals start Monday (30).

"Pride's Crossing" Set

The Victor Wolfson drama, "Pride's Crossing," is definitely set for official unveiling at the Biltmore Theater November 22. Director Martin Manulis is currently putting a cast, featuring Mildred Dunnock, Tamara Geve, Katharine Bard and John Baragrey thru its practice sessions. Ralph Alswang has designed the scenery. Philip Barry Jr., is stage manager. "Crossing" will open cold after a series of paid local previews.

Mr. & Mrs. G-J

Ferenc Molnar's comedy, "The Guardsman," is to get professional Stern revival for the first time in 25 years, and with another husband-and-wife team in the lead slots. Back in 1924, Alfred Lunt and Lynn Fontanne were a smash in it. Now comes Jeannette MacDonald and Gene Raymond to take over their amiable chores—and, incidentally, to act together for the first time on the stage. Messrs. Aldrich and Myers, in association with Julius Fleischmann, are plotting the revival for a Los Angeles or San Francisco unveiling, with a short Eastern trek to follow, and a Stern goal in late February. The team-up could omen an on as well as off-stage partnership. Perhaps, the pair may become "The MacDonalds" or maybe, "The Raymonds."

Suit Vs. Todd Claims Pap for 'Peep' Skit

NEW YORK, Oct. 28.—Michael Todd, William K. Wells and the B.R.T. Corporation were named as defendants last week in a New York Federal Court action for an injunction, damages and an accounting of profits for allegedly incorporating a dramatic composition, *Friendly Neighbors*, into the musical play, *Peep Show*. The action was filed by Everett A. Hayes, as administrator of the estate of Max E. Hayes.

The complaint claims that prior to August 23, 1924, Wells wrote a dramatic composition entitled *Neighbors*, which he assigned to the late Hayes in November, 1929. The assignment, it is charged, included the right to license others in the use of the copyrighted *Neighbors*.

The sketch, *Friendly Neighbors*, the complaint alleges, was copied from the plaintiff's *Neighbors*.

Two-Fer Fans To Look For That Black Dot

NEW YORK, Oct. 28.—A new gimmick in two-fers this week was originated by the Economy Theater Ticket Servi. The company will distribute thousands of half-price cards with black dots to various organizations. When a faltering legit show decides it needs customers, its daily newspaper ad will contain a corresponding black dot. Thus the cardholders will know half-price tickets are available.

The virtue of the system is that it is a minute-man type pulmotor to bail out the lagging h.o. In the usual two-fer distribution tickets are generally dumped on the market in such huge quantities even when business picks up there are still two-fers outstanding

which must be honored. And since these two-fers are printed weeks at a time they can't be limited only on the traditional weak nights in the theater, Mondays and Tuesdays, when the take needs jacking up.

Since two-fers are vitally important to the Broadway scene, especially in the summer, the development of this new technique should be of great aid. With the huge number of black dot cards expected to be distributed, the new system should enable virtually any legit show to get an audience at short notice. This method of two-fer distribution can be also employed for previews of legit shows and for getting a radio and a TV audience.

Tele Is Designers, Painters Manna; Jobs Plentiful, Steady

• Continued from page 1
continuous union steward's list of 60 names—as soon as a man came off a job he filed his name for rotating employment. Today the list is non-existent.

Rudy Karnolt, business agent of TCDDP, enthusiastically backs Fox's statement, and his employment figures add up substantially the same. According to Karnolt, TV increased job opportunities 30 per cent last year and this year has jumped them 60 per cent over 1949. Currently, there are 64 scenic designers, 21 costume designers and 82 painters on tele pay rolls. In fact, the shortage of

painters has become acute. There is no slack anywhere, and the stewards' list is a memory.

The major issue, Fox points out, is that TV is providing permanent slots for less experienced as well as veteran designers. Seldom do younger men get a crack at back-grounding a Stern show, and in the case of veterans the fee for a one-setter amounts to only \$1,000 to \$3,000, with a \$3,000 to \$5,000 span for a musical. Against this long-chance operation, TV guarantees a staff designer a \$145 weekly minimum, and free-lance veterans (on packages, etc.) take in up to \$500 a week.

The current TV minimums are \$145 for taff and \$175 for free-lance scenic designers. Minimums for costume designers are \$100 for staff and \$131.25 for free-lancers. However, negotiations are in the works, says Karnolt, for substantial minimum increases which will make these figures obsolete. He expects a settlement within the next few weeks.

Steady Work

Work-wise, says Fox, TV scenic designing is no sinecure. A free-lancer puts in anywhere from 75 to 100 hours a week. Weekly drawing board time for a big tele show is heavier than for a Stern straight show. "Two tele productions equal the work for an average Broadway revue and pay off 1G against a possible \$5,000 for the Stern chore. However, \$500 coming in every week stacks up real pretty against an ephemeral 5G. The very best a top Broadway designer can hope to average from legit theater is \$14,000 to \$15,000 in a season, and he pays his own expenses. Thirty-nine weeks at \$500 per racks up to \$19,500 net and the continuous work is a stimulus.

One aspect of the tele upswing that worries Fox is the shortage of experienced painters. New young designers keep coming into the field. But there are no schools for scenic artists, and there are less of the old guard every year with no new ones coming up. Designers, says Fox, don't want to learn to paint. He thinks the time will come when scenic artists will be in big money demand. Even now, he says, some of them make themselves as much as \$350 a week doubling into shops from TV chores for overtime work.

Costumers Zoom

The function of the costume designer for TV is, of course, radically different from his work in the theater. His duties are almost completely supervisory, since practically all costumes are rented except in cases of "name" manufacturers who occasionally lend mod-

ern clothes free for air credit. This has resulted in a phenomenal business boost in the costume rental field. Abram Blumberg, prexy of Brooks Costume Company, puts country-wide costume rentals by all agencies at over \$2,000,000 a year, with tele rentals accounting for 500G of that sum. These figures, however, do not include rentals by the Western Costume Company of Los Angeles which is subsidized by the pic companies.

Naturally, the bulk of the tele rental business currently stems from the New York area. Of the 500G cross-country take, \$350,000 is estimated as the total local revenue. Of this sum, Brooks alone takes in 20G a month or \$240,000 annually. It can readily be seen, therefore, that TV has added 25 per cent gross revenues to a business which heretofore was practically dependent on legitimate theater. And Blumberg points out, this is only a beginning.

In sum, says Fox, the infant industry is pointing up a 30-year cycle. When the movies first popped up into the big time, all the theatrical trades reaped a harvest. Three decades later a new medium comes into its own to give employment a similar hypo. And like Blumberg, Fox opines: "It is only the beginning."

CTP Meets With TCEA

NEW YORK, Oct. 28.—A five-man committee repping the Committee of Theatrical Producers (CTP) met again yesterday (27) with the Ticket Code Enforcement Authority (TCEA) to help formulate a reply to the ticket brokers' beef as to whether Sylvia Siegler, operator of the Show-of-the-Month Club, should sign the code, as is, or whether modifications of the code be made to permit the brokers to operate on a similar basis.

The committee's recommendations were kept a dark secret. They will, however, be submitted Monday (30) to the board of governors of the League of New York Theaters (LNYT) for approval. That being obtained and the brokers proving agreeable, the TCEA may act. Some further delay, however, can occur in the settlement of the drawn-out hassle should the two Equity members of the Code Authority think it necessary to get the approval of Equity Council on its final decision. A member of TCEA opined yesterday that a settlement ought not to take more than a couple of weeks.

Equity Alters Ways To Elect Council Subs

NEW YORK, Oct. 28.—Equity Council at its Tuesday (24) weekly meeting revised its method of electing replacement councilors to serve out unexpired terms. Heretofore, a nomination for replacement could be put before the council at any regular meeting boasting a quorum of seven and immediately elected.

The new system requires that such nomination be made in a regular meeting as a special order of business. The nomination of the candidate then must be submitted to a referendum vote by the entire council. There was some dissent as to a referendum procedure as setting a precedent for more obscure matters, which might require clarification via discussion. However, the referendum system was agreed to on the basis that it will only apply to election of replacement candidates.

"Lost in Stars" Not Lost at BO

NEW YORK, Oct. 28.—Touring troupe of *Lost in the Stars* snared a hefty take last week with a gross of \$31,112 for eight performances. Showings were divided between stands in Cincinnati, Louisville and Huntington, W. Va.

Monday (30) the Maxwell Anderson-Kurt Weill musical celebrates its first birthday with the start of a four-week stand at Chicago's Great Northern Theater. *Stars* preemed at the Music Box here just a year ago.

ELT Releases Half Its Sked

NEW YORK, Oct. 28.—Following its opening bill of *Broadway*, which opened Thursday (26), Equity Library Theater will continue week-end offerings at its own showcase, the Little Lenox Hill Playhouse.

The schedule for the first half of the 1950-1951 season is as follows: November 2 thru 5, two one-acters, *August Heat* and *Soldadera*, November 9 thru 12, Shaw's *Misalliance*; November 16 thru 19, Jeffrey Dell's *Payment Deferred*; November 23 thru 26, Ibsen's *Hedda Gabbler*; November 30 thru December 3, *Missouri Legend*; December 7 thru 10, Shaw's *Major Barbara*.

Student Players Go Semi-Pro in Detroit

DETROIT, Oct. 28.—Student Players, group that started as a veterans' recreation project at Willow Run Village, housing project for University of Michigan ex-G.I. families, took on semi-professional status Thursday (26) with the debut of their fifth season at the Lydia Mendelsohn Theater, Ann Arbor. The group plans to bring a subsequent production into a Detroit house.

Current production is Moss Hart's *Light Up the Sky*. A new play, *Hanon Won't Go*, by Ton Danelli, which won the 1950 Avery Hopwood Award, is slated for next spring. Present schedule calls for concentrating on only two shows a season.

Stagehands' Union Votes To Strike in All Fields

NEW YORK, Oct. 28.—The temper at headquarters of the Theatrical Protective Union, Local 1 (stagehands), is at the powder keg stage. The coming week may well highlight a crisis for legit, operatic and TV production. After a three-time turn down by the League of New York Theaters (LNYT) of its demands for a 10 per cent pay hike and an additional 5 per cent for its welfare fund, the membership voted unanimously Sunday (22) to strike not only in legit, but in operatic and TV fields as well. Contracts with the League, TV and Metopera expired July 31, September 1 and September 30, respectively.

Since last Sunday, the stagehands have been preparing for a shootin' war. Pending strike authorization from the international board of the International Alliance of Theatrical Stage Employees (IATSE) AFL, with which Local 1 is affiliated, they are proceeding on a basis of full preparedness for immediate strike action and are setting up the necessary machinery. A spokesman said there had been no word from the League since the strike vote was taken. He expressed union sentiment as "poised for a definite answer."

At this writing no authorization has been received from the parent

body and even should such come over the week-end, there will likely be no immediate walk-out until every possibility of adjustment is exhausted. But there is no question as to the temper and determination of the local in regard to its demands.

Supports Aged Members

The question of the 5 per cent contribution to welfare seems to be one of the boiling points. The spokesman pointed out that the union supports 150 aged members. "The managers want us to keep them off the stages," he said. "They complain that their liability insurance rates go up, because these fellows are too old to work. But when we ask them to share a fraction of the expense, they brush us off." The 10 per cent pay hike demand is based on the increased cost of living and less take-home pay.

Queried as to the week's developments, James Reilly, manager of the LNYT, stated that he knew nothing about the strike vote, except what he had read in the newspapers. The League, he said, has not been approached by the union during the week, but that the matter would likely come up for discussion at a meeting of the League Monday (30).

Out-of-Town Openings

THE COUNTRY GIRL

(Opened Monday, October 23)

**Majestic Theater,
Boston**

A play by Clifford Odets. Staged by the author. Settings and lighting by Boris Aronson. Costumes by Appa Hill Johnston. Business management, Forrest C. Harding and J. H. Del Bondio. Press representative, Tom Weatherly. Stage manager, John E. Sola. Presented by Dwight Deere Wiman.

Bernie Dod Stephen Hill
Larry Peter Kass
Phil Cook Louis Veda Quince
Paul Unger Michael Howard
Nancy Stoddard Phyllis Love
Frank Elgin Paul Kelly
George Elgin Uta Hagen
Ralph Tony Albert

The evidence in *The Country Girl* shows Clifford Odets to have had a change of heart. No longer is he heaving polemics at the ogres of Hollywood and Broadway, or turning characters on a spit to roast them in his own hot words.

Out of true compassion for human frailty, and warm understanding of human motives, he has written a play about people of the theater which is honest and dignified, a far cry from the nasty little comedies of the past few years, composed in acid as tho the theater were a gag.

Odet's story is neither original nor especially clear at the present time. But if anyone can clarify its story line, enliven its dead spots and winnow out its faults, Odets is the man. His theme is the regeneration of a broken man, downed by alcohol and self-pity, and the lengths to which his wife and friends will go to bring him back to sanity and reason.

Tale of Actor and Bottle

In this case his protagonist is an actor of great promise, a man whose stage magnetism enthralled audiences, whose creative forces make characters come alive on the stage. But he finds success and some inherent personal weaknesses too much for him. The bottle nearly finishes him off. But his wife sticks by him, becoming sullen and bitter, yet never losing hope that he may one day recover, if somewhere he finds a job to do, and is encouraged by the belief of others.

A young director, who has never forgotten the actor's improvisatory brilliance, calls him to try out for an important leading role. With the moral help of his wife, the actor decides to take the part. Then thrown into an emotional welter of doubt, self-pity and fear of failure by the importance of his last chance, he finds it hard to learn his lines and he blows up in rehearsals. And as the play progresses into last rehearsals and he sees failure, the final failure staring him in the face, he breaks down and back to the bottle. But only brief. The young director, who has wanted the man's wife out of the way, feeling that she is thwarting him, learns that his idol has been conniving, telling lies to cover himself, and that the wife is the only stable force in his life.

Altho the story line of *Country Girl* is fairly simple, its study of character and motivation is enormously complex. Hence, in a brief review, a lot of details must be left out. At the break-in, *Country Girl* was long on words, weak in structure, but saved by magnificent acting.

Kelly and Hagen Fine

Paul Kelly gives a marvelous detailed, probing performance as Frank Elgin. This is certainly his best acting to date despite his fine history. If anything, the performance of Uta Hagen, as the suffering but compassionate wife, is the center of the play and its theme. She gives a brilliant portrayal of a strange, complicated woman. Newcomer, Stephen Hill, as the director, manages to control a white-hot intensity, emerging as a very promising young actor.

The production is in the best Dwight Deere Wiman tradition. Boris Aronson's sets perfectly suit the mood of the play. Odet's direction is excellent. He needs now to work at some theatrical carpentry, carving out the right bits and pieces which will make his play fulfill its promise.

Bill Riley.

BELL, BOOK AND CANDLE

(Opened Wednesday, Oct. 25)

**Shubert Theater,
New Haven, Conn.**

A comedy by John Van Druten. Directed by Van Druten. Scenery and lighting by George Jenkins. Miss Palmer's costumes by Valentina. Other costumes by Anna Hill Johnston. Company manager, Max Siegel. Press representative, Ben Kornzweig. Stage manager, Joseph Leon. Presented by Irene Mayer Selznick.

Gillian Holroyd Lilli Palmer
Shepard Henderson Rex Harrison
Miss Holroyd Jean Adair
Nicky Holroyd Scott McKay
Sidney Redlitch Larry Gates

Bell unfolds as a completely entertaining, thoroughly charming fantasy that should be affectionately embraced by the Stem from its first curtain. Van Druten has given Rex Harrison and Lilli Palmer a delightful little comedy as a grand kick-off present on their debut as a stage acting team, and their premiere showing should place them high up in the ranks of the husband-wife stage combos.

While no one is expected to believe any of the situations in the story, practically everyone will enjoy them—and Van Druten has made no pretense at preaching a message except, maybe, "love conquers all."

Witches and Love

The play concerns a family of witches (the real spell-casting kind) who live right in the heart of the Murray Hill section, and when they are not casting spells, live perfectly normal lives. Their even tenor is threatened when the youngest member of the clan falls in love with a mortal, and since this is in direct violation of the rules in the witches' handbook, troubles arise.

The problem is solved in a manner that is neither unexpected nor novel; but, it is very entertainingly arrived at, and the adroit handling of the laugh lines by the very brilliant cast makes this seem funnier than it actually is.

Co-Stars Excellent

Miss Palmer has everything emoti ally and pictorially that the part requires. Her last act scene with Harrison more than carries out her previous promise as a dramatic actress of top-drawer ability. Incidentally, her wardrobe, designed by Valentina, will make many of the fem hearts flutter and can easily start a stampede toward the better dress shops for copies. Harrison is quite at ease in his semi-comic role, and, while inclined to throw away too many lines for comfortable hearing, is nevertheless a master of timing. The major portion of the laughs are his. His interpretation of a bewildered mortal, completely unwilling to believe that witchcraft can exist today, is really superb.

Other members of the small cast, Scott McKay, Larry Gates and Jean Adair, are excellent foils for the two stars and all give the impression that they are thoroughly enjoying themselves. Every part is well filled and adds up to a well-rounded show. Van Druten's direction leaves nothing to be desired. There is excellent movement and pacing, and quite proper motivation. As soon as the winches can be tightened on the second act, which is the only weak part of the show, this will be ready. George Jenkins has contributed a well-executed set.

In sum, *Bell* should ring long and loud and, while neither brilliant nor spell-binding, will give a pew-buyer his full money's worth.

Sidney Golly.

THE LADY'S NOT FOR BURNING

(Opened Monday, October 23)

**Shubert Theater,
Boston**

Comedy by Christopher Fry. Directed by John Gielgud. Decor by Oliver Messel. General manager, C. Edwin Knill. Company manager, Charles Mulligan. Press representatives, Willard Keefe, David Tebet. Stage manager, Sybil Williams. Presented by Atlantic Productions—The Theater Guild; H. M. Tennent, Ltd.; John C. Wilson.

Richard Richard Burton
Thomas Mendip John Gielgud
Alizon Eliot Penelope Munday
Nicholas Devize David Evans
Margaret Devize Nora Nicholson
Humphrey Devize Richard Leech
Hebble Tyson George Howe
Jennet Jourdemayne Pamela Brown
Chaplain Elliot Makeham
Edward Tappercom Peter Bull
Matthew Skippis Esme Percy

The special public for *The Cocktail Party* has a new theatrical delight in store for it, this being Christopher Fry's romantic com-

BROADWAY SHOWLOG

Performances Thru
October 28, 1950

DRAMA

	Opened	Perfs.
Affairs of State.....	9-25, '50	39
(Royale)		
Angel With Red Hair.....	10-19, '50	12
(Blackfriars' Guild)		
Arms and the Man.....	10-19, '50	12
(Arena)		
Black Chiffon.....	9-27, '50	21
(48th Street)		
Daphne Laureola.....	9-18, '50	48
(Music Box)		
Death of a Salesman.....	2-1, '49	716
(Morosco)		
Legend of Sarah.....	10-11, '50	21
(Fulton)		
Mister Roberts.....	2-18, '48	1077
(Alvin)		
Mrs. Warren's Profession.....	10-25, '50	5
(Bleecker St. Playhouse)		
Season in the Sun.....	9-28, '50	36
(Cort)		
The Cocktail Party.....	1-21, '50	324
(Henry Miller)		
The Curious Savage.....	10-24, '50	7
(Martin Beck)		
The Day After Tomorrow.....	10-26, '50	4
(Booth)		
The Giacomda Smile.....	10-7, '50	25
(Lyceum)		
The Happy Time.....	1-24, '50	319
(Plymouth)		
The Members of the Wedding.....	1-5, '50	340
(Empire)		

MUSICAL

Call Me Madam.....	10-12, '50	20
(Imperial)		
Gentlemen Prefer Blondes.....	12-8, '50	372
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	762
(Shubert)		
Les Ballets de Paris.....	10-8, '50	23
(National)		
Michael Todd's Peep Show.....	6-28, '50	141
(Winter Garden)		
Pardon Our French.....	10-5, '50	28
(Broadway)		
Peter Pan.....	4-24, '49	216
(Imperial)		
South Pacific.....	4-7, '49	644
(Majestic)		
The Consul.....	3-15, '50	261
(Barrimore)		
Tickets, Please.....	3-15, '50	212
(Coronet)		

COMING UP

(Week of October 30, 1950)
Hilda Crane..... 11-1, '50
(Coronet)

CLOSED

Burning Bright..... 10-28, '50 13
(Broadhurst)
Opened 10-18, '50

edy, *The Lady's Not for Burning*. Written in soaring blank verse, spiced with intellectual wit and bawdy humor, superbly mounted by Oliver Messel, staged by John Gielgud in the grand manner and acted in broad and fitting style, *Lady* makes wonderful fun for the intelligentsia. Thus, its public may be limited. For it requires the utmost of attention as well as a lively, informed mind to be fully enjoyed.

Lady shows a big talent at work, a writer who dares cut a wide swath across history, literary and social. The material he has drawn upon knows no boundaries of time or space, hence his metrical language trills on the tongues of the actors and rolls out toward the ear in long, sonorous rhetorical periods of Elizabethan eloquence. Yet the puns, gags and allusions are as often modern as archaic, and much of the language itself is contemporary in idiom.

Set in the 15th century, "more or less exactly," as the program states, the story involves a madcap discharged soldier who seeks fame by demanding to be hanged for a murder he did not commit, a beautiful lady accused of witchcraft but whose only fault is her odd companionship with her pet animals, and a set of conventional folk of the period who form a backdrop for the vagaries of the two.

Stylish Acting

There is some wonderfully stylish acting in *Lady*. The knell of doom resounds in John Gielgud's booming rendition of Fry's poetic lines. And he strides about the stage in the imposing manner of the stars of old. As the discharged soldier he is having a field day in a rich part. Pamela Brown, as the lush country maiden accused of witchery, makes Fry's lines sing with melody. Her sprite-like acting is fit companion to Gielgud's heroic posturings. Furthermore, every mother, son and daughter of a performer in the supporting cast is superb. The actors speak well and loud, and they act in the broad style.

Lady's Not for Burning may appeal to a limited audience. But it will prove grand fun for such.

Bill Riley.

Broadway Opening

THE CURIOUS SAVAGE

(Opened Tuesday, October 24)

Martin Beck Theater

A comedy by John Patrick. Staged by Peter Glenville. Set and lighting by George Jenkins. Costumes by Anne Hill Johnston. Company manager, Peter Davis. Stage manager, Hardy William Smith. Press representative, Helen Hoerle. Presented by the Theater Guild and Lewis and Young.

THE GUESTS:
Florence Isobel Elsom
Hannibal Robert Emhardt
Fairy May Lois Hall
Jeffrey Hugh Reilly
Mrs. Paddy Gladys Henson

THE FAMILY:
Titus Brandon Peters
Samuel Howard Wendell
Lily Belle Marta Linden
Ethel Lillian Gish

THE STAFF:
Miss Wilhelmina Flora Campbell
Dr. Emmett Sydney Smith

To make even the mild mental quirks of inmates of a private institution for the insane a subject for jest is a dangerous business. However, after the first few minutes of doubt as to the good taste of John Patrick's subject matter, a pew-sitter can easily come under the spell of a comedy as delightfully insane as half the screw-ball characters concerned in it.

Plot-wise, *The Curious Savage* is practically incredible. Such goings-on could happen not even in a mad-house. But Patrick makes his fable sound as if they might, and punches over some realistic truths with a dry humor that can crackle into ribald wit. There are chuckles aplenty in *Savage*. There are likewise scenes of tender depth and pathos. In sum, Patrick has made—out of what could easily be offensive material—over-all fantastic, good fun with a sufficient undercurrent of homely realities to keep its feet on the ground.

Hellish Bundle

Patrick's lady of the title (*Savage* is her last name) is a widow committed to an institution by three hellish step-children. It seems that in her loneliness, she has gone off to be a belated actress and been generally most undignified. However, what gripes the three stinkers most is the discovery that she has turned \$10,000,000 of the family assets into negotiable bonds with the idea of founding a charitable endowment in memory of her dead husband. Their efforts to get their hands on the cash furnish the backbone of *Savage's* action. Of course, they are put to rout—with an assist from sundry "guests" and a helpful nurse.

The lady finally effects her release with very little trouble—in fact, Patrick has no trouble at all in resolving any obstacles that come up in his fable—and leaves

her gently deranged friends with considerable regret to carry out her philanthropic notion.

Psychos Treated Affectionately

The real charm of Patrick's play is that his zanies are lovable people and, despite the fact that their eccentricities are frequently springboards for fun, there is affectionate and sensitive regard thruout for them as generous, warm-hearted personalities. Peter Glenville's sympathetic direction enhances this quality in the writing, never letting their mental afflictions become the butt of a situation for the sake of pointing up a laugh. In fact, his staging of a final scene is a small masterpiece for catching poignant, quietly dramatic values.

Lillian Gish plays the title role with distinction. Her performance is adroit and timed to a second, giving warmth and heart even to the most incredible of the proceedings. The Theater Guild, with Lewis and Young, have backed her with a fine production and surrounded her with superlative support. There are some splendid contributions on the slightly mad side from Isobel Elsom, Gladys Henson, Lois Hall and Robert Emhardt. Marta Linden is properly shrewish as the tramp of a step-daughter, Sydney Smith is fine as an understanding psychiatrist.

Essentially, *Savage* is gaited for individual pew-sitting acceptance. It can click via word-of-mouth for a substantial run. Bob Francis.

"Pardon" To Ride Next Show Train

BRIDGEPORT, Conn., Oct. 28.—The success of the New York, New Haven and Hartford's first show train of the season to Michael Todd's *Peep Show* Tuesday (17), has prompted the railroad to continue the Broadway junkets.

The next show excursion is scheduled for November 17 for Olsen and Johnson's *Pardon My French* at the Winter Garden.

Ballet Thea. Due in N. Y.

NEW YORK, Oct. 28.—The Ballet Theater (Lucia Chase, Oliver Smith, in association with Dwight Deere Wiman) will hit New York for only a two-week stand this season. The troupe returns from its current European tour in late December and immediately starts an extensive road trek in Philadelphia January 10. It will eventually play the Metopera here April 9 thru 22.

Off-Broadway

ANGEL WITH RED HAIR

(Opened Thursday, October 19)

**Blackfriars' Guild
Theater**

A comedy by Ted Farah. Staged by Dennis Gurney. Sets and costumes by Floyd Allan. Lighting by Joan Tyne. Stage manager, Norman Barrs. Presented by the Blackfriars' Guild.

Therese Auclair Lynn Thatcher
Tristan Beauvais Renaud Deisson
Maurice Chausson Charles Arvin Bell
Clothilde Chausson Dorothy Storm
Father Sylvestre Edwin Ardath
Josette Mathieu Anna Leonard
Mireille Casey Peggy McCay
Roch Morel Clayton Hart
Kay Beckman Denise Milan

Everything blends together nicely in the Blackfriars' production of Ted Farah's comedy, *Angel With Red Hair*. The author has found the appropriate market for his script, it is staged and acted well against a good set, and the Blackfriars' clientele goes away happy.

Essentially a battle of church versus State, of the power of faith versus money, *Angel* concerns itself with the saving of a French-Canadian artist who is on the brink of destroying his talent with a commercial art job in his American fiancée's father's business, and a mayor, bent on destroying a simple Quebec village by converting it into a big resort.

The mayor goes too far when he attempts to condemn an old chapel built in memory of a Brother Hilaire, a holy man who long before saved the village from Indian attack by converting the chief,

Hilaire's spirit pervades the area, and several supernatural manifestations inspire the artist to jilt his monied fiancée and return to true art and his childhood sweetheart. A few pranks by the spirit stir the villagers' souls to combat the mayor, restore the chapel and set out to make it a shrine.

Despite Trite Plot

Farah has written an interesting play and will undoubtedly write better ones. In striving for natural dialog, he frequently lapses into cliches, and his plot, however well woven, is a combination of two trite themes. But *Angel* proves he does know what playwrighting is about.

Cast-wise the caliber is professional. Clayton Hart and Peggy McCay bring fine readings to the leads, and Edwin Ardath makes a good priest. The rest work well in lesser roles.

Dennis Gurney does an excellent job in moving his actors about on the tiny stage, made even smaller by a huge set. No quarrel can be made about the artistry of scenery and costumes designed by Floyd Allan, but a smaller-scaled set would have given director Gurney more working space.

Since *Angel* is primarily a play concerning church matters, it will have limited appeal. It's a good play for production by certain religious groups, and none is more suitable than the Blackfriars' Guild. In their capable hands, *Angel* has found a perfect market. Dennis McDonald.

Communications to 2160 Patterson St., Cincinnati 22, O.

ARENAS AND AUDITORIA

Troy, O., in Strong Bow; Canton, O., Is Nearly Ready

By Daphne (Dee) Poli

TROY, O., Oct. 28.—The million dollar Hobart Sports Arena, a gift to the citizens of Troy by the C. C. Hobart Foundation, was dedicated September 7. First show in was *Holiday on Ice*, which in six days with two matinees, netted \$56,000. The building has steel stands that seat 5,200. Capacity of the arena varies with the character of the attraction. For boxing and wrestling, 1,300 chair seats on the floor increase the capacity to 6,500.

Any one of the big traveling stagers can play to 6,300, as only seats behind the stage are not available for patrons for such attractions. Hockey and basketball require all the floor surface, but the use of all stand seats, plus seats behind the stage, will give a seating potential up to 5,000. Skating or arena-type shows, too, can play to up to 5,000 persons.

Regulation Hockey Floor

The hockey floor is of regulation 85 by 195 feet. There are four miles of electrical conduit in the building and 100,000 candle power is provided above the ice floor. The arena is equipped with four dressing rooms.

Prior to the building's completion a committee composed of local men, N. W. Van Ausdal, Clayton Jenkins and H. J. Wagamon was organized to appoint a promoter for the arena. Of this trio, Van Ausdal represented the Hobart Foundation; Jenkins, the City Council and Wagamon, the Board of Park Commissioners. The

committee selected a Toledo man, Pat Thurkettle.

In late July, the park commissioners, with the approval of the Hobart Foundation and the City Council, signed a contract with Thurkettle for promotion of public entertainment including ice shows and hockey games. Thurkettle came to Troy as head of Miami Valley Sports, Inc.

Kenneth Wilson, superintendent of the Toledo Sports Arena in 1948 and of the Grand Rapids Sports Arena in '49, accompanied Thurkettle here as manager of the new arena, also as manager of its hockey team. Bob French, former sports editor of the *Toledo Blade* for 23 years, is the publicity director of the new building.

Construction End Near

CANTON, O.—A new arena-auditorium costing \$1,200,000 is almost completed here. Information concerning the building may be obtained by writing Charles J. Hostetter of the *Canton Repository*. Letters from Hostetter have gone to 27 auds and arenas throughout the country requesting information on whether or not the building should have ice equipment installed.

Fitzhugh Honored

DES MOINES.—Alex Fitzhugh, former manager of the Des Moines Coliseum, which burned to the ground two years ago, now is the holder of an honorary membership in the International Association of Auditorium Managers. Fitzhugh has been at work in the entertainment field for 63 years and managed the Coliseum here for 40 years.

K. C. Scaffold Clicks

KANSAS CITY, Mo.—Clarence B. Hoff, manager of the Municipal Auditorium here, is enthused over the new hydraulic scaffold installed recently in his aud. The device lifts anywhere from 6 to 18 feet while the operator is on the platform.

The position of this scaffold may be moved either by an assistant or by the operator, who can tie a rope to some part of the building and pull himself along. The working platform is sufficiently large to take care of the operator and a supply of lamps and tools.

94 YEARS OLD, GOING STRONG

HARTFORD, Conn., Oct. 28.—Skaters at Hartford Skating Palace received an unannounced treat recently in the appearance of 94-year-old Pop Carter in a couple of dance routines. First he performed a waltz, using only the front wheels of his skates, and followed with a foxtrot routine, using only the back wheels. Before leaving he made a date with Manager Irving S. Richland to celebrate his 100th birthday at the Palace on January 5, 1955—on skates.

Busy Winter Season Looms At St. Paul

ST. PAUL, Oct. 28.—The off to a "spotty" fall season, Municipal Auditorium here faces a busy winter under Edward Furni, manager.

The building is set up that it can have four attractions going at the same time, with the arena capable of holding 15,000 spectators: theater section, 2,800, and the hall, 1,300. An exhibition hall is the fourth spot for attractions.

A new customer this year is the St. Paul Lights pro basketball team, contracted for 28 dates, every Wednesday and Friday, in the arena. St. Paul Hockey Club, with 30 dates, will be in the arena every Thursday and Sunday.

Biggest date ahead is the American Bowling Congress (ABC), which will start building March 19 and begin rolling April 17, continuing thru June 16.

Another regular is the monthly Women's Institute sponsored by *The St. Paul Dispatch & Pioneer Press*. Furni said from November 1 thru June 16 he has only three or four open dates, with everything being moved in ahead of the ABC bowling meet.

Show bookings consist of *South Pacific*, October 30-November 1; *Kiss Me Kate*, November 19-20; *Brigadoon*, December 29-30; *Come Back, Little Sheba*, December 31-January 1. Mickey Katz's *Borscht Capades* is set for November 18, under St. Paul B'nai B'rith sponsorship.

Europe Plays U. S. Standards

Continued from page 16

ious labels. As indicated previously, however, the financial take for the American publisher and writer is minor—one publisher raised the question of whether the Continental music market was worth the while of American publishers, particularly when considering the expense in servicing the field. The French franc, he pointed out, is pegged at 300 to \$1, which means very little income on mechanicals and sheet music. French publishers, he said, cannot give an advance. So what satisfaction accrues from performances of old standards abroad is tempered with aggravation, he stated. Another publisher, however, frankly admitted the sales figures on disks gave him a charge—lack of monetary returns notwithstanding.

Despite some negative arguments, however, the Continent is showing up better as a source of revenue, it is stated. France is starting to come thru and so is Italy. Germany, which was an important source in prewar days, may be more lucrative in the near future, it is stated. The Scandinavian market, incidentally, is getting the attention of American publishers. The population there follows American music, is currently fond of bop. Monetarily, the kroner is pegged at five or six to \$1, which is giving American pub-

Icer Opens Nov. 15 In Hartford, Conn.

HARTFORD, Conn., Oct. 28.—*Ice Vogues of 1951* is booked into Bushnell Memorial Auditorium here for five days opening November 15. Building seats 3,300.

Social Skating Club Given Freeman Okay

Bal-A-Roue Move Emphasizes Social, Non-Competitive Aspects of Sport

MEDFORD, Mass., Oct. 28.—Aimed at promoting social contact between skaters and making them feel at home at Bal-A-Roue Rollerway here, operator Fred H. Freeman has announced a plan to form a number of non-competitive social clubs at the rink. Clubs will be organized into groups of not more than 25 skaters in each, said Freeman, each of which will be affiliated with Bal-A-Roue under a non-competitive social club standing. A charter will be issued each organization along with a constitution and by-laws.

Freeman is making plain to his skaters, however, that persons joining a club will relinquish their amateur status and will never be able to compete in events of any type where amateur status is observed. Thus the clubs are being

promoted primarily for skaters who are more interested in the amusement aspects of skating than competitions.

Each club will have a distinctive jacket or uniform which will be selected or designed by the club. On joining a club a skater must agree to acquire a jacket or uniform and wear it at all times while skating.

The various clubs will take turns in acting as guest instructors for new skaters who come to the rink for Wednesday night beginners' sessions. Club members will be admitted free on the night assigned them as guest instructors. Their job will be to help the beginner not only in skating, but also in becoming acquainted with each other and the regular skaters. "In this way," said Freeman, "there will be no strangers at Bal-A-Roue."

Bal-A-Roue is offering \$100 in prizes for costumes at its January 31 Halloween party. The man and woman with the best costumes will each receive \$25, while like awards will go for the most original and funniest get-ups.

The rink's ninth anniversary will be observed November 7 with a party.

Southern AOW Race Bow Big

WASHINGTON, Oct. 28.—The October 21 kick-off of inter-rink racing in the Southern division of the America on Wheels chain at National Arena here produced a 40 per cent increase in business over the corresponding night of the previous week and a surprising display of strength by the Bladensburg (Md.) Racing Club, according to Jack Edwards, AOW director of speed.

The inaugural brought out a crowd of spectators who packed the house and displayed keen interest in the unusually close competitions, said Edwards. The Southern League is showing a large number of contestants in the lower classes.

The Bladensburg team, organized late last year, took second place with 48 points, followed by Alexandria (Va.) Arena with 26. Heading the list is National Arena with 59 points.

The next meet is scheduled for November 4 at Bladensburg.

Hartford (Conn.) Skating Palace has launched beginner classes on Monday nights from 7 to 8. Joseph Powers is the new organist at the rink.

SAVE ON RINK SUPPLIES

Metal Skate Cases, ass't colors, doz.	\$31.68
All Aluminum Skate Cases, doz.	36.00
"Streamliner" Skate Cases, rounded corners, doz.	34.20
Shoe Laces, all colors, 54" 72", 81", doz. pr.	1.20

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bers and writers a break. Notable factor in the popularity of American standards on the Continent is the performance of these tunes by American bands on tour. The Benny Goodmans, Duke Ellingtons and other name orks have traditionally scored solid successes abroad and this is reflected in standard sales. Ellington's compositions, for instance, such as *Mood Indigo*, *Stormy Weather*, *Solitude*, *Shiek of Araby*—published by Mills Music—are selling very well on disks in Europe. It is also noted that Dixieland numbers, as in the Shapiro Bernstein listing, are showing up well.

Cavalcade Showing At National Arena

WASHINGTON, Oct. 28.—When *Cavalcade of Champions*, a show unit composed of skaters from New York and New Jersey, appears in the America on Wheels (AOW) National Arena here November 18, the show will be augmented by a precision skating number which was presented recently in connection with the recent reopening of the arena, reports Joseph P. Ligouri, manager.

Called the "butterfly" number and produced by Leo Weber, it features 16 girls dressed in glittering silver jewel cloth skirts and tops with silver cuffs and crowns on their heads. Giant butterfly wings on each costume are in soft, contrasting pastels sprinkled with silver dust that sparkle under the lights. So far the girls have presented their number three times.

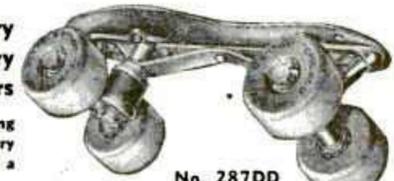
In addition to the local date, *Cavalcade* will be seen at Bladensburg (Md.) Arena and Alexandria (Va.) Arena, other rinks in AOW's Southern division.

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Driving 'Round the Drive-Ins

GUNNAR OLAFSON, former owner of the Saline Theater, Saline, Mich., has purchased land at Big Rapids, Mich., for a new drive-in theater. House is to be placed in construction immediately, with opening set for early spring. Spot will be booked by Clark Theater Service, Detroit. . . . Exceptionally warm weather in the Motor City has encouraged delay in setting a final closing date for outdoor theaters there, with the result that practically all will run into early November. First to close was the Cadillac, Mich., Drive-In operated by **L. E. Stephenson** and **Ceylon Caszatt**. . . . Pike Drive-In Theater, Newington, Conn., managed by **Paul W. Amadeo** has a new policy of opening Monday thru Saturday at 5:30 p.m., with first show at 6:15 p.m., on Sundays first show at 5 p.m., when spot opens. . . . **George T. Ramsdell**, manager of the Hartford, Conn., Drive-In Theater announces a new fall operating policy, opening daily at 6 o'clock. On Saturdays and Sundays he opens at 5 o'clock, with week-end performances starting at 5:30 p.m. . . . **E. M.**

Loew Theaters Circuit is spending an estimated \$325,000 on drive-in theater construction around Hartford, Conn., according to **George E. Landers**, division manager. Circuit is building a \$125,000, 850-car capacity Farmington, Conn., drive-in, and a \$200,000, 1,000-car capacity drive-in at West Boylston, Mass. . . . A Connecticut drive-in operator has filed suit in U. S. District Court, Hartford, to recover from the government \$9,500 in losses which he claims from the government's failure to go thru with plans for building a Reserve Corps Army on Fairfield Avenue, Hartford. Papers have been served on the U. S. Attorney's Office by **Louis B. Rogow**, partner in the Pike Drive-In Theater, Newington, Conn., and Pine Drive-In Theater, Waterbury, Conn., and owner of the Fairfield Avenue property, where the government proposed to build the Armory. Rogow charges that the government's failure to complete purchase of the land resulted in losses of legal fees, income from the property and depreciation of buildings.

Even Repairs May Be Banned

• *Continued from page 2*
of amusement and recreation buildings and, to make it universal, clamps the building lid on "any other recreational, amusement or entertainment purpose, whether public or private." NPA officials say, however, that radio-TV stations are exempt from the order. Exempted from the order for the present are maintenance and repairs to existing amusement structures, regardless of cost. NPA, however, is mulling the possibility of issuing a later order allowing repairs only up to \$5,000.

their exemption is granted persons able to prove that the order works a hardship upon them not suffered by others in the same field, or if they can prove the proposed construction "would be in the interest of national defense." Projects started can be completed.

As required by law, NPA first consulted with the construction industry—receiving staunch objections—and then made the order effective yesterday (27). The amusement industry was not consulted.

NPA warned that anyone convicted of violating the order faces fine and imprisonment. The agency added an escape clause for showbiz operators who contracted to build before the order by ruling that no person shall be held liable for damages on any defaulted contract caused by compliance with the order.

Showbiz construction banned by the order includes theaters, night clubs, dance halls, amusement piers, amusement parks and buildings, expositions, country clubs, arenas, music shells, boardwalks, arcades, gambling establishments, rodeos, carnivals, dude ranches, skating rinks, bowling alleys, pool halls and all types of sporting facilities.

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- WHY GIRLS LEAVE HOME (7 reels) with Lola Lane, Sheldon Leonard. 49.95
- COLORADO SERENADE (6 reels, IN CINECOLOR) with Eddie Dean, Roscoe Ates. 99.95
- SWING HOSTESS (8 reels) with Martha Tilton and Charles Collins. 49.95
- WOLVES OF THE RANGE (6 reels) with Bob Livingston. 39.95
- ROGUE'S GALLERY (7 reels) with Frank Jenks, Robin Raymond. 49.95
- LAWLESS TOWN (6 reels) with George Houston and Al St. John. 44.95
- THE PHANTOM OF 42ND STREET (6 reels) with Dave O'Brien and Kay Aldridge. 49.95

Good 1-reel sound cartoons, sport films, \$5.95 up. 2-reel comedies, \$15.95 up. 1-reel musicals, \$9.95. 100' musical films for Panoramams, \$9.95 per dozen, up.

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Freedom Crusade

• *Continued from page 2*

special shows. Between September 4 and October 24, most stations carried Crusade spot announcements and over 200 stations aired Crusade spots an average of 12 times a day. The 20-second Crusade film spot was carried an average of four times each on 91 TV stations, and 83 video outlets carried the 10-minute film documentary an average of twice per station. Transcriptions of NBC's *We, the People* simulcast show devoted to the Crusade, was rebroadcast by 525 indie outlets.

Among the top TV-radio network shows that carried spots or special material on the campaign were Jack Benny, Bob Hope, Arthur Godfrey, Kate Smith, the Goldbergs, Mr. District Attorney, Theater Guild, Louella Parsons, Bing Crosby, Fred Waring, Ed Sullivan, Drew Pearson, Ted Mack, *Railroad Hour* and Robert Montgomery.

Washington Once Over

• *Continued from page 2*

yet been decided, but it is expected to take a big share of corporate net income in excess of that earned during 1946-'48. This would prove an incentive for firms loaded with cash to dump more of their profits into advertising—sums which could be deducted before giving Uncle Sam a large cut.

A new gimmick—a profits levy on individuals—will be discussed and has an outside chance of getting into the tax bill. Idea is to grab money from war profiteers, but playwrights or other showfolk hitting big money on their own merits would be equally affected unless a special exemption is written in.

For the present, there's no prospect of Congress boosting any amusement excises. No chance for a cut, either.

30 Years Late

"The big clock" is what government wags are calling a relatively unpublicized "atomic clock" developed by the National Bureau of Standards (NBS), which says the new gadget would make it possible to multiply the number of standard broadcast stations in the U. S. by narrowing the interference gap between them. Whether anybody wants to multiply the number of AM stations in view of TV's growing threat is an open question, to which one government wit has answered: "Maybe the clock has arrived 30 years too late." Nonetheless, the clock is ticking inexorably in the background of the North American Regional Broadcast Agreement confab.

"Faith" Flop

It seems Paul Green's *Faith of Our Fathers* has had its final curtain in the government's new amphitheater here, altho plans originally called for at least two seasons. The national capital's Sesqui-Centennial Commission, at a meeting this week, examined its ledger, showing the Green opus as a financial flop in its first season here. As a result, the Commission said it is undecided on whether to authorize another season, despite a recommendation by Sesqui General Manager Paul Massmann for a 14-week run starting next Decoration Day.

Massmann pointed out that costs would be greatly pared in a second season, but the Commission is cool to the idea because the show ran \$21,000 in the red this year, not counting the \$563,676 cost of building the amphitheater, which is a permanent federal property. The Massmann show played to 42,023 cash customers, who paid nearly \$50,000 (after taxes), with concessions bringing in an additional \$7,000.

Who's Paying Whom?

Senate investigators of political campaigns in New York and three other States will cast their eyes on political spending for radio and TV. Object will be to see that the spending is in keeping with provisions of the Hatch Act.

Copyright Blues

Hope for a global copyright pact is higher than ever, as the result of encouragement given by the world's leading copyright experts in conference here. This shouldn't surprise readers of *The Billboard* who, more than a year-and-a-half ago, were let in exclusively on the move stemming from the United Nations Educational Scientific and Cultural Organization (UNESCO). UNESCO's plan, as previously reported, is to provide a model proposed copyright treaty which,

Roadshow-Rep

CHARLES STANLEY, Cincinnati showman, and **Tom Drake**, of the Tom Drake Booking Agency, Kansas City, Mo., have purchased from the Del Cal Theaters, Inc., Hollywood, the franchise for Atlanta, New Orleans, Charlotte, N. C., Pittsburgh and Washington on the roadshow pic, "Killers All." A lecture on crime by Stanley will augment the showing of the film, with the **Bonnie Parker** death car and the **John Dillinger** armored car being used as a bally in front of the theaters. Stanley, who operates a photo gallery at Coney Island, Cincinnati, during the season, recently concluded a carnival road trek with his Crime Show. . . . **Empire Players**, dramatic and vaude show, which played thru New York State for two months to good business, have jumped to Detroit where **Jimmie Gale**,

manager and director, is rehearsing new talent. Current plans call for the unit to open in Grand Rapids, Mich., about November 6 for a stock run. Gale plans to put the show under canvas in May. **Win Barnes** is company representative. . . . **E. M. Slater** has been in Central Indiana with his solo show and lecture bookings. He's working his way to the South. . . . **Talbot's Show** is playing to good business in Montana where it is working some small town indoor fair engagements.

J. L. JONES is working to good returns with his 16mm. pix in Essex County, Massachusetts.

Charles Gornor is playing sponsor and regular dates with a four-cast Minstrel Show in New England. . . . **Dotty Family Show**, currently in Arkansas, took to the road recently after a year's lay-off in California. Members of the family tried commercial lines in Sacramento but got the show bug so badly that they now are on the first lap of a West to East trek. They are playing all dates as they come along, using **E. F. Hannan's** "Pay Up Or Else." They report good business and all members of the unit have had rep, musical, tab and vaude experience. . . . **Carter's** vaude-pix show is working to good business around Bonham, Tex. Unit has been on platform all summer and reports good biz with both show and merchandise. . . . **Ernest Ellis** writes that he is doing well with his 16mm. pix in the Pendleton, Ore., area. He's mulling a three-cast flesh show to work toward Florida where he says he would like to spend the winter. His wife helps him with the show. Both are old-time rep performers. . . .

Acts in Fight

• *Continued from page 2*

so you could see this." And June Havoc, in the course of a taint reading, made the same type remark.

On the opposition NBC, Milton Berle probably threw in the heftiest anti-color rib on his *Texaco Star Theater* stanza. The comic told his audience he would explain all about color, and then went into a mugging routine depicting the monstrosities of a color converter, with the band-playing over words he was supposed to be mouthing.

Zeke Manners on his ABC daytime show lambasted Godfrey and threw in an anti-color pitch, following the line set by one of his sponsors, set-maker Crosley.

Sinatra Asks Out

• *Continued from page 1*

that his first program was very badly received.

Some of Sinatra's advisers, however, are trying to straighten out the situation harmoniously and bring the vocalist back into the MCA stable. Sinatra, also, is not too happy at the treatment accorded him by CBS-TV, which has assigned one of its better, but more overworked producers—Irving Mansfield—to his show, after Paul Dudley, the initial producer, was moved off the program. The Sinatra contract with MCA has two more years to go.

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BARGAIN—16MM PROJECTORS, FILMS

Soundie Subjects, 100 ft. each, for \$2.50. Used Victor and Kodascope Projectors, like new, \$175.00. Western Features, \$45.00 and up; empty 1600 ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; 2-Reel Shipping Cases, brand new, \$3.50 each; Mills Panoram Soundie Machines in Cabinet, \$125.00. Holmes Sound Outfit, complete, only \$95.00. SIMPSON FILMS, 155 High St., Dayton 3, O.

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The Final Curtain

ATWOOD—Nellie Belle, mother of I. W. (Happy) Atwood, showman for 25 years, recently in Clawson, Mich.

BEATTY—Mrs. Harriet, wife of Clyde Beatty, animal trainer and show owner, October 25, of a heart attack while on the show train en route to Koculsko, Miss. (Details in General Outdoor.)

BONX—Nathan J., 50, attorney with the Securities & Exchange Commission and pop songwriter, October 23 in Washington. An accomplished pianist, he formerly played with several orchestras in Philadelphia and composed such songs as "Collegiate," "If You Are But a Dream," "Sweetest Little Girl," "Action Speaks Louder Than Words" and "I've Got Some Lovin' To Do." His widow, a daughter and a sister survive.

DUNLAP—Mrs. Carolyn R. Feid, 35, pianist and organist known professionally as Carolyn Feid, October 22 in Elizabeth, N. J. She had accompanied Metopera star Lawrence Tibbett at a number of his recitals.

GRAY—H. Willard, 82, founder and president of the H. W. Gray Company, Inc., music publishing house, October 23 in Old Lyme, Conn. An Englishman, he came to the U. S. in 1894 as manager of the New York branch of Novello & Company, English music publisher. In 1906 he purchased the branch and one year later published "The Pipe of Desire," first American opera produced by the Met. Four sons and a daughter survive.

HAMILTON—Robert B., 64, manager of Warner Bros. Palace Theater, Norwich, Conn., for the past 15 years, October 23 in that city. He had also managed various theaters in New Haven, Conn., and New York. Survived by his widow and a son, of Norwich; a brother, James, Detroit, and a sister, Mrs. Nan Milliron, Pittsburgh.

HARCOURT—Lady Evelyn Stuart, retired concert pianist, wife of Admiral Sir Cecil Harcourt and mother-in-law of violinist Yehudi Menuhin, October 24 in London. Using her maiden name of Evelyn Stuart, she appeared with many leading orchestras in Europe and set attendance records at the Saturday and Monday "pops" concerts in London. Her husband and a daughter survive.

HARRIS—C. H. (Eddie), showman for some 30 years, October 16 in St. Joseph's Hospital, Louisville, of a heart ailment. Survived by his widow, Gladys, and a son, Keith.

HOYT—Grace E., 79, former singer and dancer, October 19 in New York. During World War I she teamed with her sister, Frances, and toured France. She was also known as an accompanist for John Philip Sousa in concert tours of his band. A brother survives.

HUSTON—J. Paul, 54, head of California Theater Publications, October 21 in Los Angeles. For the past 13 years Huston published "Hollywood Bowl Magazine," publication of the L. A. Philharmonic, and other theater mags. Survived by his widow, Charlotte, and brother, S. F., Albany, Ga.

JONES—Charles (Buck), 54, rodeo performer, circus trouper and former silent movie actor, October 6 in Columbus, O., of Hodgkin's disease. He had been with the Harry Hill, Buckskin Ben, 101 Wild West Ranch and Buffalo Bill shows. The last few years he toured with a trained horse, Red Prince. Survived by his widow, Grace, and a daughter, Mrs. Helen Herdman. Burial in Greenlawn Cemetery, Columbus.

KAPLAN—Louis, 48, who with his brother, Louis Kaplan, operated a novelty and concession supply house, October 23 in Bridgeport, Conn. He also leaves his wife and mother. Burial in Loyalty Cemetery, Fairfield, Conn., October 23.

KENNY—Walter, doorman and ticket-taker at New York's Town Hall for the past 30 years, October 20 in Paulsboro, N. J.

LEVINE—Herman, 60, former vaude performer and agent, October 17 in Brooklyn. He played the U. S., South America and Europe for many years in an act called "Polish House," before becoming a talent agent. A sister survives.

LEWIS—Herbert Clyde, 41, screen writer and former newspaperman, October 17 in New York. A former New York reporter, he was publicity director for the J. Walter Thompson ad agency in 1940 before entering the film biz. His widow, a son and a daughter survive.

LIVINGSTON—Pearl, 83, former singer-dancer, October 13 in Leonia, N. J. She had been a singer and dancer with the Watson Sisters' show, Tony Pastor's, Billy Watson's Beef Trust, Hurlitz and Seamon's and other units on the former big burly wheels. A daughter, Lillian, and a son, Dwinnell Travers, survive.

MALONE—J. L. (Jim), 55, former auto race press agent, publicity director of Florida State Fair, Tampa, and newspaperman, October 18 in Bay Pines Veterans' Hospital, St. Petersburg, Fla. Burial October 18 in Tampa.

McLAUGHLIN—James, retired actor, October 6 in New York. He was a member of Actors' Equity for many years and a former recording secretary for the Catholic Actors' Guild. His widow, two daughters and a son survive.

MELTZ—Jacob J., 64, former radio commentator, October 19 in Los Angeles. He was an announcer for the American Jewish Broadcasting Company.

MELVILLE—Martha, 75, wife of the late Harry M. Melville, carnival operator, October 26 in Broward General Hospital, Fort Lauderdale, Fla. Her first husband, Nat Reisa, who is also dead, operated a carnival bearing his name. Burial in Southern Memorial Park, Miami, October 26.

MEYER—Rose, 50, former equestrienne with the John Robinson, Sells-Ploto, Buffalo Bill and Hagenbeck-Wallace circuses, October 16 in Wooster, O., at the home of her sister, Mabel Wile. Besides her sister she leaves her husband, Clinton, and a brother, Otto Killian, Sylvia, Tenn. Burial in Grand View Cemetery, Strasburg, O.

MILLAY—Edna St. Vincent, 58, world renowned poetess, October 19 in Austerlitz, N. Y. She was a member of the Provincetown Players, theatrical organization in the early 1920s, when Eugene O'Neill and many famous players were banded together. During her association with the group she published three verse plays and later wrote the libretto for a grand opera composed by Deems Taylor called "The King's Henchman."

MULHALL—Tiny (Lillian Leonard), 52, for several years a member of the Bea Vester Beef Trust, vaude act, and until recently on tour with the Spike Jones orchestra, October 17 in Detroit. Survived by her husband, Charles P. Leonard.

MUNCIE—Mr., employed by the McCoy & Kimball enterprises, operators of carnival concessions, killed in an auto crash October 18 at Newport, Ark. Burial in Leavenworth, Kan.

PETERS—Frank, 66, trick bicycle rider with the Kretow Bros.' Circus 20 years ago, recently in Miami. Survived by a brother, William, and two sisters. Burial in Memorial Cemetery, Miami.

SHANNON—Nona, 76, actress and wife of Albert G. Andrews and sister of Effie Shannon, both stage performers, October 17 in New York. She began her career at the age of five as Little Eva in "Uncle Tom's Cabin" road shows and toured several years with the Herbert Keiley and Effie Shannon Company. She retired from the stage in 1922. Her husband, 86, recently appeared in "The Cherry Orchard."

SHERRARD—John R., 81, retired musician, October 25 in Los Angeles. Survived by his widow, Carrie; three sons, Herbert, Claude and Jack, and two daughters, Mrs. Zoia Brown and Myrtle. Burial in Forest Lawn, Los Angeles.

SIDENBERG—Sidney S., 57, widely known in Pitchdom and outdoor show circles, of a cerebral hemorrhage at Park Lane Hospital, St. Louis, October 18. (Details in Pipes Department.)

WELSH—James P., 59, newspaperman, mag writer and radio commentator, October 16 in Detroit.

AL JOLSON

The facts are at variance over the time and place of Al Jolson's birth—ranging from 1882, in St. Petersburg, Russia, to 1886, in Washington—the entire world of show business is in accord on the one fact that, with the passing of the Jazz Singer, America has lost one of its greatest showmen.

Jolson died of a heart attack at 10:30 p.m. October 23 in the St. Francis Hotel, San Francisco. He was in the city for an appearance on Bing Crosby's radio show, which was to be broadcast November 1, and was playing gin rummy with Harry Akst, his accompanist, and Martin Fried, his arranger, when he complained of not feeling well. He had not been in good health since he had returned two weeks before from Korea where, as the first big name to play there for the armed forces, he had given 40 shows in 10 or 11 days.

As much a casualty of the war as a soldier in battle, it might be said, his life in the world began and ended in the country's service. Jolson ran away from home, as a boy to join up in the Spanish-American War. He stayed a few days as a mascot, and was sent home. He devoted himself to the cause of the U. S. during World War I and, during World War II, traveled over 22,000 miles from Alaska to the South Pacific entertaining troops. Loss of a lung was the result of his South Pacific jaunts, where he contracted malaria.

He was born Asa Yoelson. His first taste of showbiz began with another run-away, that time to join Al Reeves' burlesque troupe, followed by a stint as a ballyhoo man in a circus. His first stage appearance was in the mob scenes of *Children of the Ghetto* in 1899. He later persuaded his brother and another kid in the neighborhood to form a vaude team, known as Jolson, Palmer and Jolson, which toured until 1906 when they were stranded by the San Francisco earthquake.

A Minstrel Is Born

Jolson found his trademark in Brooklyn in 1909, when a dresser he hired part-time suggested the blackface routine. From there he joined Lew Dockstader's Minstrels for \$75 a week as an end man. Two years later the Shuberts spotted him, and in 1911 he became a hit in their *La Belle Paree* at the Winter Garden.

An association with the Shuberts for the next 10 years brought him to the stage and continued his rise to stardom in such shows as *Vera Violetta*, where he first sang *Mammy*; *The Whirl of Society*, *The Honeymoon Express*, *Dancin' Around*, *Robinson Crusoe Jr.*, 1916; *Sinbad*, 1919, and *Bombo* in 1921, played in the Jolson's 59th Street Theater (now the Century).

In 1924 Jolson's appearance in *Big Boy* brought an offer from the films for \$10,000 a week. In 1927 his film, *The Jazz Singer*, a pioneer venture in the new talkie field, earned \$5,000,000 and was a triumph in Europe as well as the U. S. A.

Subsequent talkies were *The Singing Fool*, 1928, in which he sang *Sonny Boy*, *Mammy*, *Big Boy*, *The Singing Kid*, *Rose of Washington Square*, and *Swanee River*. There followed appearances in *Artists and Models*, concerts and Flo Ziegfeld's ill-fated *Show Girl*, in which he sang *Liza* nightly gratis as a gesture to help out his friends, Clayton, Jackson and Durante and Ruby Keeler. He didn't return to the stage full time until 1931 in *Wonder Bar*. More movies followed. In 1940 he went into *Hold On to Your Hats*, which he quit temporarily because of ill health, rejoined in February, 1941, and toured till November when the show's manager, Bobby Crawford, died.

Another War

Then came Pearl Harbor and Jolson's time was devoted again to war efforts.

Jolson's work in films has set many records. He was hired as a producer by Columbia Pictures in 1944, where he supervised many films, and the story of his life has been brought to the screen in *The Jolson Story*, which garnered \$13,000,000 and ranks sixth as a money earner in the industry's history, and *Jolson Sings Again*, also successful.

His diskings also set marks, with his recording of *Anniversary Song* hitting 1,000,000; *Souvenir Album*, 500,000; *Al Jolson and the Songs He Made Famous*, 1,200,000 and *Alexander's Ragtime Band* (cut with Bing Crosby) 1,000,000.

Radio also occupied his time; CBS, in 1949, signed him to an exclusive contract for radio and TV services for three years. His radio show paid him \$7,500 per week.

Interfaith Requests

As if the record of his 40-year career as a star was not enough to perpetuate his memory, Jolson set aside \$4,000,000 to be given to Jewish, Protestant and Catholic charities, to hospitals in California and New York and to New York City colleges for needy students. He requested that no flowers be sent to his funeral but that the money be sent to the American Heart Association.

His showbiz success was not carried over into his marital life. His marriage to Henrietta Keller in 1906 ended in divorce in 1919; to Alma Osborne Carlton, known professionally as Ethel Delamar, 1922, divorce in 1924; to Ruby Keeler, 1928, divorce in 1941. He leaves his fourth wife, Erle Chennault Galbraith and an adopted son and daughter, Asa Albert, and Alicia.

Burial was made temporarily at the Beth Olam Cemetery, awaiting a shrine to be built in the Hillside Memorial Park in Hollywood.

TRIBUTES TO "THE GREATEST OF THEM ALL"

Phenomenal tho Al Jolson's record of showbiz success may have been, the best measure of his stature as one of America's greatest showmen lies in the high degree of respect and devotion his fellow workers had for him. Their words, expressing their sorrow over the world's loss of its Jazz Singer, echo the sentiments of *The Billboard*.

EDGAR BERGEN—To me, the American stage reached its height 30 years ago, and one by one we have been losing our great entertainers. Now we have lost the greatest of them all.

EDDIE CANTOR—It just can't be true. It isn't true, for just as long as we can listen to the voice that thrilled us for so many years, just so long will Al Jolson live. . . . He was an inspiration to all of us in show business. He was a leader.

BOBBY CLARK — Jolson was one of the really great entertainers of all time.

BING CROSBY—The most dynamic figure in show business.

Colorful . . . Kind

JIMMY DURANTE — The entire world will mourn this great and colorful personality, both as an entertainer and as a kind, generous and unselfish person.

BOB HOPE — The world loses not only a great entertainer but also a great citizen.

GEORGE JESSEL — The world has lost the greatest entertainer it has ever known.

LARRY PARKS — The world has lost not only its greatest entertainer but a great American as well. He was a casualty of the war.

MICHAEL TODD — Watching him was gaining experience in every phase of show business.

The Army, Too

Respects paid Jolson as a showman were matched by those given him in appreciation for his contributions to the armed forces. Col. John S. Mallroy, special service officer for the Sixth Army, said the armed forces would mourn his passing as that "of a generous friend, who gave unsparingly of his great talent and warm personality to bring entertainment to the battlefield." The Amvets, veterans of World War II, had designated him for a special dis-

Marriages

ANDERSON-LUNG—Billy Anderson, son of Eddie (Rochester) Anderson, negro comedian, and Geraldine Lung October 15 in Los Angeles.

BRODSKY-HENDERSON—Robert L. Brodsky and Marcia Henderson, actress now appearing in Broadway's "Peter Pan," October 15 in New York.

COLLINS-PURDOM—L. E. (Roba) Collins, magician and circus Side Show manager, and Mary Alice Purdom, Richmond, Ind., October 22 in that city.

tinguished service medal, which now may be awarded posthumously.

Final tribute was paid to Jolson October 26 at Temple Israel, in Hollywood. A private funeral was planned, but it became necessary to hold the services in the 1,500-seat Temple, to accommodate his many friends. The doors were open earlier to allow crowds of three generations of fans to file past the bier. George Jessel read the eulogy, and the pallbearers were Henry Akst, Jolson's accompanist; Martin Fried, his arranger; film execs Harry Brand and Harry Cohn; Louis Epstein, his manager for 35 years; Al Goetz, Nathan Kramer, Arthur Stebbins, John Steinberg and Maurice Aroff.

IN FOND MEMORY

of My Dear Friend

GEORGE M. COHAN

Who Died

November 5, 1942

JERRY VOGEL

In Loving Memory of

MATTHEW J. (SQUIRE) RILEY

Died November 3, 1948

"Always in our hearts"

LILLIAN & MARK

AL JOLSON

The officers and directors of Decca Records, Inc., wish to express their sorrow and shock at the passing of the man who was, without question, the world's greatest entertainer, whose talent set the highest standards in the industries of the entertainment world. He was a great artist, a vigorous co-worker, a warm human being. His energy and enthusiasm were boundless; he gave of himself without stint to the thousand and one audiences he entertained, and to every good cause that sought his help. For many he symbolized the vitality of our country and the opportunities it offers to all men. He lives in the hearts of his associates and many friends. The singer is stilled, but the memory and melody of Al Jolson linger on.

For the Officers and Directors,

MILTON R. RACKMIL, Pres.

Decca Records, Inc.

IN LOVING MEMORY OF OUR DEAR BROTHER

MATTHEW J. (SQUIRE) RILEY

Died November 3rd, 1948

"Gone But Not Forgotten"

Brothers

WILLIAM

MARK

LEO

Communications to 188 W. Randolph St., Chicago 1, Ill.

NPA BANS AMUSEMENT BUILDINGS OVER \$5,000

Order Exempts Riding Devices But Not Ride Supports, Housing

WASHINGTON, Oct. 28.—In the most far-reaching industry order yet issued, National Production Authority (NPA) this week issued its expected ban on new buildings for amusement purposes (*The Billboard*, October 28). All construction in excess of \$5,000 is prohibited in both the outdoor and indoor entertainment fields.

As anticipated, rides themselves are exempt (*The Billboard*, October 28). However, any structure necessary to house or support a ride comes under the \$5,000 limitation order. NPA officials told *The Billboard* that in the case of a Roller Coaster, for example, the framework could not be built if materials, labors, etc., add up to more than \$5,000, but that the cost of cars and rails would not figure

in the limitation. The same generality holds good for Merry-Go-Rounds and other rides. The machinery is exempt, but a structure to house the ride is included in the ban if it runs more than the maximum sum.

Govt. Bldg. Hit

Amusement buildings put up by federal, State and local agencies also are included in the prohibition. Thus, no new fair buildings, exposition or exhibition halls may be built. The NPA order ends the possibility of any new world fairs or projects like the abandoned

Freedom Fair once slated for the Nation's Capitol.

Fair associations may not even put in new seating arrangements. Additions, extensions or alterations to existing amusement structures are likewise banned. However, maintenance and repairs may be continued for any existing structure, regardless of how much they cost. This provision may be tightened in a later order, however.

Any amusement building damaged or destroyed by fire, storm or similar causes may be restored,

(Continued on page 61)

ADDS DAYS FOR '51

Des Moines Fair Will Operate 10 Days, Run Thru Labor Day

DES MOINES, Oct. 28. — Iowa State Fair in 1951 will run 10 days instead of the customary eight and will carry thru Labor Day, according to new and expanded plans for the exposition voted at a special meeting of the fair board. The board also voted to return harness and running races to the program next year.

Dates of event have been set for Saturday, August 25, thru Monday, September 3. This will mean that the exposition will open one day later than usual, but will continue three days later.

Strive for Week-Ends

Fair Secretary Lloyd Cunningham said that one of the chief objectives of the move is to have the fair in operation on more week-ends and the holiday, thus enabling more working people to attend. Under the new dates it will be in operation on two Saturdays, two Sundays and Labor Day. Previously it operated on one Saturday and one Sunday and closed just at the start of the Labor Day holiday.

Harness and running races will be offered two days. Details of the purses and events are to be worked out later.

The 1950 fair for the first time eliminated harness and running races, substituting more thrill show

performances and auto and motorcycle races. As a result, the grandstand program established a heavy profit for the fair whereas in previous years the three days of harness and running races had seen grandstand attendance drop each year.

Juggle Acts

The extension of the Iowa fair thru Labor Day will result in some heavy juggling of grandstand acts and some concessions, as Nebraska State Fair, if it follows past policy, will open on the Sunday before Labor Day. The Nebraska event

CIRCUS TREATS TO NIX TRICKS

MACON, Ga., Oct. 28.—Something new in sponsored circuses has been set by the Macon Moose Lodge for Porter Stadium for one performance Tuesday (31). Every child in Macon who signs a pledge to keep out of mischief on Halloween is given a free ticket. Eighteen professional circus acts have been engaged for a two-hour show. Music will be played by the 48th Infantry Band. In addition to the show, there will be a Halloween costume contest with many cash prizes. Merchants and others who have suffered from damage of Halloween pranksters in the past are co-operating in the move.

17 Newcomers In Park Show

CHICAGO, Oct. 28.—Seventeen new exhibitors will be among the 79 firms displaying products in more than 140 booths at the convention of the National Association of Amusement Parks, Pools and Beaches, Paul H. Huedepohl, NAAPPB secretary, said here this week. The show will include 11 more booths than last year, he said.

The convention will be November 26-29 at the Hotel Sherman in Chicago.

The list of exhibitors includes ride makers, concession suppliers, soft drink makers, vending machine manufacturing firms, and other suppliers for outdoor show business.

New Exhibitors

Those who will be in the show for the first time or after an absence of several years include:

Aerobol Manufacturing Co., Atlanta, rides; Americana Corp., Chicago, encyclopedia; Anderson Rubber Co., Akron, balloons and other rubber products; Automatic Products Co., New York, vending machines; Auto-Photo Co., Los Angeles, photo machines; Cardinal Manufacturing Co., New York, games; Cook Company, New London, Conn., miniature golf courses.

Robert R. Hammer, Louisville, games; Hampton Amusement Co.,

(Continued on page 61)

SKY WHEELS SET RECORD 87,325

DALLAS, Oct. 28.—Velare Bros.' Sky Wheels ride carried 87,325 people for a gross of about \$22,000 at the 16-day State Fair of Texas, which closed here Sunday (22). Total load was a record for the ride, previous peak having been about 20,000 at the 14-day Canadian National Exhibition, Toronto, this year.

Biggest single day here was Saturday (14) when the device carried 10,239 persons for a \$2,559.75 gross. Ride, however, was outgrossed here by Merry-Go-Round and Roller Coaster, the latter rides having greater capacity. The Roller Coaster carried approximately 110,000, the Merry-Go-Round about 105,000.

2 Million Pull Gives Dallas New Record

Midway Biz Soars; 'South Pacific' Gets 320G—Icer Up 15%

DALLAS, Oct. 28.—State Fair of Texas broke its own national attendance record in its 16-day, October 7-22, drawing a total of 2,176,519 to top the 1949 record-breaker of 2,047,540 by 128,979.

Rain Saturday (21), only day fair was able to collect its rain insurance, probably kept expo from hitting the arbitrary goal of 2,225,000, set before expo opened.

Practically everything was a winner at fair. Ray Marsh Brydon, general manager of Associated Independent Midway Operators, who brought in 28 shows and 2 rides, scored big. He estimated midway show gross at \$162,000, with the Sally Rand show bringing in \$54,000 of this amount.

Ride Grosses

Joe Murphy's 11 rides grossed \$59,395, to top last year. Only rides which showed a decrease were the Ferris Wheels, possibly because of competition by Velare

(Continued on page 64)

Cetlin-Wilson Gets Sedalia

SEDALIA, Mo., Oct. 28.—Missouri State Fair here has decided to contract the Cetlin & Wilson Shows to supply its 1951 midway attractions, Bill Preston, secretary, announced. Formal signing will be during the Chicago outdoor convention, Preston told *The Billboard*.

He also said that the fair will probably run nine days, one more day than in the past. The Cetlin & Wilson org, however, would show 10 days, opening with a prevue the night before the fair's first day.

Preston said the fair plans to have motorcycle races on opening day, its added day, with a thrill show as the night attraction.

Milw'kee Plans 10-Yr. Midway Show Contract

MILWAUKEE, Oct. 28.—Plans for the establishment of a permanent show midway at Wisconsin State Fair here were announced this week by Jack Reynolds, manager.

Reynolds said that the fair is offering the show area for a 10-year term on the basis of a \$4,000 rental fee, plus cost of utilities. An area, 250 by 250 feet would be provided. This section provides frontage on three sides and a back wall along the fourth side.

All shows and concessions will be subject to approval of the fair management, Reynolds said, and consideration will be given applications on the basis of originality of theme, proposed improvements and the personal character and integrity of the applicants submitting plans.

For about 20 years the fair has had a permanent ride concession midway which operates not only during the fair's run but during the amusement park season. Current lessee of this area is Charles S. Rose.

Biller Bros.' Circus Biz Tagged "Fair"

Tops Poor '49 Tour by 15%—Eastern Canadian Stands Provide Best Crowds

By Tom O'Connell

NEW YORK, Oct. 28.—Rehashing Biller Bros.' Circus season here this week, Co-Owner Hy Sturmak labeled business as fair and said he expected the wind-up would find org's take about 15 per cent ahead of last year's none-too-good figure. Season probably will end November 20, Sturmak said.

He termed Biller's Canada trek, which embraced a string of dates

thru New Brunswick, Nova Scotia and Cape Breton Island during late July and early August, as the top money-making period of the season and the one that put the show ahead. Biggest single week of the year came during dates at Halifax, Yarmouth, Digby and Kentville, N. S., new territory for the show.

Sturmak said show was so well received thruout Canada that it is already committed to spend 30 days above the border next year, with the possibility that another month may be added. He said he found money considerably looser in Canada than in the United States. He said that in talks with citizenry of both countries the idea came forth that the Korean War with an accompanying wave of installment buying in America had left potential customers with little surplus cash.

Mulls Newfoundland

While in Canada Sturmak examined the possibility of playing Newfoundland and estimated that if dates could be arranged the show could get in a good week's biz there. Stand would hinge on transportation, he said, with only essential equipment being ferried and the show taking to rails on

(Continued on page 62)

See Proposed NYC Bond as Hard Blow To Mobile Ride Ops

NEW YORK, Oct. 28.—Operators of mobile ride units in this city may be hard hit if an amendment to the city administrative code requiring ops to post a bond of \$1,000 for themselves and \$250 for each ride attendant, plus demonstration of financial responsibility, becomes law.

City Councilman John Kranis introduced the amendment to the committee on general welfare, and the measure is still in that group's

(Continued on page 60)

SWEENEY-WHITE CROWDS UP 10%

Expanded Promotion Campaign Pays Off With Bigger Gates

CHICAGO, Oct. 28.—Auto races staged by National Speedways, Inc., this year were witnessed by about 10 per cent more people than in 1949. The increased attendance was attributed to a greatly expanded promotion campaign by Al Sweeney, who with Gaylord White, heads the org.

In order to counteract pre-season predictions of a drop-off in grandstand attendance, the organization this year added to its already strong publicity an advertising program and the larger crowds indicated the success of the tack, Sweeney said here this week.

Final race meets of the season were held Saturday and Sunday (21-22) at Louisiana State Fair, Shreveport, where grosses were off due to rain and threatening weather.

Stage 45 Events

A total of 45 speed events, which included six stock car races, were staged by the Sweeney-White org this year, all under the International Motor Contest Association banner. Meets were held in 10 States and for the fourth consecutive year there were no fatalities.

Racing at Des Moines, Lincoln, Neb., Sedalia, Mo., and Huron, S. D., yielded crowds well ahead of last year and new attendance records were set at several fairs. Sweeney and White played host

Heart Ailment Takes Life of Harriet Beatty

KOSCIUSKO, Miss., Oct. 28.—Mrs. Harriet Beatty, wife of Clyde Beatty, owner of the Clyde Beatty Circus and animal trainer, died here Wednesday (25) of a heart ailment. Apparently, she died in her sleep while in her car on the show train. Beatty learned of her death after the matinee performance here. The evening show was canceled.

Mrs. Beatty had been ill for some time and had not worked her elephant and tiger act regularly. She had undergone several operations and last season was hospitalized for some time.

She and her sister, Jean Evans, were natives of Chicago and joined Hagenbeck-Wallace Circus in 1930. It was there that she met Beatty, and they were married in 1933. A daughter, Albina, also survives.

CLOSE-UP: ELWOOD HUGHES

CNE Manager Was Canada's Fastest Human in His Youth

ELWOOD A. Hughes is best known, of course, for his brilliant management of the huge Canadian National Exhibition (CNE), the Toronto exhibition which yearly lives up to its billing as the world's largest. The show-wise, public relations-hep Hughes has done much to continue the development of CNE, and not a few of his achievements in that respect have won him acclaim.



ELWOOD A. HUGHES

Few people, however, know that as a youth Hughes was Canada's foremost long-distance runner, swimmer, speed skater and bicycle rider. He headed Canada's first track team to participate in the Olympics. was one of the early-day syndicated sports writers, dreamed up and executed the noted Wrigley marathon swim and was decorated several times for heroism in saving lives.

Mr. Outdoor Showbiz

There are some, too, unaware that Hughes—Mr. Outdoor Showbiz of Canada—is married to the former Mrs. Showbiz of America, Margaret (Peg) Humphreys, whose distinctions also are many. She was, to mention a few, the right hand of the late Lincoln P. Dickey when Dickey headed the Great Lakes Exposition, Cleveland, and she served as secretary to the late Harvey Gibson when he was top man at New York World's Fair. It was she who coined the word Aquacade, used by Billy Rose first at Cleveland and again at the New York fair. And it was she, who actually managed the Aquacade for Rose one year.

Both Hughes and his wife had a world of friends in show business before their marriage in 1944, but their friendships since have multiplied. The Hughes are almost as well known on Broadway, where each year Hughes seeks out a headliner for the king-sized CNE grandstand show, as they are in Toronto. They also have a host of friends in England where they go each year to lure outstanding exhibits to the expo.

Hosts Royalty, Concessionaires

Hughes is equally at ease hosting royalty, which is part of his job at the CNE, as talking with concessionaires, midway operators, political bigwigs, newspaper men,

JOE J. FREDERICK
says:
"I am more than pleased with my No. 5 BIG ELI Wheel. It certainly is the best investment I have made. Believe me, my wheel is in tip-top condition; I haven't lost one minute's business since I took delivery of it. Now, am looking forward to buying another BIG ELI and hope it won't be too long."
Hundreds of satisfied customers are our best advertisement for money-getting BIG ELI Wheels. A BIG ELI can also be a profit-earning investment for you. Write for full information and prices.
Several orders are now on file for 1951 shipment. Don't wait, investigate now.
ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

BOOMERANG
1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.
WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St. Brooklyn, N. Y.

MERRY-GO-ROUNDS 2-Abreast Merry-Go-Round, has 20 jumping horses and 2 chariots. Well decorated. Khaki top and sidewall, pulled by Allis-Chalmers engine. Rides adults and children. For the price of \$5500 delivered to you.	MERRY-GO-ROUNDS 3-Abreast Merry-Go-Round. Beautifully decorated, with 30 jumping horses and 2 chariots. Khaki top and sidewall. Pulled by an Allis-Chalmers engine. Rides adults and children. Price \$7200 delivered to you.	FERRIS WHEEL 40 ft. high. Has 12 seats made out of steel. Rides 3 people to each seat. Cable drive. Pulled by Allis-Chalmers engine. For \$4500 delivered to you.
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We want to make a statement regarding our Merry-Go-Round: We build the best Merry-Go-Round for children and adults for less money than any other firm in the United States. We can say our gears are all made of steel, not cast iron. Just sold five rides to Al Richardson which are going to Hongkong, China. This past season we built 21 Merry-Go-Rounds and seven Ferris Wheels. We also delivered them and put them up for people. I have been in the show business for 50 years and I sure know how to serve the public.
JAY WARNER
P. O. BOX 181 BAY ST. LOUIS, MISS. PHONE 9121

exhibitors or Broadway stars. He can be counted upon to know the score in any field.

He started to gain polish early in life. Born June 20, 1884, in Cheltenham, Ont., a Toronto suburb, Hughes was reared in nearby Dundas, Ont. There he went thru high school and became a figure in sports. By the time he was 21 he had won the two-mile, five-mile and 10-mile Canadian running titles, the Canadian swimming championship and had been acclaimed the country's fastest bike rider and its speediest ice skater.

It was in his 21st year that Hughes won the U. S. championship for both the five and 10-mile

distance runs. For four years, 1903 thru 1906, he ruled the Canadian roost in the two, five and 10-mile distances, and in 1906 captured the first Canadian team to compete in the Olympic games, held that year in Greece. In training a month before the event, he pulled a tendon. That spelled the end of his running days, but Hughes had the honor of coaching a team member, Billie Sherring, to victory.

Turns to Sports

Hughes next turned to writing sports. He had the perfect background for it. Marathon running was then the rage in Canada, the U. S. and England. One of his first assignments was to cover a marathon race in England. It proved one of the biggest events of the year, with Johnny Hayes, an American winning. Petro Durando, the Italian entry, fell six feet from the finish line.

Durando's stirring race and his hapless defeat sparked a tremendous enthusiasm for the Italian. So much so, Hughes recalls, that England's Queen Alexandria gave Durando a trophy the day after his defeat. Hughes recounts that Pat Powers, then the top man at New York's old Madison Square Garden, cabled Durando an \$18,000 offer for five races in the U. S. Durando, who had operated a boat off the Isle of Capri before gaining his fame, accepted, and after running the five races and collecting the money, returned to Capri. (Continued on page 69)

STRIKES OUT FOR HIMSELF

Aut Swenson Thrill Unit In Major Bow at Shre'port

SHREVEPORT, La., Oct. 28.—Aut Swenson's newly framed auto thrill show, Thrillcades, played its first major fair date here Thursday (26) at the State Fair of Louisiana and will follow the opener with two additional matinee performances at the fair.

Swenson, a veteran of 25 years in outdoor show business, until recently managed and booked a unit of the Joie Chitwood Auto Daredevils.

Headlining the show are Ramon Larue, who does a straitjacket escape while suspended from a helicopter; Yvonne La Costa, girl roll-over driver, and Capt. Frank F. Frakes, who does a casket explosion act.

Auto-Ball Featured

Auto-ball, billed as a combination of football, pushball and polo, is a feature of the program which includes ramp jumps by both automobiles and motorcycles, dive-bomber crash, crash roll contest, steel barrel crash, battering ram, auto battle royal and motorcycle trick and fancy riding.

Personnel includes Rocky Fisher, formerly with the late Lucky Teter, Jimmy Lynch and Joie Chitwood; Jack Frye, Dan Fleenor, Jimmy Trainer, Buzz Glenn, Ted Devlin, Dusty Ferdinando, Norman (Stainless) Stele, Sam Patterson and Murray Burman, all of whom have been re-signed for '51.

Clown alley is headed by producing clown Pete Roberts and includes Robert's son, Dave, Tommy Martinak, and Marvin Eck. Martinak, a midget, and Eck, stilt-walker, also double in downtown street advertising.

Bill Brown, veteran outdoor tub-thumper, heads the advance.

Others on the press staff include Margery De Mille, radio; Burt Kedrick, weekly papers, and Jack Kaplan, special representative. Justine Swenson, for many years with the publicity department of the late J. Alex Sloan, heads a special fair advance publicity department.

The show bowed in Corpus Christi, Tex., Sunday (15) and, according to Swenson, broke all attendance records at the Pan-American Speedway, San Antonio, Thursday night (17). Org came here from Channelview Speedway, Houston, where it held a night show Saturday (21) and a matinee the following day.

Swenson said the unit will come out with 15 new Fords for the '51 season.

Berlin Oct. Fest Gives Ops Big Biz

BERLIN, Oct. 28.—Berlin's annual October-Fest, a combination beer festival and carnival held at Berlin Zoological Garden, is proving a bonanza for ride, show and concession operators. Over half a million persons clicked the zoo turnstiles during the first two weeks of the festival.

Several new rides, including a Gyroscope, are attracting outdoor showmen from other parts of Germany. The big industrial exhibition, which was held in Berlin the first part of October, drew a million visitors and this was a definite asset to the October-Fest and Berlin's show business of all types.

Poor London Weather Hits New Brighton Ops

LONDON, Oct. 28.—Due to generally unfavorable weather conditions which prevailed thruout England last summer, it has been estimated that municipal beach enterprises at the coast resort of New Brighton and the operators of rides, attractions and concessions at the spot, lost about \$700,000 during the past season.

Management of the Tower Company, operator of many New Brighton amusement attractions, reported its gross take about a third below that of a normal season.

The World's Greatest Amusement Rides Bear the Name **ALLAN HERSCHELL**

MAJOR RIDES: Caterpillar, Carousels, Whiz Bang, Moon Rocket, Leaper, Hurricane, Water Scooter. KIDDIE RIDES: Sky Nighter, Kiddie Buggy Ride, Kiddie Auto Ride, Little Dipper, Kiddie Boat Ride, Kiddie Merry-Go-Round. Write for free descriptive literature.
ALLAN HERSCHELL COMPANY, Inc.
North Tonawanda, N. Y.

BULGY, The Whale

A First Attraction with the moppet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

Proven **BEST** By **Performance TEST**

Two passenger capacity, sturdy alloy cast cars and simplicity of control assure a high grossing, economical, long life.

Phone, wire or write for additional details about this sensational money winning ride.

Cusru
Salem, Oregon

Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horses, 2 Chariots. Carries adults. Place your order now for the 1951 season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards. Robert L. Cochran." De Luxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay. 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS
We'll be here tomorrow to back up what we guarantee today

TRAILER MOUNTED JEEP and FIRE ENGINE RIDE

- ★ Hauls behind your car.
- ★ Ready for operation in 30 minutes.
- ★ All steel trailer—platform lifts forming sides, equipment securely carried inside.
- ★ Top and Sidewalls optional.

Trailer closed up. In operation.

Also manufacturers of adult and Kiddie Chair-planes, Kiddie Boat, Kiddie Airplane and Ocean Wave. Write, wire phone for literature.
SMITH & SMITH, INC. Springville, New York

THE TILT-A-WHIRL Ride

Outstanding for Public Appeal ★ Stability Good Quality ★ Portability High Class ★ Earning Power

SELLNER MFG. CO.
Faribault, Minnesota

The TILT-A-WHIRL Ride

Prominently

- ★ Attractable
- ★ Profitable
- ★ Practicable
- ★ Popular
- ★ Enduring
- ★ Modern

SELLNER MFG. CO.
Faribault, Minnesota

KIDDIE SPEED BOAT RIDE

The modern, streamlined appearance, the trouble proof mechanism, the fine workmanship throughout and the fact that this ride can be set up in thirty minutes and operated by one person from the ticket box makes this device one of the most practical and desirable kiddie rides on the market today. It is a proven fact that our speed boat ride is among the top money-getters in the kiddie ride field, and has a proven "Kid Appeal" and creates a tremendous interest wherever shown.

KING AMUSEMENT CO.
IMMEDIATE DELIVERY
Mt. Clemens, Michigan

THE BOYS' CLUBS OF AMERICA ARE DESERVING OF YOUR ENCOURAGEMENT AND ASSISTANCE

extra benefits
to Advertisers Using
The
Billboard
OUTDOOR CONVENTION
Special
featuring the **ANNUAL**
CAVALCADE OF FAIRS
Supplement



Advance news of the Outdoor Showbiz Meetings, their Programs, Activities, Early Arrivals in Chicago, Special Articles, Statistical Information and . . . of course, the regular weekly personal columns, features, services and news of the industry . . . all in this one Big Special Issue . . . the Most Complete and Valuable Issue of the Year to Advertisers.

- **1,000 MORE NEWSSTANDS . . .** Now The Billboard is being sold on 13,000 newsstands thruout the country . . . an increase of 1,000. The number of copies made available on ALL newsstands is being increased. Thus more transient readers find it possible to buy their own copy of The Billboard earlier and with less inconvenience.
- **15,000 MORE COPIES . . .** The new high-speed newspaper presses now being used have enabled us to immediately increase the print order 15,000 copies weekly with no limit on future increases. All this extra printing and distribution without sacrificing our late advantageous news and advertising deadlines.
- **FREE DISTRIBUTION AT CONVENTION . . .** This issue will be mailed to the homes and permanent addresses of Outdoor Showmen on Monday, November 20, reaching most of them before they leave for Chicago. However, those who miss their copy at home and attend the outdoor meetings can secure a copy at any of 13,000 newsstands en route or will be given a copy upon their arrival in Chicago. Copies of the Big Outdoor Convention Special will be available to all those attending the Outdoor Conventions, Meetings and Exhibits in Chicago, November 26 thru November 29.

THUS ADVERTISERS IN THE CONVENTION SPECIAL ARE ASSURED OF REACHING ALL CUSTOMERS AND PROSPECTS IN WIDELY SCATTERED SHOW BUSINESS . . . And at a time when they are definitely thinking, planning, and buying for the year ahead.

C O L O R

Make Your Advertising More Effective Thru the Use of COLOR!

With the new equipment on which The Billboard is now being printed we can give more of our advertisers the benefit of color in their ads at a very nominal additional cost . . . only \$55.00 for any unit of one page or less; \$90.00 for any two page unit.

Any salesman of The Billboard will be glad to give you complete information on the use and value of using COLOR in advertising . . . or write to the office nearest you.

Thus Complete Coverage . . . at Home . . . En Route . . . in Chicago

Reserve Space for Your Advertisement Now!

Last Advertising Form Goes to Press . . .

Wednesday, November 15

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Central 6-8761

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HOLLYWOOD 28, CALIF.
6000 SUNSET BLVD.
Hollywood 9-5831

ST. LOUIS 1, MO.
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2-Week Closeout
Beautiful, long lasting colors on sturdy stock

WITHOUT FRAME... \$25.00

IMMEDIATE DELIVERY

SAVE ON BINGO SUPPLIES

- Rubberized Bingo Cage, complete, ea. \$12.95
- H. W. Cards, per 100 6.50
- Med. Weht. Cards, per 100 3.75
- Fair Play Bingo Sheets, 10 colors 3M to color, per set 4.00
- 5"x8" Featherweight Sheets, 7 colors, 3M to color, per set 6.00
- 2-Color Special Sheet, 4"x5", 10 colors, 5M. Carton 14.95
- 2-Color Special Sheet, 4"x5", 7 colors, 10,500. Carton 9.95
- Attendance Tickets, per M 2.00
- Plastic Markers, 3/8" diameter, red only, per M 2.50

We carry a complete line of popular priced plush Animals, Latex Doll and Boudoir Doll.

JAR DEAL TICKETS OF ALL KINDS. WRITE FOR QUANTITY PRICE LIST.

25% Deposit With Order—Balance C.O.D. F.O.B. Chicago.

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Out in the Open

Visitors to the State Fair of Texas, Dallas, included Harry Batt, of Ponchartrain Beach, New Orleans, and Mrs. Batt; Paul Huedepohl, secretary, National Association of Amusement Parks, Pools and Beaches; Leo Moore, mayor of Electra, Tex., and publicity director-concession manager of Texas-Oklahoma Fair and Exposition, Iowa Park, Tex.; Cortez Lorow and C. J. Sedlmayr Jr., Royal American Shows; Mickey Doolan, Chicago Kiddieland operator; Mr. and Mrs. Curly Reynolds and Mr. and Mrs. Ralph Clawson, World of Today Shows; Junior Schafer, owner, Schafer Just-for-Fun Shows, and Glenn Hyder, secretary, and Mrs. Hyder; Don Brashear, owner, American Midway Shows; Gus Pappas, concession manager, William T. Collins Shows, and Mrs. Pappas; Mr. and Mrs. Chester Mayor, Hennies Bros.' Shows; Bill Preston, secretary-manager, Missouri State Fair, Sedalia; Pete Baker, secretary, Oklahoma City Fair; Mr. and Mrs. Jack Edwards, Aransas Pass, Tex.; Jess Wrigley, general agent, Crescent Amusement Company; John Bundy, Standard Chevrolet Company, St. Louis; Ned E. Torti, Wisconsin DeLuxe Company, Milwaukee; Bernie Mendelson, O. Henry Tent & Awning Company, Chicago; Jack Duffield, Thearle-Duffield Fireworks Company, Chicago; Col. Will Watson, of the West Texas Fair, Abilene, Tex.; Ida (Insurance) Cohen, Chicago; Doug

Weiser, of derby race note, who was in from Los Angeles; Pat Ford, concession manager, Arkansas Livestock Show, Little Rock, and Jimmy Dunleavy, veteran Side Show operator. Gov. Kerr Scott, of North Carolina watched auto races at the State Fair in Raleigh, Saturday (21) with the manager of the event, Dr. J. S. Dorton, and James E. Strates, owner of the shows bearing his name and which supplied attractions at the fair.

Stanley Wathon, booking agent, journeyed to Maine recently as the guest of A. Herzog, head of the circus clan, for some deer hunting. The party assembled in Providence, R. I., and then motored to the north woods. Fred H. Phillips, Billboard correspondent in Fredericton, N. B., and his wife, Isabel, will attend the banquet and ball of the National Showmen's Association (NSA) in New York, November 22, as the guest of Joe Hughes, field rep for the George A. Hamid office, whose special territory includes the Eastern Canadian provinces. Fred C. Murray, general manager of the International Fireworks Company, is lining up dignitaries to gloss the dias at the NSA Banquet and Ball.

Mabel Stier, former secretary of the Mississippi State Fair, is operating a cigar and magazine stand in the lobby of the Walthall Hotel, Jackson, Miss.

CONCESSION EQUIPMENT AND SUPPLIES...

- CANDY FLOSS MACHINES
- POPCORN KETTLES
- PORTABLE POPCORN STANDS
- WAFFLE MOLDS
- POPCORN... OILS... BOXES
- BAGS... COLORING...
- ALL TOP QUALITY MERCHANDISE

AT MONEY SAVING PRICES

KIDDIE RIDES

Write for catalog... current prices
Concession Supply Co.
3916 SECOR RD., TOLEDO 13, OHIO

ASTRO FORECASTS

All Readings Complete for 1950
Crystal Balls Imported
On hand in these sizes: 2 1/2; 3 inch; 3 1/2; 4 1/2; 5 inch. Write for prices.
Single Sheet, 8 1/2 x 14, 100, 75¢; Per M., \$6.00
Gold Fish Pamphlet, 4 Page 8 1/2 x 11, 12
Signs, Any Quantity, Each 1.15¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-P 2 1/2 x 5. Contains all 12 Analyses. Very well written, \$5.00 per 100.
FORECAST AND ANALYSIS, 10-30 Fancy Covers, 8 1/2 x 11. Each .5¢
Samples of each of the above 4 items for 25¢ No. 1 45 Pages Assorted Color Covers... 5¢

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample .20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24p. Well bound, 8 1/2 x 11. .25¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answer All Questions, Lucky Numbers, etc. .60¢
Sign Cards, Illustrated, Pack of 36. .15¢
Graph Charts, 9x17, Sample 5¢. Per M. .87.50
MENTAL TELEPATHY, Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.



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We also handle Snow Supplies.
P. O. BOX 7803, Fair Park, Dallas, Tex.

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We specialize in efficiency. Our 12 and 18 Passenger Ferris Wheels are operating 15 minutes after arrival; our portable Airplane Ride 1 hour after; our portable Fire Truck Trailer Ride or portable Merry-Go-Round at once. Our Park Type Rides are unsurpassed for beauty and kid-appeal.

KENMORE KIDDIE RIDES
Attn.: JACK E. DUNN
Box 13, Hertel Station Buffalo, N. Y.

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for Circular.
H. W. TERPENING
137-139 Marine Street Ocean Park, Calif.

Talent Topics

Joe and Bebe Siegrist, aerialists, and the Flying Eldonas are wintering between indoor dates in Gainesville, Tex., where Joe and Elden Day are again serving as aerial instructors for the Gainesville Community Circus. Joe and Bebe recently took delivery on a new Chevrolet truck from John Bundy, of the Haus-Standard Chevrolet Company, East St. Louis, Ill. Joe is constructing a new rig which will enable him to perform his backward somersault over the top of the rigging from one platform to another. The Flying Eldonas are skedded to open with Orrin Davenport's Shrine Circus in Kansas City, October 30.

Doreen and Virginia Hustrei, of the Hustrei Troupe, are framing a new two-girl acro act to play indoor dates and be known as the Hustrei Sisters. Al Hustrei has built a new portable rig for the act and will accompany the girls on their proposed tour. Willie Hustrei, head man of the troupe, is recuperating from a mid-season heart attack at the Forest Park Trailer Camp, Park Ridge, Ill. Don Dorsey, high act, has signed to play indoor dates for Orrin Davenport in Wichita, Kan., the week of November 6, and in Erie, Pa., week of November 20. Dorsey recently inked a pact to join Polack Bros.' Circus, Western Unit, for the season, which opens in Hammond, Ind., January 22.

A new trampoline act from the West Coast, Dixon and Coates, made its Midwestern debut on ABC's TV show, "Super Circus," in Chicago Sunday (22) and is now being booked for indoor dates by the Boyle Woolfolk Agency, Chicago. Mr. and Mrs. Armin Guerre will soon take their seal

act to Havana for several weeks of bookings there. The Farias Duo, acro, recently took delivery on a new house trailer at the Forest Park Trailer Camp, Park Ridge, Ill., where they are wintering. Act has been signed for Tom Pack's fireman's circus in St. Louis, to open November 25. Mike Trent, of the Stardusters, high act, was a recent visitor to the Chicago booking offices.

Chico-Dell LeClair's trained monkey and juggling act closes the outdoor season at Arizona State Fair, Phoenix, November 3-12, and opens indoors in San Francisco November 24. The Belmont Brothers are working the Arizona fair with him.

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

JOHN BUNDY REPRESENTATIVE

Haus-Standard Chevrolet

1325 STATE ST. EAST ST. LOUIS, ILL.

SAY "GOOD-BYE" TO FLOSS HEADACHES

The new Whirlwind gives you vibration-free, trouble-free operation. You will get a new thrill with the Whirlwind. Write for circular.

THE WHIRLWIND IS A GOOD BUY

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For Sale-Fascination

A complete operating outfit consisting of 50 Tables, 50 Chairs and a Loud Speaking System. For full details contact

Mr. H. L. Goldstein
192 Water Street Brooklyn 1, N. Y.

SHOOTING GALLERIES

STATIONARY AND PORTABLE MODELS
Guns, loading tubes and ammunition. Both new and used equipment always on hand for IMMEDIATE DELIVERY.
Write 75-day for Catalog "G"
KING AMUSEMENT CO.
M. E. CLEMENS, MICH.

TENTS

WILL BE IN SHORT SUPPLY IF PRESENT DUCK ALLOCATIONS CONTINUE

PLAN YOUR 1951 NEEDS NOW

WRITE TODAY

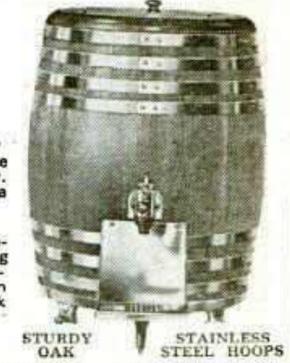
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2315-21 W. Huron CHICAGO 12
Chicago's Big Tent Mover Since 1870

Multiplex Faucet Co. Serving the Trade 45 Years

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The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.
It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.



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Also DISPENSERS for COCA-COLA, ORANGE, OTHERS.

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All Sizes—NEW AND USED—All Styles
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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Beautiful Colors—Individually Designed

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ALL-STATE TENT & AWNING CO.

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EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-a-Plane, Auto, Flying Horse. Write for catalog. Bank terms.

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Write, phone or wire
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PITTSBURGH, PA.
Telephone Montrose 1-8110

MAKE \$100.00 A DAY

On Candy Floss

This is our new SUPER DELUXE with new style head, bowl brushes and holders, none other like it — runs smooth as silk. Start out with the BEST. Save 11 in a money, worry. If a letter rheostat and FREE parts. Literature on request.

ELECTRIC CANDY FLOSS MACHINE CO.
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OUTSIDE WHITE PAINT

Snow white titanium lead and oil. Money-back guarantee not to peel, rub or wash off, or turn yellow. \$2.25 gal. in 5-gal. cans. Over million gallons sold. Sample can, 50¢ postpaid.

Snow-White Paint Co.
2545-B PARKWOOD TOLEDO, OHIO

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HARRY SOMMERVILLE

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JOHN M. COLLIN CO.
18 E. KIRK ST. SHAWNEE, OKLA.

FOR... all types of POPCORN MACHINES

Carnival Poppers, Theatre & Counter Models, Caramel Corn Equipment, etc. & a full line of top quality POPCORN SUPPLIES.
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352 W. 44th St. N. Y. 18, N. Y. Circle 6-1293
Send for Our Complete Catalog.

AN OPPORTUNITY

The Wisconsin State Fair has had a permanent ride and amusement park for many years, thus enabling it to operate without a carnival. We would like to further this idea and establish a beautiful permanent "show lot"—a center for good, clean fun and entertainment for old and young alike, to be operated during fair week.

WE HAVE TO OFFER:

- (1) A level area in the heart of our fairgrounds comprising two hundred and fifty foot frontage on all sides. Three of the four frontages to be used, with the construction of a back wall along the fourth.
- (2) A ten-year contract for the most acceptable proposal.
- (3) A flat rental of \$4,000 annually, plus utility costs.

WE WILL CONSIDER:

- (1) Quality and type of shows, games, etc., acceptable to the Wisconsin State Fair Management. (All must be approved each year prior to the opening of the Fair, and the management reserves the right to close or reject any or all operations at any time whatsoever.)
- (2) Originality in the theme for the development of the area.
- (3) Improvements to be made for the attractive appearance of the area.
- (4) Personal character and integrity of lessee.

ALL PROPOSALS MUST BE SUBMITTED IN WRITING NOT LATER THAN NOVEMBER 18, 1950.

For further information, write or call

Jack Reynolds, Manager Wisconsin State Fair Milwaukee 14, Wisconsin Telephone: Greenfield 6-3000

NATIONAL DOG AND PET EXPOSITION

December 12 to 17

GRAND CENTRAL PALACE
NEW YORK CITY

Excellent place to promote products for dogs and pets

Contact: JOHN McCORMICK
720 SEVENTH AVE. NEW YORK CITY
Director Exhibits & Concessions

WHEREVER CROWDS GATHER... "IT'S" VENDING

- * "BUFFETERIA" (movable concession on wheels)
- * "FOUNTAIN" (for hot and cold drinks)
- * "WALKY-KOFFEE" (portable unit)
- * "WALKY-TERIA" (to carry hot dogs HOT)
- * "WARMER" (movable, for popcorn, hot dogs, etc.)

WRITE, WIRE OR PHONE FOR LITERATURE TO

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Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. SEND FOR FREE CATALOGUE!

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MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
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ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

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Let POPPERS put your popcorn and floss equipment in top condition for next season. Repaired or reconditioned equipment will be stored free of charge during the winter. Remember—we maintain a year-round inventory of supplies and equipment for popcorn, floss, candy apples and snowballs.

POPPERS SUPPLY CO., Inc., of Phila.
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SENSATIONAL NEW PORTABLE SCOOTER RIDE

Newly designed Portable Scooter or Dodgem type ride. Built on two large Semi-Trailers, thereby eliminating all heavy lifting. Now requires only three men to handle. Order for spring delivery now being accepted. Write today for photos and full details.

KING AMUSEMENT COMPANY
MT. CLEMENS MICH.

Carnival Routes

American Beauty: Portageville, Mo.
American Midway: Corpus Christi, Tex., 1-12.
American Eagle: Itta Bena, Miss.
Alamo Expo.: Freepport, Tex.; Kingsville 6-11; season ends.
A-1 Am. Co.: Monette, Ark.; Sikeston, Mo., 6-11.
Blue Grass: (Fair) Panama City, Fla.; (Fair) Marianna 6-11.
B. & H.: Williston, S. C.; (Fair) Sumter 6-11.
Burke, Harry: (Fair) Jennings, La.
Burkhart: Cherry Valley, Ark.
Burdick's Greater: Belton, Tex.
Big State: Floydada, Tex.
Celtic & Wilson: (Fair) Sumter, S. C.; (Fair) Florence 6-11.
Central Am. Co.: (Fair) Andrews, S. C.; (Fair) Beaufort 6-11.
Crafts Expo.: (Cow Palace) San Francisco, Calif., 30-Nov. 5.
Capital City: Ashburn, Ga.; Bainbridge 6-11.
Caravan: Hazen, Ark.
Crafts 20 Big: (Fair) Phoenix, Ariz., 3-12.
Cattlet Greater: Smiley, Tex.; Sinton 5-7.
Dickson United: Hayworth, Okla.
Dyer's Greater: Earle, Ark.; Marks, Miss., 6-11.
Dixie Expo.: McBee, S. C.; (Fair) Cheraw 6-11.
Diamond State: Gainesville, Fla.; Orlando 6-11.
Fidler's United: Helena, Ark.
Franklin, Don, No. 1: (Fair) Refugio, Tex.
Fleming, Mad Cody: Nahunta, Ga.; Jesup 6-11.
Gold Medal: Columbus, Ga.
Groves Greater: Ville Platte, La.
Gem City: (Fair) Biloxi, Miss.
Gentsch, J. A.: Cleveland, Miss.
Heart of Texas: Haskell, Tex.
Heth, L. J.: (Fair) Dawson, Ga.; (Fair) Bainbridge 6-11.
Happy Attrs.: Newark, O., 31.
Hottle, Buff.: McComb, Miss.
Heller's Acme: Smithfield, N. C.
Interstate: Port Gaines, Ga.; Osark, Ala., 6-11.
Jack's Greater: Millen, Ga.
Jollytimes: La Cross, Va.; South Boston 6-11.
Keystone Expo.: DePuniak Springs, Fla., 4-11.
Kile, Floyd O.: (Fair) St. Francisville, La.; Mamou 6-11.
Lawrence Greater: Savannah, Ga.; Moultrie 6-11.
Lone Star: Hinesville, Ga.
Marks, John H.: (Fair) Lumberton, N. C.; (Fair) Charleston, S. C., 6-11.
Magic Empire: (Fair) Brundidge, Ala.; (Fair) Gulfport, Miss., 5-11.
Moore's Southwestern: Ennis, Tex. M. & S.; Catron, Mo.
Mid-State: Winnaboro, S. C.
Manning, Ross: (Fair) Manning, S. C.; Georgetown 6-11.
Miller, Ralph R.: Delcambre, La.
Marion Greater: (Fair) Chester, S. C.
Migrothy, Curly: Mer Rouge, La.
Midway of Mirth: Senath, Mo.
Orange State: Webster, Fla.; Wauchula 6-11.
Pie-Park: (Fair) Baytown, Tex.; (Fair) Houston 6-12.
Prel's Broadway: (Fair) Laurens, S. C.; (Fair) Valdosta, Ga., 6-11.
Palmetto Expo.: Midville, Ga.; (Fair) Summit 6-11.
Paul's Am.: Cash, Ark.
Pine State: Adel, Ga.; Albany 6-11.
Royal Expo.: Macon, Ga.
Royal Crown: Moultrie, Ga.
Raines Am.: Chatham, La.
Southern Valley: (Fair) Bastrop, La.; Springhill 6-11.
Strates, James E.: (Fair) Charleston, S. C.; (Fair) Jacksonville, Fla., 6-11.
Stephens, C. A.: (Fair) Vidalia, Ga.; (Fair) Baxley 6-11.
Southern States: Greenville, Fla.; Madison 6-11.
Star Am. Co.: Moro, Ark.
San Valley: Monroe, Ark.
Tassel, Barney: Hinesville, Ga.; Brunswick 6-11.
Texas: Kingsville, Tex.
Tinsley, Johnny T.: (Fair) Luverne, Ala.; (Fair) Brundidge 6-11.
Tivoli Expo.: Greenwood, Miss.; Camden, Ark., 6-11.
Turner Bros.: Glendon, Mo.
Tidwell, T. J.: Killeen, Tex.
United Expo.: Texas City, Tex.
United States: Hampton, S. C.
Virginia Greater: (Fair) Williamston, N. C.; season ends.
Vivona Bros.: Bishopville, S. C.
Victory Expo.: Port Stockton, Tex.
Wallace & Murray: Warner Robins, Ga.
Wolfe Am.: Greer, S. C.; (Fair) Anderson 6-11.
World of Mirth: Augusta, Ga.
Yager's United: Sikeston, Mo.

Miscellaneous Routes

Ameri-Congo Animal Expedition: Camp Hill, Ala., 1-2; Tuskegee 3-4; Goshen 6-7.
Ice Capades of 1951 (The Arena) Philadelphia, Pa., 30-Nov. 4; (Memorial Auditorium) Buffalo, N. Y., 7-12.
Skating Vanities of 1951 (Auditorium) Memphis, Tenn., 31-Nov. 5; (Auditorium) Chattanooga 7-12.

Circus Routes

Beatty, Clyde: Yazoo City, Miss., 31; Hattiesburg Nov. 1; Laurel 2; Meridian 3; Jackson 4; Tallulah, La., 5; Monroe 6; season ends.
Billor Bros.: Abbeville, La., 2.
Capell Bros.: Donaldsonville, La., 31; Raceland Nov. 1; Jeanerette 2; St. Martinsville 3; Erath 4; Kaplan 5.
Cole & Walters: North Pleasanton, Tex., 31; George West Nov. 1; Sinton 2.
Davenport, Orrin: Kansas City, Mo., 30-Nov. 4; Wichita, Kan., 6-11.
Kelly, A. G., & Miller Bros.: Many, La., 31; Leesville Nov. 1; DeRidder 2; Colfax 3; Oakdale 4; Klinder 5.

King Bros.: Sweetwater, Tex., 31; Coleman Nov. 1; Cisco 2; Dublin 3; Cleburne 4; Temple 6; Marlin 7; Bryan 8; Crockett 9; Huntsville 10; Conroe 11.
Mills Bros.: Spartanburg, S. C., 31; Greenville 1; Greenwood 2; Columbia 3; Denmark 4; Orangeburg 6; Walterboro 7; Charleston 8 Augusta, Ga., 9; Hartsville, S. C., 10; Camden 11; Sumter 12.
Page Bros.: Gainesboro, Tenn., 31; Carthage Nov. 1; Baxter 2; Smithville 3; Tracy City 4.
Polack Bros. (Eastern): (Armory) Syracuse, N. Y., 31.
Polack Bros. (Western): (Auditorium) Harlingen, Tex., 31-Nov. 2; (Auditorium) Oklahoma City, Okla., 7-11.
Ringling Bros. and Barnum & Bailey: Goldsboro, N. C., 31; Greensboro Nov. 1; Winston-Salem 2; Raleigh 3; Port Bragg, Fayetteville 4-5; Charlotte 6; Greenville, S. C., 7; Atlanta, Ga., 8; Columbus 9; Birmingham, Ala., 10; Montgomery 11.
Stevens Bros.: Center, Tex., 31; Nacogdoches Nov. 1; Alto 2.

Record Likely At Anderson

ANDERSON, S. C., Oct. 28.—Perfect weather is aiding the Anderson Fair to one of its best runs in several years. Crowds throught the week have been hefty, and spending free. The continuance of good weather for today's finale might well result in a record take for every department.

Opening Monday and Tuesday (23-24) were cloudy and threatening, but rain held off until after the closing each day. The gate Tuesday, Children's Day, was of record proportions. Moppets spent a record sum in the fun zone, occupied by the World of Mirth Shows. Special 9-cent fees were set for the kids Tuesday and Wednesday (24-25).

Sweeney-White Business Up 10%

Continued from page 56
and a bonus check as the leading driver of the year, followed in order by Deb Snyder, Phil Mocca and Bobby Grimm, who also received bonus checks. Ken Rubright was named the most improved driver of the year and Keith Saylor the most consistent. Herschell Buchanan was presented with a trophy and bonus check as the circuit's top stock car driver.

White Goes Calif.

Following the banquet, Gaylord White planned to his winter home at La Crescenta, Calif., but will attend the Chicago convention and other meetings. Sweeney remains in Chicago for the off-season months.

Mokey Cosby, of the press department, returned to Davenport, Ia., to handle indoor promotions. Jerry Martlatt, of the No. 1 bill car, headed for Des Moines and Leo Loranger, in charge of the No. 2 billing car returned to Wichita for the winter. Bill Seward, accompanied by his bride, will winter in Miami where he is working for his master's degree at the University of Miami. Announcers Wayne Adams and Ed (Twenty Grand) Steinbock will winter here.

N. Y. Ride Bond

Continued from page 56
bands. Kranis said Thursday (26) that the amendment would pass from the committee to the council and would then become law, unless a public hearing were sought.

Issue of "financial responsibility" probably would be up to the city license commission to decide, Kranis said. Kranis' ideas along these lines were for the ops to carry \$5,000-\$10,000 in accident insurance.

Altho the amendment could apply to other enterprises such as carnivals or amusement park, Kranis said the aim of the measure was to protect patrons of mobile units. He claimed that he had learned of at least two incidents in which children were seriously injured while aboard a mobile ride.

According to Kranis, it will probably be about a month before the amendment goes thru the legislative mill and becomes law.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4.75; cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, 25, same weight as 21, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/4, .10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.

Set Numbered Ping Pong Balls... \$15.00
Replacements, Numbered Balls, ea. .40
3,000 Jack Pot Slips (strip of 7 numbers), Per 1,000... 1.25
Middleweight Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon, Yellow, Per 100... 2.00
3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50
Plastic Markers, Red, 1/4 inch dia., 1000 or square, 3/8" diameter, M... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/8" diam, Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36, Ea. .15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M... 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M... 2.00
Round White N. J. Card Board Markers, 2 sizes; 1/2 inch dia., 1800 to lb.; larger size 3/4 dia., 1000 to lb. Either size, lb. .85
Airline Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢
Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago 4, Illinois

Your Best Deal in the Mid-West and West Coast for POPCORN PEANUTS BOXES SEASONING

MELLOS PEANUT CO.
815 W. Randolph Los Angeles 21, Cal. Chicago 7, Ill. 637 Towne Ave.
WRITE OR WIRE FOR DETAILS

SERVING SHOWMEN IS MY BUSINESS... FOR OVER 29 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

CHAS. A. LENZ
The Showmen's Insurance Man
★ A1338 Insurance Exchange Chicago, Illinois
★ 1492 Fourth St. N. St. Petersburg, Fla. Phone: 7-5914

The New FLOSS KING Challenger

Selling New Profit and Performance Records!

Challenger EQUIPMENT CORP.
BOX 249 HARVEY, ILL. Phone: HARVEY 4036
PARK AVE A1 162ND ST

America's Pioneer Manufacturer of Corn-Popping Machines

Cretors
602 W. Cermak Road CHICAGO 14

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED
CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M's AT SAME ORDER, \$2.50
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS
1 ROLL... \$1.50
EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax. Not Show Rates of Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Ticket

Communications to 188 W. Randolph St., Chicago 1, Ill.

RIDES UNAFFECTED BY BUILDING CURB

New Supports, Housing for Devices Costing 5G Barred by NPA Ruling

Continued from page 56
and persons who can prove to NPA's satisfaction that the order works a hardship on them not suffered by others in the same field can get an exemption.

Order Broad

The order covers every conceivable type of amusement construction since it lists 44 specific prohibitions and then winds up with "any other recreational, amusement or entertainment purpose whether public or private."

The list of prohibited construction includes the following: Amphitheaters, carnivals, amusement piers, amusement parks and ride structures, arenas, bathhouses, swimming pools, boardwalks,

drive-ins, grandstands, boat clubs, country clubs, cabanas, bleachers and similar seating arrangements, dance halls, amusement arcades, skating rinks, shooting galleries, night clubs, theaters, bowling alleys, pool halls, exhibitions or expositions, rodeos, seasonal camps, golf driving or archery ranges, and all types of sporting facilities, athletic field houses, gymnasiums and lodge halls.

Appeal in Tax Case Expected Before Nov. 6

CHICAGO, Oct. 28. — The Bureau of Internal Revenue this week had not filed its appeal in the case in which a District Court decided amusement rides were not subject to the 20 per cent federal admission tax. However, that the appeal would be filed before the November 6 deadline was declared a certainty.

In the lower court, Arthur E. Fritz, operator of a kiddieland here, was the victor.

17 New Firms On Trade Show Display List

Exhibitors Total 79, Reserve 145 NAAPPB Booths

Continued from page 56
St. Louis, fire truck ride; Charles E. Hires Co., Philadelphia, root beer; Hodges Amusement Manufacturing Co., Indianapolis, rides; Joyce Distributors, Chicago, premiums; Memphis Metal Manufacturing Co., Memphis, mechanical horses; Poblocki & Sons, Milwaukee, show fronts; Rocket Express Systems, Oak Park, Ill., rides; Sutphen Products Corp., New York, games, and Verd-a-Ray Corp., Toledo, insect-repelling light bulbs.

Revised List

Revised listing of exhibitors who have taken part in trade shows of recent years and will be in the 1950 show includes:

A. B. T. Manufacturing Corp., Chicago; Advertising Plates Co., Toledo; Allan Herschell Co., North Tonawanda, N. Y.; Anchor Supply Co., Evansville, Ind.; Animated Display Creators, Inc., Minneapolis; Associated Indemnity Corp., St. Louis; Bazuka Sales Co., San Diego, Calif.; William B. Berry Co., Boston; Bert's Electric Automatic Snow Cone Machine, Dallas; The Billboard, Cincinnati; Bisch-Rocco Amusement Co., Chicago; Blevins Popcorn Co., Nashville. Calumet Coach Co., Chicago; J. L. Campbell & Co., Baltimore; Capitol Projector Corp., New York; Challenger Equipment Corp., Harvey, Ill.; R. E. Chambers Co., Beaver Falls, Pa.; Chunk-E-Nut Products Co., Pittsburgh; the Coca-

(Continued on page 69)

Lake Lansing Expands Kid Area for '51

HASLETT, Mich., Oct. 28.—Lake Lansing Park here scored an excellent gross in 1950 and is planning major additions for next year, R. E. Haney, president, said this week.

Already under way is enlargement of the Penny Arcade and rebuilding of the miniature golf course. Room is being made for enlargement of the Kiddieland, which next season will have six rides plus a playground, Haney stated.

Parking lot is being enlarged and a new lighting system installed for it, and a soft ball ground is being built.

During the past season, Lake Lansing operated 12 rides plus speed boats and fishing boats on the lake. Spot is seven miles from Lansing.

Warm Sunday Gives Coney Good Crowds

NEW YORK, Oct. 28. — With sunny skies and temperature of 73 degrees Sunday (22), Coney Island chalked up a good post-season week-end. Surf Avenue and the Boardwalk were thronged all afternoon, and parking space was jammed. The beach drew a few hundred people, several of whom entered the water.

While the main section of Steeplechase Park is shuttered, many rides along the Boardwalk, including Ward's, were operating. Nearly all kiddie and some major rides on Surf Avenue did brisk business.

Feltman's establishment was open, with its eating spots at the Surf Avenue and Boardwalk ends doing big biz. Spot's large group of kiddie rides, Merry-Go-Round and other units got a good play. Food concessions, games and arcades were open thruout the area and pulling good crowds.

Zoo Photos in Mag

DETROIT, Oct. 28.—November issue of Friends, Chevrolet Motor Company publication, carries a two-page spread of pictures taken at Detroit Zoo, showing preparations for winter and care of animals.

POLL MEASURES MEDIA POWER

Radio Out-Paces Video Pitch In Rockaway Advertising Study

NEW YORK, Oct. 28.—High-powered radio advertising pitch made this year by Rockaways Playland here paid dividends, according to a recently completed customer survey conducted by park management.

Querying 12,357 persons, since March 26, it was found that of that total, 10,368 heard of the park by means of radio, while a slim 356 said they saw park advertising on television. In other ad channels, 8,486 persons reported seeing bus cards and 6,954 said they noticed subway cards plugging the park.

Along other lines, the reports were: Long Island Railroad car cards, 4,259; outdoor bulletins, 5,332; air tow, 139, conversation, 6,750, and car plates, 2,387.

Local Press Best

Breakdown of the number of customers seeing newspaper advertising of the park, showed that a few suburban newspapers located nearby Rockaways registered heavier scores than larger metropolitan dailies. In general, tho, the number of readers finding park advertising in any of the (14) papers employed in the survey was proportionate to the paper's circulation.

Patrons were separated into three age groups, with the result that of those queried 3,354 were 13 to 20 years old, 7,323 were 21 to 30, and 1,680 were 31 or over. Of the total, 6,280 were men and 6,077, women.

Separating customers by home

location, Long Island was tops with 3,517 persons. Queens, the New York City borough in which the Rockaways are located, was second with 2,393. Of the total questioned, 1,350 were local residents. Other borough scores were: Brooklyn, 2,116; Manhattan, 1,287 and Bronx, 830. Out-of-towners accounted for 864 patrons.

Repeat Patronage

Overwhelming number of customers queried were repeaters. Figures showed 11,650 persons had visited Rockaways before, while 707 had not.

Autos led the transportation parade to the spot, with 8,576 customers reaching the park by car. Busses accounted for 1,538, excursion boat, 389, Long Island Railroad, 891, and 963 persons walked to the park.

When asked to suggest improve-

ments for the spot, 7,841 persons singled out better parking facilities, 7,378 voted for a rapid transit system to the park, 6,400 chose a municipal bath house to be located near the beach with adequate parking facilities, 5,760 wanted the beach widened, as at Coney Island, and 5,208 thought the park should be expanded.

Philly Zoo Buys Brookfield Hippo

PHILADELPHIA, Oct. 28. — Philadelphia Zoo received a female hippopotamus this week from the Chicago Zoological Park, Brookfield, Ill. Animal was trucked to Philadelphia and is housed adjacent to the zoo's other hippo.

Frank Palumbo, Philly restaurant op and frequent donor to the zoological society here, presented the animal as a gift, Freeman M. Shelly, Philadelphia Zoo director, reported.

WOO FRENCH CANADIANS

New Montreal Funspot Preps for 1951 Opening

MONTREAL, Oct. 28. — Construction of a new funspot here to cater to French Canadians will be completed by next season, B. F. Cassidy, a member of the building firm, announced. Name for the spot will be Champlain Amusement Park.

Site is 10 miles from the center of Montreal, on the main Montreal-Quebec highway, in suburban

Pointe aux Trembles. Cassidy said a 30-acre tract has been acquired.

He reported that the firm has contacted park designing firms and that experienced hands will be associated with the operation.

Cassidy said that in view of the spot's location and plans for the plant, a first-season attendance of 500,000 is anticipated.

Crugers Spot Shows First-Year Power

Initial Season as Full-Scale Park Draws 300,000 Persons for N. Y. Op

CRUGERS, N. Y., Oct. 28.—With plans for next year already in mind, Ed Kelmans, operator of Indian Point Park here, said he was highly satisfied with the revenue from the funspot this season. Proof of the pudding in Kelmans' opinion is the fact that 95 per cent of concessionaires at the park contracted for space next year, two weeks before the end of this season, September 17. After two preview week-ends, which produced fair results, Indian Point went into daily operation May 20.

Kelmans estimated attendance at 300,000 for the first season of operation as a full-scale amusement spot. Location was last operated in 1948 as a picnic grounds stopping point for Hudson River excursion boats and drew 140,000 persons.

He said that on an average Sunday favored with good weather the park drew about 20,000 and the crowd for a good week-end was about 35,000. The former figure he found to be a comfortable operating throng, since a bigger gathering usually meant less free spending. On the whole, Kelmans said that spending at the park was good. Weather thru the season at the spot was not overly favorable, but Kelmans said it did not prove too much of a handicap.

Bulk of Indian Point patronage was composed of picnic bookings. A heavy direct-mail pitch was made for this trade from the park's New York office, with industrial firms, churches, schools and clubs as the recipients. Kelmans said the direct-mail method brought gratifying results.

For the first time in the location's history, auto and bus traffic supplied a sizable segment of the spot's biz. Kelmans estimated that a good day drew 1,200 to 1,500 cars. As in the past, the principal means of transportation to the park were the boats of the Hudson River Day Line and the Sutton Line. The latter org's service was added for the first time this season, with both firms scheduling daily trips from New York to the park.

Tram Cars Popular

Specially built trailer-bus, similar to those operated at the New York World's Fair, plied between the park and the boat landing, carrying 45 passengers at one loading on the half-mile trip. Kelmans said that at 10 cents a head, the take from the bus was high.

FOR RENT

Concession Space for Bingo, Photo Studio, Scales, Novelties and Greyhound Game. Have building for same.
LAKE LANSING AMUSEMENT PARK
HASLETT, MICHIGAN

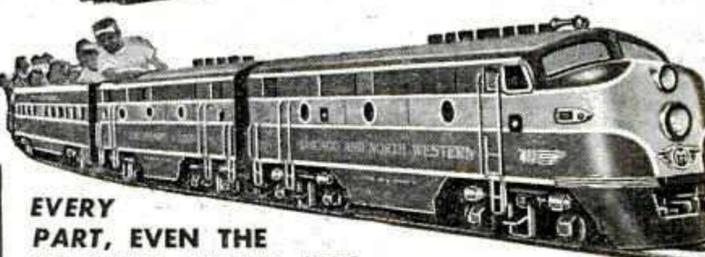
FOR SALE

Miniature Railway Train
Gasoline powered locomotive and 5 cars—270 feet straight track and 24 sections curved track; good condition, complete, ready to operate. Address to
Management Casino Park
Box 339, Virginia Beach, Virginia

Miniature Golf Courses
Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. Ball Counter for 18th hole. Reference and photographs gladly furnished.

HOLMES COOK
Room #508, 302 State St., New London, Conn.

Compare BEFORE YOU BUY



EVERY PART, EVEN THE SMALLEST SCREW, HAS AN IDENTIFICATION NUMBER AND IS CARRIED IN STOCK FOR IMMEDIATE DELIVERY . . .

ASK ANY STREAMLINER OPERATOR ABOUT OUR SERVICE . . . DEPENDABILITY IS ANOTHER REASON WHY LEADING PARK AND RIDE OPERATORS CHOOSE THE STREAMLINER

WRITE TODAY FOR COMPLETE SPECIFICATIONS

MINIATURE TRAIN CO.
RENSELAER, INDIANA

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Biller's Season Up 15%; Canada Stands Pay Best

Sturmak Mulling New Quarters, Dickering for '51 Indoor Bow

•Continued from page 56
arrivals. The show would not be cut for such a date, Sturmak said.

For the first six weeks after its opening at Athens, Ga., April 7, show hit bad weather at stands in North Carolina, Kentucky, Ohio and Indiana. At Lexington, Ky., Sturmak said the org had to set up in the snow for a two-day stand. The majority of Biller's dates thru the season were singletons, with an occasional two-day stand. Of stops at Frankfort, Ky.; Terre Haute and La Fayette, Ind.; Gallipolis, Mansfield, Canton and Ironton, O., and Danville, Ill., only the Terre Haute stand gave a fair return.

Moving into West Virginia,

King Scores Full House At Lubbock

New Mexico Spot Also Registers With Capacities

LUBBOCK, Tex., Oct. 28.—King Bros.' Circus racked up a full house at night but a half-capacity matinee here Wednesday (25), as its Texas tour got well underway.

At Big Springs, Tex., Sunday (22) the King-Cristiani combo drew a three-quarter matinee and a half house at night. Locals said they believed the org would have pulled better on a weekday.

Hobbs, N. M. (19), last stand for the show before it entered Texas, came thru with two full houses. Weather in general has been good.

No closing date for the circus has been announced, but it was presumed it would be prior to November 23, when the Cristiani acts open with the Tom Packs show at New Orleans.

Roger & Clark Mulls Indoor Bow

CHICAGO, Oct. 28.—Clark Squires, owner-manager of Roger & Clark Circus wintering here, said this week he may open the org with a two-week indoor run starting in March.

Booking acts now, he said he is dickering for a two-elephant act and a snake pit show. He plans to carry about 30 people next season, and the org may use a two-ring set-up. The show did not tour this season and Squires booked his animals elsewhere.

Clyde Bros. Books Cedar Rapids Date

CEDAR RAPIDS, Ia., Oct. 28.—Clyde Bros.' Circus, operated by Howard Suez, will play in Memorial Coliseum here under Shrine auspices November 1-5. The show recently began its indoor season and will come to Iowa from Illinois stands.

FOUR CIRCUSES TANGLE IN LA.

MINDEN, La., Oct. 28.—Four circuses converged on Louisiana this week with activity centering here. Al G. Kelly & Miller Bros.' Circus was here Thursday (26) and Biller Bros.' Circus is skedded for Saturday (28). Capell Bros.' Circus is in the central portion of the State, and Clyde Beatty, now near by in Mississippi, will play Monroe, La., November 11. The rush came after Kelly-Morris Circus played some of the smaller spots and Ringling-Barnum made major points more recently.

Charleston was the best of a string of fair-biz dates that included Parkersburg, Morgantown and Clarksburg, all repeats from last year. In Pennsylvania for three weeks, Scranton was tops in a skein that included Washington, Hazleton, Berwick, Greensburg, Connellsville, Williamsport and one stand outside Pittsburgh. These were about 85 per cent repeaters and Sturmak termed biz as up and down.

Switching to New Jersey, the org drew only fair returns from stands

Bouglione Back In Paris After Tour in Belgium

PARIS, Oct. 28.—Bouglione Bros.' Circus, which toured Belgium with its big top the past summer, has returned to Paris and is again occupying the indoor arena of Cirque d'Hiver.

Opening bill is decidedly weak, featuring Jack Rex and his 10 lions and the popular joeys, Maiss and Mimile. Remainder of the bill, which opened October 14, is made up of animal and horse acts of the Bougliones and circus acts, most of which toured with the show the past season.

Dailey Org Selling Train Equipment To Scrap Company

Iron Firm To Get 28 Cars; Delivery Awaits Clear Title

GONZALES, Tex., Oct. 28.—Sale of Dailey Bros.' Circus railroad cars to a major scrap iron and steel company has been set and is skedded for completion in the near future. Delivery of the train and payment of the purchase price awaits formality of establishing title to the cars, it

Stevens Skeds Run at Fair, Dec. 3 Finale

STUTTGART, Ark., Oct. 28.—Stevens Bros.' Circus, owned by R. A. (Bob) Stevens, closes December 3 in Texas after showing four days at Valley Mid-Winter Fair, Harlingen, November 18-25, it was announced here this week.

Closing date will give Stevens a 37-week season thru Oklahoma, Nebraska, Missouri, Arkansas and Texas. Org's quarters are at Hugo, Okla.

Vernon Pratt recently joined as general manager. Other staffers include R. A. Bunch, general agent; Sam V. Price and Dick Brant, bill car managers; Charley Smith, public relations; Claude Garner, superintendent; Les Garner, tickets; Ward Hall and Harry Leonard, Side Show managers; John Lynn, Side Show superintendent; Jack Lorenzo, elephants; Robert Lyles, props; John Scott, candy stands; Larry Wood, concessions; Tony Bizio, horses; Laura Stevens and Bertha Drane, front door; Edwin Leninger, equestrian director; Paul Bejano, producing clown; Orlo Wach, lights; Ray Headley, transportation; George Bell, bandmaster; Oklahoma Shorty Sheares, concert; Robert Shearer, pit show; Laura Stevens, purchasing agent, and John Taylor, maintenance.

at Phillipsburg and Morristown. Going north to Massachusetts, the show got its best U. S. business from Pittsfield, a new stop on the route. At Greenfield, Fitchburg, Salem, Gloucester and Lawrence, all repeaters, returns were fair. Business for the State was up 20 per cent over 1949, Sturmak said. Org did not fare too well at Montpelier, St. Johnsbury, Bennington, Newport and St. Albans, Vt., all of which were repeats and business was about 15 per cent under last season. Biller broke even in Keene, Concord and Portsmouth, N. H.

Results at Biddeford, Augusta, Rockland, Bath and Eastport, Me., were fair. Sturmak said the show played Bangor and Portland last year with good returns, but that the org steered clear of the locations this year to avoid conflict with Ringling-Barnum.

Canadian jaunt was next, and show returned to the States August 10 for a week's stay in Maine, which included Fort Fairfield and Waterville. In the former city, a local ordinance prohibited circuses 30 miles of a State fair, within 30 days before or after the event. He said he checked and found the prospective location to be 34 miles from Skowhegan State Fair, but fair officials reckoned the distance at 28 miles and threatened injunction. (Continued on page 63)

was learned definitely in Chicago this week.

Ben C. Davenport, co-owner of the circus, however refused comment here on any phase of the transaction. Similarly, he refused to confirm or deny reports that the Dailey show would be motorized in 1951, altho this would seem to be apparent. Early this season, Davenport said he was considering framing a street show (similar to the Jay Gould operation), which he would book as a free attraction to merchants associations.

The show rain, upon completion of the sale, will be moved to Illinois for delivery to the Hyman Michaels Company, Chicago, a nationwide firm dealing in scrap. It was understood that the deal involved 28 cars, of which the Dailey show used 25 before it closed in Arkansas last month. Uncertain yet was the disposition Michaels would make of the equipment. Usable cars might be resold while others might be scrapped.

Meanwhile, a report that another circus had purchased the train and might winter at Gonzales was flatly denied by the show's owner.

NEW INDOOR OP PLANS "MONKEY ISLAND" SHOW

BELTON, Tex., Oct. 28.—Louis Jackson's Indoor Circus, opening under Elks auspices here November 21-23, will carry a portable monkey island as a menagerie in addition to its nine circus acts. Jackson, owner of the show, said he believed he would be first to use such a set-up.

The new org, he said, is framed to play lodge halls in smaller Texas towns and has seven weeks booked. Program will stress comedy and family-type acts.

NEW BUILDINGS FOR COLE ORG AT PERU FARM

PERU, Ind., Oct. 28.—Construction of permanent buildings to house Cole Bros.' Circus started Monday (23) at the Terrell Jacobs farm near here. Included in the plans are a ring barn and barn for horses and elephants.

It was learned that show equipment, recently moved from St. Louis to a naval air base near here, probably will be moved later to the new buildings.

Arthur M. Wirtz, Chicago, co-owner of the show, has turned down new offers from potential buyers of the show, it was reported, but Wirtz could not be reached for comment.

Miss. Spots Give Beatty Fair Houses

Business Holds Despite Cotton Area's Troubles

ABERDEEN, Miss., Oct. 28.—Cotton crop troubles have been telling on this area, but business for the Clyde Beatty Circus has held at a fair level in most places. In here Tuesday (24), the org played to half and three-quarters houses in good weather.

At Columbus, Miss., Monday (23) two three-quarter houses were on deck. Matinee was delayed for school children.

In Jasper, Ala. (20), Beatty drew two half houses, with damage to business being blamed on a long rain and strong football competition.

Gainesville Elects Execs

GAINESVILLE, Tex., Oct. 28.—Roy A. Stamps was re-elected president of the Gainesville Community Circus at the annual membership meeting Monday (23). He has served in that capacity since 1938.

Also re-elected were C. B. Stringer, vice-president, and J. B. Saylor, secretary-treasurer. New member of the board is Texas Ranger Lewis Rigler. Re-elected directors were F. E. Schmitz, Roy P. Wilson, Dr. A. A. Davenport, George C. Morris, Vern Brewer, W. Alex Murrell, Portis M. Sims, Emmett F. Curtis, A. B. Garvin, B. A. Dillard, Joe M. Leonard Sr., C. H. Leonard, Cecil H. Tinsley and A. Morton Smith.

Saylor reported receipts of \$37,751.19 for the season's eight engagements. Expenditures were \$37,390.70. Show's property is valued at \$75,000.

A meeting of the new board to

Ringling Biz Holds High In Virginia

Tennessee Spots Okay; Org Starts Last Lap of Trek

PETERSBURG, Va., Oct. 28.—Good business greeted Ringling Bros. and Barnum & Bailey this week as it moved into the Southeast for its last lap of the season, which closes November 19.

The show drew a half matinee and three-quarter night crowd here Wednesday (25), but most earlier spots were better. At Lynchburg, Va., Tuesday (24), the night house was full and rain held the matinee to a half house. Roanoke, Va., Monday (23), ignored rain to give the show a three-quarter matinee and straw house at night.

Chattanooga, the Saturday (21) stop, produced half and three-quarter houses in the face of football and rodeo opposition. Nashville (22) came thru with two near-capacity houses, and Jackson, Tenn. (19), gave a three-quarter and a near-capacity house.

San Antonio May Top '49 For Polack

SAN ANTONIO, Oct. 28.—Packed houses and an enthusiastic reception by the press put this week's run in the bag for Polack Bros.' Western Unit. By the wind-up Sunday (29), Louis Stern expects a gross equal to or ahead of last year's all-time high, which was achieved despite two days of day and date opposition with Ringling-Barnum. This year, Ringling was three weeks ahead of Polack.

Show came here from Little Rock, where good matinees and turnover business prevailed. Nine performances were given in four days, with two on the final night (20). From here, Polack goes to Harlingen, Tex., for a three-day stand under Shrine club auspices.

Mickey Blue closes his season at San Antonio and will plane for a three-week vacation including tours of Mexico City; Havana; Kingston, Jamaica; Port au Prince, Haiti and San Juan, Puerto Rico. He will return to Chicago November 23 to start promotion for Polack's 1951 date there.

Art Hansen handled Little Rock and jumped to Owensboro, Ky., to fill in there for Sam Ward, who underwent an operation at Fort Wayne, Ind., this week.

adopt a budget is scheduled later in the week, and training and construction work will start November 1.

Mills Inks Harvey, Plans Enlargement

Larger Top, Animal Purchases, More Seating Capacity Skedded

WINSTON-SALEM, N. C., Oct. 28.—Mills Bros.' Circus has signed R. M. Harvey as special agent for 1951 as a step in a major expansion program for next season, Jake and Jack Mills, co-owners, announced this week.

Harvey will start his duties with the show early in January after completion of a vacation cruise, and will fill an especially created post. General Agent H. W. Ahrhart, with Mills this season, will be back for 1951, it was reported.

Purchase of a 140-foot big top with three 40's is scheduled for next season. This year the show used a 120-foot top. Seating capacity will be increased 1,500 to a total of 5,000, the Mills brothers

stated. A larger menagerie top also is planned.

Increase of the Mills elephant herd to seven is contemplated in the expansion program. The show had three bulls this season but one died. Altho it is not yet definite where Mills will obtain the five additional animals for next year, the brothers said they had two possible deals brewing.

Purchase of other animals, including seven camels and some caged menagerie stock, is being negotiated, they stated.

The expansion program is calculated to cost in excess of \$100,000, it was reported. Mills Bros. will continue its policy of playing under auspices.

LOS ANGELES GIVES POLACK BROS.

A BIG HAND!

The most successful engagement ever played by Polack Bros.' Circus for Al Malaikah Shrine in Los Angeles is reflected by these enthusiastic comments by the newspaper reviewers:

The Polack Circus has promised and delivered one of its best shows of any season.

LOS ANGELES TIMES

Just what the doctor ordered... It's surprising how much of the fun, excitement and glitter of the big tent can be moved under a roof and on to the stage.

LOS ANGELES EXAMINER

It's a first class circus... a collection of some of the top acts in the business.

LOS ANGELES EVENING HERALD & EXPRESS

High art reigns supreme in Polack Bros.' Shrine Circus... All the variety a circus fan could ask for.

LOS ANGELES MIRROR

Pervades the local entertainment front with an exhilarating air... Something for everyone.

LOS ANGELES DAILY NEWS

It's a swell show... the "biggest and best" ever presented by Polack Bros.

HOLLYWOOD CITIZEN-NEWS

A lively show... It has all the flavor of a big-time circus except for a tent, and it balances off in this respect by the greater seating comfort and the more compact presentation of the diversified numbers.

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POLACK BROS. CIRCUS logo and address: 203 N. Wabash Ave., Chicago 1, Ill. Phone: FR 2-3473

BILLER BIZ FAIR AT U.S. STANDS

Continued from page 62. Proceedings against the circus. Date was switched to Livermore Falls to a solid day's biz.

Business was excellent at Haverhill and Lawrence, Mass. Playing repeat dates at Falmouth, Plymouth and Hyannis on Cape Cod, Sturmak said the take was about 20 per cent under 1949.

New territory was mined at Asbury Park, West Atlantic City and Camden, N. J., none of which were very good, Sturmak said.

Sturmak said he felt that the ensuing dates thru the Carolinas did not yield much because the territory was burned out by a succession of circuses and carnivals.

Vies With Dailey

During stands in New Brunswick, Canada, which included St. Stephens, Fredericton, Moncton, St. John, Edmundston and Dalhousie, Sturmak said the show was in conflict with Dailey Bros.

Polack Clicks 50G Advance At Baltimore

BALTIMORE, Oct. 28.—With a \$50,000 advance sale already registered and two more weeks to go before the annual nine-day showing of Polack Bros.' Eastern Unit under Boumi Shrine Temple auspices in the Fifth Regiment Armory here, indications are that the date will eclipse the previous high gross recorded in 1949.

The 1950 edition will offer a number of attractions new to Baltimore, including the Gretona Troupe, high wire; Welde's Bears; Gautier's Tallyhoo, dog and pony revue; Josh Kitchen's high school horse and Liberty horses and mules; Antelek Troupe, perch; Velerie and Kolomon, double traps; Tatall Sisters, acros; Aida, aerial novelty; DeWayne Troupe, teeterboard; Five Beldens, Risley, and the Three Bounders, trampoline.

This week Hansen opened an office in Owensboro, Ky., and Hebert went to Charleston, S. C., to do advance work. The Western unit plays both dates.

Cole & Walters Closes Nov. 23

NEW BRAUNFELS, Tex., Oct. 28.—Cole & Walters Circus, No. 2 unit of the Kelly-Miller organization, will close Thanksgiving Day, November 23, in Texas, it was reported this week.

Show has been in Texas for some time and has averaged about three straw houses per week.

DUE TO MAIL MIXUP

All those who have written, write again KRIEL FAMILY (CIRCUS ACTS) 837 Maggard St., Iowa City, Iowa, or Cole-Walters Circus, Hugo, Okla.

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were straightened out after consultation by management of both circuses.

Dates in Canada were played mostly under auspices, while American stands were made straight, according to Sturmak. Some difficulty was encountered upon entering Canada but the reaction was the opposite once the locals caught the show, Sturmak claimed.

He said emphasis this season was placed on a fast-paced show and keeping excitement at a maximum pitch, rather than on an extravaganza type presentation. Show ran two hours. Biller has played the East Coast for the last two years and Sturmak claimed that overhead was highest there and that lots were increasingly harder to find.

Only One Day Lost

Show lost only one day all season, at La Fayette, Ind., when heavy rain and mud prevented the big top from rising. Big top's seating capacity is 3,000. Sturmak said no change is planned in its size.

Management is negotiating for new winter quarters, Sturmak said, with possible choices narrowed to Camden, S. C.; Marietta, Ga., or Lake City, Fla. Present quarters are at Athens, Ga.

After the spring stretch of bad weather, Sturmak said that overall conditions thru the season were good. Only major labor trouble affecting the show was the aftermath of a coal strike in Pennsylvania, where workers had little money for entertainment.

No Truck Worries

Circus has a working agreement with General Motors Corporation for its rolling stock, and Sturmak believes that even if conditions should cause further restriction of peace-time production the show would be high on the firm's list for new equipment.

To combat fickle spring weather Sturmak said he is dickering for an indoor bow in the Midwest next season. Present plans call for the show to go under canvas about May next year.

Frank Wirth Adds Acts for Columbus Date

COLUMBUS, O., Oct. 28.—Frank Wirth Circus opened here Tuesday (24) to a good house, for a five-day run, closing today. After this showing some of the acts head for Kansas City, Mo., and some to Houston for contracted dates in those cities.

Following acts were added for this date in addition to the line-up which played Sioux City, Ia., last week: Latall Sisters, Berosini Troupe, Winnie Colleano, DeWayne Troupe, Zaccchini's double cannon, Phil Wirth's riding school, and Chick Laisure, clown. Keller's tigers were replaced with Clement's lions, and Packs elephants were replaced by Hunt's elephants. Jack Cervone is band leader.

Court Animal Act to Rogers For '51 Tour

CINCINNATI, Oct. 28.—Announcement of the recent purchase of the former Alfred Court wild animal act, for presentation during the 1951 season, was made this week by Si Rubens, owner-manager of Rogers Bros.' Circus.

Rubens said the current tour, which ends Monday (30) at Leesburg, Fla., has been successful.

The 1951 tour will get under way in early January with new canvas for the big top, menagerie and Side Show and a new banner line. In addition, Rubens is adding three elephants, bears and a giraffe to the menagerie.

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PAGE BROS.' CIRCUS Wants General Agent, must know Southern territory and have car. Want Acts for Big Show, also Acts for Side Show. Circus Electrician, must understand Light Plants. Working Men in all departments. This is no fly-by-night operation. Going South, out all winter.

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WANTED FOR DEC. 7, 8, 9, 1950 CIRCUS ACTS OF ALL KINDS Family Acts that double, Dog and Ponies, Aerial Acts, Trampoline, Clowns, Monkey Acts, Elephant Act. State lowest and send photos, which will be returned. Replies H. RAYE DISABLED AMERICAN VETERANS' INDOOR CIRCUS Room 5, Kennedy Building Okmulgee, Okla.

ROGERS & CLARK CIRCUS WANTS FOR 1951 SEASON OPENING APRIL 26 Agent with car to get auspices. Single Acts—Ground and Aerial doing three or more. Also Pony, Dog, Goat, Mule, etc., Acts. All must have own transportation and sleeping quarters. We have Cook House. Long season assured. State all and lowest in first letter.

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Communications to 188 W. Randolph St., Chicago 1, Ill.

Dallas Pulls Peak 2,176,519 Gate

Gate Yields 335G---Midway Grosses
Set High---'South Pacific' Bags 320G

Continued from page 56

Bros. Sky Wheels. A No. 12 Eli was added to the twin No. 16's for the fair and this may have made a difference, too. Midway concessions, under Murphy's direction, hit an all-time high gross for the fair.

Aud attraction, *South Pacific*, drew 102,183 people in 24 performances. Customers laid \$394,420 on the barrelhead to view hit. Of paid-in amount, \$74,252 went to Federal taxes for Sopac tickets and front gate admission taxes. Net after taxes was \$320,168.

Ice Show Pulls 'Em

Ice Cycles of 1951, presenting premiere of new show, beat last year's attendance record by 15 per cent, with 17 out of 23 performances more than capacity, some of them turnaways. Remainder were near capacity, of 92 to 97 per cent of ice arena's 5,660 seating capacity.

Expo had biggest day Saturday (14), with day-night football double-header in Cotton Bowl drawing more than 150,000 fans as four undefeated grid teams clashed. Total attendance for day was 289,307, a new world's record for single day at annual exhibitions.

Whopping Business

Midway shows netted \$43,000 that day, with \$15,221 coming from Sally Rand show. Sky Wheels rode 10,239 for gross of \$2,559.75. In Cotton Bowl alone, 35,000 hot dogs and about 75,000 soft drinks were sold. Every food concessionaire did whopping biz as football crowds scrambled for food.

Expo's publicity department hit hard over week-end to build Sunday attendance. "Last chance" plugs were bought on all Dallas

radio stations and six-column ads ran Sunday in both Dallas dailies.

Expo Gate 335G

Expo gate was \$335,000, as compared to \$328,000 last year, S. B. Cox, fair secretary, said. Fair received about \$19,000 in stadium rental from each of two capacity football crowds Saturday (14). Cox said complete figures on fair operation would probably not be ready before first part of November.

DALLAS GATE COMPARISON

	1950	1949
Sat. (7).....	147,582	209,556
Sun. (8).....	173,500	132,781
Mon. (9)....	52,627	48,058
Tues. (10)...	45,369	33,895
Wed. (11)....	47,898	159,202
Thurs. (12)...	174,779	42,628
Fri. (13)....	212,967	211,657
Sat. (14)....	289,307	276,984
Sun. (15)....	221,742	234,765
Mon. (16)...	183,406	146,349
Tues. (17)...	102,337	71,951
Wed. (18)...	80,982	61,082
Thurs. (19)...	70,470	56,835
Fri. (20)....	140,192	103,664
Sat. (21)....	87,217	160,247
Sun. (22)....	146,144	97,886
Totals	2,176,519	2,047,540

SURVEY SHOWS STRENGTH

94.2% of Milwaukee Patrons Want To Return, Poll Finds

MILWAUKEE, Oct. 28. — The strong lure of Wisconsin State Fair is demonstrated clearly by results of a survey conducted at this year's event, which revealed that more than nine out of every 10 persons who attended want to come back in 1951.

Conducted by The Milwaukee Journal's research department, the poll covered 796 persons, about one out of every thousand front-gate customers. Two questionnaires were used, one for persons who had been on the grounds for some time and had seen most of the fair, and a second for those who had been on the grounds only a short time. The sampling also was divided into two categories, people from Milwaukee County and those outside its borders.

Pick No. 1 Exhibit

The question "Do you wish to attend the Wisconsin State Fair next year?" drew an affirmative reply from 93.8 per cent of queried from Milwaukee County. Patrons from outside the county topped

that with a 94.6 per cent affirmative response, for an average of 94.2 for all persons questioned.

Asked to score the most interesting exhibit, fairgoers placed Wisconsin-At-Work, a showing of the State's industries, first with 113 votes, trailed in order by the Flower Exhibit with 109, Conservation, 79; Women's Building, 67; Commerce Building, 47, and the livestock exhibits, 41.

The fair's auto and harness racing program was the biggest individual draw on the grounds, the poll indicated, with 77 naming it as the feature they wanted most to see. The flower exhibit was second with 65 votes, livestock third with 56; all exhibits fourth with 55; followed in order by the Women's Building, Wisconsin-At-Work, Conservation Exhibit and the Industry Exhibit.

Auto Races Tops

Auto racing led the popularity poll taken on the four types of grandstand attractions, being named No. 1 with a total of 44 per cent. The night grandstand re-

Raleigh Registers Peak 475,000 Gate

Five-Day Total Scored in Face
Of Two Days of Rain, Showers

RALEIGH, N. C., Oct. 28. — North Carolina State Fair, which ended a five-day run Saturday (21), set a new gate mark with an estimated attendance of 475,000 persons, according to Dr. J. S. Dorton, manager. The figure was registered despite rain and showers during two days.

Dorton's estimate was approved by State auditors, but it will be several weeks before the latter release final statistics. Last year's

gate mark was 427,000.

Finale was the high point in attendance, with 105,000 persons jamming the grounds. Figures for the other days were: Tuesday, 75,000; Wednesday, 125,000; Thursday, 70,000, and Friday, 100,000.

Jack Kochman's thrill show, which offered performances Wednesday afternoon and Saturday night, and auto races staged by Sam Nunis were important drawing cards. James E. Strates Shows, midway org, had solid returns for the week. Girl shows and rides both reported good biz.

George A. Hamid's *Fantasies of 1950* played to capacity crowds at each performance. Flicka and Thunderhead, movie horses, were exhibited in a special arena. Harness racing was curtailed by the two days of rain. All spaces taken, including concessions, eating places, novelty stands and game booths, numbered about 400, one third more than in 1949, according to Concession Manager Bill Harrington.

Dorton Stages Preview

In a fair prelude, Dorton staged a preview showing of the Hamid revue at a near-by Tar Heel Club, instead of the traditional grandstand show Monday night. A barbecue dinner was offered about 1,000 guests, including press and radio personnel.

Dorton termed attendance for the run the largest he had seen at an event in this State and said all fair officials were satisfied with the gross. He predicted that the fair of the future, expanded version of this event, would draw more than a million persons.

ENTERS ACT BIZ

Dorton Buys Movie Horses From Hamid

RALEIGH, N. C., Oct. 28.—Dr. J. S. Dorton, general manager, North Carolina State Fair, and operator of annuals at Charlotte and Shelby, N. C., last week eased into the free act business when he bought movie horses, Smokey, Flicka and Thunderhead from George A. Hamid, booking agent.

Deal was cemented at the State annual where the appearance of the nags proved a major attraction. Dorton, a veterinarian whose home is in Shelby, said that he would train the equines and make them available for any and all types of showbiz appearances.

Dorton anticipates a busy schedule for the famed flicker horses, pointing out that they would be a natural attraction at many of the drive-in theaters which have mushroomed thruout the country, as well as at fairs and special events.

Fence for Weyburn

WEYBURN, Sask., Oct. 28.—Another 460 feet of board fencing at the fairgrounds has been torn down and the balance of the steel wire fence replacement, started in the spring, is being finished. Fence will cost \$2,500.

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Meetings of Fair Assns.

Western Fairs Association, Hotel Californian, Fresno, Calif., November 14-16.

Association of Tennessee Fairs, Read House, Chattanooga, November 17-18. W. J. Huddleston, Cookeville, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 27-29. Frank H. Kingman, Brockton, Mass., secretary.

Washington Fairs Association, New Washington Hotel, Seattle, December 7-8. Charles T. Meenach, Pullman, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 11-12. E. W. (Deak) Williams, Manchester, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 7-9. Vera G. McQuilkin P. O. Box 974, Oklahoma City.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 9-10. Everett F. Erhardt, Stafford.

Ohio Fair Managers' Association, Deshler Wallick Hotel, Columbus, January 10-11. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo S. Singleton, Jefferson City, secretary.

Minnesota State Fair and Min-

nesota Federation of County Fairs, Hotel St. Paul, St. Paul, January 15-17. George W. Gleixner, North St. Paul.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston, Staunton, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St., Arlington, Mass., secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles W. Swoyer, 522 Court St., Reading, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary.

Communications to 188 W. Randolph St., Chicago 1, Ill.

C. & W. Hits 60G Macon Fair Record

Weather Hurts On Two Days; Org Re-Inked

MACON, Ga., Oct. 28.—After a bad buffeting by weather, Georgia State Fair had record-breaking turnouts Friday (20) and Saturday (21) with the Cetlin & Wilson Shows setting a new gross high of about \$60,000 for shows and rides on the midway.

The elated fair management broke precedent by calling a Friday night session and formally awarding the 1951 contract to the same org, which will be the third consecutive year for C&W at the spot.

Biz Follows Set-Back

First half of week was about the same as last year and Thursday's rain and storms caused a big set-back. Friday was clear and the crowds started in the morning.

For the first time in the fair's history there was a turnaway. All parking space in the huge grounds in Central City park were filled by 7 p.m. and all traffic turned away. Midway was jammed past midnight and gross for that day alone was nearly \$20,000, officials said.

Rains resumed Saturday morning but stopped around noon and again the grounds were crowded all afternoon and evening.

Midway Take Big

Co-Owners Izzie Cetlin and J. W. (Jack) Wilson termed the midway biz for last two days as phenomenal. Engagement which seemed jinxed with mishaps at first ended happily and shows were loaded and out of town Sunday morning en route to Albany.

FISHER, WALPERT TO SELL SHOW

SAN FRANCISCO, Oct. 28.—The Harry (Polish) Fisher-Charlie Walpert partnership in Golden West Shows is being dissolved and org will be sold soon. Walpert purchased the interest of Nathan Cohn, Fisher's son, a year ago when Cohn decided to devote his time to his law firm. Dissolution of the partnership will be completed with the disposal of the show, which will be offered for sale as a complete unit.

Fisher, former manager, legal adjuster and advance man for Eastern shows, will continue in the outdoor field as manager or general agent for a Western show.

Concessionaire Dies, 1 Injured In Auto Crash

LITTLE ROCK, Oct. 28.—A Mr. Muncie was killed and Henry Harvey, concessionaire, was taken to University Hospital here suffering from concussions, broken bones and internal injuries following an auto accident Wednesday (18) at Newport, Ark., reports J. Bill Carneer, division manager of the Arkansas Automobile Club here. The car in which they were driving struck a bridge and overturned. Latest report from the hospital stated that Harvey was still unconscious and in serious condition.

Both men were employed by McCoy & Kimball Enterprises, concession firm. Harvey managed a concession on the Leeright Midway Exposition, which played Lonoke County Fair at Lonoke, Ark., last week. Muncie's body was sent to his home in Leavenworth, Kan., for burial.

RAS EARLY DAYS' GROSS AT SHREVEPORT UP 42%

New Midway Surface, Independent Concession Set-Up Is Impressive

SHREVEPORT, La., Oct. 28.—Hard hit by weather here last year, the Royal American Shows' gross in the early days of the current Louisiana State Fair soared over the corresponding days last year. Carl Sedlmayr, RAS owner, said the ride and show take for the first three days was 42 per cent higher than for the same period last year.

Preview night, Friday (20) on the eve of the fair's opening, yielded double last year's business for that night, Sedlmayr added. The fair ends Sunday night (29) and its closing will also mark the season's end for the Royal American, which heads from here into winter quarters at the Florida State Fair, Tampa.

Kiddieland Goes Big

The B. S. Gerety Kiddieland, a permanent installation on the fairgrounds, also enjoyed bang-up biz in the early days of the fair, according to Tony Ybanez, manager.

Apart from the weather, big factor in the jump in business was the rescheduling of Negro Day, heretofore the final day of the fair, to Monday (23). Special day was big, with the Royal American experiencing a 47 per cent increase in business over the corresponding Monday, without Negro Day observance, last year.

The midway area is a vast improvement over previous years as a result of the fair's expenditure of \$20,000 for surfacing and providing adequate drainage. Last year the fun zone was deep in mire on numerous occasions.

The independent concession midway also is a vast improvement over previous years. Under the direction of Bob (Diggers) Parker, the independent line-up presented a smaller number of concessions, with accent on higher quality. Andy Markham, Chicago concessionaire, and Joe Monsour, aid to William R. Hirsch, veteran fair manager here, assisted Parker in bringing about the changes.

Sam Gordon, RAS concession manager, gave a surprise birthday party for Carl Sedlmayr at a downtown eatery during the engagement. Guests included Mr. and Mrs. C. J. Sedlmayr Jr. and son, C. J. III; Mr. and Mrs. Sam J. Levy, Gaylord White, Al Sweeney, Jack Duffield, Harry Julius, Bob Parker, Mr. and Mrs. Bob Lohmar, J. C. (Tommy) Thomas, Herb Pickard, Mr. and Mrs. Gordon and William R. Hirsch.

CLUBS MERGER?

NSA Favors Reps' Meeting On Possibility

NEW YORK, Oct. 28.—The board of governors of the National Showmen's Association (NSA), Wednesday night (25) went on record as favoring a meeting with reps of all other showmen's associations with a view to possible amalgamation.

NSA willingness to explore the feasibility of the move was outlined in a letter to Gean Berni, executive secretary of the Greater Tampa Showmen's Association.

The letter to Berni suggested that he solicit other orgs to have reps on hand to discuss the plan during the outdoor meetings in Chicago.

Homestretch Biz Okay for Bogle

ARMA, Kan., Oct. 28. — F. C. Bogle Shows did okay business the latter part of the season after a wet spring that produced little in the way of grosses. F. C. Bogle, manager, announced here in show quarters.

Tentative opening in '51 is set for the second week in April, with line-up planned to include 5 major rides, 3 kid rides, 4 shows and close to 25 concessions.

An Octopus, complete with truck and trailer, was purchased prior to the close.

Rain, Creditors Hit Endy at Savannah

Six Days of Rain Wash Out Coastal Plain Take; Lawsuits Total \$63,737

SAVANNAH, Ga., Oct. 28.—Endy Bros.' Shows were smacked by six days of rain and lawsuits aggregating \$63,737.25 here last week at the Coastal Plain Fair. Midway org, which hardly swung with a buck in the rain, continued operation at the extended event, now scheduled to end tomorrow, and the take to date is reported good by Dave Endy.

Endy, reported in financial difficulties periodically thruout the season, had to get up \$15,000 to satisfy a government tax claim and get the shows' equipment in here from Wilson, N. C. Mortgage foreclosures brought in Superior Court here included one in the amount of \$14,000 by Ralph Endy, a brother. Dating from March, 1946, it called for interest, and covered the Merry-Go-Round, Rolloplane, Octopus, Fly-o-Plane and four generators with tractors and trailers.

A bail-in-trover suit in the

amount of \$40,000 was filed against 18 flat cars, allegedly leased to the shows by Kenneth E. Moore, Norfolk tent manufacturer, for 2½ per cent of the gross receipts, allegedly unpaid. Moore also filed an attachment for an alleged debt of an additional \$6,000 and a similar attachment was made by Charles A. Lenz, insurance agent, in the amount of \$3,737.25.

Endy reported here yesterday that most of his financial difficulties had been straightened out and that he would winter the shows here at the conclusion of the fair. He said he plans to operate ride units on city lots here for several weeks.

Lone Star Benefit Show Yields \$1,500

DALLAS, Oct. 28.—The Lone Star Showwomen's Club raised \$1,500 at a benefit show here Wednesday night (18) in the Diamond Garter, eatery-show spot on the midway of the State Fair of Texas. Money will go into the club's cemetery fund.

T. C. Sands, Ed Meek and Neal Fletcher were in charge of the show. Dick Freeman and Pappy Dolson shared emcee chores. Talent was recruited from midway shows and from night spots in the city.

WOM TABS BIG AT ANDERSON

Jamboree Earns 5G for Show Clubs; Columbia Biz Pars '49

ANDERSON, S. C., Oct. 28.—Frank Bergen's World of Mirth Shows, in its first appearance at the Anderson Fair in several years, is well on its way to racking up a top gross, execs revealed as the annual went into its final sessions here today.

Excellent weather and 9-cent kid days have aided the take, Bergen said. The 9-cent bid for moppet patronage Tuesday and Wednesday (24-25) was said to be an innovation here. The youngsters jammed the rides until they ran out of dough.

Last week at the South Caro-

lina State Fair, Columbia, a World of Mirth - sponsored jamboree netted \$5,000 for showmen's organizations. The money will be distributed as follows: \$2,500 to the National Showmen's Association, \$500 to the Greater Tampa Showmen's Association to be divided between the men's and women's branches, \$500 to the Miami Showmen's Association which will also be split by the men and women, \$500 to the Ladies' Auxiliary of the National Showmen's Association and the remaining \$700, or possibly more depending upon final accounting, to the Bess Hamid Sunshine Fund and the Shut-In Fund, both NSA projects.

Despite bad weather for most of the run, Bergen said the World of Mirth came very close to 1949 gross at Columbia. Going into the big day, Thursday (18) the org was several thousand dollars ahead of last year's corresponding gross. However, bad weather halved the gate Thursday and affected the take for the remainder of the run. Even the intermittent rain affected the kid session Friday (20), the org raked up the biggest take on record for that day.

On opening day the shows donated \$1,000 to the local hospital. This resulted in considerable space in the local press.

Art Signor Shifts To Wm. Collins Org

SHREVEPORT, La., Oct. 28. — Art Signor, veteran office secretary, will be with the William T. Collins Shows next year, Owner Bill Collins announced here this week on a visit to the Louisiana State Fair.

Signor was with the World of Today Shows for the past several seasons.

PLAYS 114 FAIRS, CELES

Gooding Org, in 52d Year, Fills All-Time High in Midway Contracts

COLUMBUS, O., Oct. 28.—Terminating its 52d annual tour at Circleville (O.) Pumpkin Show, Gooding Amusement Company, Inc., this week began formulating plans for 1951. F. E. Gooding, org's president, announced that he had placed orders for several new rides and disclosed that he is considering the importation of several new European rides if he can obtain delivery in time for the 1951 season.

Operating nine units during 1950, the Gooding organization fulfilled 114 State and county fair and celebration contracts, an all-time record. In addition to the 91 rides owned and operated by Gooding, several rides also were booked on.

43 Shows in 1950

Forty-three shows completed the 1950 season with Gooding, who

boasts the largest number of shows booked under one title in the country. In operation, each unit is flexible and equipment is added or taken away, depending upon the date.

Managers this season were John Enright, Unit No. 1; Gerald Frantz, No. 2; Charles O'Brien, No. 3; Homer Dennison, No. 4; George Bouic, No. 5; Randolph Address, No. 6; George Pence, No. 7; Ray Riffle, No. 8, and Charles Clymer, No. 9.

Large Crew Retained

A large crew has been retained at the winter quarters factory to manufacture, paint, build and repair equipment. In addition to the several large buildings at the Gooding quarters, buildings at the Ohio State fairgrounds are leased for storage purposes during the winter.

Several of the company's kiddie rides and the larger Merry-Go-Rounds have been contracted by department stores and Chambers of Commerce for use during the Christmas holidays. Organization's giant searchlights will be out all winter on a lease basis for advertising purposes.

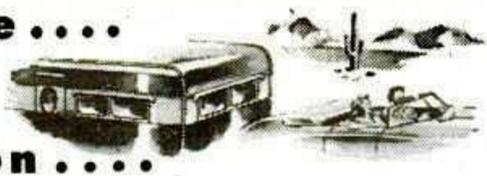
Present office staff includes Kathleen Holleran, corporation secretary; Mrs. Lou Crothers, bookkeeper; Mrs. Geneva Sanor, personnel clerk; Doris Zechman, secretary to Gooding, and Hal F. Eifort, general agent. In addition to his managerial duties, Address also serves as agent during the winter and early spring.

Several new trucks were added recently, and James Wolfe, artist, is painting and lettering them to fit with the Gooding color scheme and design.

PONTICO ENDS 50TH YR. IN BIZ

SHREVEPORT, La., Oct. 28. Joe Pontico, cookhouse op with the Royal American Shows here this week, rounds out his 50th year in outdoor showbiz. He started with the two-car Charley McMann show, joined the Barnum & Bailey Circus two years later as a novelty man and remained with that circus 30 years, then went with the Jerry Mugivan interests, in novelties. He joined the RAS in '36 with a Fat Show and cookhouse and has been the org's cookhouse op ever since. He and his wife, Flo, reside in Tampa.

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Midway Confab

On the midway at Marlboro Fair, Seat Pleasant, Md., were H. M. Snyder, Ferris Wheel and Kiddie Auto; Herbert Stine, candy floss; J. J. Carey, popcorn; Carl Ross, novelties; Van Helman, novelty hats; G. Cole, cider and doughnuts; Mrs. Herbert Stine, Merry-Go-Round, and Vernon Slaughter and Billy Gee, Side Show. . . . O. J. (Whitey) Weiss, concession manager on Cavalcade of Amusements, is at, least, consistent. Mrs. Weiss presented Whitey with a son in Tampa October 13, exactly one year after the birth of a daughter.

Sitting thru some midway performances is a great discomfort in the name of amusement.

Roxie Harris, owner-manager of the Royal Midwest Shows, recently visited his son, William, World War II vet who has been recalled by the army and is stationed at Fort Belvoir, Va., with the 515th Engr. Pet. Dist. Company. . . . Jimmie and Marjorie Leahy had a successful season with Bucky Allen on the World of Mirth Shows and plan to winter in Miami.

When we read about showtrains making "fast runs," the word fast is sometimes used loosely.

Thomas Whalen Jr., formerly with Endy Bros. Shows, has been inducted into the navy and is en route to Korea, his mother reports. . . . Prof. J. Wesley Blair's Laffacade has three more weeks on Buff Hottle Shows before heading north to begin its tour of school dates. . . . Bo Dodson, Delbert (Red) Long and John Denny, of Catlett Greater Shows, visited the midway of State Fair of Texas, Dallas, while their org was playing Ennis, Tex. . . . Trixie Clark is at Arma, Kan., recovering from a gall stone operation which she underwent in a Girard, Kan., hospital, October 12. . . . Mae Jo Arnold reports that personnel of the John T. Hutchens Side Show on Alamo Exposition Shows are awaiting the org's closing date in Kingston, Tex., November 11 to start their winter vacations.

Gal show stripteuse wonders what makes moles of the Mysterious East run after a woman who is dressed right up to the bridge of her nose.

Mr. and Mrs. William Dyer, general manager of Dyer's Greater Shows, will attend the Chicago outdoor convention and then visit relatives in West Point, Ia., before going to Hot Springs for a vacation. Mr. and Mrs. George Dyer have no definite plans. Destination of other personnel follows: Mr. and Mrs. Robert Thomm, Biloxi, Miss.; Mr. and Mrs. Dallas York, California; Mr. and Mrs. Ted Dion, Louisiana; Mr. and Mrs. Peter Sokolowski, Detroit; Mr. and Mrs. L. J. Helser, West Helena, Ark.; Arno Shraymeyer, Sheboygan, Wis.; Mr. and Mrs. J. A. Knight and son, Bobby, Eldorado, Ark.; Mr. and Mrs. Leroy Orchard, Houston; Mr. and Mrs. J. D. Reeves, winter wrestling circuits, and Mr. and Mrs. George Campbell, Biloxi, Miss.

Concessionaire said that he would have had a big season had fall lasted five months longer.

Jinx Lane, Girl Show operator on the Crafts Shows, is hospitalized in Dinuba, Calif., as the result of an auto accident in which her car was demolished when it struck a bridge and turned over. . . . H. A. Bouck and family will leave Schoharie, N. Y., November 7 for Miami. They will winter at Silver Court Trailer Park there. . . . W. R. Gusbach reports he closed with the Royal Crown Shows in Alabama and returned to his home in Madison, Wis., when his son, Bob, contracted polio. Gusbach says that the boy is recovering and that a contract to haul mail from Madison to Milwaukee will keep him off the road for a while. Frank Keys also is back in Madison, according to Gusbach.

Ed LaSalle and Mickey Purcell, manager of the Pioneer Shows, are touring with the National Clock Exhibit. Last week they were in Clearfield, Pa. . . . Due to reverses in the carbonated water business, Dominick Salupo reports he has re-established him-

self with the Novelty Enterprises Company, Cleveland, with which he became associated after severing connections with Barney Kaplan. He would like to hear from Ernie Newman, Walter Rice and Lefty Shapiro. . . . Thomas Arenz, of Benton, Ark., reports he has been busy in recent weeks visiting shows in his area. He visited Chester and Sylvia Gregory on the Capell show in Forrest City and personnel of the Royal American Shows when it played a stock show in the area.

Only as a gal show talker gets on in years does he savor the deep wisdom of that old saw about no fool like an old fool.

Following close of W. G. Wade Shows' season, Buster Crossland and his unit moved to New Orleans. Destination of other personnel was as follows: The MacLaughlins, Chicago; Waznicks, Carolinas; Harry (Tiny) Heller and Arthur Cronin, Dallas; Lloyd Burges, Alabama; Harry and Ruth Mammias, Boston, and Leo Mammias, Columbus, O. Mrs. Mildred Miller, org's general secretary; D. Wade, general rep, and Harry Mammias recently took delivery on new cars.

Propaganda is what makes the masses and fair managers believe that all carnival owners have addresses in Wall Street.

Charles B. Kennedy and Zora Blaire are working clubs in Mexico for the winter. . . . Pat and Ginger Patterson visited the State Fair of Texas, Dallas, midway while en route from Kansas City, Mo., to the Rio Grande Valley where they will spend their fourth consecutive winter. . . . Fred Nash has returned to his home in Shreveport, La., where he's recovering from two recent operations. . . . Mrs. Evelyn Keef was honored at a house-warming shower tendered her by Mrs. Jean Marconi on Capitol City Shows in Hartwell, Ga., October 12. Event was held in Bob Venner's bingo top, with Mrs. Flo Venner and Mrs. Addie Willis assisting Mrs. Marconi. The Keefs took delivery on a new house-trailer October 9. Guests included Pearl Davidson, Eunice Lance, Julia Brannon, Gertrude Duval, Mrs. Constable, Elsie Hall, Vannie Hardman, Pearl Rogers, Mrs. Harry Basil, Clara Thomson, Essie Harris, Mrs. Mansfield, Betty O'Conner, Mary Kelly, Vi Harden, Louise Ware, Frances Parmely, Margie Betzel, Mrs. Jimmy Wallace, Ruth Headrick, Irene Gideon, Ruth Bayliss and Sennie Morey.

One of the finest tributes to the American way of life is the fact that practically everybody in midway biz can afford a dog.

Among those attending the second meeting of the season of the National Showmen's Association at the group's New York club-rooms were President Emeritus George A. Hamid, Joe McKee, Joe Hughes, Arthur Campfield, Fred Murray, Max Gruberg, Doc and Jackie Morris, Stanley Wathon, Phil Isser and Jack McCormick.

R. C. McCarter, general agent of Cetlin & Wilson Shows, was a recent Chicago visitor. . . . Louie Berger, general agent, Cavalcade of Amusements, is back in Chicago, where he headquarters, after an extended swing with the Cavalcade thru the South and a visit to the shows' Mobile winter quarters. . . . Al Wallace and Ben Braunstein, of the Wallace & Murray Shows, playing Jefferson, Ga., were recent visitors to J. R. McSpadden's Lone Star Shows, while they played Middle George Negro Fair, Macon.

Good conversationalist is the trailerite's wife who can get as many anecdotes out of a visit to six house trailers on the lot as she can out of the season's tour.

F. C. Bogles, manager of the shows bearing his name, purchased a new house trailer shortly before the org was shuttered for the winter. Jack Barnes, org's general agent, left Arma, Kan., quarters for Waco, Tex., to undergo a physical check-up. . . . Lee Larsen, mechanic and electrician, took his animal show to play southern fairs. Mr. and Mrs. Forbes returned to their home in Benedict, Kan., and Jack and Bea Cohen moved to the southern fair

circuit. Mr. and Mrs. Curly Clark are wintering at Arma, Kan., and Mrs. Clark has entered a Girard, Kan., hospital for an operation. Paul Andrews is in charge of the work at the org's winter base. . . . Zeke Shumway has joined the Blue Grass Shows with his monkey circus and wild life as did Sailor Katzy and his Snake Show.

Babe Gallamore and Butch Smith info that they have organized a new org to be called Golden Nugget Shows. . . . Ed Salter arrived in Phoenix, Ariz., recently to spend the winter. . . . Thomas J. Hughes has booked his Dillinger car on Crafts 20 Big Shows for Arizona State Fair, Phoenix.



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30" size wheel, made as Baltimore wheel, with 1 1/4" Marine plywood.
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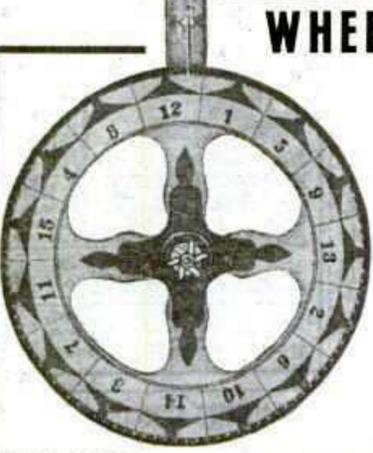
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IT WILL BE WORTH YOUR WHILE TO STOP HERE
WIRE FOR SPACE AT ONCE
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GREER, S. C., THIS WEEK
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JOHN H. MARKS
 This week Lumberton, N. C.; next week Charleston, S. C.

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 all Eating and Drinking Stands open. Have good opening for Penny Arcade, all winters'
 work. ALL REPLIES TO:
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Hanky Pank Concessions for Camden, Arkansas, beginning Nov. 6th, right next
 to huge government plant and naval base. Thousands working night and day,
 and more men being employed every day. Will stay there indefinitely and
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 consideration.
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 Greenwood, Miss., this week; then Camden, Ark.

WANT

For BRUNSWICK, GA., AMERICAN LEGION ARMISTICE WEEK CELEBRATION,
 week NOV. 6; WAYCROSS, GA., SHRINE CLUB FALL FESTIVAL (right in town),
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RIDES NOT CONFLICTING. SHOWS OF ALL KINDS. NO GIRL SHOWS.
 Concessions of all kinds. Must be strictly legitimate. Wire this week:

BARNEY TASSELL UNIT SHOWS
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Pick B. Allen To Head NSA

NEW YORK, Oct. 28.—Bernard (Bucky) Allen, concessions manager of the World of Mirth Shows, has been nominated for president of the National Showmen's Association (NSA) in 1951.

Ross Manning, owner-operator of the shows bearing his name, was named first vice-president; Joe McKee, Palisades Park, second vice-president, and Vincent Anderson, Savin Rock., Conn., third vice-president. Harry Rosen, Coney Island, was named treasurer; John S. Weisman, Savin Rock, assistant treasurer, and Phil Isser, a partner in the I. T. and Carnival Shows, secretary.

Manning, in line for the nomination, refused because of the press of business. Mack Kassow headed the nominating group.

Board of Governors

Named to the board of governors were Harry Agne, Morris Batalisky, David Brown, Morris Brown, Arthur E. Campfield, Issy Cetlin, Edward Cohen, Max Cohen, J. W. Conklin, James Corcoran, Bligh A. Dodds, Ralph Endy, Max Goodman, Jerry Gottlieb, Jack Gresspoon, Max Gruberg, H. G. Hoffman, Joseph H. Hughes, William H. Jones, Harry Kaplan, Mack Kassow, Louis D. King, Johnny J. Kline, Morris Levi, Sam Levy.

Also, Roger Littleford Jr., William Lynch, Jack McCormick, Jim McHugh, Frank Miller, Jack Morris Jr., Charles (Davenport) Padrone, Sam Peterson, Sam Prell, Frank Rappaport, Irving Rosenthal, Clemens Schmitz, D. D. Simmons, Irving Sherman, Gerald Snellens, James Sullivan, Dan Thaler, Leonard Traube, Isadore Trebish, Max Tubis, Morris Vivona, E. J. Warner, Joseph Weissman, Charles Wertheimer and Michael Wynn.

Loos Org Pacts Two Laredo Celes

LAREDO, Tex., Oct. 28.—Greater United Shows have been signed to provide the midway attractions at the George Washington Birthday Celebration and the first International Fair and Exposition, both of which will be held here, according to J. George Loos, org's owner.

The latter expo, to be held March 5-18, will, according to forecasts, be a big thing.

Tampa Club Benefit On RAS Nets \$1,150

SHREVEPORT, La., Oct. 28.—Greater Tampa Showmen's Association will receive \$1,150 from the benefit show held here Wednesday night (25) in the Bonnie Baker top on the Royal American Shows at Louisiana State Fair.

Comedy bit was supplied by C. J. Sedlmayr Jr., Cortez Lorow, Clauden Mathis, Evelyn Ringo and Claude Mathis. Acts included Harold Boy and His Jigsaws, Herbert Banke, singer, and Princess Chio, dancer, all from the Baker show; Billie Rogers, comic; Sechrist and Iza Bel, accordion-acrobatic, and Two Cords, all of the Barnes - Carruthers grandstand show, plus a sword swallower from the Lorow Side Show. Other features included Leon Miller with the Bonnie Baker dancers in a boogie-woogie number.

Leon Miller, producer of the Baker show, was presented with a plaque for his co-operation in staging benefit shows. Award was made by S. J. Sedlmayr Jr.

Bertha Reiss Melville Dies at Ft. Lauderdale

FORT LAUDERDALE, Fla., Oct. 28.—Mrs. Bertha Reiss Melville died here Wednesday (25). She was the widow of Harry Melville and Nat Reiss, carnival owners.

INSURANCE

IDA COHEN
 175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

RED ROGERS
 Call Auditorium Hotel,
 Houston, Tex.
O.F.E.

GIVE

Your wholehearted support to the

SHOWMEN'S LEAGUE HOSPITAL & CEMETERY FUND

You can do your share to help raise funds for this noble cause by...

Distributing Car Tickets
 Returning Banks
 Paying Your 1951 Dues

Please make all checks payable to

SHOWMEN'S LEAGUE OF AMERICA
 Ways and Means Committee
 400 S. State St. Chicago, Illinois

ORCHIDS TO MEN OF VISION—

1. To the Editors and Publishers of **THE BILLBOARD**
 UPON THE CREATION OF THIS NEW SERVICE TO SHOW BUSINESS.

2. To Fair and Show People WHO ARE NOW CONTRACTING WITH US FOR THE 1951 SEASON.

W. G. WADE SHOWS
 G.P.O. BOX 1488, DETROIT 31, MICH.

P. S.: Show Owners, if your attraction is neat, well flashed and a good money-maker, we have the right proposition to offer you. Our route is famous in show business—so contact now.

AT LIBERTY PEEP SHOW AT LIBERTY

VERY FINE GIRL SHOW FOR FLORIDA DATES

Wagon front, all neon, scenery, lights, seats, all complete. Plenty of flash. All youthful talented girls.

Reply to
RAY MARSH BRYDON
 c/o Greater Tampa Showmen's Club, 910 Cass St., Tampa, Fla.

HELLER'S ACME SHOWS

Want for big Warsaw, N. C., Armistice Day Celebration, Nov. 6-11 This is definitely the only carnival to play this date. Don't be misled.

Want Ride Help and Semi Drivers. Going north to New York. Show closing. We will see you home and pay you well.

Want Eating Stands, Novelties and Jewelry. Concessions of all kinds.

Shows—Get your winter's bank roll in these two spots. Especially want Motordrome and Monkey Show. Captain Mund.

Want Spitfire Foreman and Help on same.

All Address:
HARRY HELLER
 SMITHFIELD, N. C. THIS WEEK; THEN AS PER ROUTE.

Used Everywhere for Over 35 Years

ROLL TICKETS
 PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

100,000	\$29.00
10,000	\$ 9.50
20,000	11.75
50,000	18.25

JOHN F. REID PRESENTS
Happyland Shows
 THE BEST IN OUTDOOR AMUSEMENTS
IN ALL SINCERITY, WE OFFER
Congratulations and Every Good Wish
for Great Success
to THE NEW BILLBOARD

In this eventful issue we invite owners of Shows, Concessions and Rides to contact us. We are ready now to offer you opportunity to book with a show known for years as Michigan's Best. You are sure to enjoy a pleasant and profitable season with us in 1951.

Address Happyland Shows
 3633 SEYBURN AVE., DETROIT 14, MICH. Phone: WAInut 1-7924

LITTLE MEN WANTED

For many years a large food manufacturer has employed a little man as a part of its sales and promotion program. Because of an expansion of these activities, this company now has openings for two more little men on a permanent, salaried basis. No selling will be required, but the applicants accepted must be able to do some traveling, meet the public and handle themselves well. Applicants should not exceed 4 feet 6 inches in height. Please tell us all about your personal qualifications, education and experience.

BOX D-451
 c/o The Billboard Cincinnati 22, O.

BANK SAY PAY—SO HERE GOES

New 65 All-Aluminum Trailer Homes—Prairie Schooner with Tub, Bath, \$2395.00. Vagabonds, Roycrafts, Nashua, Trotwood, 30' Peerless, Owosso and Royals, 26' Rollohome with Shower, \$2475.00. Full line Spartans at St. Pete. Running water system available any Trailer. 33' Stewart with Tub, Bath. Special bargain—232 Tandem Vagabond, like new, \$1995.00 cash. Best selection of trade-ins we ever had. \$250.00 to \$1850.00. Yes, we finance, but cash talks.

SELLHORN'S The Showman's Friend

Sarasota Tampa St. Pete East Lansing, Mich.
 Phone 2093 Ph. 33-1301 Ph. 41-2453 Ph. 8-2914
 T. W. Kelly may be reached thru Sarasota office.

ORLANDO, FLA., AMERICAN LEGION FAIR AND ARMISTICE CELEBRATION

NOVEMBER 6 TO 11
 First Doings in Orlando This Year

Place straight sales Jewelry, Kitchen Gadgets, Novelties, Midway Concessions, Eating Stands, French Fries, Custard, Floss Games of all kinds. No exclusive. WANT independent rides—Tilt-a-Whirl, Caterpillar, Rocket. Also place Side Show, Motor Drome, Animal Show, Fun House, Glass House. All address

AL PORTER, Mgr.

c/o Western Union, Orlando, Fla.
 P. S.: Want one more Free Act.

DIXIE EXPOSITION SHOWS

WANT FOR CHESTERFIELD COUNTY COLORED FAIR, CHERAU, S. C., WEEK NOV. 6-11
 Can place Concessions—open Midway. Shows with own outfits; need Colored Girl Show. Will book Rides not conflicting.
 Address this week, McBEE, S. C.
 P.S.: Can place one Free Act. Also Bingo and Sit-Down Grab.

B. & H. AMUSEMENT CO.

WANTS FOR SUMTER AND FLORENCE COLORED FAIRS

Rides, Shows and Concessions. Everything open. Minstrel Show with own equipment. Can place Colored Girl Shows and Kiddie Rides. All mail and wires to:

W. E. HOBBS, Williston, S. C.

AMERICAN MIDWAY SHOWS CAN PLACE RIDES NOT CONFLICTING

For Valley Midwinter Fair, Harlingen, November 18 to 25; Lions' Fall Festival, Brownsville, November 27 to December 3; Firemen's Fiesta, Raymondville, December 4 to 10; all Texas.
 All wire: Corpus Christi, Tex. (Port and Leopard St.), until Nov. 12.

ARMISTICE CELEBRATION

Nov. 6 to 11. Few 10 cent Concessions open. Now watch next week's ad.

MAD CODY FLEMING

Nahunta, Ga., this week.

WANT TO BUY FOR CASH MERRY-GO-ROUND (2 OR 3 ABREAST)

MUST BE IN GOOD CONDITION. NO JUNK WANTED.

B. S. GERETY

634 ALAMO HEIGHTS BLVD. SAN ANTONIO, TEXAS

DAN-LOUIS SHOWS

NOW BOOKING, OPENING APRIL 28, 1951

WANT—Concessions of all kinds except Bingo, Pop Corn and Lead Gallery. Will book only one of a kind. Will play Territory in Kentucky, Indiana and Ohio. Will have Fairs, Street Celebrations and Homecomings. Very few Still Spots during the Season of 28 weeks. Mr. G. F. Litts, would appreciate hearing from you. Louis T. Riley, Gen. Mgr., Owensboro, Ky.; Dan C. Stratman, Concession Mgr., P. O. Box #291, Punta Gorda, Fla. P.S.: Have job open for Electrician on straight salary basis only. Must take full charge and drive Transformer Truck.

BALLYHOO BROS.:

"Out-All-Winter" Gets 'Em With 3-Shows-for-1 Price

By Starr DeBelle

SET SPINDLE, Ga., Oct. 28.—Manager Pete Ballyhoo stated that his was a business of inducements, and that no inducement was too fantastic to be unbelievable. "In order to keep the shows out all winter," continued the boss, "we have planned inducements that will appeal to showmen and the public." So after the five brothers of the shows bearing their names conferred for five days in the G-top, Jake Ballyhoo announced that under the new inducement policy the midway would operate under a syndicated amusement rate by selling three separate gate tickets for three separate midways for the usual 20-cent price of one.

Our press department prepared ads, sent to all shows and show people, that read, "Join the happy Ballyhoo family. Miami moon is shining. Out all winter. Get your spring bankroll on our out-all-winter tour. Bring blankets; we furnish berths."

Three-Road Move

The boss got a prompt answer to the ad from the Drawhead Sisters' Cultured Carnival that had been on the same lot for four weeks at Less Lettuce, Ga. The gals wanted their railroad move to join us paid. As it is the boss's policy to advance no money until after joining, he wired, "Stay there until we pick you up." Later the Gate & Banner Shows wired, "Lost our trucks. Will gilly in boxcars if you move us to you." They also were told to load and we would take them while passing thru.

The three-road move to bring the show together involved a lot of railroading and dough. We

coupled onto the Drawhead train on Sunday afternoon and the Gate & Banner's at Three Card, Ga., that night. The gilly boxcars, 10 of 'em, really put length to the already long train. We arrived here at daylight, Monday. The three midways with three marquees were linked together and ready by opening hour. With radio stations blaring the glad tidings, "Three carnivals for the price of one," the natives jammed our pay gate at 7 p.m.

High Acts High Tail It

We played to an estimated crowd (press agent figures) of 23,000 customers. They bought strip tickets at our boxes for the three midways. The other two shows needed only ticket takers at their gates. We held the tip on our lot until 10:30 p.m., after which the gates to the Drawhead Sisters' midway were thrown open. At 11 p.m. the Gate & Banner gates were thrown open to give them the opportunity of accepting the third ticket, which Manager Gate referred to as "the third coupon."

All three of the carnivals had high poles as free acts, and because all of the free actors were on the nut to their employers, they tossed coins to decide who would stay. The shows held the high poles for the debts. That left one to work on the three poles on the three midways. The week's business was an all-time high one here for the Ballyhoo Bros.' Circulating Exposition. The three inducements held them late and long. Wonder what the other two midways are beefing about? Didn't they ever make out-all-winter inducement tours before?

Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 28.—Regular meeting was held Wednesday night (25) with many members just off the road in attendance. Among officers present were Vice-President Joseph A. McKee, Secretary Phil Isser and Chaplain Fred Murray.

Nominating committee, headed by Mack Kassow, turned in its regular ticket for next year (see other story this issue).

Discussed at the meeting was the amalgamation of all showmen's associations, with the matter slated for further consideration. The board of governors has approved decoration of all graves in our plot at Ferncliff Cemetery here for memorial services November 19. Chaplain Murray will be in charge of services.

Murray Zand, who has been ill for several months, paid a surprise visit to the clubrooms shortly before flying to Miami for the winter. Murray's condition is much improved. Johnny Nichols remains ill and Jack Lichter is ill at home.

Eligibility committee approved the following for membership: Charles Saffer, Williard B. Stanbury and Stanley Stern, all sponsored by Frank Rappaport, and Ralph Intonti, sponsored by Ross Manning. Applications for membership have been received from Leslie Berger and Joseph Mandell, sponsored by Jim McHugh.

President Emeritus George A. Hamid is taking a short deer hunting trip to Maine. Among recent visitors were L. James Quinn, Irving Sherman, Louis Scherer, Sam Spitz, Charles Smith, Harry Schwartz, Sam Peterson and Jack Cherry. The next meeting will be held November 1, and will be a special banquet meeting. The ladies' auxiliary will hold a party Tuesday night (31).

BENNIE WELLS

Scenic artist and painter of beautiful Rides and Shows.

At Liberty November 15 to March 1

Permanent address:
 c/o The Billboard, Cincinnati 22, Ohio

G. E. FERRIS WHEELS

Are proven money makers. Priced to pay for itself in one season. Standard "Ford" equipped. Send for photo. Visit our plant.
GARBICK ENGINEERING
 Centre Hall, Penna.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Oct. 28.—Vice-President Lou Keller presided at the Thursday (26) meeting, assisted by Walter F. Driver, treasurer, and Joe Streibich, secretary.

New members elected were Henry Yager, Roebert Salyer, Harry E. Duncan, George E. Tribble, Michael L. Engelbrink and Joe Henry, who were credited to Elmer Byrnes, Bernie Mendelson, Joseph Gaskell and Nat Green.

Frank Ehrenz has been discharged from the Berwyn (Ill.) Hospital. Reported Jack Gallagher will be confined for some time.

At their first meeting of the fall season were Louis J. Berger, Al Heller, Bernie Mendelson, William Kaplan, George W. Johnson, Joe Warburg and Robert Seery.

Callers during the week included R. C. McCarter, George Brooks, A. Raymond, Ozy Breger, Ed Levinson, Isaac and Irving Malitz, Ben Hankin, Maxie Herman, Nate Nye, Max Hirsch, Max Jaffe, Jacob Yonover, Jack Levine, Chick Bohdan and Andre Dumont.

Members were grieved to hear of the death of Bob Miller's mother.

Wade Closes Winning Tour

DETROIT, Oct. 28. — W. G. Wade Shows closed their three-week stand here Sunday (22) to wind up a profitable season that saw the org play 14 weeks of sponsored still dates and 14 weeks of fair dates in three States.

Plans for the 1951 opening already have been formulated, according to Owner-Manager W. G. Wade, and the No. 2 unit will debut on Detroit lots in March under management of Cameron D. Murray.

The latter unit is in Coldwater, Mich., winter quarters where it is being readied under supervision of Sam Hansen.

FOR SALE

1946 SUPER ROLL-O-PLANE

Complete, in excellent condition with 30 ft. Fruehauf trailer to haul Ride, 1946 Chevrolet tractor. Price \$4,000 cash.
GEORGE R. SEXTON
 1650 Bennett Ave. Flint, Mich.

PENNY PITCH GAMES
 Size 46x44" Price \$42.50.
 Size 48x48" With 1 Jack Pot, \$50.00.
 Size 48x48". With 5 Jack Pots, \$55.00.

PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$27.50

BINGO GAMES
 75-Player Bingo, Complete\$6.00
 100-Player Bingo, Complete\$8.00
 1/3 Deposit on All Orders.

SLACK MFG. CO.
 116-122 W. Illinois St. CHICAGO, ILL.

PALMETTO EXPOSITION SHOWS
 Want for now and positively all winter's work. Midville, Ga., this week; followed by Summit Colored Fair, Nov. 6th to the 11th. Then Jaycee's Christmas Fund Festival at Sylvania, Ga., and the cream of South Georgia spots to follow, where peanut and cotton prices are higher than ever before.

Want Legitimate Concessions including Ball Games, Bowling Alley, Water Games and Darts. X on Diggers, Scales, Age Bingo and Custard. Will place one Wheel and Pin Store. Joe Baxter wants Agent for Razzle Roll Down Skillo and one good Line-Up Man. We work every week. Want capable Outside Help. Hugh J. "Blackie" Henry, come on.

Want Shows with own equipment. Can especially use Girl Show, Side Show, Monkey, Wild Life. We carry 6 office owned Rides. Will book Merry-Go-Round in good condition for now and next season or will lease same. Want Tilt, Octopus and Roll-o-Plane. Al Byardock, answer. We positively will be out all winter.

Address:
 MILTON McNEACE, Owner—JOE BAXTER, Business Manager, Midville, Ga., this week; and then per route.

T. J. TIDWELL SHOW
 WANTS FOR BALANCE OF SEASON

Cookhouse, Lead Gallery, Photo Gallery, Hanky Panks, Girl Show Manager with talent and wardrobe. Book any Show not conflicting. Staying out late. All wire:

T. J. TIDWELL, Mgr.
 KILLEEN, TEXAS

WANTED WOODEN CAROUSEL HORSES
 ANY QUANTITY
KAUFFMAN
 141 EAST 24TH ST.
 New York, N. Y.

WANTS--A-1 AMUSEMENTS--WANTS
 For mammoth V.F.W. Annual Cotton Festival, Sikeston, Mo., Nov. 6 to 11 and then long season South. Bingo, Popcorn, Set, Spindle, Clothes Pin, Ball Games, Watcha, Hoopla, Cotton Candy, 6 Cats, or any non-conflicting Store. Can place Wild Life, Monkey, Mechanical Show. Can also place Rolloplane or Rollowhirl for balance of season. Contact:
JOHN HANSEN, Mgr.
 Monette, Ark., this week; Sikeston, Mo., next.

FILL SECOND SACK
 Earl, Ark., Legion Jamboree now; Marks, Miss., Legion Free Fair, Exhibits, dedicate Hut, next. Want Shows, Drome, what have you? Ride Men, Helpers, Semi Drivers (Winners, Screw Balls, stay away). Place a few more Hanky Panks, jewelry, Scales, Short Range open. Contact:
DYER'S GREATER SHOWS

WANTED ADVANCE AGENT
JIMMY POWERS
 Permanent, c/o Western Union
 Killeen, Texas

ATTENTION
 Carnival, Park Concessions, get catalogue, prices. THE ORIGINAL TAYLOR MADE Dolls, Cats, Bottles. Choice of thirty-five styles, hand painted and flashy colors. Buy direct save. Money-order now, prices will go up Jan. 1 account of canvas prices increase.
TAYLOR GAME SHOP
 Slim Lou Bishop, Mgr.
 P.O. Box 63 Columbia City, Ind.

Consider Playing
ROANOKE, VIRGINIA
 City Population 100,000
 32 acres show grounds and parking area. ROAD, RAIL or THRILL SHOWS INVITED.
STARKEY SPEEDWAY & AMUSEMENT CORPORATION
 P. O. Box 5038 Roanoke, Va.

CARAVAN SHOWS WANTED
 2 Mitt Camps, exclusive, \$20.00 a week. 2 Kiddie Rides, exclusive, for committee money. Book Fish Pond, Penny Pitch, only one of a kind, Sit Down Grab, \$2.50 per night. If show doesn't open, you don't pay. One Pin Store Agent, Skillo Agents, Hazen, Arkansas, this week.

MR. BOB SMITH
 With World of Mirth Shows in Columbia, S. C., October 16th through 21st, kindly wire collect at once.
MR. C. C. BAKER, Mgr.
 Yellow Cab Co. Columbia, S. C.

CNE Manager Was Canada's Fastest Human in His Youth

Continued from page 57

where Hughes points out, he now lives "like a bloody king" on the income from the money which he invested.

From track events Hughes swerved to covering other sports. In 1910 he covered the Johnson-Jeffries world's heavyweight championship fight at Reno. Hughes, however, felt a little out of his element as a reporter and that no doubt accounted for the fact that even while newspapering he broke into the promotion field. In 1908 he introduced the first athletic event to the CNE's program. Four years later he expanded the single event to a full-scale track meet and he continued to direct the CNE meet thru 1914.

Then he went into the Canadian army as a private, saw service overseas and was discharged in 1920 as a major. Soon thereafter he joined the CNE's staff to head its athletic program.

Sets-Up Marathon Swim

In 1927 Hughes promoted the first 21-mile marathon swim at the CNE. Prizes aggregated \$50,000, the late William Wrigley Jr., gum tycoon, putting up \$25,000 and the CNE matching that sum. The event drew international publicity, focused attention on the CNE and built its attendance.

The winner was Ernest Viekoetter, a German, who previously had successfully crossed the English Channel. And Hughes likes to point out that Viekoetter "settled in Toronto and is one of our better citizens."

The marathon, held on the Lake Ontario front of the exposition grounds, with the 21-mile distance divided in three laps, was staged under the Wrigley name for four years, then the CNE took it over.

In subsequent years it was reduced to 15 miles, divided into three laps of five miles each.

Joins Wrigley Gum

Hughes, plus the tremendous amount of publicity the races garnered, impressed Wrigley, who induced Hughes to join the Wrigley organization as public relations chief. Hughes remained with Wrigley for two and a half years, then returned to the CNE in 1931, this time as the exhibition's secretary under Dr. N. W. Water, then general manager.

He has been with it ever since. In 1932 he was made assistant general manager and in 1933 was named general manager. Now No. 1 man for 18 years, Hughes is the fourth general manager to serve during the 74-year history of the CNE, and its predecessor, the Industrial Exposition, as the event was known until 1912. The long tenures of managers generally is credited as being one of the principal reasons the CNE has continued to grow.

Hughes' prime aim, he points out, has been to develop fresh clientele, by introducing new features and exhibits. He doesn't dwell on the need for courage at the top management level, but that is a prime need. Hughes has it in abundance. In his youth, on no fewer than three occasions, he made heroic rescues, once holding up a person 30 pounds heavier than himself for 90 minutes in Lake Ontario until a boat could pick them up.

Awarded Medals

For such acts he was awarded the Queen's Royal Albert Medal, pinned on him by the late Queen Victoria; the Order of the British Empire, awarded by Queen Mary, and the Royal Canadian Humane Medal, to name some of the decorations awarded him.

His courage, combined with big thinking and ability to sell an idea, enabled the CNE to grow steadily, as indicated by its all-time attendance record of 2,723,000 in 14 days this year. He ventured first, of course, with the Wrigley swim. But perhaps the biggest gamble was the mammoth grandstand erected at his behest and the attractions which he booked.

In these projects, as in numerous others, his convictions paid off. The grandstand, 22,500 capacity

17 New Firms

Continued from page 61

Cola Co., New York; Como Manufacturing Co., Chicago; Concession Supply Co., Toledo; Custer Specialty Co., Dayton; Dodgem Corp., Exeter, N. H.; Downey Supply Co., St. Louis; Eli Bridge Co., Jacksonville, Ill.; H. C. Evans & Co., Chicago.

Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; John Fabick Tractor Co., St. Louis; Fascination, Seaside, Ore.; Fly & Harwood, Memphis; General Register Corp., New York; Gold Medal Products Co., Cincinnati; Greyhound Amusement Device Co., Brooklyn; George M. Harton Agency, Pittsburgh; International Harvester Co., Chicago; International Mutoscope Corporation, Long Island, N. Y.; Jordan Enterprises, Inc., Lapeer, Mich.; King Amusement Company, Mt. Clemens, Mich.; Krispy Kist Korn Machine Co., Chicago; Lusse Bros., Inc., Philadelphia; Manley, Inc., Kansas City; Miniature Train Co., Rensselaer, Ind.; Mike Munves Corp., New York; National Amusement Device Corp., Dayton; Northwestern Bottle Co., St. Louis.

Orange-Crush Co., Chicago; Overland Amusements, Lexington, Mass.; Perey Manufacturing Co., New York; Philadelphia Toboggan Co., Philadelphia; Port Morris Machine & Tool Works, New York; Pretzel Amusement Ride Co., Bridgeton, N. J.; Saunders Manufacturing & Novelty Co., Cleveland; B. A. Schiff & Associates, Miami; Scott Port-a-Fold Seat Co., Archbold, O.; Seller Manufacturing Co., Faribault, Minn.; Sparkler Manufacturing Co., Mundelein, Ill.; Steel City Co., Youngstown, O.; Theel Manufacturing Co., Leavenworth, Kan.; Thrift Novelty Co., Denver; Traver Enterprises, Inc., Painesville, O., and Walky-Koffee Co., Wichita, Kan.

For instance, played to virtual capacity every night at the CNE since its completion three years ago. In fact, grandstand attendance on many occasions has been closer to 26,000, thru the use of temporary seats placed on concrete risers in front of the stand. Reflecting on this, Hughes points out that originally the design for the stand permitted a capacity of 27,000, but that once approved for that capacity, engineers, in their eagerness to provide ample aisles and entrances, widened them to such a point that the capacity was reduced by about 4,500.

Picks Shows to Head CNE

It is no small job to determine who should head the CNE show. Any name or names picked must be more than satisfying to the 300,000 who take in the CNE's night grandstand offering. The first year Hughes tried Olsen and Johnson. They clicked. The second year he brought them back. There was much raising of eyebrows by Doubting Thomases, but Olsen and Johnson topped their gross of the previous year with a rousing \$394,000 take. This year Hughes hit on Danny Kaye, and Kaye responded with a whopping \$419,000 gross.

Hughes is continually looking ahead. Currently, he is mulling possible names for next year's grandstand show and weighing the possibility of a show now a-borning, which might replace the auto thrill show, an afternoon grandstand feature since the mid-'30s.

Hughes was one of the first to use name bands at a fair. He started in 1934 with Guy Lombardo, Duke Ellington and Abe Lyman, and the idea has clicked ever since. Lombardo comes back every year and Ellington has been back repeatedly.

Permanent Midway

Hughes also was one of the first to introduce a permanent midway at an annual fair. Discussing this, he recalls that in his early years as CNE general manager the practice was to bring in one of the largest U. S. railroad carnivals. He foresaw difficulty would arise some day and ascribed this as the reason the midway contract was given to J. W. (Patty) and Frank Conklin in 1937, and how that contract led to a permanent midway.

"I had watched the Conklin boys growing in Canada from 1932 to 1937, and when they sought the contract in 1937, I thought they were right for it," he recalls. "Three years later Patty and Frank started to talk about the permanent installation, and in 1947 permanent concession and other midway buildings were constructed. Now three-fourths of the midway is in permanent installations under the Conklins."

We Invite Correspondence for 1951 Season For

HENNIES BROS. SHOWS

AND

IMPERIAL EXPOSITION

- CAPABLE RIDE FOREMEN
- NEW AND NOVEL SHOWS
- USEFUL PEOPLE IN ALL DEPTS.
- CONCESSION PEOPLE

See Us During the Outdoor Convention in Chicago

Or Contact

Amusement Corp. of America

203 N. WABASH AVE. SUITE 2200 CHICAGO 1, ILL.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

GET WELL WITH PRELL

AMERICAN LEGION
SOUTH GEORGIA
STATE FAIR,
VALDOSTA, GA.,
NOV. 6-11

2
**MORE FAIRS
TO FOLLOW**

NEW FAIRGROUNDS,
ORLANDO, FLA.,
ORANGE BLOSSOM
HIGHWAY,
NOV. 13-18

NOVELTIES, ROTARIES, GRIND STORES OF ALL KINDS. Now Booking for 1951 Season. Opening January 22, 1951, Sarasota, Fla., Fair; 8 More Florida Fairs To Follow.

All Answer SAM E. PRELL

Laurens, S. C., this week; Valdosta, Ga., November 6-11.



L. Q. HETH Shows
cleanest show on earth

BOYS, ON YOUR WAY TO FLORIDA STOP OFF FOR THIS BIG ONE

BAINBRIDGE, GEORGIA, FAIR, Nov. 6-11

Want Shows with own outfits not conflicting. CONCESSIONS: OPEN MIDWAY.

All Replies
Dawson, Ga., Fair now; Bainbridge, Ga., next week.

ANOTHER FIRST FOR GILASH

Men's and Ladies' Roller

"BABY DOLL" OUTFITS

Wider Toes
Higher Heels — Softer Counters

Recommended by **RAWSON**

Write
GEO. GILLIS SHOE CORP., Fitchburg, Mass., for Samples

EASTERN CAROLINA AGRICULTURAL FAIR

"Formerly Pee Dee Fair"

November 6 to 11 Inclusive, Florence, S. C.

CAN PLACE: Legitimate Merchandise Concessions. Eating and Drinking Stands of all kinds. WANT: Worthwhile and outstanding Attractions for the 1951 season. Free Winter Quarters at Petersburg, Va., to those we book for the coming season.

All address this week Sumter, S. C., Fair.

CETLIN & WILSON SHOWS

B&W EXPO SHOWS

PLAYLAND ON PARADE

BOOKING FOR OUR 1951 SEASON. OPENING IN EARLY APRIL.

RIDES	SHOWS	ACT	CONCESSIONS
Tilt, Roll-o-Plane, Octopus	Girl or Posing	High Pole or Fire	Arcade, Photo, Slum Stores, What have you?

Help on all Rides, Drivers preferred. All people with us last season given first chance. Will be at New York and Pennsylvania Fair Meetings. All replies—Hemlock, N. Y.

WANT WANT

AMERICAN LEGION CELEBRATION & WALTON COUNTY FAIR COMBINED SEVEN DAYS—NOV. 4 TO NOV. 11, DeFUNIAC SPRINGS, FLORIDA—SEVEN DAYS

The Biggest American Legion Celebration in Florida, over 50,000 people attend this Celebration. WANT GRIND SHOWS OF ALL KINDS. WANT CONCESSIONS THAT WILL WORK FOR STOCK. WANT LARGE COOKHOUSE. If you have been playing blanks, time now to get your winter bankroll. Rates reasonable on all Concessions. Space limited. Address all wires and mail to:

KEYSTONE EXPOSITION SHOWS
DeFUNIAC SPRINGS, FLORIDA

P.S.: FOR SALE—Allan Herschel Merry-Go-Round, everything in A No. 1 condition. Can be seen in operation.

STOCK TICKETS	A lot of people who wouldn't talk with full mouths will go around talking with empty heads.	SPECIAL PRINTED
One Roll \$ 1.50	We manufacture TICKETS of every description	Cash With Order Prices:
Five Rolls 4.00		2,000 \$ 6.90
Ten Rolls 6.00		4,000 7.80
Fifty Rolls 20.00		6,000 8.70
100 Rolls 38.00	8,000 9.60	10,000 10.50
ROLLS 2,000 EACH	THE TOLEDO TICKET COMPANY 114-16 Erie St. Toledo (Ticket City) 2, O.	30,000 15.50
Double Coupons		50,000 20.50
Double Prices		100,000 33.00
No C. O. D. Orders		500,000 133.00
Size: Single Tkt., 1x2		1,000,000 258.00

JOLLY TIMES SHOWS WANT

For South Boston Annual Firemen's Armistice Day Celebration
Bingo, Mug Outfit, Hanky Panks of all kinds, Pan Games. Shows with own equipment. We are out until December. All replies to

MANAGER JOLLY TIMES SHOWS
Locrosse, Virginia, this week; South Boston next; then per route.

P.S.: Harold Rarely, contact.

ROYAL EXPOSITION SHOWS

Pelham, Ga., Next Week, in Heart of Town at Water Tank.
Followed by Camilla, Ga.; Then Florida for the Winter.

Can use a few more legitimate concessions for these dates.
Macon, Ga., this week; then as per this ad.

J. P. BOLT, Gen. Mgr.

P. S.—**EARL TILGHMAN, Contact Me Immediately.**

OIL STATE SHOWS

"FUN FOR EVERYONE"

R. R. "HAWKSHAW" DAVENPORT JOE W. HAMMOND
Opening Nov. 3, Shreveport (Mooretown), La.

Out all winter—Headed for Cotton-Cane. Will book Concessions—\$12.50 a week. One of a kind—Candy Apple, Floss, Hoop-La (Al Sommers, answer), Popcorn, Hit-Miss (Murphy, answer), Bumper, Glass Pitch, Penny Pitch, Fish Pond, Coke Bottle, Set (Bob Old, contact), P.C. (Sol, contact), Balloon Dart. SHOWS—Small Grind Show, prefer Monkey, RIDES—Wheel, Octopus, Mix-Up, Live Pony. Will book Major Rides for committee money. Shows, 20%—Everybody answer:
1441 Garden Street Telephone 30175 Shreveport, La.

WANTED

For SOUTHERN STATES SHOWS: Ride Help in all departments, especially Ferris Wheel, Merry-Go-Round, Octopus Foreman. You must be good, also drive truck. If you drink, stay where you are. Students of 1950 not wanted, we have plenty. Good opening for Photos, Hoopla, Cigarette Gallery, Bumper, Slum Spindies, String Game, Grocery Wheel. No G., gypsies, drunks, chasers. Agitators not allowed.

ROUTE: Greenville, this week; Madison next week; then High Springs Peanut Festival, all in Florida. Address all answers to:

JOHN B. DAVIS, Manager

INDEPENDENT MIDWAY

VALLEY MIDWINTER FAIR, HARLINGEN, TEX., NOV. 18-25

Can place Demonstrators, Eating and Drinking Stands. Stock Games of all kinds.

Wire MILES DENNIS, Concessions Manager
HARLINGEN, TEX.

PINE STATE SHOWS

WANT FOR BIG LEGION ARMISTICE CELEBRATION NEXT WEEK, ALBANY, GA.

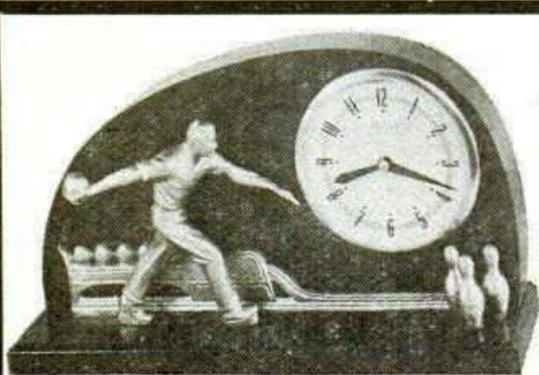
All Eating and Drinking Stands open, any legitimate Concessions working for stock (no flats). Sell ex on Bingo, Custard, Novelty, 2 Ball Games, Penny Arcade. Any Show with own equipment and transportation not conflicting. We carry 7 Rides and are out all winter in Florida. All replies:

JOHN J. CARUSO or O. O. "BUD" POINT, Cook County Fair, Adel, Ga., this week.
P.S.: Bill Emery and Flame, come on; everything O.K. Bud needs 2 Pin Store Agents; Smitty and Russel, answer Red and Polack, come on.

FOR SALE OR TRADE . . . FOR SALE OR TRADE

1 No. 12 Eli Wheel, Allis-Chalmers motor, white seats. 1 No. 5 Eli Wheel Circle and Star, white seats, International U-2 motor, perfect condition, have Semi built for same, also 1942 Tractor. 1948 Roll-o-Plane Super, both motors perfect, ride like new, with Semi built for same, with good, clean Tractor. 1946 Spitfire, in perfect condition, with Semi built for same, also good Tractor. Three Kid Rides for sale, with or without transportation. Ten-car Auto Ride, Twin Baby Ferris Wheels, Train. WILL TRADE FOR 8 or 16-Tub Octopus, 32-Ft. Allan Herschel Merry-Go-Round. Only interested in good, clean, well-kept RIDES, same as the ones above. All replies:

W. R. GEREN, Box 29, Greensburg, Indiana
P.S.: Will attend the Chicago Convention, Nov. 27-29.



BOWLER MANTEL CLOCK

A Strike Every Time!

12" Long, 7 1/2" High
No. 045

\$6.55

Ea. in Dz. Lots

Samples \$7.50 each

Just in time for the new season. **GUARANTEED TO HYPO PLAY!** The perfect trophy or premium. Bowler, Alley and Pins finished in sparkling 22 Karat Gold Plate. Hand-rubbed mahogany base. Self-starting, guaranteed United movement with sweep second hand.

BOWLING BALL LIQUOR SET

The newest novelty sensation of the year! **SIMULATED MARBLE ONYX TYPE BALL**, mounted on black enamel trophy base. Top of trophy has gold plated figure of bowler.

Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button. Rotate tray and fill glasses by pressing chrome pump down once... a jigger every time!



#4052B

\$7.50 Ea. SAMPLE

in Doz. Lots \$8.50 Ea.

NEW CATALOG NOW READY. If not on our mailing list, please write.

25% deposit, balance C. O. D. If not for resale, add Federal Excise Tax.

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330



Elgin · Benrus · Bulova

for Promotional Deals and Big Profits

Brand new 1950 model cases for gents and ladies. Rebuilt movements, guaranteed like new.
7-Jewel \$9.95
15-Jewel \$12.65
17-Jewel \$14.65
21-Jewel \$18.95

Gold Plated Stretch Band, 95¢ add. R. G. P. Stretch Band, \$1.50 add. Leatherette Gift Box, 65¢ add.

RHINESTONE DIALS AT NO EXTRA CHARGE

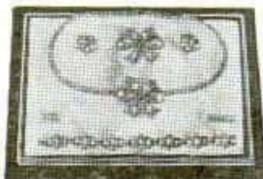
NEW RHINESTONE CASE WATCHES

Copies of expensive \$200 & \$300 watches, \$9.95

7-Jewel \$12.95

Wholesale Only—25% Deposit With Order, Balance C. O. D. Open Account to R. F. D. Houses.

17-Jewel, \$14.65.



4-PIECE MATCHED SET, with white or colored stones, hand set in assorted exquisite designs. Complete in deep plush box. Per set \$2.75

For Greater Profits Send 25¢ (Cash stamps) for our 72-page new 1951 wholesale catalog; will be credited to your first order.

Midwest Watch Co., 5 S. Wabash Ave., Chicago 3, Ill.



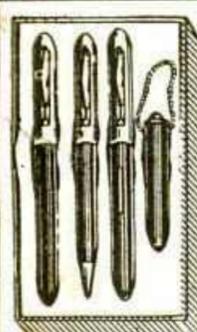
GOLD WIRE ARTISTS

DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, plain and stone-set bangles, such as hearts, stars, clovers, pendants, jewel sets, heart and arrow, crescents, crosses, soldered-link chains, springings jumpings, rolled gold plate wire, square and round in all sizes and quantities; tie slides, pearl plates, hoops, ear wires, scatter pins and many other items. We also supply such tools as pliers, ring mandrels, size sets, etc. Illustrated is the Phelan Hand Made Gold Wire Ring in 1 20-12K Gold Filled, for which we are sole distributors. It comes in birthstone colors for men and women and makes a beautiful gift. Dozen lots, \$9.00; 6 for \$4; less than 4—\$1.10 each.

Write for \$5 sample line, stating requirements. \$2 deposit required—bal. C.O.D.

For Quality Merchandise, **EMROW JEWELRY CO.** P. O. Box 93, No. Station Nightly Styled, at Lowest Prices 25 Danforth St., Providence 8, R. I. Buy Direct from the Manufacturer and SAVE!



4 PIECE PEN SETS

at a saving of \$5.00 on every gross or your money back. Beautiful assorted colors—all boxed with flashlight. American made, not FOREIGN. We introduced the Western Saddle Horses in The Billboard way back in 1947. What sellers they were. Due to shortage of materials, we have hooked up with the largest mfr. of Pens in the country—from factory direct to you. Be convinced. Send \$1.00 for 2 samples. See for yourself what money you can save by getting your Pen Sets from us.

C. GAMEISER

Box 1324, Church St. Station 8, New York City
NOTE: We still have a small stockpile of Western Saddle Horses, assorted sizes.



\$1.00 STARTS YOU IN BUSINESS • NO EXPERIENCE NECESSARY
Start a year 'round business. Steady income. America's fastest selling religious jewelry. Millions of prospects. Sell on sight.

FREE... Gold or silver plated Crucifix and new 1951 Catalog of Best Sellers. Get started at once to make over 100% profit. Send \$1.00 today for a sample Miraculous or Sacred Heart pendant encased in crystal clear everlasting Plexiglas. 18" gold plated chain with safety lock. Red, Blue, Gold or Crystal backing. Complete with gift box. Retail for \$2.50. Send \$1.00 for sample, FREE Crucifix and Catalog.
STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B2, New York 23, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 12¢ A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1951 catalog free. Kleiman, 5146 Strohm Ave., North, Hollywood, Calif. no11

ANOTHER BEST BUY! TEN SOLID PARODIES of current hit songs for discriminating singing comics. \$2. Springer, 58B Wilklow, Hempstead, N. Y. no11

COMICS: EMCEES! "HOW TO LEARN THE Art of Double Talk!" Full instructions; rush \$2. Writers Mart, Box 575, Hollywood, Calif. no11

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P.O. Box 983, Chicago 90. no11

FREE LIST OF SMASH MONEY MAKING gag material on request. Edmund Bodlans, Metro, Box 5556, Los Angeles 55, Calif. no4

FREE TO JUKE BOX OPERATORS—ONE Blue Jay Record; they're different; send postage please; 15¢. Ohio Music Co., Newark, O., Box 61. no11

LAUGH LINES — FIVE READY; ALSO NO. 1-2-3-4 at \$1 each; bits, comedy, patter, radio, MC bits, hecklers answered. Mail money to Jimmy Muir, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. np

SEND FOR "CARUSO ON A CAROUSEL" and "The Voice of the Wilds" copies. Grimes Music Publishers, Shubert Bldg., Philadelphia, Pa. np

TIMELY INTRODUCTORY OFFER — "Political Patter"; gags, monologues, bits, etc.; etc. \$2. Edmund Rosenblum, 1800 Cloverdale, Los Angeles 19, Calif. no11

VENTRILOQUIAL DIALOG (\$4) PER DOZEN; smart songs, parodies, monologs. Tizzard, 119 W. 76th St., New York. no11

WALTER KING, COMPOSER "MAYBE I'M Wrong." fox trot ballad. Published copy. 35 cents. 4136 Peak Street, Toledo 12, Ohio. no11

AGENTS & DISTRIBUTORS

AAAA VALUE — LEATHERSTRAPS OF quality and perfection; pliskin cushioned, pliskin plain, calf, \$3 per dozen; genuine alligator, \$7 per dozen; proven excellent year-round sellers; order now and increase your Christmas profits; send 25¢ with order, balance c.o.d.; prepay for sample orders of 1/2 dozen. Top Rings, P.O. Box 53, Tremont Station, Bronx 57, N. Y. no11

AAA RED HOT NOVELTY FOR MEN! Everyone buys; sell taprooms, bars, night clubs; it's different; it's new; they will take it away from you. Send \$1 for three prepaid samples and selling plan. Shafer Co., P.O. Box 723, Kansas City 10, Mo. no11

AAA—BEST XMAS DEAL: TALKING Cards, now 15¢ retailer, \$1.20 dozen; \$8.50 100. Columbia, 7250 Melrose, Los Angeles. no11

AAA SENSATIONAL TALKING XMAS Card. Pull tape and card clearly says "Merry Christmas"; fascinating money-maker; sells on sight for 25¢; send 25¢ right now today, for sample and prices; representatives wanted everywhere. Minas Mfg., P. O. Box 421, Santa Monica, Calif. no25

ABALONE PEARL SEA SHELL JEWELRY, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman 906 Tampa St., Tampa, Fla. no4

A BIG MONEY MAKER — "TALKING Roses." Samples, \$1. Al Marinaccio, 48 Maple Ave., Thompsonville, Conn. no4

ADVERTISING BARGAINS — ADVERTISE in 100 newspapers for total cost of \$6; Many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. no11

ADVERTISING SALESMEN MAKE HIGH profit connection with Mfg. Project of Bing Crosby Research Foundation; complete line Lindy Ball Pens; prices and quality eliminate all competition; write for details and sample kit offer. Lindy Pen Co., Inc., 3103-C Beverly Boulevard, Los Angeles 4, Calif. no11

AGENTS, STORES, JEWELRY DEMONSTRATORS. Buy latest costume jewelry; lowest prices. Jewelry-of-Season, Box 674-B, Providence, R. I. no11

AGENTS, SIDELINE SALESMEN — HOT proven seller; Comic Pot Holders; Bedroom Scenes; food punchboard or carnival 100% profit; 4 best numbers, \$1 postpaid with information. Western Garment Company, 1151 Tacoma Ave., So., Tacoma, Washington. no11

AGENTS' CHRISTMAS SPECIAL—HAND painted three letter monogram Ties with your suggested occupation design. \$1.50; for gifts or advertising on red, blue or green. Birdcane, 220 Third St., Elyria, O. no11

AGENTS—COMIC XMAS CARDS, \$3.50 PER 100; 15 assorted samples, \$1 postpaid; wholesale only. Walter B. Fox, Mobile 2, Ala. no11

AMAZING CHANGEABLE SIGN LETTERS stick to glass like magic; 10-second demonstration sells stores, restaurants and markets; send your name on a postcard for money-making details and free sample. Act now! Gary Industries, 1319 Highland, Hollywood 28, Calif. no11

AMAZING! NOVEL!—LADIES' "SILK 'N' Lace" Garters and Handkerchief Sets; big profits; free samples. Swatche's Money-making Details. Write Dept. 10, Holiday, 85-06 96th St., Woodhaven, N. Y. no11

AMAZING TALKING GREETING CARDS—Birthday or Christmas; terrific! Mystifying! says "Happy Birthday" or "Merry Christmas" in loud clear voice; sells like wildfire with 1/2 second demonstration; sample, 25¢; dozen, \$1.50; gross, \$12, postpaid. Allied Sales, Dept. BB, 311 North Desplaines, Chicago 6, Ill. de9

AMERICA'S MOST BEAUTIFUL CHRISTMAS display line; selling like hot cakes; 300% profit; act quick. Adpro, Box 592-B, Springfield, Ill. no11

NEW GIFT CATALOG NOW READY

WRITE FOR COPY—BE SURE TO STATE BUSINESS

Mechanical Toys	Special Ring Values
MA 401—Itchy Dog Doz. \$2.00	MA 412—Man's Yellow Metal Signet Ring Doz. \$7.20
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MA 403—Pecking Bird Doz. 2.25	MA 414—Lady's Yellow Metal Birthstone Ring Doz. 6.75
MA 404—Dancing Couple Doz. 2.35	MA 415—Lady's White Metal Birthstone Ring Doz. 4.20
MA 405—Rodeo Cowboy Doz. 2.85	MA 416—Lady's White Stone Tiffany Ring Doz. 2.75
MA 406—Crawling Baby Doz. 3.25	MA 417—Misses Yellow Metal Friendship Ring Doz. 1.30
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MA 408—Hula Dancers Doz. 4.25	
MA 409—Lge. Crawl. Baby Doz. 6.50	
MA 410—Crazy Car Doz. 6.75	
MA 411—Reluctant Bear Doz. 7.20	

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

When requested, a change apron will be sent FREE with each order for \$25.00 or more.

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Established 1886 TERRE HAUTE, INDIANA

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossacks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specialists, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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CARNIVAL, NOVELTY SHOPS, PITCHMEN

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Large stock always on hand. Novelties, Premiums, Glassware, Feather Dolls, Parasols, Batons, Balloons, Horse Clocks, Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items.

M. NOWOTNY & CO. 907 ROOSEVELT SAN ANTONIO 2, TEX.

ENGRAVERS WITH IT SINCE 1907

ORIGINATORS OF THE ALL-ALUMINUM IDENTITS — MEN'S IDENTITS — LADIES IDENTITS — DOUBLE HEART IDENTITS — ALUMINUM IDENTITS — MEN'S MASSIVE LADIES ALUMINUM IDENTITS \$3.00 GREEN.

DAY & NIGHT SERVICE!

ALL ALUMINUM GRAB BAG IDENTITS \$7.00 NOT RETURNED

SIGNET RINGS ADJUSTABLE FOR ALL SIZES NICKEL \$6.50 FINISH HINA, CROSS SHIPPED 10¢

MILLER CREATIONS (Phone: BAypport 1-5338) 7739 Avalon Ave. • Chicago, Ill.

YOU CAN BUILD MORE SALES



with **STERLING VALUES!**

No. 623 Open Back

Men's very attractive clear imitation diamond ring (not a foil back). In either 14 kt. Gold or Rhodium Plated. 1 Ct. size center stone has 38 facets — resembles a brilliant diamond. Only \$3.25 per doz. \$36.00 per gr.



No. 901-H

Men's Double Head Cornelian Imitation Cameo with brilliant side sets as shown. \$3.50 per doz. \$36.00 per doz.



Men's Imit. Warrior-Head Hemite with side stones (No. 901-C) also available at same price.

REMEMBER, now's the time to order these fast sellers for bigger Xmas sales. Minimum order—not less than one doz., either style. Remit in full or send 25% with order, balance C.O.D. If samples are desired, one of each style shown (2 rings) will be sent for \$1.00 postpaid.

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44 E. Long St. Columbus 15, Ohio

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2,500,000

COMIC BOOKS

FOR CHILDREN

Size 1 1/4" x 3 1/4". Full color comic books suitable for prize packages, giveaways, Xmas stockings, etc. Twelve different titles.

\$2.50 Per Thousand in 69,000 Lots (Packed 5,750 to Carton)

\$3.00 Per Thousand in 12,000 Lots (1,000 of each number) Sample Thousand, \$5.00

LUCKY NOVELTY PRIZE BOXES

ASSORTED 5c ITEMS, \$4.50 gr.

NOVELTIES 10c ITEMS, \$7.00 gr.

OF ALL KINDS 25c ITEMS, \$12.50 gr.

\$1 ITEMS, \$24.00 gr.

\$1 ITEMS, \$40.00 gr.

GIVEAWAYS (SLUM)

This deal good for Grab Bags, Xmas stocking fillers, giveaways for all kinds of games.

All Usable items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea.

3000 PCS., \$25.00 Lot

Also special lot, 1000 pcs., \$4.75; 3000, \$18.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D.

Mdse. Distributing Co.

19 E. 16th St., Dept. BB, N. Y. City 3

I need 500 Men to wear SAMPLE SUITS



Pay No Money—Send No Money! My plan is amazing! Just take a few easy orders for my sensational values in made-to-measure suits. Get your own suit WITHOUT A PENNY COST and make money too! Men can't resist the outstanding style, long wear and low price of my made-to-measure suits. You need no experience. Spare time pays big profits. Rush names and addresses today for free details and big FREE SAMPLE SUIT containing more than 100 actual wooden sample suits. Illustrations, etc. Write today! SL-117 PROGRESS TAILORING, Dept. L, 117 800 South Tower St., Chicago 7, Ill.

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7000 ITEMS AT WHOLESALE PRICES

Sales tested to make more money for you. Jam packed with the latest and greatest array of Top-Flight merchandise appealing to dealers. Backed by a guarantee of satisfaction or money refunded. RUSH for 1951 issue. It will be credited on your next order.

SPORS COMPANY

LAMONT-LE CENTER, MINNESOTA

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BIG PROFITS! Sell watches, rings and jewelry specialties. Lowest market prices to you. All merchandise guaranteed. Write for Free Catalog. No obligation.

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BEGGING FUR DOG 5.75
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XMAS MDSE.

- IMPERIAL ALL-LATEX BABY DOLLS DOZEN \$144.00
IMPERIAL BOY DOLL, 36", CARACUL WIG, CORDUROY SUIT 180.00
FIVE VOICE LIBBY DOLL, 30" 72.00
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SPECIAL CLOSETOUT ST. NICK MAJORETTE DOLLS, 36" TALL 35.00
SPECIAL HOLLYWOOD DOLL BED (Ass'd Colors), 20"x12"x10" 36.00
DOLL CRADLE (Completely Upholstered in Rayon Silk), 20"x12"x9" 48.00
SMALL NOVELTIES FOR XMAS STOCKINGS (From \$4.00 Per Gross and Up).

25% DEPOSIT, BALANCE C.O.D., F.O.B. CHICAGO

Ace Carnival Supplies
5617 S. Halsted St. Chicago Illinois
Phone: Englewood 4-4472

\$25 to \$100 A DAY PROFIT!

Selling Costume Jewelry

For you folks who like to sell a QUALITY product, we have ready now for IMMEDIATE DELIVERY the greatest MONEY-MAKING DEAL that you have ever handled! Jewels by Casselini are definitely NOT the usual low-priced stuff that falls apart after a few weeks' wear! Each and every piece of Casselini jewelry is a magnificent eye-catching design fashioned from top quality materials, that will give your customers lasting pleasure and satisfaction. Each set is made from imported stones hand-set in 24 karat gold plate, and encased in an attractive velvet box with irresistible eye-appeal.

WHOLESALE BLADE CO. P. O. BOX 194 BUFFALO 5, N. Y.

nylons GUARANTEED FIRST QUALITY 60 gauge 15 denier Ultra-Sheer NYLONS
1st quality nylons, newest fall shades, 8 1/2 thru 10 1/2. Cellophane wrapped. Boxed 3 pr. in. While they last! New Low Price! \$15.00
Write for Complete Price List! S & K Sales, 11 S. 4th, St. Louis 2, Mo.

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COLOR CATALOG SENT FREE!
LOWEST PRICES! BEST SERVICE ALL-THE-TIME
S. R. CANTERMAN 1115 OGLETHORPE ST. PITTSBURGH 1, PA.

Sell Tinselled Xmas Signs
To Stores, Homes, Offices and Clubs...
ORDER YOUR SAMPLES TODAY!
2 Metallic Foil Xmas Streamers, 12x48 \$1.00
6 Mother-of-Pearl Xmas Signs, 7 1/2x12 1.00
6 Ultra-Blue Tinselled Xmas Signs, 11x14 1.00
15 Ultra-Blue Xmas Signs, 7x11 1.00
15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00
15 Ultra-Blue Store Signs, 7x11 1.00
15 Ultra-Blue Comedy Signs, 7x11 1.00
15 Ultra-Blue Religious Signs, 7x11 1.00
Above Samples Mailed Postpaid.
L. LOWY, 812 B'way, N. Y. 3, N. Y. Dept. 579

ANOTHER FIRST! NEW NITERITE GOLD-Tone Pens first in the dark; selling like wildfire, sample, \$1; Christmas Lighting Outfits, 65¢ and up. General Lamp, 827 N. Sixth St., Milwaukee 3, Wis.

ARTISTS' CARTOON COMIC CARDS—Two dozen snappy samples, all different, 25¢. K. Harris, Box 550, Palm Springs, Calif.

BARGAINS! SAVE UP TO 50%. HOSIERY, Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for illustrated 1,000 Bargain Catalog. Valuable surprise gift free with first order. Reliable Jobbers, 311-H North Desplaines, Chicago 6. np

BIG FLASH DEAL—100 FINE RAZOR Blades and Dandy Pen; sell wholesale. sample deal, low prices; \$1 prepaid or c.o.d. McKittrick Distributor, Mount Vernon, Ill.

BIG PROFITS, TIMELY GIFT ITEMS—Beautiful combination Wallet and Pen Sets; also Fountain Pens, Ball Pens; send for price list. Crescent Sales Co., 150 Broadway, N. Y. C.

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors. Write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. no25

BUY NYLONS DIRECT FROM MILL—Write for jobbers' prices. Joy Hosiery Mills, Delaware 8, N. J. de30

CAMERAS—BOX TYPE, all metal, takes 3 1/2x4 1/2 inch. Built to sell, \$3.95; 5000 available; Case (36), \$23.50; dozen, \$10; Airforce gabardine aviators helmets w/ chin strap and ear muffs; War Surplus; kids go wild for them; individual boxes; 5,000 available; dozen, \$3.95; six dozen per dozen, \$3. Aero Parts Supply, 8102 Lockhead, Houston, Tex. no11

COMIC CARTOON CARDS—100 SAMPLES, \$1; list free to dealers. Cheshares Fun House, 739 Poydras, New Orleans 2, La. de2

COMPLETED MING TREES—SHIP ANYWHERE; special deal for pitchmen and wagon jobbers. Nevada Ming Tree Co., P. O. Box 373, Reno, Nevada.

COMPLETE LINE OF PLASTICS—Scalloped Table Cloths, Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest prices; free literature. Samuel Rosenzweig Acces. Co., 8 Merz St., Brooklyn 12, N. Y.

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COSTUME JEWELRY—ATTENTION, WAGON jobbers and punchboard operators: See our line of rhinestones, pearls and boxed sets. Kentuckiana Sales, 329 S. Preston St., Louisville, Ky. no4

DEALERS JOBBERS—SELL WONDERFUL line Oriental Incense, Ceramic and Metal Burners, Perfumes. Write Eastern Trading Co., Mfrs., 3974 Vincennes Ave., Chicago 15, Ill. no4

EAGER BUYERS WAITING AMAZING Penicil; writes four colors, red, blue, green, orange; sample, 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen, brilliant metal cap; sample, 25¢, or eight samples, four pens, \$1.10; prepaid. Louis Balogh, 1703B Roosevelt, Valparaiso, Ind. no4

ENORMOUS PROFITS MADE SELLING fine, wide awake, comic Christmas Greeting Cards; complete with envelopes, sample dozen, \$1; \$7 hundred; fast 15¢ seller. United Novelty Co., 49 Hanover St., Boston 13, Mass. no11

EXCELLENT SIDELINE FOR PRINTING and Advertising Salesman; Decalomania Name Plates in small quantities; great demand; also make money with our line of Automobile Initials; send for free samples. "Raico," XL-Roxbury, Boston 19, Mass. ap

FAST XMAS SELLER—PERFUME NECK-lets; sensation; lowest; \$1. Mission 2328-BB West Pico, Los Angeles 7, Calif. no25

FREE SAMPLES—BIG PROFITS SHOW-ing amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. ap

GIRL PICTURES—BEAUTIFUL POSES; 25 assorted, \$1. Fred W. Hin, 1314 Douglas St., Dept. AB, Omaha, Neb.

HOLLYWOOD ART MANUAL—40 Beautiful models; retails \$2; \$6 dozen; send \$1 for sample. Heinz Distributing, 5864 Hollywood Blvd., Hollywood 28, Calif.

LADY BOUNTIFUL—UNUSUAL FIGURE development; every doctor, artist and student should see this amazing developed young lady; motion pictures (unretouched); 16mm, 100 ft., \$5; 8mm, 100 ft., \$4. Full figure 4x5 photos, \$2; cash or check with order. Heinz Distributing, 5864 Hollywood Blvd., Hollywood 28, Calif.

LET "PORT OF OPPORTUNITIES" SHOW you the most profitable things to sell! Hundred new products monthly. Publishers, Gardenville 12, N. Y. no11

LOOK!—EARN \$35 WEEKLY GUARANTEED, addressing 1,000 envelopes, spare time for local advertisers; experience not necessary; we teach you how; get your money every Thursday; rush \$1 (refundable) for complete instructions. Factograph Service, 209 West Jackson Blvd., Suite 409, Chicago 6, Ill.

LUCKY CALENDARS—TELL LUCKY Days, Lucky Numbers; send dollars for starting outfit; brings back ten dollars; also, Magic Joker Novelties (dime sellers). Seventy Pieces, dollar; prepaid; satisfaction guaranteed. Wholesale Pauly, 2295 Concourse, Bronx 5, N. Y.

MAKE YOUR OWN SIGNS OR MAKE and sell to others; Molded (raised) Plastic Letters and Numbers now available; we supply adhesive (easily applied) for putting them on most any surface, including glass, autos, etc.; sizes 1/2" to 3"; samples, 25¢; information free. Plastic Exchange, Box 302, Bradenton 6, Fla. no11

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock; or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de30

MAKE PERFUMES AT HOME—INFORMATION free; men, women. Write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. no18

MEXICAN CURIOS—CLAY TURTLES, Armadillos, Alligators, moving the head and tail; \$1.50 each; Black Spiders (Tarantulas), wiggle wire long legs, \$8 gross; Fur Drom Monkeys, \$12 gross; Fun Snake, in wood box, \$12 gross. General Mercantile Co., Laredo, Tex.

MEXICAN JUMPING BEANS, NEW CROP, very wiggle alive; special price for making money, \$5 each thousand; \$1 hundred; 20 samples, 50¢. General Mercantile Co., Laredo, Tex.

MEXICAN DESERT RESURRECTION Plants, \$20 thousand; \$3 hundred; 10 samples, 60¢. General Mercantile Co., Laredo, Tex.

MEXICAN YOUNG TAME BURROS—Special for children to ride; immediate delivery, \$45 each, Laredo; or at \$85 each prepaid. General Mercantile Co., Laredo, Tex.

NEWLY MANUFACTURED ELECTRIC Pants Presser. Selling like hot cakes. Sample \$3.95 postpaid. Howell, 10310 Columbia Ave., Cleveland, O. no4

NEW, NEW, NEW—EXCLUSIVE MASS appeal holiday item; millions will be sold before Christmas; tremendous profit; no competition; no turn-downs; it's a natural; literature and salable samples, \$1. Wm. Callaghan, Box 1493, Great Falls, Mont. de2

NEW PLASTIC MENDING TAPE—JUST press on! Repairs clothing instantly; lightning fast; samples sent on trial. Kristee 159, Akron, Ohio.

JOBBER-DISTRIBUTORS Terrific Flash & Values in Real Fur & Plush Stuffed Toys for the Christmas Season.



- #252 25% Dep. Bal. C.O.D. if not rated.
#252 30" REAL FUR Bear, \$36.00
rayon plush trim, asstd. colors \$30.00
218 11" asstd. Plush Bears \$17.50
Scotties \$17.50
Send \$12.00 and receive one dozen asstd. Plush Animals and the 30" Real Fur Bear POSTPAID!
SENSATIONAL PRICE SLASHES
#127—19x21" Rayon Plush Black and White Terrier.
#451—19x23" Rayon Plush Donkey. Open mouth.
#515—20x24" Rayon Plush Elephant. Assorted colors.
#420—14 1/2x25" Rayon Plush Colt. Open mouth.
All dressed in plastic collars, saddles, blankets, etc.

Each of the Above (in six dozen lots) \$36.00 Per dozen \$39.00
Send \$15.50 for ALL 4 above SAMPLES POSTPAID!

Assortment of All Samples in this ad, 17 pieces, for only \$27.50 Postpaid! SPECIAL SET-UP FOR QUANTITY USERS
Send for FREE catalog of exclusive line of Stuffed Fur and PLUSH Toys for this Merry Christmas Season. Closeouts always on hand. State nature of your business in FIRST letter to avoid delay. Write today!

ACE TOY MFG. CO. 122 West 27 St. New York 1, N. Y.

"FAN BLADES OPEN THE DOOR" to real profits for you! Makes friends... insures repeat business... leads to more sales of other items... and LARGER PROFITS FOR YOU!"



Write for details and sample order. FAN BLADE CO. 37 Green St., Newark 2, N. J.

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set. Heeded point fountain pen, automatic pencil and precision ball pen. Assorted colors with solid plated caps. Attractively boxed.
SPECIAL PRICE \$48.00 Per Gross Sets
Sample Set, \$1.00
Smart gold-plated finish.
25% deposit with order. Send \$2.50 for samples.
ORDER NOW!
H. EPSTEIN 27 East 32nd St. New York 10, N. Y.

Profit Making SPECIAL SENSATIONALLY PRICED

PRECISION MADE ELECTRIC SHAVERS
Individually wrapped with \$22.50 price tag, including simulated pigskin pouch.
SINGLEHEAD DOUBLEHEAD
GROSS LOTS \$1.75 ea. \$2.50 ea.
LOTS OF 60 1.85 ea. 2.60 ea.
LOTS OF 12 1.95 ea. 2.75 ea.
Full Line of Watches Available. Sample, \$1.00 Extra.
25% Deposit, Balance C. O. D. NATIONAL DISTRIBUTING CO. CALUMET BLDG. MIAMI, FLA.

CHARMS THAT PAY OFF! NEW GUNS (Same size as illust.) Plastic (Asst. Colors) \$4.25 M Nickel Plated \$6.50 M Gold, Silver Plated \$7.50
Also large assorted Sport Charms. OPPORTUNITY FOR DISTRIBUTORS. DON'T DELAY! ORDER NOW! Paul A. Price Co. 220 Broadway New York 7, N. Y.

PAINT—OUTSIDE. SNOW-WHITE TITANIUM lead and oil; money-back guarantee not to peel, rub or wash off; \$2.25 gallon in 5-gal. cans; over a million gallons sold; sample can, 50¢. Snow-White Paint Co., 2545-B2 Parkwood, Toledo, O. no25

PLENTY OF FRONT MONEY EVERY DAY selling Christmas decorations to business places. Wales Xmas Co., Cold Spring, N. Y.

POCKET COMBS—100 CARDS 12'S, \$20; Clip Combs, 100 cards 12's, \$25; assorted colors; sample card, 25¢. Carleton H. Distributors, Texas City, Tex.

QUICK EXTRA CASH SELLING CHRISTMAS CARDS and GIFT Novelties; request free samples. Elmcraft 171, 368 S. Western Ave., Chicago 36, Ill. no4

RFD SALESMEN—MAKE EASY EARNINGS with America's leading fastest selling poultry magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune, Box 100, Mount Morris, Ill.

REAL GIRL PHOTOS—TREMENDOUS Profits; K sell on sight; 20 different and wholesale price list \$1. M. Kleeman, 2433 N. Maucher St., Philadelphia 33, Pa.

REALLY COMIC XMAS CARDS—FAST sellers; \$1 will bring you 3 sample sets. Midstates, Box 412, Bloomington, Ind.

RISQUE BATHING GIRL—STRIP, STRIP, Hoopay! Both, \$1, including wholesale prices. Tupler Bros., 216 W. Jackson, Chicago.

SALESMEN—MAKE \$2 TO \$6 PER HOUR selling sign writer kits to businessmen and carnivalists; send \$1 for sample; and particulars. Gould Mfg. Co., Spotswood, N. J.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Altleboro, Mass. no18

SALESMEN, WAGON JOBBERS, DISTRIBUTORS; a proven repeater; new used in 37 States; Korean war and preparedness program causes serious battery shortages; our product charges battery in 10 minutes—keeps it charged and doubles life of battery; no recharging necessary; for use in old and new batteries; fully guaranteed; big profits selling to filling stations, garages, used and new car dealers, taxi and fleet operators and many more; prospects everywhere; big demand; full details free; sample sufficient for one battery, \$1 refundable; some exclusive territories still open; act quick. Write, wire or phone Carolina Chemical Co., Four Oaks, N. C.

SELL GREATEST INVENTION SINCE fountain pen; sensational \$3.95 Check Protector; untouched market; big profits, repeat. Procter, 627-B Grove, Evanston, Ill. no18

SELL SLEEP—AMAZING CHRIST PICTURE with special features; never offered before; will promote sleep; sample, 50¢; money back guarantee. Outstanding Products Co., 9118 St. Clair Ave., Cleveland 8, O. no4

SELL NEW USED CLOTHING FROM home, auto, store; Men's Suits, \$125; Jackets, \$65; Overcoats, \$60; Dresses, 18¢; Ladies' Coats, 38¢; other bargains. Catalog free. S&N, 565 C. Roosevelt, Chicago 7. np

SELL PROFITABLE HAND PAINTED Christmas Cloths; Santa Claus or Pointsettia designs in traditional Christmas colors, on pearl white veilon plastic; terrific sales appeal! You make \$2.25 on each \$4"x50" cloth, sample \$4"x72" \$2.20 or send for free folder. Lynn Plastics, 156 North Park Street, E. Orange, N. J.

"SEPTEMBER DAWN"—UNRETouched amateur woody photograph, keychain transparent; sample, 25¢; ten, \$1. Exchange, 2718B Jonesboro, Tenn. no4

SERVES YOU TWICE—FASKOMELO Drink, also Spice! Theohymine adds bright light, flavor in every bite! Imported! Both 25¢ postpaid. Soffos Syrups, Spices, Specialties, 58 Washington, Hoboken, N. J. no25

SPECIALTY JOBBERS-WAGON JOBBERS—We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Jokers Items. Eagle Specialty Co., Akron 14, O. no18

STRANGE "DRY" WINDOW CLEANER—Like wild; keeps messes off glass; liquids; simply glide over glass; samples sent on trial. Kristee 158, Akron, Ohio.

TEXAS STEER FOX HUNTING HORNS—High tone; doz. lots from 12", 14", 16" sizes, assorted at \$20; 12", \$22.50 each; 14", \$27.50; 16", \$32.50; postpaid. General Mercantile Co., Laredo, Tex.

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-B Roosevelt, Chicago 7. np

ZANY ART MODELS—HAVING FUN! Twenty exciting color photos, \$1, 50 poses, \$2. Mervine Studio, 362 S. Broad, Trenton, N. J. no18

UNIQUE, FAST SELLER—CRYSTAL OWL Portable Night Lantern, equipped with 2 penlite batteries; individually boxed; sample \$1; quantity prices on request. Weiss Mds., 146 Park Row, N. Y. C.

55 HOUR EASY! SELL NAME PLATES for houses, free sample, order blanks. Write National, 214-22 Summer, Boston, Mass. ja13

\$10 LORD HAMILTON THREE PIECE Carving Set, \$2 Fruit Cake in gorgeous decorated Christmas box; both for \$2.20 postpaid; samples can make big money selling this deal for \$3.95. Holland Maide Baking Co., 404 West Franklin St., Baltimore 1, Md.

ANIMALS, BIRDS, PETS ABSOLUTELY TAME LEOPARD CUBS, as large as wildcats; baby Chimpanzees, Maribou Storks, Baboons, Rhesus, Mangabeys, Ringtails, Boas, Pythons, Snake Den's Chase Wild Animal Farm, Egypt, Mass. no4

ABSOLUTELY A-1 WILD LIVE STOCK Specials. Golden Spider Monkeys, \$30; Spotted Ocelot Cat, \$50; Female Leopard, \$350; send for general price list. Meems Bros. & Ward, Sparkill, N. Y.

ANIMALS BOARDED ALL WINTER—Lions, only 50¢ day; other animals 10¢ to 25¢ day; twenty acres to put equipment; no charge; trailer space, \$2.50 week; complete Wild Life for sale with truck and 40x60 top, all good; 16 cages and animals, new motor in truck, \$1,000 cash or will trade. Magic Zoo, Rt. 1, Box 243, Clearwater, Fla. no4

ATTENTION, WILD LIFE MEN—ADULT Cinnamon or White Face Ringtails, \$22.50; Red Tailed Boas, \$3 per ft.; Iguanas or Tegu Lizards, \$17.50 each; also Pacas, Agouti, Cabybara, Giant Anteaters and all other South American Birds, Animals or Reptiles; cash, bal. c.o.d. write for complete list. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla. no4

BOA CONSTRUCTORS, UP TO 7 FT., \$3 per ft.; over 7 ft., \$5 per ft.; Baby Ocelots, \$60; Monkeys, Cinnamon Ringtails, cash type, \$22.50; very young leaf cats, \$27.50 each, 4 for \$100. Terms: 1/2 cash, balance c.o.d.; dealers, write for quantity discount. The Peaky Pet Shop, 1113 Franklin St., Tampa, Fla. no11

DOG, PONY, MONKEY ACT—MACAW Bird, handsome for lady dancer; Deagon Bell, White Fantail Pigeons, Geo. E. Roberts, 3504 N. 8th St., Philadelphia 40, Pa.

FALL SPECIAL—SMALL YOUNG, CINNAMON Ringtail Monkeys mostly tame, \$25 each or 5 for \$100. Rare Bird Farm, Kendall, Florida. no18

FOR SALE—GROWN THREE LEGGED Goose; large freak leg; send 25¢ for picture and particulars. Eiroy Pieper, Rt. 1, Nashville, Tenn.

FOR SALE—SUSIE Q. FREAK 6 LEGGED Dog and Ducks; Complete Show or separate. Delmar Harridge, c/o Stephen's Shows, Queen City, Mo.

GIANT SEA TURTLES—GREAT ATTRACTION; vegetarians, harmless, live anywhere, \$150 each. Marhe Gardens, Clearwater, Fla.

(Continued on page 72)

MECHANICAL TOYS (Occupied Japan)



No. 3067 LARGE CLEVER WALKING BEAR \$7.20 Doz.

- NO ITEM DOZEN
3090 CLEVER WALKING BEAR WITH FISH (NEW) LARGE \$7.20
3068 BEGGING FUR DOG 6.00
3050 BABY TURTLE 3.60
3053 AUTO 3.60
3054 AUTO 3.60
3055 TUMBLING JOCKO 6.00
3056 MOUSE 1.85
3057 AUTO 3.60
3059 DANCING COUPLE 2.30
3062 WADING DUCK 2.30
3063 PECKING BIRD 2.00
3073 WALKING PEACOCK 7.20
3075 TUMBLING FIDO 4.25
3076 COVERED WAGON 6.50
3077 HARLEM SPORT 6.50
3084 MUSICAL MONKEY 5.00
3085 YEARLING 6.75
3089 SINGING BIRD 2.00

All Numbers in Stock for Immediate Shipping. First Come—First Served. 25% Deposit, Bal. C. O. D. WISCONSIN DELUXE CO. 1902 No. Third St. Milwaukee 12, Wis. Phone: Locust 25431



PEEP PICS

Six Appealing Black and White Snapshots of Fully Clothed Dream Girls (Bride, Graduate, Outdoor girl, etc.). Hold to Light—there they are in Full Color Photography—but MINUS COSTUME! Each picture framed in smart pocket-size photo-holder—can also be placed on desk or mantel piece, 'c. Fools and Delights Everyone!

\$20.00 Per Gross Sample Dozen \$2.00
Free DISPLAY EASEL with every gross order. Suggested retail price 50¢ per Peep Pic.
25% Deposit—Balance C. O. D.—

COOK BROS. 815 W. Maxwell St. Chicago 8, Illinois WHOLESALE ONLY

LOWILL THE FINEST WATCH OF ALL

TERRIFIC PROFIT ITEM FOR XMAS
This NEW 4 ULTRA-MODERN watch will sell on sight! No. MB5—Men's, No. LB8—Ladies'. Modernistic Numerals 10 K Yellow R.G.P. Case with Black Dial. 17 Jewel Steel Back. Rich looking Black Snake Band. Guaranteed 1 year! This Watch is really different, an excellent time piece. Retail for \$49.50. 25% With Order—Balance C. O. D.
FREE: 56 PAGE XMAS CATALOG! LOUIS PERLOFF, Wholesale Jewellers 737 Walnut St., Dept. BB, Phila. 6, Pa.

PHOTO KNIFE

Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo.
1584BB \$3.90 Per Doz.
10 Doz. \$3.50 or More—Per Doz.

ROHDE SPENCER CO. 223-225 W. Madison St., Chicago 6, Ill.

BINGO Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin Amusement Industries, Box 2, Dayton 1, O.

MECHANICAL TOYS

ROLLOVER CAT
Doz. \$4.80; Gr. \$54

MECHANICAL FROG
Dz. \$2.50
Gr. \$27.50

COMB'NG HAIR MONKEY
Dz. \$4.00
Gr. \$45.00

BASEBALL CATCHER
Dz. \$3.50
Gr. \$39.50

MECHANICAL COWBOY
Dz. \$2.15
Gr. \$24.00

MECHANICAL BEETLE
Dz. \$2.50
Gr. \$27.50

CRAWLING TURTLE
Dz. \$3.00
Gr. \$33.00

Prices F. O. B. Indpls., include postage with order. 25% deposit with C. O. D.'s.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

CAMERA OFFER!

\$6.00 Per Doz.

Look at These Prices

Then Act—Right Now!

CAMERAS—\$6.00 per dozen
FILM—\$1.80 per dozen rolls
CARRYING CASES—\$1.50 per dozen
Deposit of \$5 required on camera orders.

STOCK UP SUPPLY will be SHORT!

MARNE SALES CO. Dept. B.C. 4
4024 22nd St., Long Island City 1, N. Y.

Quick Photo Invention!

PDQ CHAMPION PHOTOMASTER

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 3 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

PDQ CAMERA CO.
1161 N. Cleveland Ave. Chicago 10, Ill.

TEAR GAS

A REAL SURE-FIRE SELLER!
THUGS AND THIEVES BEWARE!

This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms. Leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start Now! Send \$3.60 for complete demonstration outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. **HAGEN SUPPLY CORP.**, Dept. 88-114, St. Paul, Minn.

1000 PIECES OF SLUM

ASSORTED TOYS ONLY \$6.75

GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

SEND FOR NEW 1951 FREE CATALOG Satisfaction Guaranteed or Money Refunded

25% Deposit with Order. Bal. C.O.D.

OPTICAN BROTHERS
SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE. 50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de9

EXCEL CORN POPPER—TABLE MODEL. electric, with partial bag of corn, gallon oil; hardly used; cost nearly \$100; w/transit; sacrifice, \$50. Aero Paris Supply, 8102 Lockhead, Houston, Tex. no11

FOR SALE TENTS—TENTS, SPECIAL offer:

85 Tents, 20'x30'x14' high marquee (round end) complete with 5' 6" sidewalls and all poles, \$99; roof only (no poles) \$50. 75 Circular Tents, 10' 8" H., 14' diameter, complete with poles, \$29; These are khaki army surplus tents, slightly used, but in good, all round serviceable condition, guaranteed to give satisfaction or money refunded. Immediate delivery; splendid opportunity to stock up on tents at these low prices; send for pamphlet. Write, wire, phone 4491 St. Lawrence Distributors, 269 Bartholomew St., Brockville, Ontario, Canada. no4

POPCORN MACHINES, PEANUT ROASTERS, candy floss, geared popping, copper caramelize candy kettles. Northside Co., 509 E. 4th, Indianola, Iowa. de16

PORTABLE ROLLER RINK, REASONABLE. must sell, leaving for service. Write Box #C-254, c/o Billboard, Cincinnati, O.

8650 TAKES TWO 35MM. SUPERIOR Sound Projectors with equipment and features. A. Kollmar, 364 Dewey Ave., Buffalo 14, N. Y. no11

FOR SALE—SECOND-HAND SHOW PROPERTY

ADDISON MINIATURE TRAIN—14 PASS. perfect shape, with or without trucks; also Popcorn Mach. John Goff, 1888 W. 7th St., Dunnellen, N. J. no4

ATOMIC WHIRL-O-RIDE, MOUNTED ON truck. Single Loop-o-Plane, large Mechanical Show on trailer, Callopes, Midget Cattle; \$240. Collins Shows, Kearney Neb.

BARGAINS—16MM. SOUND EQUIPMENT. slightly used; \$195 complete; other models. Motion Pictures, P.O. Box 23, Hagerstown, Md.

BARGAINS GALORE — THEATER AND Sound Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens, S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. no25

BIG BARGAIN—35MM. SOUND AND Silent Films, Projectors; free list; trades. Frank Halburton, 211 McMillan, Nashville, Tenn.

BUILD PORTABLE 18-HOLE MINIATURE Golf, 45x45; complete plans \$7; Fun House with removable partitions (load golf course inside), \$10; both, \$15; free ride plan catalog. Brill, Box 875, Peoria, Ill.

CARBONS — NATIONALS FOR 60"

Searchlights, 500 lamps; 100 pairs, \$15; cash with order. F.O.B. Dallas, H. W. Smith, 5140 Horseshoe, Dallas 9, Tex. no4

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. no25

FOR SALE—DOUBLE LOOP-O-PLANE; EX-

cellent condition, new electric motor, beautifully illuminated, including fence, ticket box and \$300 extra new parts; two wheel trailer to carry tube; price, \$1,000. Max Gruberg KiddieLand, Long Beach, N. Y. no18

NEW AUTOMATIC ADVERTISING MACHINES, Burglar Alarms, Slide Projectors, Color Wheels, low factory price. Gronberg Projector Works, Sycamore, Ill.

ONE #5 ELI WHEEL, CASE MOTOR; ONE Keystone van semi; one Caterpillar Diesel light plant mounted on 1937 Ford van; priced to sell. Write E. H. Black, P. O. Box 204, Crab Orchard, Tenn.

PAIR OF RCA PG-201 16MM. PORTABLE Sound Projectors; like new, only \$275 each. Write O. T. Forbes, 6696 Airline Hwy., Baton Rouge, La.

POPCORN AND CARAMEL APPLE Trucks; a very beautiful flashy unit;

\$2,250; will sell at \$3,000 very easy in spring; also Calumet Coach Jr. Popcorn Trailer, 1948 model, in top shape; will sell for half of new price. A. R. Sultze, Box 216, Winona, Minn.

SALE—16MM. SOUND FILMS: ART, WEST- erns, Roadshows; catalog; rentals; films wanted. Motion Pictures, P.O. Box 23, Hagerstown Md.

SHOOTING GALLERY 15 SHELL LOADING Tubes, 75 dozen; \$6 100; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

SINGLE LOOP-O-PLANE, OK BUT MOTOR needs rewinding, \$250. G. Manly, Rolling Rd. and Edmondson Ave., Baltimore 28, Md. no11

SIX RIDES — HERSCHELL MERRY-GO-

Round, Wurlitzer Organ, Mangie Chair, plane, Double Loop, Kiddie Cars, Pony Carts, Rocket Plane, Ticket Box, Cable, Fences; priced right for cash. Edw. Marks, Erie, Mich. no11

SMITH & SMITH CHAIRPLANE WITH LeRoy Engine, 5800; 10 Car Kiddie Jeep Ride, \$500; Organ, factory rebuilt by Artzen, write: LeRoy Engine, \$200; Sunshine Choo-Choo, \$700; 6 Pokerino Tables, \$45; brand new Tots for Allan Herschell Buggy, Boat and Auto Ride, blue canvas, write: 19 used double 48" Fluorescent Lights, \$5 each, 220 volts; 2 Chicago Coin Roll Boxes, \$5 each. Samuel Spector, Funland Amusement Park, York Beach, Me.

TEN CAR KIDDIE AUTO, ALLAN HER- schell, \$1,500; royal blue canvas, used one season; Long Range Gallery, 20 foot remi-King built; 8 guns, \$2,600; Everly Rollo-plane used in park since new, \$1,800; Addison Streamliner G-12, 3 cars, \$1,600; 8 tub Octopus, \$4,000, with International 1 1/2 engine, fluorescent lights, Joe Frederick, 2263 Newton, Detroit 11, Mich.

THEATER CHAIRS, SCREENS, 1,500 FOLD- ing Chairs, Projectors, Tents, Sidewalk Bleachers, Lone Star Film Co., Box 1734, Dallas, Tex.

WAR SURPLUS 16MM. SOUND FILMS.

Like new, in metal cans, "Sucker Bait," all-star feature, \$25; "Tarn and Live," Gur Kibbee, \$20; many others; also limited item "All-Star Blowups," try-outs, rehearsals of famous stars; sales, exchanges. Joe Ulmer, Box 3693, Jacksonville, Fla.

50 WELL MADE PICNIC TABLES, 6 FT long; 20 Sitting Benches, 6 ft long; 25 hundred ft. No. 8 wire; 25 hundred ft. No. 12 wire; weather proof solid wire and other items. Phone 1944-J, Aliquippa, Pa., James Santy.

16MM. SOUND — 1000 FEATURES, 2000 Shorts, Serials, \$5 reel; 50 DeVry. Netro Projectors \$150 each, Roshon, North Court Square, Memphis, Tenn.

16MM-35MM. SOUND FEATURES AND Shorts; going out of business, must sell at loss; very low prices. Free lists. Box 4601 Mt. Elliott Station, Detroit 34, Mich.

35MM. SOUND—2 7 REEL FEATURES, 3 Comedies, \$50 l.o.b.; Magic Fire Eating, Manly, 200 South Ave. 56, Los Angeles 42.

\$530 IMPROVED VICTOR PROJECTOR. \$105; extra powerful yet natural sound, perfect ball bearing take up, 19-inch reels, fine condition; send \$20 money order, balance c.o.d. for inspection. W. Tarkington, Warner, Okla.

INSTRUCTIONS BOOKS & CARTOONS

A BRAND NEW #23 CATALOG—Mind-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog. Free Guide, both \$50; wholesale, Nelson Enterprises, 336-B S. High, Columbus, O. no11

Mild Cigarette Viewer

HOTTEST ITEM OUT!

20 gorgeous Art Models in full color in the "Mild" cigarette pack. PRICED RIGHT FOR QUICK SALES AND PROFITS!

\$6.00 a carton
10 packs to c'tn \$66.00 gross

SALOME

The Sensational Harem Dancer...

Cutest, hottest item you can buy. Soft, flesh-like plastic rubber. Watch her wiggle and shake. A sure-fire seller at these prices. Individually boxed.

\$3.50 doz.
\$36.00 gross

ART GUILD CUTIES

Artists Models in full color on regulation size plastic coated playing cards. 54 different poses. At this low price!

\$7.25 Doz.
\$78.00 gross

ADLER SALES

Sub. of W.S.L. Dist. Co.
849 W. Roosevelt Rd. Chicago, Ill.

25% dep., bal. C.O.D.
F.O.B. Chicago—OPEN SUNDAYS

NEW Skill Sensation "WISHING WELL"

Greatest Low Priced Counter Game in Years! "IT'S LOCKED"

Requires only 6"x6" Counter Space
COLLECTS IN COINS GALORE
Cafes & Taverns Everywhere Waiting START ROVER...

GIGANTIC PROFITS
SAMPLES AVAILABLE NOW!
PRICE: \$7.50 Each; \$59.40 Dozen
Shipped Prepaid.
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Write, Wire or Phone—
ORDER DIRECT FROM LEGALSHARE SALES & INDUSTRIES
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\$3.25 Doz. Lots

Brand new imported Swiss 2 push button radium dial sweep - second hand, unbreakable crystal, chrome case.

Rhinestone Dial 75c extra
Stainless Steel Bands \$1.50 doz.
Boxes 5c each
Orders under 12 watches add \$1.00 ea.
10% deposit, balance C.O.D.

NASHVILLE SALES CO.
140 6th Ave. N. Nashville 3, Tenn.

JEWELRY SPECIALS

100 Jewelry Items, assorted (retails for 25¢ & up) \$5.00
100 Jewelry Items, assorted (retails for 50¢ & up) 10.00
100 Jewelry Items, assorted (retails for \$1 & up) 25.00

B. LOWE
Dept. 33
Holland Bldg. St. Louis 1, Mo.

MAGICAL APPARATUS

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. no25

LEARN VENTRILOQUISM—MAKE MONEY: leave fun; big opportunity; Radio, television, stage appearances; free information; write, stating your age; dummy catalog, 25c. Maher, Box 36-BB, Kensington Station, Detroit 24, Mich. no4

MONEY MAKER MACHINE — FEED IT blank paper, out comes genuine bills. Baffling! Mysterious! Clever! Guaranteed, insured, prepaid; \$2.50. POP, 8710 Sierra, St. Louis, Mo. no11

VENTRILOQUAL (\$45 UP); PUNCH FIG- ures, \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus Ave., Minneapolis, Minn.

MISCELLANEOUS

ALIVE MEXICAN JUMPING BEANS. Alive, 25 (ten cent) packages on sales card; FROM: 75c per card; 1 card, postage paid, \$1.25; 12 cards, postage paid, \$12; write, wire or phone. Biddle Auto Supply, 1548 Harrison Ave., Cincinnati 14, O. Dept. BB 529.

BELLY TANKS, \$9.95; STEEL, SIX OR ten foot size free picture. Buck's Auto Wrecking, 1625 "T" Merced, Calif. no25

CONSULTING SERVICE ON BUSINESS problems, sales, organization and leadership. Each problem specifically dealt with. Write for details. Robert L. McCoy, Business Counselor, Box B 149, Fairmount, W. Va. no11

FOUNTAIN SYRUP MAVIS COLA—QUAL- ity product; will close out 40c gallon f.o.b. Camden, N. J.; packed 4 gal. to case. Juice Vending Co., 126 S. Maryland Ave., Atlantic City, N. J. no4

"ONE-WAY" GLASS—A REAL CURIOSITY; any size; 2x2 sample and details, 50c. MagiGlass, 7154-C Lindsdale, Detroit 4.

PORTRAITS—TELEVISION YOUR FACE; you'll go wild with delight when you see your picture on a television screen as copied from your photograph by our portrait artist; 100% likeness; only \$1; thrilling Christmas gift; send for free sample portrait. Fraser, 1613 Prospect Place, Brooklyn 33, N. Y.

SIDEWALK — WATERPROOF AND MIL- dew proofed, complete with grammetts and ropes; Green or Khaki, approximately 8 oz., 6x100", \$62.74; 7x100", \$72.50; 8x100", \$82.50; 9x100", \$92; 10x100", \$101.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich., Phone: Cadillac 5691. no4

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGANS WANTED FOR rental agency; best prices paid; pickup anywhere. For sale, a few used Leslie speakers; big savings. Glenn Davis, 5355 Madison St., Chicago 44, Ill. no25

ORCHESTRA LIBRARY, INCLUDING show selections opera, concert, etc.; American and foreign editions; complete or part, very reasonable. Alex Roller, 115 E. 169th St., N.Y.C. Jerome 6-2212.

PERSONALS

DARO (EDWARD); CONTACT M. MINTON, L. A. or B. Spencer, care Box 16, Hornbrook, Calif.

CHICAGO ADDRESS FOR YOUR MAIL— Business or personal; information free. Schultz House, 3116 N. Seminary, Chicago. no25

ROBERT W. (JIMMY) SPARKS; MOTHER has been very ill; some better; call home. Mary and Virginia.

WE COLLECT MONEY JUSTLY DUE YOU— 33%; no collection, no charge. Central, 901 Wm. Oliver Bldg., Atlanta, Ga.

PHOTO SUPPLIES DEVELOPING-PRINTING

AGENTS FOR PHOTO STAMPS WANTED. 40% commission, also copying done and oil painting. For samples and adv. matter remit 25c. Photo Specialties, 107 Thames St., Newport, R. I. no4

ARTISTS AND HOME MOVIE FANS America's outstanding outlets in exclusive releases. 8mm, 100 ft., \$5.50; 16mm., \$6; "Lazy Nude," "Bubble Trouble," "Afternoon Tease" and 200 more exciting numbers await your trial order. Leo Beresh, "The Movie King," 2537 Woodward Ave., Detroit 1, Mich.

BIG FEATURES—LOW RENTAL RATES by day, week, month; also sales and exchanges; lists free. Mogull's, 112 W. 48 St., New York 19.

COMIC FOREGROUNDS AND BACK- grounds: Photo Mounts, Chemicals, paper, Bings and Comic Cards for small photos. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no25

COMPLETE STOCK DIRECT POSITIVE supplies, Direx and New Eastman Paper, Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. no4

DIRECT POSITIVE PHOTOGRAPHERS — We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. no4

DIME PHOTO OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. de30

LOW-COST FOLDERS—3x5, \$2.80, 100; write free samples, prices, other sizes. Penn Photomounts, 335 Woodland, Glenolden, Pa. no25

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. no25

PRINTING

ALWAYS LOWEST PRICES FOR QUALITY Window Cards; attractive 3-color 14x22 non-bleeding cards, \$6.50 per 100; also 17x26 illustrated cards, three to five colors, \$10 hundred. Tribune Press, East Park, Ind. no25

ATTRACTIVE PRINTING AT REASON- able prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$5. Modern Print, Box 34, Hyattsville, Md. no4

ATTRACTIVE 100 8 1/2x11 LETTERHEADS and 50c envelopes; Hammermill Bond five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dieckover Printing, 5233 Cleveland, Kansas City 4, Mo. no18

BUSINESS CARDS (RAISED PRINTING), \$3.75 per thousand; seven lines of type; blue or black ink; fast service. Speedmail Press, 299 Broadway, N. Y. 7. no11

DRAWINGS AND CUTS MADE TO ORDER 40 years' experience; sample, prices. Lee Cressman, Washington, N. J. no25

LET US PRINT YOUR HERALDS, CARDS, Panels, etc. Plenty stock cuts for circus and minstrel. Curtiss Show Print, Continental, O. "Since 1905." no4

MIMEOGRAPHING — LIKE PERSONAL typing; down low prices; free samples. Packer, Box 1674-B, New Haven 7, Conn. no4

WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. no11

WE MANUFACTURE SHRINE CIRCUS FEZ

Novelty Fezzes for All Occasions. Perfectly Block-Look! Like real Fez. Also PENNANTS for All Occasions.

THE G. B. FELD CO.
2137 E. 90th St. Chicago 17, Ill.
Phone: ESsex 5-4884

\$5.25 ORIGINAL HORSESHOE ELECTRIC WESTERN HORSE CLOCK

Each

In lots of 6 or more. Sample, \$5.75. BEST BUY IN U.S.A.

Finely Detailed Horse Shoe Case. At the base of clock two horses roaming in corral.

A mounted original Western Designed Metal Horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high, 17" long on wood base. Individually boxed.

4 or more Sample
HULA LAMP \$10.50 Ea. \$11.00 Ea.
With Beautiful Matching Tasseled Shade. 4 or more Sample

HORSE CLOCK \$6.75 Ea. \$7.25 Ea.
Sessions Self-Starting Sweep Second Hand Movement. Gold, Silver or Rose Gold Finish. 25% dep. with order, bal. C.O.D. FOR CHICAGO

COOK BROS. 816 W. Maxwell St. Chicago 8, Illinois
WHOLESALE ONLY

Step Up Christmas Sales! LIVING PICTURES IN A NEW CHRISTMAS SERIES

Three gay subjects that'll bag more profits for you. Available in full color or black and white in 5x7 inch size or 3 1/2x5 inch pocket size. Large size in beautiful crystal frame with easel back. Small size mounted in flat frame with colored border, is unbreakable. Priced to sell in volume. Order by number.

LARGE SIZE JOLLY SANTA
=900 (Full Color) \$7.20 Dz.
=901 (Bl. & Wh.) 5.75 Dz.
CHRISTMAS BELL
=902 (Full Color) \$7.20 Dz.
=903 (Bl. & Wh.) 5.75 Dz.
ANGEL CHOIR
=904 (Full Color) \$7.20 Dz.
=905 (Bl. & Wh.) 5.75 Dz.

POCKET SIZE JOLLY SANTA
=910 (Full Color) \$5.75 Dz.
=911 (Bl. & Wh.) 5.40 Dz.
CHRISTMAS BELL
=912 (Full Color) \$5.75 Dz.
=913 (Bl. & Wh.) 5.40 Dz.
ANGEL CHOIR
=914 (Full Color) \$5.75 Dz.
=915 (Bl. & Wh.) 5.40 Dz.

A gay Christmas envelope is supplied with each full color Pocket Size picture. Packed in standard cartons of 12 dozen per number. Large pictures weigh 4 lbs. per std. ctn. Pocket size pictures weigh 1 1/2 lbs. per std. ctn.

ORDER NOW—IMMEDIATE DELIVERY!
Sample \$1.00 Prepaid.
Cash With Order or 25% Dep. Required. Bal. C.O.D.—Dept. M.
RAKE 605 Spring Garden Street Philadelphia, Pennsylvania

ARMY FOOTBALL SUPPLIES

Any College. Any Team!
FOOTBALL BADGE, illus. Per 100 \$8.00
GOLD FOOTBALL, American Made, Beautiful Finish, Gr. \$4.50
We carry full line of Sporting Goods.
PLASTIC FOOTBALLS
Per Gr. \$2.25
PENNANTS, Heavy Felt With Tie-Backs, 12x30". Stock of 120 Leading College Pennant Cans. Per 100 \$1.50

RIBBONS, Any Color 2 1/2¢ Per Yd. in 50 Yd. Rolls
RABBITS' FEET, With Key Chains (Extra Large). Per 100 \$5.00
CELLULOID ANIMALS—Tigers, Bull- dogs, Donkeys, Rams, Gross 9.50
CELLULOID FOOTBALL DOLLS, 4", Ass. Colors, Gross 16.00
CELLULOID FOOTBALL DOLLS, 6", Ass. Colors, Gross 20.00
We carry full line of St. Patrick's Day Merchandise.
1/4 Deposit, Balance C.O.D., F.O.B.
R. Worton Novelty's
900-902 Gerard Ave., New York 52, N. Y.
Phone: JERome 8-4712

LIGHT UP YOUR BUSINESS WITH FAST MOVING PIN UP LAMP CLOCK

A sure eye-catcher is this sensational self-starting ELECTRIC clock lamp. Comes with attractive Parchment Shade, hand-rubbed polished Wood Base and Chrome Wheel with gilt spokes. Overall height 13 1/2".

Write us for other great money-making values.

ROBEL SALES CORP.
264 Canal St. Dept. Q New York, N. Y.

\$4.25 each
20% with order.
Sample—\$5.00 ea.
Cash with order.

WE MANUFACTURE SHRINE CIRCUS FEZ

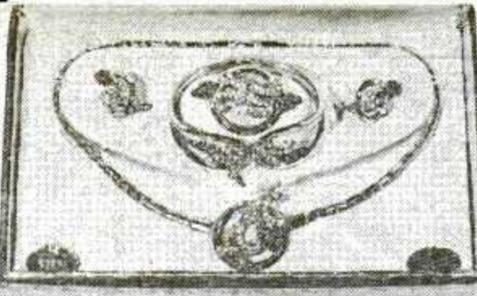
Novelty Fezzes for All Occasions. Perfectly Block-Look! Like real Fez. Also PENNANTS for All Occasions.

THE G. B. FELD CO.
2137 E. 90th St. Chicago 17, Ill.
Phone: ESsex 5-4884

(Continued on page 74)

BEAUTIFUL 5-PIECE JEWELRY SET

"Looks Like a Million Dollars"
Retail Price Tag **\$24.95**
YOUR COST Only \$5.50
The Set in lots of 3 or more



Send Your Order Today for this Sensational Money-Maker!

Strikingly beautiful costume jewelry set in luxurious plush, satin-lined gift box. Necklace, bracelet, pin and earrings in 24-K gold plate, set with graceful clusters of simulated pearls and multicolored stones.

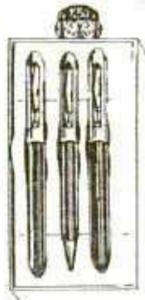
25% deposit on C. O. D. orders.



WHOLESALE JEWELERS
198 S. Main St. P. O. Box 473
MEMPHIS, TENN.

IMMEDIATE DELIVERY

STYLE 3CC
3 Pc. Plastic Pen Set
LEVER Fountain Pen
Propel and Repel Mech. Pencil
Ball Point Pen
\$40.00 GROSS \$4.00 DOZEN

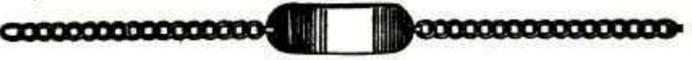


STYLE 4PK
4 Pc. Plastic Pen Set With Knife
\$60.00 GROSS—\$5.75 DOZ.
STYLE 4PF
4 Pc. Plastic Pen Set With Flashlight
\$64.74 GROSS—\$5.75 DOZ.
STYLE 3M
3 Pc. All Gold Tone Metal Set
\$59.00 GROSS—\$6.00 DOZ.
STYLE 4MF
4 Pc. All Gold Metal Set With Flashlight
\$82.00 GROSS—\$7.25 DOZ.
All sets incl. Gold Embossed Price Tags.

INTERNATIONAL PEN CORP.
7 West 22nd St. New York 10, N. Y.
CHelsea 3-5097

NOTICE, ENGRAVERS

50 DIFFERENT IDENT. SEND FOR FOLDER.



DEXECO, INC.

Formerly Dexter Engraving Jewelry Co.

191 SOUTH STREET, cor. Plain St.

PROVIDENCE 3, R. I.

Beautiful 3 pc. Costume Jewelry Sets

All new 1951 numbers in original and exciting creations. All sets preplated with 24K gold followed by a heavy plating of 24K Hamilton gold. Attractive boxes and plenty of eye-appeal.

- Complete with Guarantee printed in Gold and Blue
- Each set has \$29.50 Gold embossed price tag
- Beautifully arranged in 5 1/2 x 7 1/2 satin lined Gift Box

SPECIAL LOW PRICE! \$1.75
For a limited time... per set 6 or more

Money refunded if you are not completely satisfied!

MIDWEST PRODUCTS

1231 W. Third St. Dayton 7, O.

TOP MECHANICAL CHRISTMAS SELLERS



PERFORMING FUR SEAL WITH SPINNING BALL
\$7.00 doz.
\$80.00 gross

SPECIAL!

Lg. Mesitating Walking Doz. Gross \$7.00 \$78.00
Bear
Lg. Walking Elephant 7.00 78.00

Begging Dog (Plush) \$7.20 \$81.00
Hopping Rabbit (Fur) 6.50 72.00
Hopping Dog (Fur) 6.50 72.00
Santa on Sled 6.50 72.00
Minimum order accepted, \$10.00. 25% with all C.O.D. Orders.
F.O.B. New York City. Samples, \$1.00 ea.

LORET NOVELTY CO.
455 Newport St. Brooklyn 7, N. Y.
DI 2-3902—Send for Catalog.

20 New Art Studies



MILD CIGARETTE VIEWER
Send \$2 for 3 samples prepaid. This NEW precision viewer looks like a "MILD" pack of Cigarettes in every detail. Every smoker will want one or more. RUSH your order and see for yourself. Send \$1 for prepaid sample. \$6 for display (carton) of 10. 25% deposit, balance plus delivery charges C.O.D. or send full amount and we prepay in the U.S.A.

AL HAWKINS AND COMPANY
BOX 1285 SIOUX CITY, IOWA

Identification Bracelets!

Aluminum, nickel and nickel silver. Ladies' and Men's Nickel Silver Signet Rings, Opal Rings, Opal Earrings, Neck Sets and 50 other items that are not mentioned in this ad. Close-out on Grab-Bag Rings. Everything we have engravers can use, as everything we have sells on sight. Send \$2.00 for samples; money refunded if not satisfied. MILWAUKEE NOVELTY CO., 1012 N. 3rd St., Milwaukee 3, Wis.

PRINTING

(Continued from page 73)
QUALITY PRINTING AT LOWEST COST—Circulars, catalogs, publications, stationery; free price list. Adams Printing, Dept. BB 30 West Washington, Chicago 2, Ill. no25
RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$2.75. Smallwood Printery, 2715 Vine Cincinnati, O. de2
USE BRIGHT, SNAPPY "H20 PRUF" (Waterproof) Cards lettered in gorgeous enamel colors to your specifications; any size up to 28"x44"; they made a hit at the Wisconsin Valley Fair this year; write for prices. Zender Sign & Specialty Co., 911 Jefferson St., Wausau, Wis.
100 LARGE ENVELOPES AND 100 3 1/2 x 5 1/2 Letterheads, \$2; 200 Cards, \$1.25; 200 Statements, \$1.50; 500 6x9 Dodgers, \$2.75 prepaid. Crown Print, Adelphi, O.
"NEARGRAVURE EMBOSSED" LETTERHEADS! Distinctive designs, golds, colors; midways, orchestras, magicians, circus, etc. Samples, 10¢. Solidays Colorprint, Knox, Ind.
1,000 6x9 NEWSPRINT CIRCULARS, 300 words, \$4.50 postpaid; 5,000, \$20. What else. L & K Press, Crawfordsville, Ind. no11
5,000 3x6 CIRCULARS, PRINTED ONE side, \$8; both sides, \$12. Farley Printery, Box 15 Everts, Ky.

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pant Socks, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS, Lincoln, Chicago. np
HAVE GOOD PROPOSITION FOR DEPEND- able, sober radio phone salesmen and managers. Write Box 971, Des Moines, Iowa. no11
PAR TIME SALESMEN WANTED FOR Watches, Jewelry, Diamonds, etc. Catalog and details free. W. Chapman, 4180 W. 222, Cleveland 26, O. de2

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2
Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

AERIALISTS—MALE AND FEMALE: LONG season in established high acts; state all, photo. Xcellos, 102 Gold, New Britain, Conn. no25
DRUMMER AND REPLACEMENTS—ALL for established and banquets; wants winter quarters; engagement; reference furnished. C Crossman, Box 357, Judsonia, Ark. no4
LEAD TRUMPET AND PIANIST—FOR commercial hotel band. Only above average musicians apply. State previous bands; age, draft. Room 2059, Hotel Cleveland, Cleveland, O. no11
SAX MAN, DOUBLING CLARINET AND baritone; modern, headquartering band; weekly salary; others write. Box 593, Sioux Falls, S. D. Phone 8-1295. no11

PHONE SALESMEN—"BEST TELEPHONE

deal yet"; salary and commission. Write National Sales, 215 Benton St., Boone, Iowa. no11
SALESMAN TRAVELING PA., N.Y.S. and Ohio, who now handles Chicago factory punchboard line. To sell premium merchandise as side line for Phila. wholesaler; comm. K. C. Vending, 800 N. 3d St., Philadelphia 23, Pa., Market 7-6865.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. no18
EVERYTHING YOU NEED FOR TATTOO- ing—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Milt Zeis, 728 Lesley, Rockport, Ill. de30

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA-6-2544. no4

WANTED TO BUY

USED PHONOGRAPH RECORDS, 1920 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West 69th St., N. Y. C. de2
WANT TO BUY BOTH TIGHT-WIRE AND tight-rope equipment or information about obtaining the equipment. Gerald Thomas, Rt. 6, Yakima, Wash.
WANTED—STEAM CALLIOPE, MERRY- Go-Round Organ, Calliope or any old mechanical organs. Give details on condition and price. Box 23, Atlantic, Iowa. no4
WANTED—MUSIC BOXES, EVERY DE- scription; Meerschaum Pipes, Steins, will sell duplicates. Herbert Meyer, Pittsburgh 15, Pa.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1
Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

KIDDIE ENTERTAINER—CIRCUS CLOWN does 30 minute show for store, schools, etc.; magic, juggling, balancing; clown gags and Punch and Judy; terms. Write Ray Brison, Chambersburg, Pa. no4
PRODUCING CLOWN AVAILABLE—CHIL- dren's parties; indoor circus; anything needing first class clown; plenty funny clown numbers. Roy Barrett, Billboard, Chicago. no4

MISCELLANEOUS

EXPERIENCED SOBER SHOW PAINTER who does lettering and banners; wants winter quarters; engagement; reference furnished. C Crossman, Box 357, Judsonia, Ark.
SITUATION WANTED AS PARTNER TO Lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

MUSICIANS

ACCORDIONIST (STROLLING)—AMERI- can and Continental repertoire; personable; host and entertainer; desires steady location. Robert Panofsky, 617 W. 138th St., New York 31, N. Y. no4
ALTO MAN DOUBLING TENOR AND clarinet; 4F draft classification; no territory bands need to answer; semi-name experience. Musician, Box 175, Industrial City, Mo. Phone 29205.
DRAFT EXEMPT TENOR SAX, CLARINET, Flute; conservatory and eight years' experience semi-name; age twenty-eight. Fred Wilson, 333 W. Lockwood, Webster Groves, Mo.
DRUMMER—AVAILABLE IMMEDIATELY, 20 years' experience vaudeville, concert, dance work; tenor band preferred, with present band 4 years. John E. Lancaster, 27 N. Park Ave., Cape Girardeau, Mo. Phone: 2924-R.
GIRL BASSIST—BLONDE, ATTRACTIVE, age 22; semi-name experience; cut or no notice; prefer Florida location. Write or wire Musician, 1417 Postoffice, Galveston, Tex.
HAMMOND ORGANIST WITH \$5,000 OR- gan, chimes; reasonable, congenial; interview or recordings; photos. Year contract only. P. O. Box 208, Chicago. no18
ORGANIST—TWENTY YEARS' EXPERI- ence hotels, lounges, radio, roller rinks. Organist, 312 W. 48th St., Apt. "A," New York, N. Y. no4
ORGANIST—GIRL, FOR DINING, DANC- ing, entertainment; novelties; large meterized repertoire, classical to boogie; 6 months present job, playing capacity crowds; desire Florida location; your instrument. "Organist," 129 1/2 N. Magnolia, Lansing, Mich.
PIANIST—THOROUGHLY EXPERIENCED; cut or else; 4-F qualification; young, sober; illness caused lay-off. Wire Western Union, Ottawa, Ill. no4
PIANO AND SOLOVOX—MODERN AR- rangements; plenty of variety; good wardrobe; travel anywhere. Kathy O'Neil, 849 Colburn St., Toledo 9, O.
PIANO—PROGRESSIVE AND COMMER- cial; will travel if necessary; neat, sober and sing; \$75 minimum. Cooty Miller, 1209 Thornton, Clovis, N. M.

TENOR CLARINET, VIOLIN DOUBLE FOR

society band; location only; references. Contact Ralph Hockaday, 729 Main, Manchester, Iowa. no11
TRUMPET—COMMERCIAL BAND PRE- ferred; married, sober, reliable, no draft; fake if needed, also will travel; no cut, no notice. Gene Lee, 1029 1/2 N. E. St., Richmond, Ind.

TROMBONIST—FORMERLY WITH DICK Jurgens; range, tone; have car; will travel. Call Bob Oettinger, 1182 W., International Falls, Minn. no4

PARKS & FAIRS

AT LIBERTY—DOUBLE TRAPEZE ACT and Comedy Trampoline Act for indoor circuses, theaters, clubs, celebrations, sports shows. Contact Eugene Snyder, Billboard Office, Cincinnati, O. de9
BALLOON ASCENSIONS, PARACHUTE jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 2, Ind. de2
"ENGAGE" CHARLES LA CROIX, OUT- standing trapeze act, for outdoor and indoor events; platform required outdoor. For full particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

"GREAT CALVERT"—BOOKED SOLID; thanks to managers; now booking year 1951; price, \$350. Great Calvert, 164 Averill Ave., Rochester, N. Y. no11
PIANO MAN—LONG EXPERIENCE, READ chords, fine style; sober, neat; prefer small combo, club or lounge; have Solovox. Write Musician, 3607 11 St., Gulfport, Miss. no11
SENSATIONAL HIGH DIVE ACT—25 years of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamplier Place, Warren, O. no11

TRUMPET—SEMI-NAME, LEAD, SMALL band jazz; married, 25, draft exempt; locations; must be at least two weeks. Musician, 5 Wilde Ave., Apt. 3, Drexel Hill, Pa. Clearbrook 9-5018.

WESTERN SWING FIDDLE—PLAY ANY style and girl, rhythm guitar, bass and singer; man-wife team; or fiddle player will go as single; young, union, sober, travel anywhere; salary guarantee; state all in first; best references. Freddie Stone, care Gen. Del., Cedar Rapids, Ia. no11
2 PEOPLE—HIGH AERIAL CONTORTION Trapeze act; lady, gent; gorgeous wardrobe, flashy ring; live and let live salary. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. no4

VAUDEVILLE ARTISTS

NELLIE TAYLOR, NOVELTY MUSICAL Act and Paper Tearing. Home address, 268 E. Church St., Homer City, Pa.

VOCALISTS

EXPERIENCED VOCALIST, TENOR SAX for combo or team up electric organist who sings; location preferred; will travel; join at once. Box C-251, care Billboard, Cincinnati, O. no11
BARITONE VOCALIST AVAILABLE after November. Fifteenth; desire placement with name band; have the voice for ballads and swing; have experience and will furnish photo, etc. on request; am much better than ninety per cent of vocalists with name bands per cent. Address: Vocalist, P.O. Box 325, Pine Bluff, Ark.

SALESCAPADES!



FATIMA!!
The HAREM DANCING GIRL
Sample \$1.00 \$4.00 doz.

What a movement! What sales appeal! Turn crank underneath base and watch her go through motions of wriggling and dancing that drove the Sultan gaga! Made of live, flesh-toned plastic rubber mounted on sturdy wooden base. Height 2 1/4 in. Demonstrate and sell!



NICKEL TO DIME TRICK
MYSTIFYING!
\$5.00 in gross doz. lots
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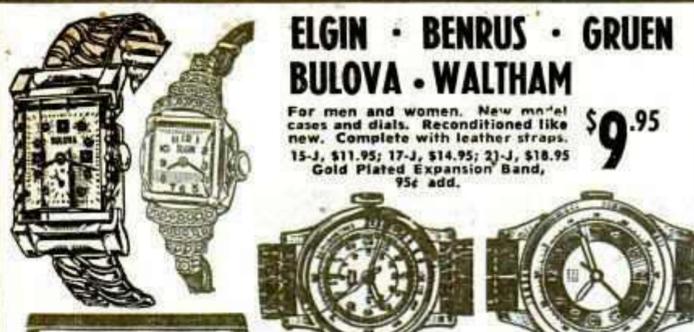
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Merchandise Topics

New York

The Billboard has received numerous requests for various licensing agents of popular characters. Here's a list (by no means complete) of these representatives: Hopalong Cassidy, Hopalong Cassidy Enterprises, 211 South Beverly Drive, Los Angeles; Lone Ranger, Lone Ranger, Inc., 1800 Stroh Building, Detroit 26; Roy Rogers and Trigger, Rohr Company, 1418 North Highland Avenue, Los Angeles 28; Woody Woodpecker, Walter Lantz Productions, 861 North Seward Street, Hollywood 38; Howdy Doody, Martin Stone Associates, 4 West 58th Street, New York 19; Little Lulu, William C. Erskine, 9 Rockefeller Plaza, New York 20; Bozo the Clown, Capitol Records, Sunset and Vine, Hollywood; Donald Duck and Pluto, Walt Disney Productions, Character Merchandising Division, 1270 Sixth Avenue, New York 20; King of the Royal Mounted, Red Ryder and Tim Holt, Stephen Slesinger, Inc., 247 Park Avenue, New York, and Li'l Abner and Daisy Mae, United Features Syndicate, Inc., 220 East 42d Street, New York.

Distinctive Creations has a nite rite pen. Selling for \$1, the gold-finished ball-point pen lights as you write. . . . Thrift Novelty Company has a coral garden novelty for 29 cents retail. Complete with special fluid and multi-colored crystals, the garden grows in water. A goldfish bowl is an ideal location since fish will not be harmed by the garden or its fluid. . . . Aquafiorium are centerpieces made as a round glass bowl with beautiful plastic flowers inside the glass. The owner fills the bowl with water (there's a rubber cap in the base) to create an attractive centerpiece display. . . . D. Robbins is offering a maple counter display cabinet free to volume purchasers of his novelty tricks and jokes. Also the magician gives a vanishing

(Continued on page 78)

17 Jewel Waterproof Wrist Watch

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Radium Dial
Sweep Second Hand



Chrome plate case with stainless steel back. Stainless steel expansion band. Each in gift box.

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No. BB200J467 **\$3.00**
DOZEN

Popular Styled LIGHTERS

CAMERA LIGHTER SPECIAL

Miniature Camera Lighter. Black plastic with polished metal trim. Metal tripod. Complete with plunger. Each in box.

New Low Price
No. BB83J853
Dozen **\$7.20**



PISTOL LIGHTERS

Smaller size. Highly polished chrome plated with black trim on handle. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J832 1/2 Dozen **\$6.75**

Larger size. Highly polished, chrome plated with black trim on handle. 3 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J852 1/2 Dozen **\$9.00**

PEARL HANDLE PISTOL LIGHTER

Highly polished chrome plate with mother-of-pearl handle. 3x2 1/2 inches overall. Individually boxed.

No. BB83J851 1/2 Dozen **\$12.00**

Best Quality CAMERA LIGHTER With Compass

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KNIGHT TABLE LIGHTER

Beautifully modeled. Silver finish. Overall height 6 1/2 inches. Each in box.

No. BB83J838 **\$13.50**
Dozen

FLOOR LAMP LIGHTER

Pulling chain operates mechanism. Chrome finished base with colored enamel shade. 4 inches high, 2 1/2 inches in diameter. Each in box.

No. BB83J839 **\$16.50**
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Western style boot in silver finish. 3 1/2 x 3 1/2 inches. Each in box.

No. BB83J858 **\$7.20**
Dozen

Aladdin's Lamp Lighter

Table lighter in a classic design. Silver finish. 4x1 1/4 x 2 1/2 inches. Each in box.

No. BB83J836 **\$8.00**
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TABLE LIGHTER SETS

Silver plated automatic lighter, cigarette urn and tray in matching embossed design. Tray 9x4 1/4 inches overall. Each in carton.

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PER SET

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\$3.85 SET

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Pipes for Pitchmen

by Bill Baker

MAE NOELL . . . advises from Littleton, N. C., that the animal show, which she and her husband, Robert, operate, went into its barn there November 1 to reorganize and reopen in Florida some time after Christmas. Bad luck has been hounding the Noells in recent weeks, when Red, their male orangutan, died and his demise was quickly followed by the death of the show's gibbons. Mae reports that the other six chimps are in good shape.

"PITCHDOM" . . . had a good number of representatives at North Carolina State Fair, Raleigh, October 17-21, and all seemed to be getting a good share of the money," letters Doc W. J. Rowe from Clinton, N. C. "Spud Mangrum, the pappy of the sheet

writers, was on hand and did well, as did the other sheeties who made the event. A number of the tobacco towns down this way are closed, but there's still a good variety of them that still can be worked. I haven't pitched paper for a number of years, but I'm always glad to meet the boys of the old school. I'm working Bibles. The good Lord saved me in the hospital and I'm getting along in years. I saw my old friend, Tex Ritter, here recently. Let's have some pipes from Morris Kahntroff, E. C. Pardee, Bob Williams, Doc Miles and Al Rice."

BIG AL WILSON . . . has opened at an Oklahoma City department store, where he plans to remain thru the Christmas holidays working pens, handwriting analysis, tops and mice.

NITO ALMENDEREZE . . . the Monkey Man, comes thru with his first contribution to this pillar from the American Royal Livestock Show, Kansas City, Mo. "I didn't realize when I first started handling monkeys in my little gift and pet shop in Florida that it would become such a big thing. I've been on the road selling them for \$5 each and have done well. Big Al Wilson and I have been making plans to begin wholesaling them soon and they should be a good item for the Christmas trade."

"PITCHDOM LOST" . . . one of its more prominent members October 20 when J. M. Church died in St. Francis Hospital, Columbus, O., H. T. (Only) Maloney advises from the Ohio State Capital. Jim, a native of Brooklyn, had operated medicine shows many years ago and pitched various items, including herb tonic, Maloney says.

STEVE McCLAIN . . . who has been working sheet in the Peanut Belt, reports from Hawkinsville, Ga., that business has been good despite the fact that the weather has not been holding up to expectations. He also reports that farmers in that neck of the woods report that peanut crops have been off from past years. He'd like to read pipes here from E. C. Pardee and Speed Mangrum.

SIDNEY S. SIDENBERG . . . one of Pitchdom's outstanding performers, one-time newspaperman and contributor of feature articles to this pillar for a number of years has gone on to the Valhalla and the tripes and keister fraternity will be the worse off because of the loss to its ranks. Sid, as he was known to his legions of contemporaries in the field of pitching and outdoor showbiz, was admired and respected for the manner in which he operated. Always a clean worker, Sid pitched numerous items and was best known for his abilities with the white stones. Funeral services for Sid, who died of a cerebral hemorrhage at Park Lane Hospital, St. Louis, October 18, were held October 20, with burial in Chesed Shel Emeth Cemetery in the Mound City. Sid, with his widow, Teresa, and daughter, Arline, made their home there for many years. Sid was a life member of the International Association of Showmen. Pallbearers included William McCoy, Eddie Campbell, John Roth, Edwin Schants, William Piggott and Ed Mahoney. Honorary pallbearers included Donald Donnelly, Euby Cobb, Jack Donnelly, Joe Smith, Tom Blinn, J. P. Murphy, Art Guilian, Al Proserpi and Sid eBlmont.

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 Two dozen cost you \$11.50.
 Three dozen cost you \$17.00.
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 3 piece Neck, Earring sets rhinestone chain, 23 S.S. high styled nos., \$36.00 doz. Sample, \$4.00. Satisfaction guaranteed.
RAY-BAR CO.
 862 BROAD ST., PROVIDENCE, R. I.

CLOSEOUT
 Prices Cut for Quick Sale
 Walking Elephants, 5 in. . . \$4.80 dz.
 Walking Bear, Panda . . . 4.40 dz.
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 Singing and talking their way to BIGGER SALES, BIGGER PROFITS!
"PORKY PIG" AND "BUGS BUNNY" TALKING TOYS
 Nationally advertised on radio and television . . . NOW AVAILABLE TO JOBBERS, DEALERS AND STORES!!!
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 Sturdily constructed METAL AND PLASTIC CONSTRUCTION. REAL record, REAL speaker . . . good for thousands of replays! Simple . . . every child can play this toy sensation! Almost 1 Foot Tall. STURDY . . . EDUCATIONAL . . . COLORFUL. Individually boxed in beautiful gift box. HOT ITEM for Mail Order, Salesmen, Pitchmen, Jobbers and Stores. Retail \$2.95 on Radio and Television.
SPECIAL PRICE ONLY \$15.80 DOZ. Send \$2.00 for sample.
 Jobbers: 20% discount in quantity orders (6 dozen minimum). Terms: 25% with order; balance C. O. D. Sorry, we cannot ship OPEN.
ORDER NOW They're going fast! Immediate delivery. J & H MFG. CO., 151 1/2 No. Western Ave. Los Angeles 27, Calif.

Communications to 188 W. Randolph St., Chicago 1, Ill.

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Salesboard Sidelights

Irving Sax, general sales manager of Superior Products, Chicago, who recently returned from six weeks of business tripping, took off on another jaunt last week to cover the entire Western area. He plans to be gone about a month. Irv reports that business is booming with about the only dark clouds being the tightening paper supply picture. Metal novelties for premiums, too, are getting on the scarce list. Irv's partying happy about new Final Lap and Win a Car boards, just out. Former, quarter play, and the car board at nickel punch are the lead-offs in firm's new novelty board line featuring an auto racing theme. Both are fancy die-cut type, with plenty of color and flash. The big three features are fast action, quality and player appeal, according to Irv.

Dick Hitter, Carol Sales Company, Elmira, New York, reports that a check of firm's files shows that it serves, by mail, a good many of the fraternal clubs in the country, including Moose, Elks,

Eagles, VFW, Legion, DAV and hundreds of golf clubs. Dick adds that **Ida Frey**, bookkeeper for Carol Sales, has been with the organization for almost 25 years and some of the mimeograph plates in firm's files were made by her when she first came into the office.

Michigan City (Ind.) Novelty Company states its new low-price peg has pushed up orders on its line of boards. Among the numbers showing order pick-ups are nickel boards Lucky Bucks, South Pacific and Flaming Girl, dime-play Ten Cent, Saw Bucks, and quarter punch Kwarter Kolors, Jack Pot Charley, Texas Charley and Six Two Bits.

Walter McNamara, McNamara Company, Chicago, is all hopped up over the reception being given the Color-Ado frame with its full line of pellet insert boards. Walter says demand is breaking all previous records. And he points to the new line of six insert numbers just now going out as further reason to cheer. They are the coin seal Coin Award, 10-cent play; seal jackpot Whistling Stars, also dime play; quarter punch Ki Wash and Tipitin, and two 510-hole seal boards, Double Twenty and Thirty Sawbucks, both 25-centers.

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Only advertisements of Used Machines accepted for publication in this column

RATE—12c a Word Minimum \$2

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Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. no25

ARCADE EQUIPMENT AT BARGAIN prices. Send for list. McKee Sales Co., 2041 Kenneth Road, Glendale 1, Calif. no4

ADVANCE FOUR COL. CIGARETTE MACHINES, \$20; Advance Penny Match, 5¢ Hershey, 5¢ Nestles, 5¢ Gum Machines, 10¢; Davals Free Play, like new, non-coin-operated, legal, \$17.50; Gottlieb Three-Way Grips, practically new, \$27.50; reconditioned, \$17.50; Cruisings Test, like new, \$17.50. T. O. Thomas Co., Paducah, Ky.

CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates for two venders, \$1.30 each; top plate for three venders, \$1.55 each; all prices f.o.b. factory; 1/3 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE VENDORS—1950 MODELS. Rowe and National Electric at bargain prices. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. no18

CHICAGO COIN HOCKEY. \$50; KEENEY Anti-Aircraft, \$30; Four Jacks, 10¢; Bat-a-Ball, with stand, \$20; Smiley, \$5. Kobe. R. 4, Box 162, Battie Creek, Mich.

CIGARETTE MACHINES—FOR THE finest in cigarette machines see Central; write for details; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CLEAN USED CIGARETTE, CANDY AND Gum Vendors; some like new; all makes and models at bargain prices. Kerner Vendors, 3730 Division St., Chicago 51. no19

ERIE DIGGERS REPAIRED—PARTS AND new Oak Cabinets for sale. Also 20 good used Erie Diggers and 12x12 top and frame for sale. Frank Evans, Route 6, Box 715, Pine Bluff, Ark. no11

FOR SALE—10 HOT-NUT AND 5 NATIONAL Hunter Ball Guns Vendors, like new. Mark Brown, 224 First Ave., East, Kennebec, Wash.

FOR SALE—HIGH DIAL TEN STRIKES, \$29.50; also Low Dials, \$23.50; in first class condition; these Ten Strikes will make you just as much money as the expensive ones; not try a few? We need the room Reliable SkeeBall Co., 2512 Irving Park, Chicago, Ill. v

FOR SALE—MONARCH AND NATIONAL Shuffleboards, \$99.50 each; very good condition. Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

FOR SALE BY PRIVATE PARTY—3 MILLS Blue Front Slot Machines, 5¢, 10¢, 25¢ play; also one Bella Console, reconditioned; all machines in excellent condition; Crated free; Terms; please write for special offer and prices or make offer. Gerald A. Dinner, 1213 Jackson, Denver, Colo.

FOUR AMI, MODEL A, EQUIPPED WITH Playmeters, \$375 ea.; five 1015 Wurflitzer, \$225 each; two Packards, Model 7, \$95 each; just off location; crated free; 50% cash, balance c.o.d. Dixieland Music Co., Box 125, Sta. A, Atlanta, Ga.

GUARANTEED CLEAN MACHINES—3 Bally Rapid Fire Guns, Keeney Submarine, Bally Torpedo, Chicago Coin Hockey, \$1.50; three Gretchen Metal Typers, rebuilt, 1,700 discs, extra slot, 5¢, 10¢, perfect, \$181.50; Wurflitzer 600 Keyboard, \$80; Gottlieb Basketball, late, \$94.50; Bowling Champ, Three Feathers, \$64.50 each; Tele-Ray, \$59.50; Three Black Cherry almost new, \$119.50 each. S. & W. Music Co., Anniston, Ala.

GLOBES FOR ANY MACHINES, \$1.50; \$13 or more, \$1. T. O. Thomas Co., Paducah Ky.

JUKE BOX ROUTE FOR SALE IN FLA.—Established over 10 years; other business interest. Box #C-246, e/o Billboard, Cin'ti, O

MERCURY ATHLETIC SCALES, DELUXE floor models, \$45 each; Mercury Athletics Deluxe Counter Grips, \$12 each; A-1 reconditioned, money-back guarantee; hurry, only limited supply available. C. Rozinski, 4796 Garland Ave., Detroit 13, Mich. no11

ONE LIKE NEW MILLS REBUILT CRISS Cross, guaranteed, metered J. P. and two Mills Ultra Bells with "Over and Under," automatic J. P., all quarter play, \$89.50 each; all three for \$225; will ship express c.o.d., subject inspection and approval upon receipt, deposit to guarantee charges. The John M. Stuart Co., Paris Ky.

PITCHEM OR PENNY FLIPPER COUNTER Games, \$5; 1¢ Jennings' or Calvert Peanut Machines, \$3.95; 3 Compartment, \$6; 1 Compartment, \$10; with Floor Stands. Al Hoff, 1918 Rose, Baltimore 13, Md.

POKERINO—40 TABLES, LATE DELUXE model, very clean, \$85 each. Line-M, 14 tables, perfect condition, \$125 each. Write James Travis, 700 E. Main St., Millville, N. J. no4

RADIOS, SCALES—FOURTEEN CORADIOS, two hour play, \$20 each; ten Kirk small Astrology Scales, \$50 each. Nyman, 1115 So. Bell, Chicago, Ill.

RAIN-BLO BUBBLE GUM, 140, 170 OR 210 7 cases, 1 through 4 cases, \$3.50; 5 through 7 cases, \$8.25; 8 or more, delivered freight prepaid from factory, 37¢ lb., \$6.75 per case. T. O. Thomas Co., Paducah, Ky.

STAMP FOLDERS DIRECT FROM MANU- facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

TWO TREASURE ISLE DIGGERS, \$99.50 each; two Lucky Boy Peanut Machines, Three Ball Gum Machines, \$9.50 each. Uneeda Cigar Machine, \$15; Jergens Lotion Machine, 1¢, \$9.50; two postcard Machines, 1¢, \$7.50 each; all f.o.b. Aero Parts Supply 8102 Lockheed, Houston, Texas. no11

VERY PROFITABLE, WELL BALANCED coin operated route; 28 machines, on Mississippi Gulf Coast; sale due to military obligations. Phone Gulfport 3677. Write Bill Toy, 513 Gulf View Ave., Long Beach, Miss. no1

WANT TO BUY—TEN POKERINOS, ALSO one each other Arcade Equipment cash. S. R. Scull, Funchade, Beach Haven, N. J. no4

WANTED—USED ADVANCE CIGARETTE Machines. T. O. Thomas Co., Paducah, Ky.

10 USED HOLLYCRANES, JUST OFF location; write for low price. Logan Distributing Co., 2320 Milwaukee Ave., Chicago 47, Ill. no4

10 ALLITE AUTOMATIC PIN-SETTING Bowling Alleys; very latest models; first come, first served; \$50 each; full cash with order; crating extra. Logan Distributing Co., 2320 N. Milwaukee Ave., Chicago 47, Ill.

20 PACKARD WALL BOXES, \$10; SEE- burz \$800 cut down, refinished Jacobs Tone Arm, \$50; Tahiti, \$90; Bally Shuffle Bowler, \$75; Victory Special, \$20; Mexico, Singapore, Tropicana, \$12.50 each; Rock-Ola Sid., \$40; Aircon Cornet, \$110; Chilton, \$175; Catalina, \$24.50; Bank-A-Ball, \$169.50; Robin Hood, \$30; Wisconsin, \$25; Star Series, \$150; Harvest Moon, \$65; Buttons & Bows, \$75; these machines are perfect in appearance and working order. A. R. Amusements, Inc., 607 Thayer Ave., Silver Spring, Md. Phone Sligo 6855.

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1000 25¢ Charley	Prof. \$50.00	\$.69
1400 5¢ Barrel	Prof. 18.00	.79
1000 25¢ J.P. Charley	Prof. \$52.00	\$.69
1000 25¢ J.P. Charley, X Tk.	Prof. \$2.00	.98
1200 25¢ Tex. Charley, Seal	Prof. \$12.00	1.10
1000 to 1200 St. J.P. Boards	Prof. 28.00	1.10
1000 to 1200 St. J.P. Girlie	Prof. 28.00	1.24

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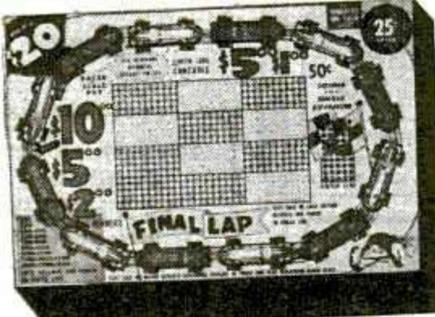
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ORDER NOW

USE BLACKHAWK BOARDS

IMMEDIATE DELIVERY in any quantity of the below boards. You will find them the finest that money can buy, i.e., none better.

Holes	Play	Description	Profit	Net Price
450	5¢	LIFE BOOK	AVG. \$ 15.18	\$1.95
1000	5¢	CHERRY BOOK	AVG. 27.15	3.15
1020	5¢	POKER FACE	AVG. 25.57	3.65
700	5¢	RED KING	AVG. 17.28	1.95
2500	5¢	HOLES OF DOUGH	AVG. 55.49	6.95
3000	10¢	TREASURE SHIP	AVG. 153.00	6.70
3024	10¢	INDIAN HUNT	AVG. 136.00	9.50
420	25¢	POKER HANDS	AVG. 82.50	2.95
1000	25¢	DERBY DAY	AVG. 83.20	3.25
1020	25¢	JACKPOT CHARLEY DINO	AVG. 87.00	2.45
3078	25¢	YOUR CHOICE	AVG. 263.00	9.95

Rush your order today. Enclose 25% deposit, pay balance plus shipping charges on delivery. Freight paid on orders of \$100.00 or more.

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NEW LOW PRICE

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Net Price
300	25¢	QUARTER KOLORS, THICK	Def. \$15.00	\$.60
400	5¢	LUCKY BUCKS, THICK	Def. 7.00	.75
1000	5¢	CHARLEY, THIN	Def. 17.00	.90
1000	5¢	CHARLEY, THIN	Def. 17.00	.90
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	1.95
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.29	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	1.75
1000	25¢	SIX TWO BITS	Avg. 114.28	1.75

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10th year giving immediate delivery on finest boards

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Mdse. Topics

Continued from page 76

card trick to those who send 25 cents for his novelty catalog.

Kenset has presented a memorizer, a pencil and memo paper in a single unit. Inside the mechanical pencil is a yard of paper that can be pulled out and torn off as needed. The pencil is a \$2.50 seller. . . . Then there's a telescoping pen-pencil as a dollar item. Handed by Princess Eye Products, the combination ball pen and pencil telescope into a unit smaller than the average single writing instrument, yet come complete with pocket clip and spare leads. . . . Ash trays, labeled and shaped as various States, are exhibited by Iancono-Johnson Associates.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Brady, Robert S.	Lacy, Charles
Bryant, Charlie	Monroe
Carter, Louise	Mennetti, Eddie
Delgado, Diane	Nelson, Archie
DeMittell, Otto P.	Platt, John J.
Drayer, Howard R.	Robt, D. J.
Fitzhett, A. L.	Smith, Melbourne
Hagg, Ernest	August
Herbus, Ray C.	Sweeney, Al
Hoffeller, Bob	Thornton, Kenneth
Hugo, Walter	(Hingo)
Kilpied, Jack	White, Gaylord
Mark, Cuban	

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Ackly, Ann, 13c	Middleton, 14c
Dary, Jack, 27c	
Ackerman, Mr. & Mrs. Bill	Bradburn, Robert
Ackley, Mr. & Mrs. Jim W.	Bradley, Lee
Audma, Warrne	Brook, H. R.
	Bruce, Mrs. Mary H.
Anthony, Irvadel	Bryer, Mae
Anthony, Mrs. Lucille	Bryer, Robert
Anthony, Mr. & Mrs. Milo	Bunnett, W. L.
Bailey, Cecil L.	Burke, Lloyd
Balteson, George W.	Burto, L. H.
Bales, Mrs. Dorothy	Calhoun, Mildred
Bals, Mr. & Mrs. Pete J.	Canine, Miss Annilee
Barbour, C. E.	Canipe, Mrs. Walter
Barlow, Ester	Carson, Miss Rhea
Barrow, Edith & Mary	Carson, Mrs. M.
Bazinett, Dwight J.	Christian, Arthur L.
Beach, Harry	Christman, Pauline
Berman, Robert	Cockran, Charles
Bernard, Mrs. Dorothy	Coker, Buford Lee
Berry, Arthur J.	Coley, Mrs. Jeff
Bie, Frank	Collier, Les
Black, Joe	Colman, Clarence
Boudreau, Mrs. Gilberte	Coran, Harold
	Corbett, John M.
	Cowboy Mac
	Cox, Dolores Ann
	Cox, Mr. & Mrs. William I.
	Cramer, Albert
	Cross, Lawrence
	D'Angelis, Ferdinando
	Daniels, Oss
	Dingler, Henry
	Darwin, Melvin E.
	DeP, Mrs. Jack
	Delaney, Mrs. John
	Doty, Robert
	Downs, Jack
	Dukes, Daniel
	Edwards, G. A.
	Edwards, Mrs. Edger
	Emmelhart, Royal
	Enklidson, Elizabeth
	Evans, Tom & Frank
	Evans, Tom & Frank
	Ferguson, Mrs. Lollie
	Forde, Albert
	Forster, Mrs. Mary
	Fortner, Don
	Foster, Robert W.
	French, Mr. & Mrs. Otis
	Gale, James
	Garrett, Mr. Mae
	Garrett, Robert
	Gawle, Mrs.
	Glowacky, Stan
	Groedrich, H. R. (Babe)
	Gregory, R. W.
	Griley, Albert J.
	Grentel, Alfred A.
	Gullette, Wm.
	Hananski, Louisa
	Harmon, William
	Harvey, Mrs. Ails
	Harvey, J. P.
	Harvey, Johnie
	Harvey, Margaret
	Heth, Robert L.
	Holt, R. W.
	Hood, Mr. & Mrs. C. E.
	Hoover, Roy Clinton
	Horns, Mrs. W. J.
	Hox, Mert
	Humphrey, Charles
	Hysell, Bill
	Impeduglia, Vito
	Jackson, J. G.
	Joyce, James E.
	Kaylor, Mr. & Mrs. James
	Kaffer, Mrs. Donna
	Kernes, Mary
	Kolberg, Arnold D.
	Lee, Geo. Curley
	Liles, F. Paul
	Lewis, James Alein
	Linkous, Justin
	Lonsdon, Billy
	Long, Eddy
	McLanahan, W. H.
	McCrazy, W. H.
	MacCreary, Joseph R.
	Males, James G.
	Males, Minnie
	Mann, Mrs. M.
	Marsh, Josey
	Matt, C. A.
	Meyers, Fred
	Miller, Melvin
	Minshall, G. E.
	Morgan, Willard C.
	Morris, Larry
	Mozley, Mr. & Mrs. C. R.
	Nance, Marvin E.
	Naylor, Red
	Nietz, M. E.
	O'Bryan, Jack
	O'Mary, Mr. & Mrs. Peppers, Frank
	Perry, Robert
	Pierson, Augustus
	Piara, Babe
	Poole, Forrest O.
	Poszy, Bob
	Prevat, Sally
	Ranebeck, Charles
	Rawlings, Jack
	Redd, Mr. & Mrs. D. F.
	Rice, John T.
	Riley, Eddie
	Robison, Mrs.
	Rosier, Lillian H.
	Royer, Harold
	Saffer, Joseph
	Schneekloth, Mr. & Mrs. Harry
	Seltz, J. R.
	Servis, Edward
	Shamshak, Nick
	Shipley, Leonard
	Shores, Edgar Ray
	Silcox, Joe
	Simmons, M. M.
	Slusser, M. P.
	Smith, Edward
	Snain, Jackie
	Stacy, W. A.
	Stafford, Pop
	Stanley, Mr. & Mrs. Johnny
	Stein, Steve
	Stuart, Tex
	Sutton, F. M. Jr.
	Tatham, Kermit
	Thompson, Charlie
	Thompson, Walter A.
	Tipton, Orlan
	Valentine, H. E.
	Vaughn, Miss Dessie
	Vinson, Jack E.
	Wacker, Miss Florence
	Wadsworth, Harold
	Wagner, C. W.
	Waits, G. R.
	Walker, Ellis
	West, Mr. & Mrs. W. E.
	Westenburger, Mary
	Wildrick, Elmer
	Witman, William
	Wolfe, Dudley
	Wolf, Fred M.
	Wright, Thomas G.

Letter List

Continued from page 75

Sivard, Arthur	Vanner, Hewey
Smith, Mrs. E. H.	Varga, Gily
Speer, Hazel	Tom & Jerry act)
Tom & Jerry	Wilson, Big Al
Travis, Ronnie	(Pitchman")
Van, Billy	

TURKEY PUSH CARDS

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We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

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PUNCH BOARD CLOSE OUT

250-300 Hole, BM 1 Sec.	30c
1000-500 Hole, RM 4 Sec.	45c
50-500 Hole, RM 10 Sec.	45c
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300-400 Hole, BM 4 Sec.	35c
100-700 Hole, RM 4 Sec.	45c
100-1000 Hole, RM 4 Sec.	50c

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Communications to 188 W. Randolph St., Chicago 1, Ill.

Mich. Shuffle Loops Off to A Fast Start

Less Populated Areas Take Cue From Big Cities

DETROIT, Oct. 28.—Off to a fast start with heavy league promotions planned by the Detroit Shuffleboard Association (DSA) in the Motor City, Michigan is making a bid for nationwide leadership in organized shuffleboard play. This also is one of the key States for American Shuffleboard Leagues, Inc. (ASLI), activity and Michigan is expected to send several teams to the U. S. Team Tournament next spring.

In addition to Detroit, another large city attracting league players and fans in large numbers is Grand Rapids. Spearheading the development of the game in Detroit is Fred Chlopan, DSA executive director, and Russel Shaffer, Wayne, who has approximately 20 leagues either already playing or about to start. Meanwhile Grand Rapids action has 60 teams functioning, with Don Host and Jerry Latinga directing.

Edelman Bows 3 Conversions For Shufflers

DETROIT, Oct. 28.—Edelman Electronic Products here thru Isadore Edelman has announced it is now in production on three conversion units for shuffle games. They are for United Manufacturing Company's Shuffle Alley, Chicago Coin Machine Company's Bowling Alley and United's Shuffle Alley Express.

The Shuffle Alley conversion is motor driven, has a new back-glass and requires no electrical changes. The Bowling Alley unit is also motor driven, takes approximately five minutes to install on location and has a special glass to designate strikes and spares. The conversion for Shuffle Alley Express can also be used for Shuffle Alley. It converts either into a rebound game with official bowling scoring and can be installed without soldering.

NPA Building Ban To Hurt Arcade Biz

WASHINGTON, Oct. 28.—National Production Authority's (NPA) amusement construction ban put into effect this week prohibits the building of structures to house coin machines. The broad order also hits at the coin machine industry by banning construction of many potential machine locations.

Specifically included in the order is a ban on any structure cost-

Ray Road Rep For Gottlieb

CHICAGO, Oct. 28.—Elky Ray has been appointed a senior road sales representative for D. Gottlieb & Company products, President Dave Gottlieb announced Wednesday (25). Working with the organization's distributors and serving as liaison between them and the factory, Ray will cover all territories from time to time.

A native of Dallas, Ray is 37 and has been in the trade since [\(Continued on page 94\)](#)

CM TAX INCOME GOING DOWN

WASHINGTON, Oct. 28.—Coin machine tax collections continued to decline in September, the Internal Revenue Bureau said this week. Receipts amounted to \$968,903, compared with \$1,120,698 in September, 1949.

For the first quarter of the current fiscal year collections totaled \$13,736,942. The same period for the last fiscal year brought in \$15,051,108.

United Intros New Theme for Shuffle Games

CHICAGO, Oct. 28.—United Manufacturing will shortly begin production of and deliveries on its new game, introducing a new theme to the shuffle unit, called Skee-Alley. Based on the perennial arcade game of Skee Ball, the new shuffle unit is 9½ feet long and two-feet wide, offers 15 shots for a dime and is played with the conventional weight used in shuffleboard as opposed to the ball featured in the arcade game.

Game features a stainless steel jump-off, a metal mesh with side-mount lights covering the area corresponding to the playfield, sound-proofing, instant scoring registered on the illuminated back glass and the United drop coin chute.

Game is played as Skee-Ball, the player throwing his weight at circular receptacles, mounted in a row, which are numbered from 10 to 50. When the 50-point score is made, a bell rings. A red arrow is located in the center of the board to help the player guide his weight.

ASLI Goal for 1950-'51: 25 States, 30,000 Players

UNION CITY, N. J., Oct. 28.—With over 250,000 players expected to join in organized play by mid-season, table shuffleboard is in for one of its most expansive seasons since the game was brought to this country nearly a century ago, according to Peter R. Olmstead, executive director of American Shuffleboard Leagues, Inc. (ASLI). The efforts of the coast-to-coast associations are being concentrated on shuffleboard loops in 25 States.

Replacements Okay

The NPA order permits owners of amusement buildings damaged or destroyed by fire, storm, etc., to replace them. An exemption may also be granted in hardship cases if a person can prove that the order "works an unreasonable hardship upon him not suffered generally by others in the same industry."

After consultation with the construction industry but not with the amusement industry, NPA made the order effective yesterday (27). Amusement construction started before the effective date can be completed under the present order, tho the NPA warned that it may later even halt a partially completed project.

NPA PLANNING CUTBACK OF KEY TRADE METALS

Aimed at Reducing Production Of Non-Essential Industries

WASHINGTON, Oct. 28.—The National Production Authority (NPA) is preparing to issue an order curtailing use of cobalt, copper, nickel and aluminum in civilian non-essential goods. This will be only one in a series of similar cutback orders. The first order, which will call for cutbacks ranging from 20 to 30 per cent of normal civilian usage of the metals, will strike hard at the coin-operated machine industry as well as industries producing all types of household electrical appliances.

Coin machine manufacturers, and their principal suppliers of component parts, when questioned on the NPA orders in preparation pointed out they could not tell just how much effect the orders

would have but stressed they would continue to produce as normally as possible until the latest NPA regulations could be fully evaluated. They added that the trade has been plagued for months by shortages of key materials and that the tightness of certain supplies varied in severity.

Follow Up Order

NPA is expected to follow up the order with a table of classifications of various types of products ranging from "non-essential to defense." The non-essential items, of course, will be hardest hit in the controls orders.

NPA officials said that eventually use of metals may be completely forbidden in a wide range of non-essential items, depending

on military demands, but that for the present the plan is to curtail only on a partial basis. Just how soon the copper cutback orders will be issued is uncertain, but NPA insiders estimate that most of the drastic orders will be issued before the year's end. Some of [\(Continued on page 94\)](#)

19 CM Companies To Participate in '50 NAAPPB Chi Meet

Game, Vending and Bev Supply Houses Exhibit November 26-29

CHICAGO, Oct. 28.—At least 19 firms in the coin machine industry or affiliated with it will exhibit at the outdoor show under the auspices of the National Amusement Association of Parks, Pools and Beaches (NAAPPB), Paul H.

Huedepohl, NAAPPB executive secretary, pointed out this week in announcing the official revised exhibitor list. This 32d annual event will be held at the Hotel Sherman here November 26-29 with a total of 78 nationally known firms showing their newest products in 145 booths.

If past history of the outdoor show is repeated, most of the coin machine manufacturers participating will debut new equipment designed for both the outdoor and coin trade. In the past few years, several products which proved profitable for traveling shows also had wide acceptance in typical coin machine stops. These include live and simulated target gun games, reflex control arcade pieces, cranes or diggers, coin-operated mechanical horses and shuffle games.

Five First Timers

Five of the 17 firms which have booth space for the first time at the show are connected with the coin trade. They are Automatic Products Company, New York, cigarette and beverage venders; Auto-Photo Company, Los Angeles, photo machines; Memphis Manufacturing Company, Memphis, [\(Continued on page 94\)](#)

Appliances Sold In N. B. Arcade

ST. JOHN, N. B., Oct. 28.—Jack Jones, operator of an arcade in the heart of St. John, has turned his window display space into a profitable sideline.

Noting that the display space added little if anything to the arcade's popularity with local citizens or the many merchant seamen who are in this area in the winter, Jones began displaying several home appliances to see if he could create a market for them. The results surprised him from the start and now he has become a dealer in all types of small appliances. Naturally, many people dropping for a look-see at the appliances not only end up making a purchase, but stop for a few games on the arcade machines.

As for the regular patronage at the arcade a good portion takes place in the winter when St. John becomes an important port. In summer Montreal and Quebec are the centers for international trade with this part of Canada. Jones makes certain that all his arcade personnel give all visiting seamen exceptional service and as a result the arcade is well patronized.

Used Equipment Spotlights CM Biz in England

Pin Ball Games, Jukes Tops With British Patrons

LONDON, England, Oct. 28.—Prices of used and rebuilt coin machines in the British Isles now average approximately three times the price of brand-new prewar machines, and most of British manufacturers are devoting their time to reconditioning and rebuilding older models to keep operators in business.

This picture of the British coin machine trade was outlined here this week by Fred Vass, prewar manufacturer of new machines who is now rebuilding old models [\(Continued on page 94\)](#)

N. Y. Game Ops To Be Excluded From New Bill

NEW YORK, Oct. 28.—A regulatory bill recently introduced in the city council and aimed apparently at game routes had operators here concerned until it was learned this week that the bill's sponsor has another phase of the amusement industry in mind and was quite willing to rewrite the measure to exclude game operators.

The bill, now being considered by the council's committee on general welfare, proposed that common show licensees demonstrate financial responsibility and post a bond of \$1,000. It also asked that common show attendants demonstrate the same responsibility, except that their bond should be for \$250.

Operators Fearful

Locations housing games here are now subject to common show license provisions. Operators were fearful as a result that they or their locations would be saddled by a new burden.

Councilman Jack Kranis, sponsor of the measure, told *The Billboard* that his bill is directed primarily at truck-borne kiddie rides. The owners of many of these, he charged, are financially irresponsible and are unable to meet damage payments should injury occur to young users.

Kranis invited suggestions from coin machine operators on rephrasing his bill to make it more specific.

Dave Lowy Adds Brooklyn Outlet

NEW YORK, Oct. 28.—Dave Lowy & Company, coin machine distributor and jobber, has opened a branch office at 102 Beverly Road, Brooklyn.

Outlet is managed by Eddie Kassoff, and carries a complete stock of parts and supplies. Firm retains its headquarters at 594 10th Avenue here.

Heavy Demand for Venders From Armed Service Sites

Latest Available Estimate Shows Navy Gross at \$300,000 Monthly

CHICAGO, Oct. 28.—With the mobilization program of the armed services slated to continue for an indefinite period, military installations of all types of merchandising vending machines are certain to expand. Operators in those areas of the country where fresh troops are being concentrated already have moved sizable numbers of machines into camps.

How much additional vending machine equipment will be required to serve the contemplated 3,000,000-man armed force cannot be determined at this time, but all branches of the service are certain to need larger numbers of

machines and stepped-up service to handle the increased volume of business.

\$300,000 Navy Gross

In navy shore installations alone, something like 1,000 new vending machines have been placed during the past year. At approximately 150 navy exchanges in 31 States and the District of Columbia, there are 7,500 venders. Last estimate as to their monthly gross was made prior to the Korean war and, at that time, was placed at \$300,000. No estimates are available to show the increase since the start of the Korean war.

Both the army and navy look on venders not primarily as a source of revenue, but as a service to the men. The exchanges, which have jurisdiction over vending machine operations in military sites, were established to provide the soldier or sailor with "items of convenience and necessity" at a reasonable price.

\$1 Per Man Monthly

To supplement its over-the-counter sales in exchanges, both the army and navy stepped up their vending machine programs in

1946. Available information on specific military installations—such as the New York Naval Air Station, Camp Kilmer and the navy receiving station in Brooklyn—indicate the average enlisted man spends approximately \$1 per month on vended items. If this average holds, total gross vended volume from military installations would hit \$36,000,000 by the time the armed services reach the strength the government presently contemplates.

Both the army and navy use written contracts in their dealings with vending machine operators, although the army contract is considerably more detailed than the one the navy uses. Supervision of venders in military installations is in the hands of the army and air force exchange service and the navy's ship's store office.

Exchange service contracts run for one year, detail such items as where the machines are to be placed, in what quantity, commission (ranging from 10 to 40 per cent), operators' responsibilities. Insurance is required—workmen's

(Continued on opp. page)

Treasury Eyes Excise Tax on Candy, Drinks

WASHINGTON, Oct. 28.—Treasury Department and Congressional tax experts are exploring the possibility of placing excises on candy, chewing gum and soft drinks. If the excises are adopted, they will probably amount to a penny per nickel unit, regardless of whether they are levied on the retailer or the manufacturer.

A stiff fight in Congress is expected over any proposal to tax candy since it has usually been regarded as a food. However, the urgent need for new tax revenues may over-ride the traditional reluctance to tax candy, especially since Canada has already taken such a step. Chewing gum and soft drinks are almost certain to be slapped with a tax no matter what happens to candy.

Price Problems

A tax on candy would probably sound the death knell for the nickel candy bar. The present dime bar would be taxed 2 cents under current proposals and the 12-cent

(Continued on page 84)

Corn Supplies Good, NAPM Meet Learns

See No General Price Hikes in Near Future; Warn of Stockpiling Danger

CHICAGO, Oct. 28.—Adequate supplies of popcorn, coconut and peanut oil for seasoning will be available thru the next year if there is no rush to stockpile or to buy above normal requirements, was the general opinion expressed by trade leaders during the annual convention and exhibit of the National Association of Popcorn Manufacturers (NAPM) at the Stevens Hotel here this week (25-27). Prices are up on all grades of processed corn an average of 15 per cent, 25 to 30 per cent on seasoning oils, over last year, but further hikes are not anticipated for the near future at least.

After reaching a peak level this summer, following the outbreak of war in Korea, oil prices took spotty declines. In some instances, the drop was as much as 4 cents per pound for coconut oil. Too, the tight supply situation noted immediately after the war flared

up in June, when oil prices were not even being quoted by some suppliers, has eased and delivery is now edging back to near 1949 levels. Currently, the price of top grade coconut oil ranges from about 30 cents to 36 cents per pound. Peanut oil prices trail at a lower figure, but in a comparable range.

Price of processed popcorn runs from a low of \$6.50 per 100 pounds (this largely to contract buyers) to a high of \$9 and \$9.25. This compares with prices in the spring of 1949 ranging from \$6 to \$8 for top quality corn.

Basing the 1951 supply picture on a corn crop comparable to the

(Continued on page 84)

Location Program Sells Ice Cream

NEW YORK, Oct. 28.—Vendomatic Sales, Inc., after concentrating on one of the newer phases of automatic merchandising for the past year, reports it now has over 100 ice cream venders in operation and plans to add another 100 within the next year. Joe Young, Vendomatic official, states the main "location yardstick" used to judge new spots is twofold; they must have a population of at least 300 and promise an annual gross per unit of \$1,000.

Currently, the firm is operating in such captive locations as hospitals, employee cafeterias in industrial plants, offices business houses and a trade association, and a number of banks.

Pretzel To Rep Automatic Line

NEW YORK, Oct. 28.—Sam Kresberg, Automatic Products vice-president, has named Howard Pretzel to act as sales representative in a four-State, Midwestern territory. He will handle the firm's cigarette and cup vending line in Missouri, Illinois, Indiana and Wisconsin.

Pretzel formerly was with Coin Machine Acceptance Corporation and Lymo Industries. He will establish offices in Chicago.

LIQUIDATES BISCUIT OP ROUTES

Statler Developing Multi-Item Food Vender; To Bow at NAMA

NEW YORK, Oct. 28.—A multi-purpose, refrigerated food vender has been developed and placed in production by the Statler Manufacturing Company. The company also has liquidated its large biscuit machine operation here, it was learned.

The new machine can stock and dispense a wide variety of packaged food products, according to Larry Reiss, president. He listed sandwiches, cakes, pies, one-third-quart and half-pint milk containers and six-ounce cans of juice among suitable items. An alternate model, with a low-tempera-

ture compartment, can also accommodate ice cream.

Called Lunch-o-Mat, the unit has two vend openings and two coin mechanisms. Each of the coin mechanisms may be set individually for a separate vend price, with any of the machine's eight columns adjustable for either price. Mechanical coin changers are built in and provision is made for ac-

cepting pennies in the event odd-cent operation is required.

Capacity of the Lunch-o-Mat varies with the type or combination of products carried. Should the vender be used for a single product, Reiss declared it can hold 250 half pints of milk, 600 six-ounce juice cans or 250 full-size sandwiches. The machine stands 70 inches high and occupies 43 by 31 inches of floor space.

A feature of the machine stressed by Reiss is that each two-column segment is accessible thru separate, locked doors. Thus, he

(Continued on page 84)

NAMA SETS UP LIAISON COMM.

CHICAGO, Oct. 28.—A Committee for Government Liaison has been formed by the National Automatic Merchandising Association (NAMA) under the chairmanship of I. H. Houston, NAMA director and president of Spacarb, Inc.

First formal meeting of the committee was held last week in Washington. Its purpose is to present government agencies with the available facts on automatic merchandising and its place in the scheme of distribution.

With the prospect of controls looming, NAMA and individual manufacturers have been busily engaged in recent weeks compiling statistics on vending, especially the industry's role in World War II when vending equipment was credited with raising morale and increasing the efficiency level among plant workers.

Rudd-Melikian Sets Chi Office

PHILADELPHIA, Oct. 28.—Rudd-Melikian, Inc., has announced setting up of a Chicago office to handle sales of its hot-cold drink equipment thru the Midwest, with coverage also extending to the West Coast until a similar office has been created in that area. Charles Kafka, firm's sales promotion manager, is now working out of the new Chicago office, assisted by Charles DeBrandt, who heads the location sales department. DeBrandt was formerly an engineer with the Firestone Tire & Rubber Company.

Kafka reported that a warehouse, stocking vender parts, will shortly be added in the Chicago region for faster delivery of parts to operators of Rudd-Melikian equipment.

The new sales office is located at 10 North Clark Street.

DEVELOPS CREW SYSTEM TO ADD NEW LOCATIONS

CHICAGO, Oct. 28.—Using the experience gained by one partner in the home portrait field, All States Vending Service here has built up its bulk operation via a different approach to soliciting new locations. The system was first tried out when S. Gornstein joined Charley Tasler in the already going business; he injected the new idea for expansion while Tasler continued to supply the know-how vending knowledge to keep the operation running smoothly.

Gornstein's method required the use of a crew of women who were employed by his photography firm soliciting photos on a house-to-house basis. After special training to acquire a knowledge of the bulk vending field, the same crew was set to work contacting all types of retail businesses that were potential locations. Armed with their bulk vender training, plus the sales acumen developed thru door-to-door sale of home portraits, the crew of women "location-eers" has been successful in placing equipment in important numbers, and in spots formerly not contacted by All States.

6 Coin Firms To Exhibit at NAII Confab

CHICAGO, Oct. 28.—Five manufacturers of ice vending equipment and a coin mechanism firm will have displays at the convention of the National Association of Ice Industries (NAII) October 31-November 3 at the Hotel Sherman here.

Latest model automatic merchandising machines for ice will be shown by Refrigeration Engineering Company, Penguin Ice Service, Thermo-Cuber Company, S & S Vending Machine Company and F. B. Dickinson & Company.

Thermo-Cuber will display vending machines for installation at ice plants, while the remaining companies will show complete ice vending stations for installation at points distant from the plant. Gravity action, metal belt driven

(Continued on page 94)

American Coin Ends Output of Changemakers

BOSTON, Oct. 28.—American Coin Changer Corporation here announced Thursday (26) that it has suspended manufacturing its changemaker line because of the international situation and for competitive reasons.

The announcement, which came from Sales Manager William Freeman, confirmed rumors which were circulated among the trade during the past two weeks.

Rumors concerning American's future in the changemaker field began when the company bought out the Electrodyne Company, manufacturer of electronic equipment.

Unofficially, it was understood American executives were concerned over the future of the coin changer business in the face of keen competition which has resulted in price battles between manufacturers.

Form New Operator Location Service

Firm Obtains Transient, Industrial Spots for Fee; Aim at New, Small Ops

CHICAGO, Oct. 28.—A new type of operator location service, aimed primarily at the small or new operator, has been set up in the form of an independent company not affiliated with any ma-

chine manufacturer. Called National Vending Machine Location Service, firm is headed by Harry J. Brown. With a \$100 minimum charge for bulk equipment, figured at \$3 per location plus a 5-cent per mile additional charge, one way, for bulk installations outside Chicago, firm's fee ranges up to \$35 for ice cream and \$50 for hot coffee venders.

Brown, who formerly worked with manufacturers to place their equipment for operators at a similar per location fee or on a promotional basis has a regular staff of five men. When the firm was formed recently, only transient or non-captive type locations were solicited, but this policy was broadened during the past week and now includes industrial, office and other employee type spots, Brown states.

With the operator's payment to National Vending Machine Location Service for services rendered, there is no further obligation on the latter's part. There is no guarantee of location standards, such as minimum weekly gross, location contract, etc., and a re-

(Continued on opp. page)

Spacarb Hikes Drink Vender List Tag \$75

NEW YORK, Oct. 28.—Spacarb, Inc., manufacturers of multi-flavor cup vending equipment, will increase list prices on its entire line by approximately \$75, it was announced this week. The new price schedule becomes effective November 12.

Climbing costs of production forced the increase, company executives declared. They said the \$75 covers only additional Spacarb "outgo for wages and components."

Johnson Box Expands Coin Counter Service

CHICAGO, Oct. 28.—Johnson Fare Box Company has announced plans to set up facilities on a nationwide scale to service its automatic coin-wrapping equipment. Service points in each major city will be set up shortly, using both its own and Bowser, Inc. (parent company), facilities.

Babcock in Move

ST. JOHN, N. B., Oct. 28.—Reg Babcock, who introduced shoe-shine machines to the maritime provinces, has moved his base from Halifax to Wolfville, N. S., where he has opened a restaurant and will also distribute coin machines. Wolfville is the home of Acadia University and is located in Annapolis Valley, all of which is covered by Babcock.

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CONTEST SPELLS \$\$

Match Books Promote Sales for Denver Op

DENVER, Oct. 28.—Encouraging cigarette smokers to save lettered match-book covers, vended simultaneously with a pack of cigarettes, and rewarding such customers with a free carton when the name of the firm is spelled out, has proven a potent sales-builder for Dikeou Bros., vending machine operation here.

The plan was developed, according to the management, on the theory that "the cigarette machine has nothing to offer but convenience," when operating in competition with drugstores, tobacco shops and other cigarette outlets around the city. Therefore, to provide a bit of additional interest and a practical reason for patronizing the vending machine, Dikeou Bros. developed the match-book cover plan.

Match Message

Inserted in each of the company's vending machines, which cover more than 100 locations in the Colorado capital, the match packets carry this printed message: "To get Dikeou contest matches, buy your cigarettes from machines displaying the capitol dome. Your patronage is appreciated. Thank you." On the reverse side of the match-book cover is a letter in a box, one of the six letters making up the Dikeou name, and above this is the suggestion: "Save this cover. Collect the different letters and when you have spelled out the word 'Dikeou,' take the covers to Dikeou Bros. and receive one carton (200 cigarettes)."

Dikeou Bros. find that the system pays uniformly good results. Each time a machine is serviced, a variety of letters, represented by match packets which have been thoroughly scrambled before insertion, gives the vending machine patron an opportunity to add to his collection of letters.

Promotion Pays

There have been literally hundreds of redemptions over the years, according to the Denver firm, but, inasmuch as the average customer has purchased in the neighborhood of 20 to 30 cartons

of cigarettes, in order to be awarded a prize of a single carton, the promotion has been well worthwhile.

There are, of course, many thousands of cigarette smokers who pick up an occasional match packet and save them over a period of a year or more, before they ultimately spell out the name. Many, naturally, forget the saving entirely, with the result that the number of redemptions, in comparison with the total number of sales promoted by the idea, is actually small.

National Forms New Op Service

Continued from opp. page

location service is not included for the original fee should an installation not prove satisfactory.

Brown holds that the important first move is getting the vendor on location, then the location owner discovering what the machine can do for both his customers and his own profit sheet, subsequent operator-location relations are largely up to the operator; i.e., proper servicing, maintenance, etc. For this reason, and because it would be economically impractical for his firm, such location guarantees are not offered, he said.

While Brown is currently concentrating on hot coffee installations (bulk vendors are pushed continually) his company will handle any type equipment. When the firm started operations, ice cream machines took precedence over other types of heavy equipment. Rates for candy, cigarette and other vendors have not been made known, however.

National Vending Machine Location Service is located at 30 West Washington Street.

Heavy Demand for Venders From GI's

Continued from opp. page

compensation and bodily injury and property damage. Where products liability insurance is deemed necessary, the operator must provide it to fulfill his contract—as high as \$100,000 coverage for cup machines.

Army and air force vending machine installations are cleared first thru the local PX officer, approved by the post commander and then submitted to one of the army's regional offices for final inspection and approval. Navy contracts are likewise negotiated on a local level, then submitted to the navy ship's store office, Brooklyn, for final approval or rejection.

Where Money Goes

Exchanges, with vending machines, supply an estimated 70 to 80 per cent of the funds needed for enlisted men's recreation, entertainment and welfare.

As a general rule, the armed services prefer to have independent operating make military vending installations. However, the services have purchased some of their own equipment—notably stamp venders (in demand when the war-time free postage system was set aside), and cigarette machines, because the armed services usually provide smokes considerably under the civilian price.

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NAMA Candy Op Day November 14

CHICAGO, Oct. 28. — Candy, gum and biscuit operators' day at the annual convention and exhibit of the National Automatic Merchandising Association (NAMA) has been set for Tuesday (14), the third day of the show which opens at the Palmer House here Sunday (12). William Fishman, Automatic Merchandising Company, Chicago, chairman of Candy Operators' Day, has announced the complete program for the special session, which will take place in the Grand Ballroom of the Palmer House starting at 9 a.m.

The first topic on the program will be *The Shrinking Nickel: Is Candy Vending at the Crossroads?* B. W. Scheuer, Vendomat Corporation of America, Baltimore, will discuss the problem of operating under the nickel's limitation and the outlook for conversion to dime operations.

Diversification

Discussion of diversification, under the heading of *Making Do With What's Available for Vending*, will be handled by Maurice L. Heffer, Johnson Tobacco Company, Chicago. Philip P. Gott, president, National Confectioners' Association (NCA), will discuss the outlook for candy merchandise supplies in the months ahead. Paul I. Berkley, Vendex, Inc., Newark, N. J., will outline his experiences in handling vending operations in defense and military establishments.

The next speaker on the program, D. A. Dayton, Smoky Mountain Canteen Company, Oak Ridge, Tenn., will give operators some insight on how his firm has operated in the atomic installation at Oak Ridge.

The last speaker on the morning's program, F. L. Brandstrader, legislative counsel, NAMA, will discuss *Per Machine Taxation and Its Effect Upon the Candy Cost Picture*. A discussion period will follow Brandstrader's speech.

Round Table

Informal round-table discussions will be held for candy, biscuit, gum and nut operators both Monday and Tuesday evenings in the Grand Ballroom, starting at 7:30 p.m. Nick Novasic, West Allis Vendors, West Allis, Wis., will be chairman of the Monday evening session, while Don W. Huck, Can-

teen Company of Columbus, O., will be the discussion leader Tuesday evening.

Penny-vend operators will hold a session Tuesday evening in Room 14 on the Club Floor of the Palmer House. This part of the convention program has been scheduled as the *Pioneer Vendors* session. Chairman for the evening is J. D. Brodsky, Illinois Vending Company, Chicago. Gustav L. Herman, acting chief, Food Inspection Bureau, Chicago Public Health Department, will discuss *Sanitation Practices and Recommended Machine Construction for Penny-Vend Operations*.

Three operators, Ben L. Rauch, Fort Worth; J. J. Crosby, Peerless Weighing & Vending Machine Corporation, Long Island City, N. Y., and Robert K. Hawthorne, New England district manager, Ford Gum & Machine Company, Inc., Lockport, N. Y., will make up a panel to discuss the question *How to Maintain Service and Operate Profitably Under the Limitation of the Penny*.

Gordon Joins Natl. Vendors

ST. LOUIS, Oct. 28.—Ike Gordon, formerly with Malkin-Illion, cigar vending machine manufacturer, has joined National Vendors, Inc., to represent that company in New York and New Jersey. Gordon will make his headquarters in the New York City area, according to Tom Donahue, National official.

Al Horth, who handled the New York-New Jersey territory, has been placed in charge of Ohio, West Virginia and Pennsylvania to replace Lou Kantor, who resigned.

Temporarily, Horth will make his headquarters in Cleveland, but eventually is expected to locate at some point between Ohio and Pennsylvania. Horth has been with National since shortly before World War II.

Curtiss Cuts 5c Bar Price, Hikes Weight

CHICAGO, Oct. 28.—Baby Ruth nickel bars are going up in weight and down in price beginning next week, according to an announcement from the Curtiss Candy Company.

Officially, Curtiss spokesmen said the move to make a fatter bar at a cheaper price was prompted by a decline in ingredient costs. Operators, however, suspected Curtiss may have been prompted by other causes since Baby Ruth was one of the first nickel bars to go up in price and down in weight. To the operator, the Curtiss move looked more like an attempt to win back lost sales.

James Egan, assistant divisional sales manager for Curtiss, reported the Baby Ruth price will go from \$2.95 per 100-count to \$2.80, with a fractional ounce boost. Egan did not specify how much heavier the bar will be, although it is presently 1 1/4 ounces.

Within the past two weeks Curtiss also has introduced three Curtiss dime bars—Baby Ruth, Butterfinger and Mint Green to sell in the 100-count vend pack at \$5.25. The dime-vend Ruth bar weighs 2.75 ounces and all three are also being made available in 60-count pack.

Although it is too early to tell what kind of reaction the Curtiss dime bars will bring in the vending machine trade, the price for vend counts is in line with operator suggestions.

Hires Sets Dividends

PHILADELPHIA, Oct. 28.—The Charles E. Hires Company declared a dividend of 25 cents per share on its capital stock, payable December 1, 1950, to stockholders of record November 15.

Sandy Mac Tight says... "The above Victor is an A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy."



ANOTHER GOOD BUY IS **The TOPPER** TOP VALUE - LOW PRICE

Ask any operator using "Topper" 1/2 Vendors and you will find that these machines cannot be equalled in either performance or low price!

4 or more, \$11.25 each
100 or more, 10.50 each

YES, that includes Plastic Globes. All Victor machines can be bought on 20-week plan from TORR.

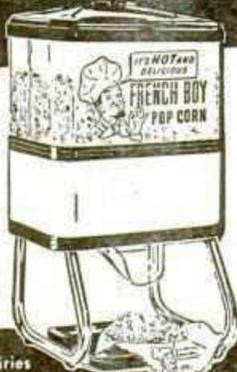


SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

ROY TORR

LANSDOWNE, PA.

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Complete unit with or without "French Boy" trade name

\$51.50

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us.

A B C Popcorn Co., Inc. 3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

Special heating elements keeps popcorn fresh and tasty.

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

122 DIFFERENT CHARMS

Half Plastic—Half Metal-Plated
A GRAND COMBINATION MIXTURE of Big Charms—Series #2—and Wonderful Charms—Series #70—in fifty-fifty propositions of both series as well as fifty-fifty mixture of plastic and metal-plated.

COMBO—\$4.40 per 1,000

F. O. B. Jamaica, N. Y. Immediate Delivery

EPY

Samuel Eppy & Co., Inc. 91 15 144th Place, Jamaica 2, L. I., N. Y.

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH
Lots of 5, \$8.75
Lots of 25, \$7.75
MODEL 1/4 or 5¢
Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE.
BLOYD MFG. CO. VALLEY STATION, KY.



VICTOR'S TOPPER Only \$10.50 Each (100 or More) Sample \$11.75
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

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

CHARMS

Plastic Charms, small, 1,000... \$2.75
Metal Colored Charms, small, 1,000... 4.25
Plastic Charms, large, 1,000... 3.25
Copper & Nickel, large, 1,000... 5.25
Silver Wedding Rings, 1,000... 5.95
Toy Watches, 2 gross... 2.50
Stone Set Rings, 2 gross... 1.95
"Nep Cat" Buttons, 1,000... 5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weights 17 lbs.
\$3.25 each
EXTRA HEAVY STANDS \$3.99 each
We are factory distributors for all leading makes of VENDING MACHINES.



VICTOR 5c ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor 5c All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 each; 100 or more, \$12.95 each.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action—return ball features—16 or 5¢ play. Real Money Maker! 22" High, 18" Wide, 5" Deep. Simple mechanism guaranteed trouble-free.



\$32.50 EA.

One-Third Deposit on All Orders.

PARKWAY MACHINE CORP. 715 Ensor St. Baltimore 2, Md.

Here is the New Flexible

ALKUNO CRACKER VENDOR

four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2" x 7/8". Has large merchandise display and self-illuminating plexiglas sign.

MODEL 700 Metal Cabinet and Base. Ht. on Base, 60". Wt. on Base, 64 Lbs.

VERY LOW PRICE

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Lines, including Cigarette Vendors.

TAKE ADVANTAGE OF ALKUNO'S NEW **FINANCE PLAN**

Alkuno & Co. 408 Concord Ave. N. Y. 24, N. Y. MEIrose 5-7757

TOPPER DELUXE

With Plastic Side Display Windows \$13.45

Topper Standard with Plastic Globe \$11.25

JUMBO 1" BALL GUM \$14.95

Lots of 100 \$13.95

CHAMPION NUT & CHOCOLATE CO. 1194 TREMONT ST. BOSTON, MASS.

POPCORN

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.



WRITE, WIRE, PHONE

'POP' CORN SEZ. CO.

8329 Delaware Ave. UPPER DARBY, PENN. Phone: ALdgerby 4-1019

National Automatic Merchandising Association

THE NATIONAL TRADE ASSOCIATION OF MERCHANDISE AND SERVICE VENDING MACHINE OPERATORS, MANUFACTURERS AND SUPPLIERS
7 SOUTH DEARBORN STREET * CHICAGO 3, ILLINOIS * TELEPHONE: FINANCIAL 6-0370



Nov. 4, 1950

Mr. Automatic Merchandiser:

... this year there are many more
solid business reasons

why YOU should be

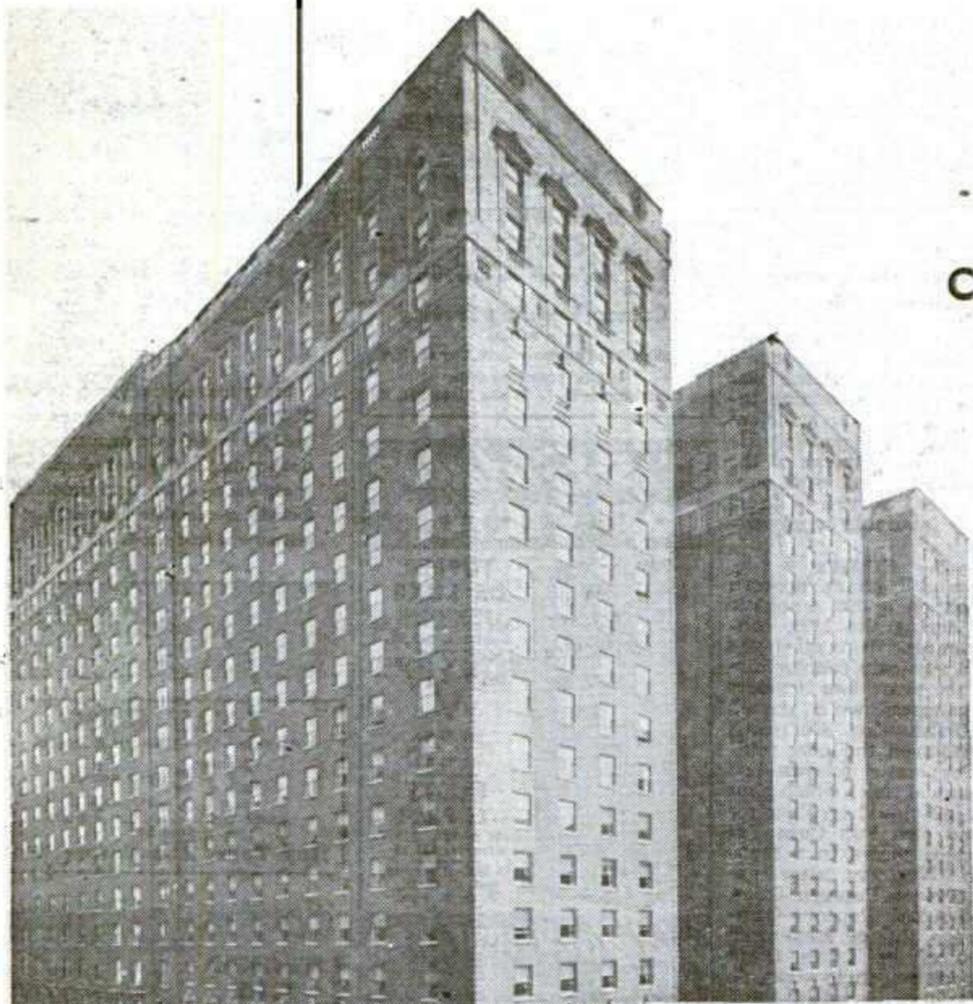
at

N.A.M.A.'s greatest
annual
convention
and
exhibit

Certainly, we'll see you there!

Cordially,

Chairman,
1950 Convention
& Exhibit



N. A. M. A. 1950

**CONVENTION
and EXHIBIT**

GO

**CHICAGO
PALMER HOUSE**

NOV. 12-15

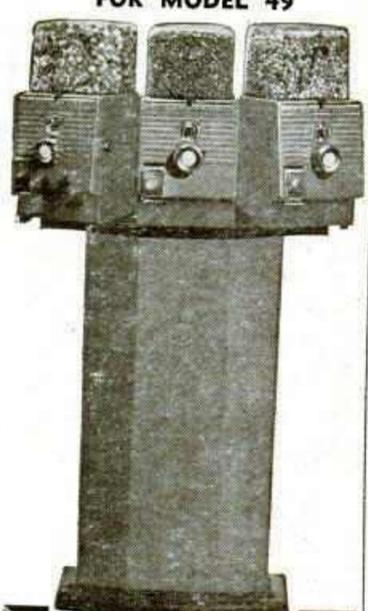
if

you're a
vending
machine
operator



**BE SURE TO
ARRIVE EARLY
SUNDAY, NOV. 12**

NOW!
Bigger Profit
 FROM EVERY LOCATION
 With the New
Northwestern
CABINET STAND
 FOR MODEL 49



WRITE FOR DETAILS
 OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
 829A ARMSTRONG STREET, MORRIS, ILL.

Minute Maid Cup Vender In Production

NEW YORK, Oct. 28.—Minute Maid will begin delivering production line models of its frozen orange juice vender next week. William Burke, head of the packer's vending department, said the units will go to augment the routes of three operators franchised by the firm to date.

With 100 machines called for in the first production run, Minute Maid has ordered an additional 1,000 from Mills Industries, its contract manufacturer, according to Burke. These will be delivered according to a flexible schedule, dependent largely on the continuing availability of raw materials and parts. The cup venders will list at "\$700 or slightly less," he added. Burke disclosed another complication that may slow the pace of deliveries. The vender's ingredient compartment must maintain the juice concentrate at about 24 degrees to prevent separation of pulp and water. Because of this low temperature, special care must be taken to check refrigeration mechanisms accurately, and all machines will have to undergo three to four-day line tests before shipment. Actual drink is dispensed at about 38 degrees.

Minute Maid's latest appointment to a franchise is Spacarb of New England. The route, headed by Ned Williams, will operate the machines in the Boston area.

Other franchise holders are the Vend-Mart Corporation, Washington, and the New Jersey Vending Corporation, Hackensack.

Statler Develops Multi-Item

Continued from page 80
 pointed out, operators can lease concessions to suppliers of different food products should the need arise. The cabinet is finished in light blue with chrome trim. Display windows show the items carried. Product-area temperature is maintained at 35 degrees.

Pa. Bottlers Hit By Court Ruling On New Tax Test

HARRISBURGH, Pa., Oct. 28. Soft drink interests in Pennsylvania have suffered another legal defeat in their three-year fight for repeal of the Commonwealth's soft drink tax.

In the latest development the Dauphin County Court eliminated exceptions filed by the soft drink people to its decision of last January upholding the legality of the tax law.

The exceptions were filed by the Philadelphia Coca-Cola Bottling Company, the Pepsi-Cola Company and several other soft drink concerns.

The tax under fire is a State excise levy first enacted in 1947 for two years and extended by the 1949 Legislature for another two years.

In its most recent opinion the Dauphin County Court held that the exceptions questioned the constitutionality of the tax as originally passed by the Legislature, but made no reference to the superceding law passed later. The later act corrected several deficiencies in the original law.

Soft drink interests claim the tax is unconstitutional because it violates the uniformity clause of the State constitution by placing the same tax rate on sirups which vary widely in value.

Price of the Lunch-o-Mat has not yet been set. Reiss said the distribution plan to be followed also remains to be fixed, and he is known to be considering a lease program in which Statler would retain title to all machines placed. Deliveries are not scheduled before December 1. The machine will be introduced to the trade at the National Automatic Merchandising Association convention in November.

Reiss also disclosed that Statler has divided its large biscuit operation in this city into 17 "one-man routes." All were sold recently in deals totaling \$425,000.

Each of the splinter routes, said to gross \$30,000 a year, went for \$25,000, with purchasers making down payments of \$5,000 and contracting to pay out the remainder in five years. Statler warehouse facilities are used by the new owners, who also purchase Sunshine biscuits thru the Statler organization.

VICTOR'S AMAZING NEW TOPPER



Special Nov. Offers
 TOPPERS SOLD 4 TO CASE ... \$45.00
 1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only ... **\$52.25** only (Choice of Glass or Plastic Globes)
 1 Double Unit Topper with Plastic Globes PLUS 35¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only ... **\$36.00** only (Choice of Glass or Plastic Globes)
 1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only ... **\$51.25**
Sample Topper, \$11.75
 Get today's top money maker—Topper DeLuxe 5¢ all Charm Vender. Sample ... **\$13.95**

PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

30 DAY MONEY BACK TRIAL

Northwestern MODEL 49 SPECIAL

Try this famous vender for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices
 LESS THAN 25 \$14.35
 LESS THAN 100 \$14.15
 100 OR MORE \$13.95



GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample 10 or More	\$14.95	23 BALL GUM PORCELAIN, 1¢	\$7.45
23 PORCELAIN, 1¢	7.45	SILVER KING, 1¢ or 5¢	6.95
		MASTER PORCELAIN, 5¢	7.45

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo	70¢	ALMONDS, 480 Ct.	39¢
QUEEN	56¢	5 Lb. Vacuum Packed 85¢	
FANCY TULIP, Large	56¢	RAINBOW PEANUTS, 28¢	
INDIAN NUTS	56¢	MIXED NUTS	51¢
CASHEW, Whole	53¢	BOSTON BAKED BEANS	28¢
CASHEW, Butts	51¢	LICORICE LOZENGES	25¢
VIRGINIA PEANUTS, Whole	34¢	Supplies, Stands, Globes, Brackets, Charms, etc.	

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C. O. D.
 Time Payment Plan Available—Trade-Ins Accepted

Corn Supplies Top NAPM Meet Topic

Continued from page 80

1949 yield (both below the high 1948 production, however), NAPM secretary Thomas J. Sullivan said the record \$250,000 popcorn business chalked up last year could still be surpassed. Inference was that corn and corn seasoning ingredients could be had in sufficient quantity to make this possible. He pointed out that the theme of the 1950 meet in itself, "sell more popcorn more often," served to stress the generally favorable supply situation.

Vender Exhibits
 On the exhibit phase, popcorn vending took on a less emphatic note than during the 1949 convention when nine firms displayed venders and non-coin counter dispensers. This year, two venders and two warmers were shown. Biltmore Distributing Company, Chicago, displayed the new coin-operated Popperette (shown last year as a manual unit) which pops and serves individual servings for a dime, and two Pop Corn Sez machines were shown in a separate booth. Warmers were exhibited by Pronto Popcorn Sales, Boston, and A.B.C. Popcorn Company, Chicago. Latter announced that 20,000 of its Little Giant warmers were out on location.

Treasury Eyes Tax

Continued from page 80

retail price would pose problems for operators. The solution might be an in-between bar to retail at around 8 cents with the tax making it a new dime bar. Such a price would leave a margin of about 4 cents per bar to take care of cost increases which are probable.

Soft Drinks
 For soft drink vending, the tax would probably leave only three chief alternatives—reducing the size of drinks advancing to a standard dime price, or providing change. Another method is being tried by some Canadian operators already faced with the penny tax. Some are attaching an "honor box" to their machines for the patron to drop the tax (The Billboard, October 21).

Penny gum venders might be able to absorb any excise tax and have the added chance that such a tax might exempt penny sales. Venders of nickel packs would have about the same problems as candy venders.

LARGEST PROFIT MAKER

5¢ Silver-King for Pistachios



Change NOW to 5¢ Model for REAL PROFITS
 5¢ change-over parts available for all 1¢ Models.
SAMPLE \$13.95 each TO @ \$12.50 each
 100 or more, write for low price.

5¢ HOT NUT, \$39.50
 Nut and Ball Gum, Candy Charms, Vendors, 1¢-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers or write. Ask about the new "Hunter" @ \$59.50.

Cameo Vending Service
 Main Office: 432 West 42nd St., New York City 18, N. Y.
 White Plains Branch: 8 Orawampum St., White Plains, N. Y.

IT'S Sidmor FOR VICTOR!



TOPPER DE LUXE (Illustrated) Lots of 100, \$11.95 Samples, \$12.95.
VICTOR'S MODEL V
 \$12.75 Ea. 24 or more, \$12.00 Ea.
VICTOR'S TOPPER
 Lots of 100, \$10.50 Sample, \$11.25.
 1/3 dep. with order, bal. C. O. D., F. O. B. Pgh.

Sidmor VENDING CO.
 2035 FIFTH AVE. - PITTSBURGH 19, PA.

CHARMS..

Proven Sales Boosters!
 Write for Complete Price List!
Guggenheim
 33 UNION SQUARE - NEW YORK 3, N. Y.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142
 4105 16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

CIGARETTE MACHINES

UNEEDA, 8 Cols. \$ 95.00
 UNEEDA, 6 Cols. 85.00
 P-X, 10 Col., 425 Pack Cap. 90.00
 Uneeda Model "E," 8 Col. 59.50

SALE !!
MODEL W
 DuGrenier 9 Col. 308 Pack Cap. \$62.50

UNEEDA MODEL 500
 9 col., 350 Pack Cap. ... \$85.00

CANDY MACHINES

VENDIT, 150 Bar Cap. ... \$47.50
 UNEEDA, 105 Bar Cap. ... 75.00
 SHIPMAN STAMP VENDOR (like new) ... \$ 15.00
25c CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 New Reconditioned As Is
 166 CLYMER ST. EVERGREEN 7-4568 BROOKLYN 17, N. Y.

NEW LOW PRICES U-SELECT-IT CANDY MACHINES
 U-Select-It, 72 Bar Size. Each ... \$27.50
CIGARETTE MACHINES
 Write for low prices all makes. COUNTER MODEL Phone: BA. 9-6606 Half Deposit.
HARRIS VENDING
 2717 N. Park Ave. Philadelphia 32, Pa.

WANTED MIDGET ANIMAL SHOW
 Or will purchase Midget Animals or any other money maker.
PROSPECT ASSOCIATES
 Box 183 Souderton, Pa.

EMPTY MACHINES FASTER!

Rain-Blo BALL BUBBLE GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc. Chicago, U. S. A.
LEAF GUM
 All sizes—140—170—210 & Jumbo.
27c per pound
 Full cash with order. FREE Delivery on 200 pounds. Sold by
Roy Torr, Lansdowne, Pa.

Northwestern

NEW REDUCED PRICES
 MODEL 49 SPECIAL \$14.35
 Factory Fresh Vender Confections Case Lot Prices
 Teeney 1.50
 Almonds 86¢
 Jumbo Pistachios 80¢
 Spanish 21
 Peanuts .25¢
 Blanched 35¢
 Virginias 35¢
 M & M's...41¢
 Vending Cashew Butts ... 62¢
 Boston Beans ... 25¢
 Pine Nuts ... 49¢
 Ball Gum Bubbles ... 28¢
 Parts—Supplies—Charms—Write for List.
BADGER SALES CO., INC.
 2251 W. Pico Blvd., Los Angeles 6, Calif.

FOR SALE
TWO CEDAR HILL FARMS MILK VENDORS
 EQUIPPED TO HANDLE 1/2 PT. GLASS BOTTLES
 10c A. B. T. COIN MECHANISM
 WRITE, WIRE OR PHONE COLLECT IF INTERESTED
GENE HALL
 ELKIN, NORTH CAROLINA

GIVE TO THE DAMON RUNYON CANCER FUND

Merchandising Music

COMPLAINT DEPARTMENT

Operators have frequently discussed the release program of diskeries, and have mulled ideas which would help boost the play of records on their machines, and at the same time, hypo the retail sales of the same platters. M. C. Britz, Great Falls, Mont., adds a complaint, saying "too many hits are being released at the same time. Spreading these out would give us more play per song and would help sales of individual records." While Britz's feelings are shared by many other ops throughout the country, most realize the terrific competition which exists in the record biz, and trace the fault to that source.

PRICES . . . In the midst of rising prices which have affected

everything from nuts and bolts to the food on the dining room table, several operators have come up with the opinion that record prices, if reduced, would not only help the operator, but would result in heavy increases in sales of platters generally. The Trenton Vending Company, Trenton, N. J., agrees with this philosophy, and adds that in its opinion, juke box prices are also high, and that the first manufacturer to introduce a good low-priced box will hit a jackpot.

PROGRAMING TIPS . . . Each operator has his own ideas on programming his equipment. Norman Cragun, Cragun Music & Amusement Company, Ogden, Utah, is no exception. He says "by all (Continued on page 96)

Merc Strip Tease Gets Sock Results

Label's 3-Month Free Title Test Top Promosh; Juke Ops Cite Impact

CHICAGO, Oct. 28.—Following a three-month trial, Mercury Records here announced this week that more concentration will be placed on supplying juke ops with free universal title strips. Morry Price, diskery's sales chief, told

The *Billboard* that reaction noted by Merc's 36 distributors to a trial period of giving away free title strips indicates it is one of the most successful moves yet made by the firm. Price's survey is backed by the number of letters received each week, commenting on the fact that universal title strips should be supplied to ops with record releases.

Mercury, at the present time, is supplying free title strips, which fit any juke, on about 40 per cent of their releases. Merc started supplying strips only on major artists about three months ago, but found they were such an important factor that today they are readying title strips concurrent with the release of any sides which seem likely to get good juke play. Merc's Chi office orders a minimum of 15,000 free title strips on the numbers, with reorders placed at the same time. Reorders for pressing go to (Continued on page 89)

Mfrs. To Host MOA Committee

CHICAGO, Oct. 28.—A committee representing the Music Operators of America (MOA), headed by George Miller, Oakland, Calif., will be the luncheon guests Wednesday (November 1) of the automatic phonograph manufacturers. The luncheon will be at the Drake Hotel, Chicago. (Continued on page 92)

SERVICING A SERVICE

Builds Thriving Biz Curing Op Headaches

NEW YORK, Oct. 28. — Mac Pollay, unofficial technical consultant to the juke box fraternity on Gotham's coinrow, has built himself a thriving business by taking over service headaches of routes too small to support full-time service personnel.

For a weekly fee of \$1 per unit for operators with 40 or more pieces of equipment, and a little more for smaller routes, Pollay's company offers assurance that phonographs will be returned to duty promptly should they fail on location. The service is available on a seven-day basis.

The 30-year-old head of United Phonograph Service founded his company five years ago. Prior to that he spent seven years as a route serviceman. As a teen-ager, he spent a couple of years absorb-

ing electronic know-how as an employee of a radio firm.

Aids Small Ops

Subscribers to Pollay's service handle collections and record changes themselves. And part of the appeal of United Phonograph, according to its owner, is that the small operator can thus conduct his business on a five-day basis (Continued on page 96)

Atlantic Corp. Unveils 45 Juke

NEW YORK, Oct. 28.—Seeburg's 45 r.p.m. Select-o-Matic was unveiled here Tuesday (24) in a unique presentation witnessed by key operators of three States, association and union officials, finance company executives and record company brass. Planned and executed by Atlantic New York Corporation, Seeburg distributor in this area, event saw 337 persons crowded into the Park Sheraton's Coconut Grove.

C. T. McKelvy, Seeburg vice-president and director of sales, told the assemblage that the 45 machine is a logical addition to his (Continued on page 96)

MUSIC BIZ TO FEEL 45 IMPACT BY YEAR'S END

Seeburg, RCA Victor Spearhead New Speed's Drive in Op Field

• Continued from page 1

operators offering 45 r.p.m. play exclusively. In addition to the Seeburg 100, the Ristocrat, a non-selective unit, offers 24 selections. The Wurlitzer 1250, since its introduction earlier this year, has featured an adapter which can convert the unit to 45. AMI, H. C. Evans and Rock-Ola all are prepared to offer adapters when they feel the operator is ready to handle them.

New Jukes

Barring a full-scale shooting war, there is a strong possibility that at least one, and probably two, new selective 45 r.p.m. juke will make their debut before the end of 1950. They will introduce new manufacturers to the field and will both be set to handle 45 r.p.m. disks exclusively.

Despite this activity, the 78 r.p.m. phonograph, and especially the records needed to supply these machines, loom as the major operation for some time to come. This is based on the following: 1: The average operator will replace from 15 to 20 per cent of his music equipment each year to keep his route in top condition. 2. With the overworking majority of machines 78 r.p.m., the op in the past year increased his weekly per-machine average to about \$12.44, at

the same time increasing his buying power, and 3, the operators of America are now buying between three-quarters and one-million records per week—disks for their 78 r.p.m. machines. It is also estimated that operators have investments in 78 r.p.m. libraries ranging anywhere from 2,000 to as many as 100,000 disks.

Record Mfr. Aspects Of New Speed Phonos

For those operators who will either purchase the new 45 r.p.m. juke, or convert a part of their

current holdings to the new speed, the 45 disk picture shapes up along the following lines:

RCA will drop its 24-record giveaway deal as of November 22, but has worked out a package deal for operators of 45 juke.

Decca is considering a similar plan, according to Sid Goldberg, but has as yet taken no final action. Meanwhile the firm said it would give operators speedy service on 45s.

Columbia, announcing it would continue its giveaway deal on 33 1/3 r.p.m. disks until further notice, (Continued on page 92)

RCA Veep Letters to Seeburg, Platter Reps

NEW YORK, Oct. 28.—The following letter was sent to all RCA Victor record distributors by J. B. Elliott, RCA vice-president:

"On November 1 the Seeburg Company will introduce the first commercial coin-operated mechanism designed exclusively for the playing of 45 r.p.m. records. This new juke box, in our opinion, will provide the greatest impetus yet for converting the juke box industry to the 45 r.p.m. system. To co-operate with the Seeburg Company, we have sent the enclosed letter to all Seeburg distributors.

"The Select-o-Matic '100' plays 50 records, both sides. The average operator maintains a selection of 30 all-time favorites and 20 current popular hits on each machine. Since many of the favorites the coin operators prefer are singles from albums, we have selected a special package of 30 all-time favorites with the help of one of the Seeburg distributors.

Op Package

"We are sending you 10 packages of these 30 all-time favorites (Continued on page 86)

NEW YORK, Oct. 28.—Letter sent to all Seeburg distributors by J. B. Elliott, RCA vice-president:

"On behalf of RCA Victor I would like to express our appreciation of an outstanding contribution to the future of the record industry, the new Seeburg Select-o-Matic '100.'

"To review with you the advantages that 45 r.p.m. offers to the operator in increased play, (Continued on page 86)

Detroit Reps Meet in Chi On Fair Trade

Hold Confab With MOA Prez To Set Course of Action

DETROIT, Oct. 28.—Extension of fair trade legislation to the service fields so that music machine operation can be included will take a step forward this weekend at a conference of Detroit representatives to be held in Chicago. As recently reported in *The Billboard*, the Michigan Automatic Phonograph Owners Association (MAPOA) is studying the field and is making preparations to seek legislation at the regular biennial session of the State Legislature starting January 1, 1951.

The Chicago conferees are to be George Miller, of the Music Operators of America, and two representatives of the MAPOA, Maurice Goldman, president, and Irving B. Ackerman of Ackerman, Kaufman and Colman, legal counsel for the association. The latter is expected to draft the projected legislation.

Ops Get First Look At Seeburg 45 Box

Mechanism Scaled to Smaller Record With Shorter Tone Arm, Cycle Change

CHICAGO, Oct. 28.—Operators this week got their first look at the Seeburg Select-o-Matic 100 juke box designed specifically to play 45 r.p.m. records—a companion piece to the company's 100-selection 78 r.p.m. phonograph.

Distributors placed the 45 and 78 phonographs side by side on

their floors, and the event marked the first time a juke box manufacturer has had two coin-operated music systems in simultaneous production.

Half As Heavy

In appearance, the two boxes are identical. But the 45 mechanism obviously is smaller than the 78, with all of its dimensions scaled down to handle the seven-inch disk. The 45 mechanism weighs exactly half as much as the 78.

Because the mechanism is smaller, the cabinet of the 45 phonograph is approximately seven inches narrower. As a result, the classical portion of the selector panel has been split in two equal sections which are placed on both sides of the selector buttons.

Altho the 45 mechanism em- (Continued on page 86)

IS THEY IS OR IS THEY AIN'T?

If Rumor Means Anything Permo Is Doing a Terrific Phono Biz

CHICAGO, Oct. 28.—The \$64 question racing thru the music business this week was, "does Permo have a new low-priced 45 r.p.m. juke?" with every sign indicating the firm does have such a unit (or units), that no production has as yet been determined, that the low-price factor is all-important, and that when and if the machine is placed in production, flexibility of the number of selections and its price tag will be the important features.

Gail S. Carter, vice-president and sales manager of Permo, when asked about the new phonograph by *The Billboard* this week, replied "No comment."

However, it has been learned that the firm has, for some months now, been in the process of perfecting a 45 r.p.m. juke box, that the plans to produce this unit, or to have it produced thru outside channels, have been stymied by

several factors, notably the supply situation which developed along with the Korean war, and the disability suffered by Art Olsen, Permo president, who, after undergoing a major operation several months ago, suffered a fall in which several ribs were broken, one puncturing a lung. He is still unable to return to Permo headquarters for more than a few hours each week.

Recently, certain segments of the coin machine field, ranging from selected operators to manufacturers, have been unofficially sounded out about the possibilities of a new 45 r.p.m. phono by Permo reps. No final prices have been quoted, but it has been learned Permo is shooting for a list tag below that of any phonograph now on the market, while still attempting to produce a machine which will match eye-appeal, number of selections and performance of existing units.

No Johnny-come-lately to the music field, Permo has established nation-wide contacts with phono operators thru its production and sale of needles for all types of juke boxes. Actually formed shortly after World War I, Permo has been a supplier in the music machine field steadily since its inception. To date, however, its role in the juke industry has been strictly that of a needle manufacturer. Should the new phono go into production, it will mark Permo's debut in that phase of the manufacturing field.

In addition to Olsen, who has worked closely with the coin machine field for more than 25 years, Permo toppers Carter and Sherman E. Pate also have wide contacts in the music machine field. Another recent addition to the firm, Bert Davidson, has been associated with the coin phonograph field for more than 18 years.

'51 Rock-Ola Bowed in N. Y.

NEW YORK, Oct. 28. — The Rocket 51, Rock-Ola Manufacturing's new 50-selection phonograph, was introduced to Eastern operators at a three-day showing which opened at the Hotel New Yorker yesterday (27). It was a preview event and will be followed by national showings later this year, shortly before quantity production gets under way. Art Weinand, vice-president in charge of sales, said deliveries would begin by the end of the year.

First new Rock-Ola phonograph since 1948, the model shown in- (Continued on page 92)

You can pay more and still not match its **DEPENDABILITY!**



EVANS' 1950
20 RECORD, 40 SELECTION
CONSTELLATION Seldom has Constellation dependability meant so much to operators as it does today! Now, more than ever before, your phonographs should be built for **LONGER LIFE—CONTINUOUS APPEAL—TROUBLE FREE PERFORMANCE—LOW UPKEEP COSTS.** Evans quality assures these advantages. In turn, they guarantee more profitable operating!

SEE YOUR EVANS DISTRIBUTOR OR WRITE FACTORY DIRECT
AVAILABLE NOW—Evans Record Play Meter for Original Constellation. GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.

SEE OUR COIN MACHINE AD ON PAGE 97 1528 W. ADAMS ST. CHICAGO 7, ILLINOIS

GREAT BUYS IN PHONOGRAPHS

WURLITZER		SEEBURG	
1250	Write \$269.00	147-8M	\$357.00
1015	\$269.00	146-8M	319.00
1080	269.00	M246M, Hideaway	300.00
		146M	279.00
AIREON		ROCK-OLA	
Coronet 400	\$149.00	1422	\$159.00
		1426	219.00

These Phonographs Are Thoroughly Reconditioned - Like New!

SEEBURG		WALL BOXES	
W1-L56 (NEW)	\$37.00	WS-22, 5c	\$8.95
3W2-L56 5c, 3 WIRE	29.00	DS20-12 5c	8.95
W1 L56 5c WIRELESS	24.50	Buckley 30-Wire, illuminated	7.50
WB-12, 5/10/25	17.00		
DSB-12, 5/10/25	17.00		

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$ 99	650	Playmaster
Hightone R.C. 99	950	Super 40
Hightone E.5 79	600R	Datone 39
Major 79	Victory	Standard 39
Colonel 69	616	Commando
Regal 59		AIREON
		Fiesta

THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$35.00

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PIONEERS IN COIN OPERATED RADIOS
Our Stock Is Always Ready for Immediate Delivery.
We Stock Parts and Accessories for Most All Coin Operated Radios.
Write for Exclusive Franchise on Our New 1951 Console Type Coin Operated Radio.

BRADLEY ASSOCIATES
1652 N. DAMEN AVE. CHICAGO, ILL.

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

Seeburg Diskers Get RCA Letters

Continued from page 85

longer life, reduced breakage and general operating efficiency is needless since you are undoubtedly familiar with all of the advantages of the 45 r.p.m. system. However, there are a few facts about 45 r.p.m. that are rather startling.

Availability

"Over 50 record companies, including every major company, are now manufacturing 45 r.p.m. records.

"Over 75,000,000 45 r.p.m. records will be manufactured and sold by these companies this year. "RCA Victor alone will sell over 500,000 new 45 r.p.m. turntables during October, November and December of this year.

"RCA Victor, of course, will continue to manufacture 78 r.p.m. records indefinitely as long as a reasonable demand exists for this speed. However, there is little doubt that in 1951 the great proportion of record sales will be on 45 r.p.m.

Lynch Test

"We are asking our distributors to offer you complete co-operation in making sure records are available to you at all times. To help you get started, we are sending to our distributors some pre-selected packages of 45 r.p.m. records. These packages contain 30 all-time favorites carefully selected from our 45 r.p.m. catalog. The records we have selected for this package are based on the very successful 78 r.p.m. package that S. H. Lynch & Co., Seeburg distributor of Dallas, successfully merchandised this spring. They are the records that represent the music America loves best.

"Every record that we release is available on 45 r.p.m. This includes popular, semi-classical, classical, race and hillbilly categories. The race and hillbilly assortment of 45 r.p.m. is growing especially rapidly now and will continue to be expanded during 1951. Please be assured of our best wishes and co-operation in the promotion and sales of the Select-o-Matic '100.'"

RCA Veep Letters

Continued from page 85

so you'll have available a package for the operators on the kick-off date. These packages are being sent to you on a 100 per cent return privilege basis.

"... These initial packages will just get you started.

Disk-Distrib Co-Op

"Please have your record department and sales promotion managers contact the local Seeburg distributor and assure him of your co-operation in the promotion of these Select-o-Matic '100's.' Your record department manager should handle the Seeburg promotion personally, solicit the package orders; then he will be in a current position to place order on the factory to keep your inventory in a favorable position to handle this highly desirable Seeburg business.

"The Seeburg Select-o-Matic '100' is a most important milestone in our 45 r.p.m. program, for you and for us. May I count on you and your organization for the all-out sales support necessary to take advantage of this opportunity?"

Ops Get 1st Look

Continued from page 85

plays the same basic design and principles of the 78 Select-o-Matic 100, the seven-inch system has a shorter tone arm, smaller openings in the record magazine and a different cycle design because of the narrower width.

Reversing Action

The 45 cycle requires the reverse playing position only at end of the magazine. The 78 has the reversing action at each record position in order to play both sides of the record, playing in one direction. Seeburg will keep both the 45 and 78 systems in simultaneous production, allowing operators to make their choice, so long as the record industry continues to press duplicate releases on both speeds, officials of the company declared.

THE BILLBOARD Music Popularity Charts

Record Reviews

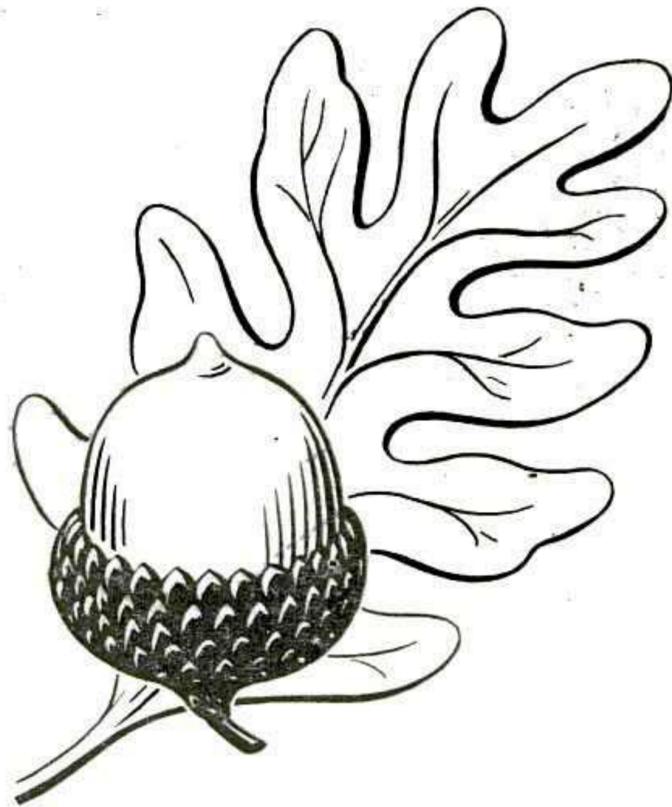
ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 38

POPULAR

RAY BLOCH AND HIS SWING FOURTEEN Deep In a Dream SIGNATURE 15287—Pleasant choral version of the one-time hit, done in dance time.	67--68--66--66
Old Folks Fern vocalist of the Mildred Bailey persuasion handles solo passages here with chorus. Fine old Willard Robinson tune for choral fanciers.	70--73--69--68
INK SPOTS Time Out for Tears DECCA 27259—Billy Kenny's lead vocal and brother Herb Kenny's recitative blend happily for one of the Spots' best recent efforts. Two year oldie could score r & b wise as well.	83--83--83--83
Dream Awake Lovely revival showing promise is done up in rather straightforward style by the Spots with the entire group drawing a harmony passage in addition to Bill Kenny's solo.	78--78--76--80
TOMMY DORSEY ORK Goofus DECCA 27244—Rocking two beat conception of this revival should find favor in the younger set. Clean, sock orking and excellent recording.	77--82--75--75
Ev'rybody Wants to Go to Heaven (S) Oliver Fine orking spotting a hefty beat stands out on this lightweight rhythm ditty which is warbled neatly by Oliver.	73--75--72--72
ELLIOT LAWRENCE ORK The Halls of Ivy DECCA 27260—An alma mater type of item being pushed as a bop should prove good fare for the collegiate following which Lawrence's crew boasts. Male choir complements the	81--84--80--80
The Beer That I Left on the Bar This "Whiffenpoof" type tune is treated sympathetically by the chorus and Lawrence's keyboard. Another bet for college trade.	75--77--74--74
DON CHERRY Can't Seem To Laugh Anymore DECCA 27245—Cherry's unaffected style wraps up this promising, rich ballad in straightforward fashion. If tune connects, diskings could catch a large piece.	79--80--78--78
I Need You So The new singer isn't quite as much at home with this bluesy Ivory Joe Hunter ballad but the diskings still is stamped with freshness of the guy's distinctive sound and projected charm.	74--75--73--75
YOGI YORGESSION (J. Duffy-The Scandinavians) My Little Old Shack in Minneapolis, Minnesota CAPITOL 1216—This parody makes an amusing side for the Hollywood Swede which should be particularly effective in the Midwestern Scandinavian belt.	75--75--75--75
Someone Spiked the Punch This side fails to provoke much humor, tho it's handled adeptly by Yorgesson.	60--60--60--60
WOODY HERMAN ORK When It Rains It Pours CAPITOL 1215—A throwback to the band that played the blues, this slicing proves that Woody still is a fine blues hollerer; ork stirs excitement with a roundhouse riffed ending.	77--78--76--77
Starlight Souvenirs Lovely melody should serve as a strong follow-up to Woody's "Early Autumn." It's a beautifully scored and well-executed mood instrumental which will please the collegians, spinners, fans, collectors and dancers.	82--84--82--81
DICK BROWN (S. Bass Ork) Did You Think of Me Just Then? JUBILEE 4011—Brown does a neat turn with a light bounce ditty with a country flavor. Nothing special, tho.	66--66--65--67
I've Never Been In Love Before Brown does a highly effective chant on this appealing ballad from the "Guys and Dolls" show score. Competition is rough, tho.	78--79--77--77
BEATRICE KAY (Her Kay Jammers-N. Leyden) Ev'rybody Clap Hands COLUMBIA 39028—Novelty built around melody of "Happy Birthday" is done up brightly by Miss Kay. Material doesn't convince.	63--63--60--66
Molasses, Molasses The icky-sticky novelty, which has the ear-marks, is handled happily by the thrush and group. If ditty scores, diskings will grab a share.	71--70--70--74
BING CROSBY (Axel Stordahl Ork) Autumn Leaves DECCA 27231—Bing turns in one of his finest ballad efforts of recent years with this extreme lovely and likely ballad. Could be a winner if song is merchandised.	87--88--88--86
This Is the Time Another beautiful ballad, this one more complex than "Leaves," is handled deftly by Crosby for maximum yardage.	75--75--75--75
MARGARET WHITING (F. DeVol Ork) I've Never Been In Love Before CAPITOL 1213—Maggie doesn't appear to be up to par in her chirping of this "Guys and Dolls" ballad lovely	79--81--79--77
The Best Thing for You This "Call Me Madam" beauty is sung in typically warm and unaffected fashion by the thrush. Should get a sizable share if the Berlin ballad connects.	87--87--87--86
BILL KENNY (G. Jenkins Ork & Chorus) Our Lady of Fatima DECCA 27256—This successful chunk of homespun religious philosophy is richly and sensitively handled by Kenny in a wonderful Jenkins' ork-choral setting which should score, tho it's very late. Strong for r & b market too.	86--87--86--85
Stranger in the City An unusual and artistic Jenkins' setting and Kenny vocal blend for a feelingful slicing of a superbly written off-the-beaten-path allegorical ballad.	87--89--87--85
CHARLIE BARNET ORK Really? CAPITOL 7-1222—A big band bopper spots a string of solo efforts but has little meaning save for Barnett and modern jazz collectors.	64--70--67--55
Claude Reigns (Claude Williamson) The Claude in the title is Williamson, who is Barnett's pianist. Williamson is spotted in handy display of modern keyboarding.	66--75--67--55
ANNE SHELTON (R. Robertson Ork) It's a Marshmallow World LONDON 539—Miss Shelton does a neat job with this effervescent seasonal item. Slicing will be handicapped by the tough Yank name competition. Tasty ork backing.	72--75--70--70
A Little Love, a Little Kiss Miss Shelton pours on her full, rich tonits in a sympathetic slicing of this lovely standard.	70--74--70--66

(Continued on page 89)

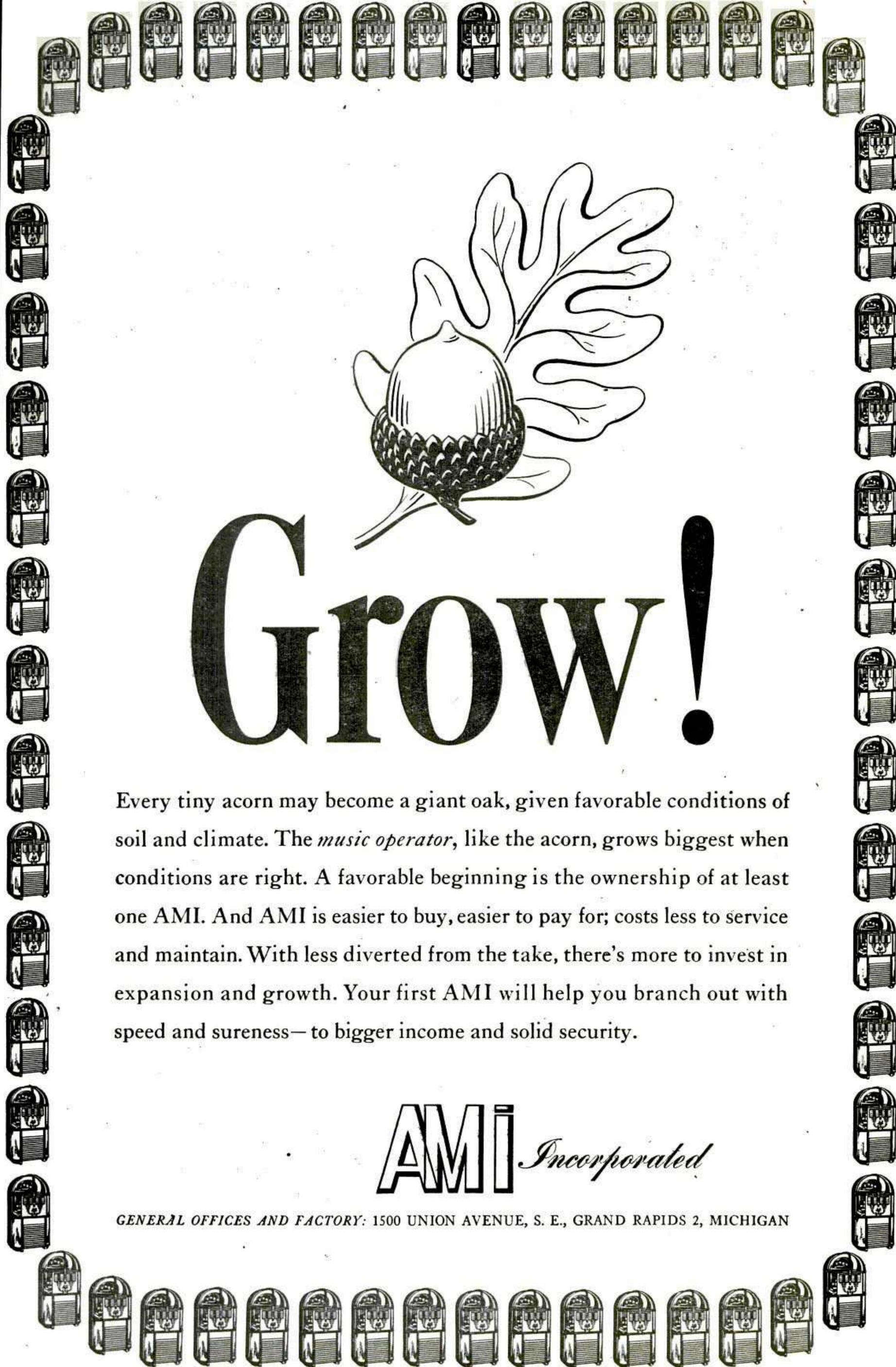


Grow!

Every tiny acorn may become a giant oak, given favorable conditions of soil and climate. The *music operator*, like the acorn, grows biggest when conditions are right. A favorable beginning is the ownership of at least one AMI. And AMI is easier to buy, easier to pay for; costs less to service and maintain. With less diverted from the take, there's more to invest in expansion and growth. Your first AMI will help you branch out with speed and sureness—to bigger income and solid security.

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN





SINGLE PUSH-BUTTON CHOICE—Pick your tune, push a button and it plays. No complicated combinations. No chance for errors that "peeve" patrons, discourage play.

SELECTOR BUTTON NEXT TO TITLES—The simplest "one punch" selection system. No time-consuming hunt for desired title. All Twelve Fiftys will play the top and bottom selection on each record in sequence, if desired.

48 SELECTIONS ON 24 RECORDS—That's enough, patrons agree it's enough. You can make them all hit tunes by placing two 7-inch records back to back.

SIX MUSICAL CLASSIFICATIONS—The most flexible programming system found on any juke box. Six standard sections. You can have 8 tunes under each heading or tailor your program to location requirements, devoting any multiple of 8 to any type music.

PLAYS THE NEW SPEED RECORDS—A few minutes time and an \$8.75 kit changes any Twelve Fifty to play any speed record—78, 45 or 33 $\frac{1}{3}$ RPM. You get the high fidelity of the new records, plus the record-needle economy of another exclusive Wurlitzer feature—Zenith Cobra Pick-ups.

COIN BANKING MECHANISM—Any number of coins can be inserted and selections made *after* the coins are deposited. No complaints that customers didn't get the plays they paid for. Gives you three-for-a-quarter or six-for-a-quarter play.

Add them all up and you'll see why the Wurlitzer Twelve Fifty is the feature phonograph of the years—the most profitable—the most versatile phonograph in operation today.

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC JET	RECORD	RECORD
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Continued from page 86

POPULAR

AL MORGAN C-H-R-I-S-T-M-A-S LONDON 778—A sympathetic Morgan treatment of this country-style Christmas ballad by Eddy Arnold. Could pick up some coin among Morgan's large Midwestern following.	78--78--78--78
Jolly Old Saint Nicholas Bright new Christmas ditty of slight substance is done up neatly by Morgan.	70--70--70--70
KAY STARR (F. DeVol Ork) Honeymoon CAPITOL 1194—Lovely revival by Kay of a fine old waltz is enhanced by tasteful DeVol ork-choral support. Should score with the Starr coterie.	83--85--82--82
Nobody's Sweetheart Here's one right in Kay's rowdy two-beat barrelhouse groove. She makes the most of it and her fans are sure to appreciatively want the side.	78--80--77--77
DICK JAMES (The Stargazers-S. Black and His Blacksmiths) Night After Night LONDON 822—Infectious cornball waltz ditty with a gang-sing quality could catch, tho a stronger reading than this one would be required.	77--80--75--77
Rosy Apples Another infectious cornball treated pertly here in a bright arrangement has nickel catching infectiousness.	77--80--75--77
ANDY RUSSELL (Skitch Henderson Ork) Take My Love CAPITOL 1281—Russell warbles warmly on this minor key romancer from Brahms, with the Henderson piano and chorus putting down a concerto effect.	74--74--74--74
I Guess I'll Have To Dream the Rest Warbler, ork, leader's piano, chorus combine in an intimate, winning rendition of the pretty torcher.	76--76--75--77
MINDY CARSON (A. Ackers Ork) If I Were a Bell V 20-3944—Thrush does a relaxed, rather subdued vocal on the engaging "Guys and Dolls" novelty. Rendition doesn't stack up to some of the competitive versions.	77--78--77--77
Just for a While A very pretty slow ballad is fetchingly done here.	74--74--74--74
V. MONROE ORK (Moon Maids) A Marshmallow World V 20-3942—Monroe injects plenty of season spirit in a vigorous, happy production of the new winter novelty.	86--86--86--86
Snowy White Snow and Jingle Bells A likable, bouncy Yule ditty is engagingly rendered.	83--83--83--83
SONNY CALELO (J. Jerome Ork) Cuban Love Song APOLLO 1170—Tho warbled with great feeling, another version of the oldie is unlikely to step out presently.	70--73--68--68
When You Kiss a Stranger Gypsy-type material is projected handsomely by the crooner, and gets fine production. Will require special plug effort.	73--77--72--70
THRILLWOOD ORK My Sweet Maria THRILLWOOD 105—An unbilled warbler of considerable talent performs a fair-enough melody with very weak wordage. No composer credits here either.	30--30--30--30
Nannie Same comment.	33--35--32--32
CHRIS COLUMBO (The Galli Sisters) Rosie, the Elephant NATIONAL 9128—Novelty of the kidditty variety fails to ring the bell here.	57--59--59--54
Don't Say You Care Columbo delivers a punchy vocal that doesn't manage to sell the song.	61--62--60--60
FLORENCE WRIGHT I'll Never Let a Day Pass By NATIONAL 9124—Careful, laborious treatment of a fine ballad standard.	62--64--62--60
I'm Gonna Fade You With the Blues Thrush chirps a fancy blues bit with considerable vocal quality.	71--74--70--70
SPIKE JONES & HIS CITY SLICKERS (C. Rock-Mitchell Boy Choir) Mommy, Won't You Buy a Baby Brother? V 20-3934—A tender family ditty could serve as another "Two Front Teeth" for Jones. Rock repeats his "Teeth" kid performance. Should be a big Christmas item.	91--94--91--87
Rudolph, the Red-Nosed Reindeer (Rudolph and the Reindeers) Jones builds a lightly humorous production around this smash ditty, which is showing signs of sweeping again this year. Tho it's a different approach and, a good waxing, the rough competition will probably force "Baby Brother" to carry this coupling.	76--79--75--73
DON CHERRY-EILEEN WILSON It May Be On Sunday DECCA 27244—Cherry and Miss Wilson blend neatly for a handsome run-down of this St. Louis bred "sleeper."	79--80--79--79
I'll Always Love You The twosome teams splendidly on this growing beguine ballad from the "My Friend, Irma, Goes West" slicker. A late rendition but a thoroughly persuasive one, should pick up a big share of the late purchasers.	86--86--85--86
PERRY COMO (M. Ayers & Chorus) There is No Christmas Like a Home Christmas V 20-3933—Simple, homey ballad with a folksy appeal is done with warmth by Como and a chorus. Song and waxing have a retentive quality which could catch.	86--87--87--85
This Christmas Symphony Beautiful seasonal class ballad sets a lovely picture and is handed a dreamy Como treatment. Should get plenty of spinner action this season.	83--86--82--80
HUGO WINTERHALTER'S ORK & CHORUS Blue Christmas V 20-3937—Winterhalter has re-recorded his hit of last season and has made a disking which could grow in appeal this year. Tune's a simple and retentive love ballad gem.	86--87--86--86
White Christmas Hugo's new coupling is a lush ork-choral reading of the Irving Berlin classic which should at least serve spinners handily. Disking has a fine, dreamy seasonal quality.	80--83--80--78
SAMMY KAYE (T. Alamo-The Kaydets) Cheeky-Cheeky Hoopla COLUMBIA 39013—Pert Parisian flavored polka doesn't stack up as much save for the standard Kaye legions.	71--72--70--71
Guilty Virtuoso vocal effort by Tony Alamo on this fine oldie should sell plenty of copies of the much-revived song. Good for dancers as well.	85--86--85--84

(Continued on page 92)

SCHOOLS

AMI Holds 75 Service Meetings

GRAND RAPIDS, Mich., Oct. 28.—Thus far in 1950, AMI announced this week, approximately 75 factory service schools have been held for operator and distributor employees. The service school program runs continuously thruout the year to acquaint distributors, operators and their servicemen with the mechanics of the AMI line.

In charge of the service school program are Arthur A. Daddis and Albert Mason. Daddis is Eastern field service engineer and Mason performs the same functions for the Western half of the country.

Estimate 600 Attendance

Sessions are usually arranged thru the factory by AMI distributors, and the distributors' headquarters are used for the occasions. No count has been kept of the number of servicemen who have attended the schools, but the factory estimates at least 600 men have taken part in them the first 10 months of this year. In addition, distributors in some areas have followed the factory school technique and established regular service schools of their own.

Factory schools customarily begin with a lecture and a demonstration of servicing aspects. Following this, servicemen in attendance are asked to bring up their own questions and to exchange service information with the other operators and servicemen present.

Use Invites

To encourage attendance at the schools, the factory provides distributors with invitations to be sent to operators two to three weeks in advance of the school. The invitations are made up like old-fashioned school slates, stress the fact that the service information will be helpful not only on phonographs but on other machine circuits as well.

Merc Strip Tease

Newark, N. J., or St. Louis pressing facilities.

Other Distrib Policies

A check of Capitol, Decca, Victor, Columbia, MGM, London and two of the largest indie distrib points indicates that only a handful of manufacturers are supplying a small percentage of title strips with disk releases. Abbey supplies strips on big numbers, while Capitol has free strips on certain releases.

A cursory survey of leading juke concerns here indicates that a small percentage buys title strips. These strips are purchased on a contract basis with the op receiving 200 strips each on a number of leading numbers from various diskeries every month. Charge runs about \$20 per month for the service. Additional strips for hot numbers may be purchased in separate quantities.

Juke ops, when contacted, said they would welcome a return to the general practice of pre-war days when diskeries furnished title strips free in most cases. All said they were participating in the Mercury plan. Advantages of a printed title strip are many, they pointed out. Printed title strips are more important today than even in the prewar days, the aver, because the new multi-selection jukes carry up to 100 title strips. Currently these titles are a mixture of a few printed, some typed and some handwritten strips. Ops admitted that the mixture of the three made for a sloppy program which psychologically affects the patrons making selections. A full program of printed title strips would enable the person making the selections to run over the neat and easily discernible program more quickly, which might make for more juke plays, they pointed out.

Speed Service

Furnished free title strips by the record distribbers, servicemen could speed up their servicing of boxes. Today the practice is for servicemen to carry portable typewriters in order to make title strips.

Ops contacted said they felt that if the Mercury plan, or any other free-strip plan, is to be a success, these title strips must be on hand when disks are purchased.

THE BILLBOARD Music Popularity Charts

Advance Record Releases

POPULAR

Continued from page 42

Trio (1-10") Col(33)CL6141—Crazy Rhythm; Dearest; Dream a Little Dream of Me; Intermezzo; Mozartiana; Tenderly; Three Little Words; The Way You Look Tonight
Piano Moods—Ralph Sutton Album—R. Sutton (1-10") Col(33)CL6140—Ain't Misbehavin'; Deep Henderson; I Used To Love You; Jitterbug Waltz; Keep Your Temper; Muskat Ramble; Oriental Tones; Tia Juana
Please Say Goodnight to the Guy, Irene—Two Ton Baker (Dingy) Mer 5527
Rock Around the Clock—H. Singer Ork (Fine) Mer 8196
Rosenkavalier Waltzes—M. Marrow, cond. the MGM ork (Danse Espan) MGM 30266
Rowdy-Dow—J. Valentine (The Ocarina) MGM 10828
Rudolph, the Red-Nosed Reindeer—A. Gentry-Happy Tones (Night Before) Hi-Tone 311
Silver Bells—M. Whiting-J. Wakely (Christmas Candy) Cap 1255
Slap Happy—Mynell Allen (Mister Morty) Big Nickel 1007
Sleigh Ride—J. Desmond (Marshmallow) MGM 10827
Something To Dance About—H. Winterhalter's Ork (Once) V 20-3951
Song of Delilah, The—A. Lund (If I) MGM 10826
Songs of Faith Album—J. Stafford-P. Weston Ork (1-10") Cap(33)H-9014—Abide With Me;

Battle Hymn of the Republic; He Leadeth Me; In the Garden; Lead Kindly Light; Nearer My God to Thee; Old Rugged Cross, Rock of Ages
Strangers—B. Morrow Ork (Autumn Leaves) V 20-3946
Surgery—E. Davis Quintet (Athlete's) Signature 28129
Sweet Potato Bug—The Potato Bugs (Anoka) Col 44062
Sweetest Little Girl—M. Hern (Hog Wild) Horace Heidt MS1054
Take Me in Your Arms—D. Cornell (The Breeze) V 20-3950
Take My Love—A. Russell-S. Henderson Ork (I Guess) Cap 1281
Tear It Down—Dottie O'Brien (Trombone) Cap 1274
Tesch, Chicago Style Clarinetist Album—F. Teschmacher (1-10") Brunswick(33)BL58017—Baby, Won't You Please Come Home; Barrel House Stomp; Copenhagen; I've Found a New Baby; Prince of Walls; There'll Be Some Changes Made; Trying To Stop My Crying; Wallin' Blues That's Where My Money Goes—J. Garber (Heads) Cap 1271
These Foolish Things—K. Mann (Deep Purple) Seymour 98
This is the Chorus—M. Berle (Lucky) V 20-3948
Time Out for Tears—Nat King Cole (Get to) Cap 1270
Trombone Blues—Dottie O'Brien (Tear) Cap 1274
Truth in the Gospel, The—Goldia Haynes (Oh, Lord) Cap 1243

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PLAYS 12 45 RPM RECORDS—restacks automatically. Unbreakable 45 RPM's outlast all others.

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Here for the first time is a PHONOGRAPH that means PROFITS for YOU from the small locations. Precision engineered RISTAUCRAT "45" plays 12-45 R.P.M. records at one time, restacking them automatically. Compact, low cost. RISTAUCRAT "45" gives you fast, steady profits from spots such as Motels, Small Taverns, Road Stands, Drugstores, and similar places, yet it's PRICED at only a FRACTION OF THE COST OF A LARGE JUKE BOX.

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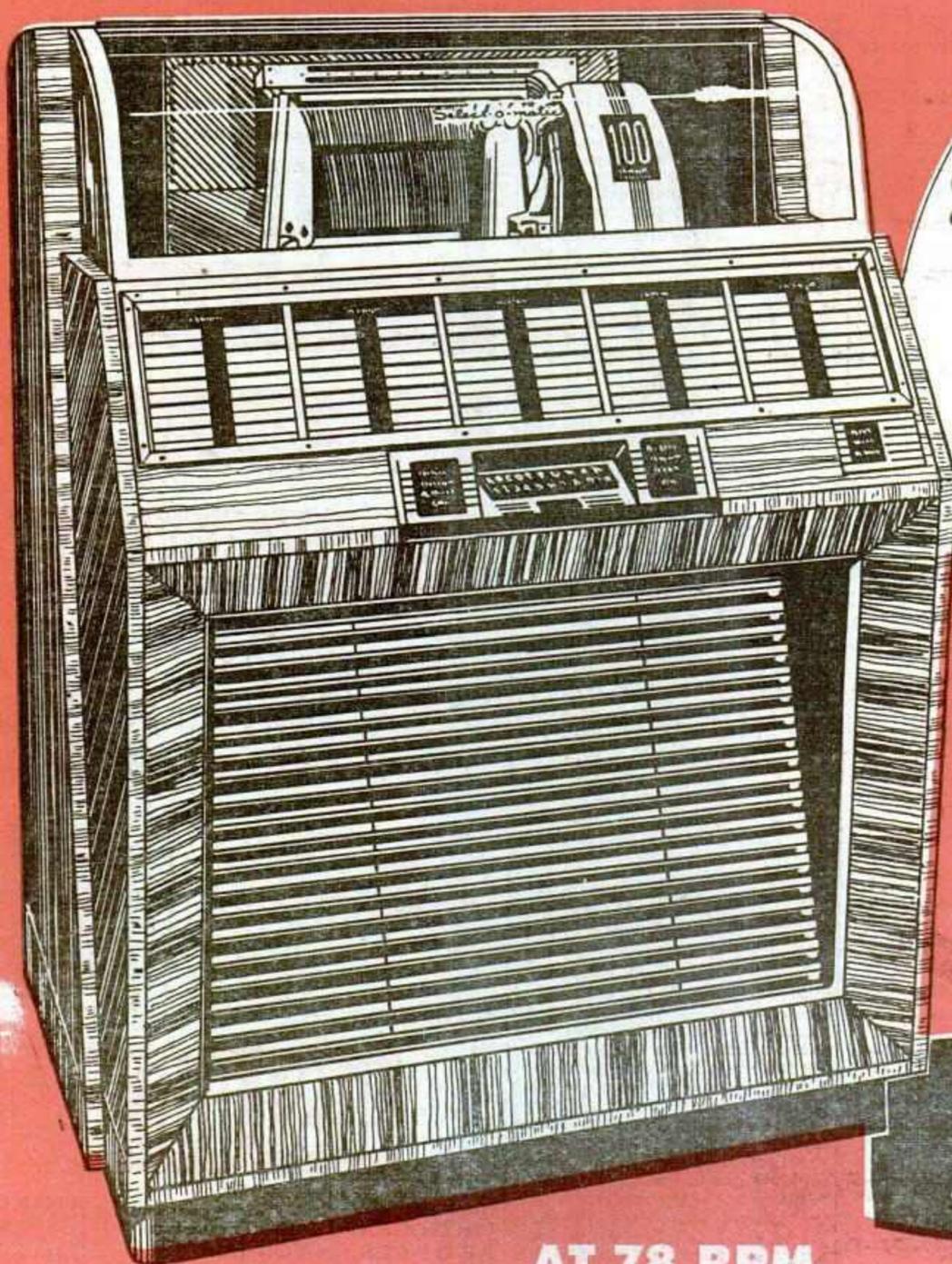
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1015	\$250.00	600	75.00	8800	75.00
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850	90.00	1017	225.00	1426	\$250.00
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AT 78 RPM
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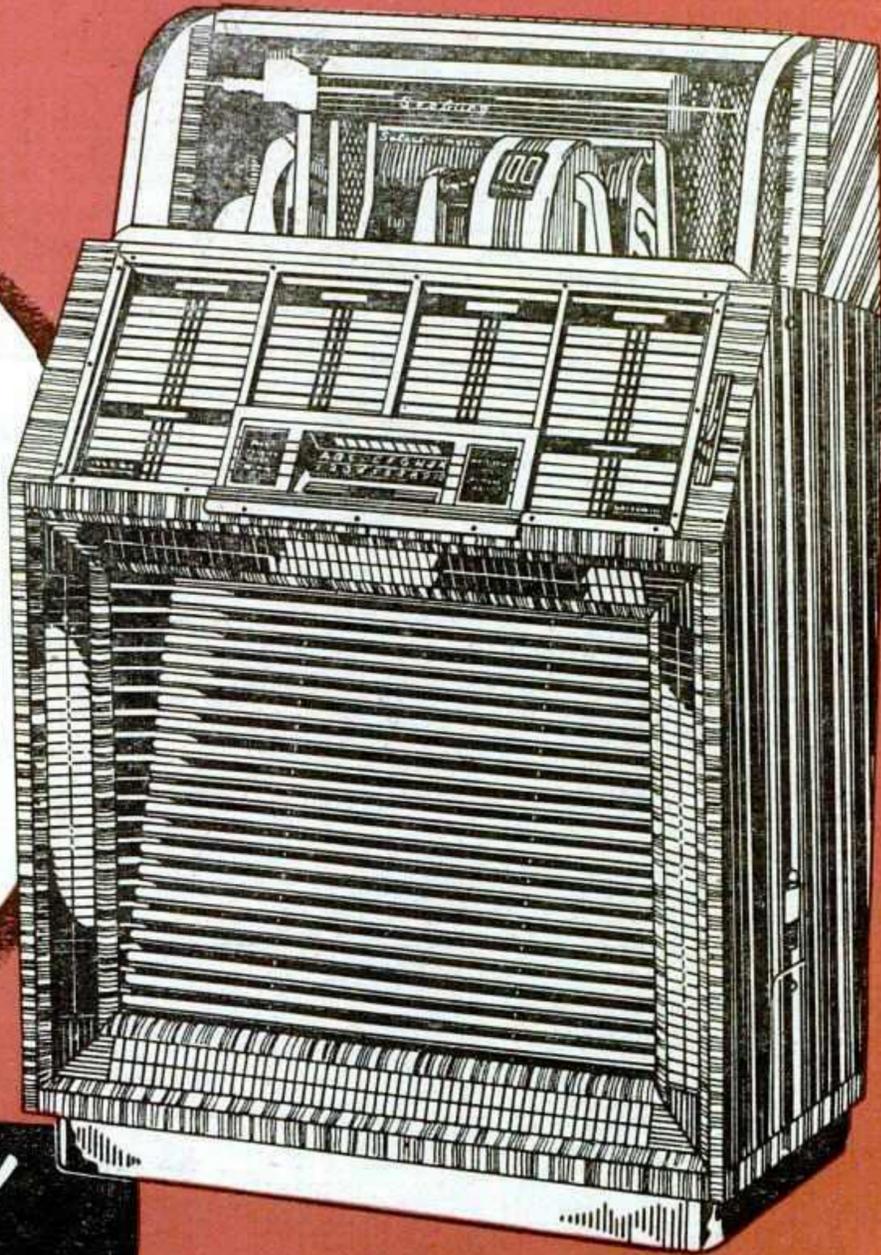
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TO PLAY THE NEW 7-INCH

45 RPM

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in design"

AT 45 RPM

THE WORLD'S FIRST 100 SELECTION
MUSIC SYSTEM DESIGNED EXCLUSIVELY FOR
THE PLAYING OF 7-INCH 45 RPM RECORDS

*The world's two finest coin-operated
music systems for the playing of
78 RPM and 45 RPM records*

1951 Rock-Ola Bowed in N. Y.

Continued from page 85
 incorporated several new improvements. Not the least of these is a design which permits quick changeover to 45 r.p.m. operation. Weinand said the conversion could be completed in less than 30 minutes.

To accommodate 45s, the operator changes to a slower speed motor, inserts small rubber grommets in holes in the record tray, places a large rubber grommet in the top of the turntable assembly, switches to a finer needle and readjusts the tone-arm assembly, according to Arthur J. Janacek, service manager. Conversion costs to the operator will run less than \$10 per phonograph, it was said.

Weinand indicated that, should a strong demand develop for 45 machines when production gets rolling, new units will be shipped all ready to play the seven-inch platters. Operators will then be able to order Rockets fitted for 45 or 78, and distributors will stock both.

Outside appearance of the Rocket falls in with the trend toward more liberal use of clear glass and plastic. A semi-dome-like section near the top of the machine permits patron view of the changer mechanism. A perforated steel grill at the bottom, finished to resemble cabinet wood, covers the 15-inch speaker.

Internal features include a combination power supply and amplifier unit, a single tone arm using a double pick-up to play either side of the 25 records, and five separate sets of selector switches. The mechanism may be serviced thru a steel-framed front door and two doors in the rear panel. Needle pressure is less than a half-ounce.

No play meter was included on the phonograph shown, but it was said production models would incorporate the feature.

Five title-strip panels, which may be removed and filled individually, permit program breakdowns. Green buttons select the top side of each record, while red buttons select the reverse side. The buttons alternate in color along the strip panels.

Weinand said the price of the phonograph will be announced later.

Tenn. Route Sold

TRENTON, Tenn., Oct. 28. — Fred H. Rauschenher has purchased the interest of his former partner, Happel Hunt, in the E.H. & R. Music Company here, it was announced this week. Rauschenher is now operating the firm's route of music machines as sole owner.

New Spot-Proof Juke Cleaner Amazes Ops

CHICAGO (Special)—Now at last the Juke Operators dream comes true! Now a new secret formula makes it easy to give juke boxes a gleaming, spot-proof beauty! Juke operators report they clean twice as fast, twice as easy, twice as much with the amazing new dustless, greaseless GLASS-KLENZ.

Hard-to-get-at corners no longer offer trouble because GLASS-KLENZ is wax-free, powder-free. Just whisk it on. In an instant glass, chrome and plastic surfaces sparkle and shine with a hard, protective finish that actually resists finger marks and repels dust. Does not harm paint or varnish finishes.

No wonder juke operators are switching to GLASS-KLENZ. This wonder-working cleaner saves time, money and labor—because juke boxes are easier to clean and stay cleaner, longer.

Send for a full quart trial bottle of amazing GLASS-KLENZ—only \$1 (we pay postage). Try it yourself! You can't lose! If GLASS-KLENZ isn't by far the fastest, easiest juke box cleaner you have ever used, your money will be refunded. Send only \$1 today to Robert Archer and Company, 20 N. Wacker Drive, Chicago 6, Ill. (advertisement)

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 89

POPULAR

FREDDY MARTIN ORK (M. Griffin-The Martin Men) Steigh Ride V 20-3935—Following a promising opening, this waxing of the Leroy Anderson piece doesn't quite jell. Competition is tough on the tune to boot.	71--72--70--72
Christmas Time A Benjamin-Weiss seasonal ballad is attractive and persuasively warbled by Griffin and the Martin Men. It's not a standout tho, and seasonal competition demands this quality.	69--70--67--70
BING CROSBY (Lee Gordon Singers-S. Burke Ork) Looks Like a Cold, Cold Winter DECCA 27230—Bright seasonal rhythm ditty is done up with a happy, light touch by Bing, group and ork. Should ring in the nickels.	85--85--85--85
A Marshmallow World Another engaging seasonal bouncer treated in the relaxed, buoyant style for which Crosby can't be stopped. An infectious item which could score heavily.	89--89--88--89
BING CROSBY (A. Stordahl Ork) I've Never Been in Love Before DECCA 27230—Bing turns in ballad turn on the "Guys and Dolls" song. It's an unspectacular but understanding reading.	83--84--83--82
If I Were a Bell (E. Crosby-P. Andrews-V. Schoen Ork) Remarkably light and happy treatment of a cleverly carved rhythm item from "Guys and Dolls" should bring in heavy returns. Patti and Bing's adroit senses of humor make this one of high spot diskings of the day.	90--90--90--90
DENNY VAUGHAN ORK Patricia CORAL 40316—A high-grade coverage of this buoyant girl friend hit by the talented Canadian piano-arranger-singer making his vocal wax debut.	75--75--75--75
Autumn Leaves One of the loveliest songs of the season is handed a rich treatment by Vaughan in his triple chore.	68--70--66--68
BING CROSBY (V. Young Ork) Accidents Will Happen DECCA 27241—A classy ballad from Bing's coming "Mr. Music" flicker is warbled richly by Crosby in his best crooning fashion.	76--78--78--73
And You'll Be Home (Ken Lane Singers) Another high-grade "Mr. Music" ballad with a greater degree of commercial value is treated warmly by Bing and a vocal group. Disking should have added values when the flicker shows around Christmas.	80--82--80--78
ANDREWS SISTERS (V. Schoen Ork) Parade of the Wooden Soldiers DECCA 27242—The Andrews blend for an easy, unpretentious reading of this classic standard. Could pick up some seasonal business as kiddie merchandise.	77--78--78--75
Jing-a-Ling, Jing-a-Ling Scintillating seasonal novelty has the Andrews in top vocal form in a smart Vic Schoen ork setting. If ditty scores, this waxing will be one of the leaders.	86--87--86--85
GARY, PHILLIP, DENNIS, LINDSAY AND BING CROSBY A Crosby Christmas (Parts 1 & 2) DECCA 27249—Bing and his four sons have teamed up for a completely original production composed of four new songs by Burke and Van Heusen. Bing warbles and conducts a narrative to introduce his kids. It's a finely produced slicing. Tho the material is not particularly infectious, it's difficult to see how this waxing will miss this year, next year and the year after.	88--95--95--75

CLASSICAL

MARIAN ANDERSON (Frank Rupp) Thekla, Op. 88, No. 2 (Schubert) V (45) 49-1278; (78) 112-1250—The great contralto is brilliant in a beautiful recording of a lovely, pensive Schubert song.	80--80--80--NS
Dem Unendlichen (Schubert) More lush sounds, penetrating drama and superb musicianship here.	81--82--81--NS
LOTTE LEHMANN (P. Ulanowsky) (1) Der Jungling An Der Quelle (Schubert) (2) An Die Nachtigall, Op. 98, No. 1 V (45) 49-1277; (78) 110-1551—If the great lieder-singer's voice has deteriorated with years, there's no evidence of it here. Fine waxing of two beautiful Schubert songs.	78--78--78--NS
Die Manner Sind Mechant! (Schubert) Brighter Schubert song gets more interpretation than voice here, but should thoroughly satisfy the connoisseurs.	77--77--77--NS

ANDRE KOSTELANETZ ORK White Christmas COLUMBIA 7666-M—Typical, lush Kostelanez instrumental scoring of the Berlin perennial. 12-inch version should get play on sound systems.	85--85--85--NS
(1) Give Me Your Tired, Your Poor (2) God Bless America Two more Berlin songs, the first from "Miss Liberty." Performance features an expressive cello solo. Brilliant, commercial stuff for pop and middle-brow buyers.	82--82--82--NS

RELIGIOUS

SISTER ROSETTA THARPE (The Denendable Boys-Sam Price Trio) Going Back to Jesus DECCA 48177—Exciting, up-tempo shout spiritual, with Sister getting heavy aid from a male vocal group.	83--83--83--NS
Little Boy, "How Old Are You?" The Sister polishes her guitar here and shouts an unusual piece amid fervent hand-clapping. Dynamic stuff.	83--83--83--NS
THE TRUMPETEERS Motherless Child SCORE DR-1564—An only moderately effective rendition of the popular spiritual theme.	68--68--68--NS
The Mighty Number Equally familiar stuff from the jubilee group. More lift here.	73--73--73--NS
BLUE JAY SINGERS OF BIRMINGHAM, ALA. Jesus Gave Me Water DECCA 48178—Male spiritual group radiates sincerity, but falls short here on vocal quality. Material is fair.	67--66--68--NS
Jesus Met the Woman at the Well Familiar story-spiritual is spun in somewhat cluttered fashion.	67--66--68--NS

HOT JAZZ

EDDIE MILLER ORK The Hour of Parting CAPITOL 7-1223—Large ork backs Miller's slow, pretty tenor sax solo. Nothing very marketable here, however.	55--55--58--52
Who, Me? Ork recalls the swing-jump style of the early "thirties" lindy-hop rifiers. Happy short solos by Miller and pianist.	62--60--60--67

(Continued on opp. page)

Music Biz Gets First Major Taste of 45 Disks, Phonos

Continued from page 85
 said the diskery had no special plans on 45s. "We make 45 r.p.m.—we'll sell them to operators," firm toppers said.

There are now some 48 or 50 labels pressing 45 r.p.m. disks.

RCA Victor, parent of the 45 r.p.m. system, has taken steps to move strongly into the juke box field. Quick action came as a result of Seeburg's addition of the 45 r.p.m. Select-o-Matic (*The Billboard*, October 28). In a letter to Victor distribs, Joseph B. Elliott, RCA Victor vice-president, noted the importance of the Seeburg development and outlined a special record package deal to service those ops who buy the new machine.

This package contains 30 records, selected pops and standards which have been previously sales-tested and are of known value to ops. To those 30, the operator can add 20 current pops to make up the 50 disks used by the Select-o-Matic. According to one RCA exec, RCA has tested this offer of 30 disks, on 78 r.p.m. machines, during the past year, with good results. This test was held in the Dallas area thru S. Lynch, the Seeburg rep. who sold over 700 packages. The 45 r.p.m. package contains the same disks on the new speed.

Elliott, in addition to explaining the deal to Victor distribs, also outlines the Seeburg machine and assured the distribs of RCA cooperation. The exec also sent a letter to Seeburg reps, explaining the RCA package offer (see separate story).

Elliott, of course, also gave assurances that Victor would continue to service 78 r.p.m. machines fully.

Large Potential

With regard to supplying machines of other phonograph companies which might go 45, Victor expects to go all the way—one exec stating the company would spearhead the move into the juke box field as quickly as ops can be persuaded to buy the new machines. Just how extensive the impact of the jukes will be on the production of 45 disks cannot be foretold at this time.

It is clear now, however, that the potential market—including machines likely to debut in the next few months, is considered great from the standpoint of sales as well as promotion.

Elliott, in his letter to the distribs, reviewed the advantages of 45s for the op. Another Victor exec, elaborating on the physical characteristics of the disk, particularly its small size, stated that distribs can set up a preview service, or pre-ordering service whereby disks can be mailed rapidly to operators, who then could audition the sides and order what they want. An operator, he said, would rather do this than order from a listing of titles.

Victor has been cutting all new releases on 45 since April, 1949, and now feels it is able to supply ops with complete repertoire. The program of transferring *Music America Loves Best* from 78 to 45 has also proceeded at good pace, so there will be a supply of standard material available.

Phonograph Aspects of Switch to 45 R.P.M. Play

Just as RCA is spearheading the record phase of the move into the 45 field in the juke business, so the J. P. Seeburg Corporation is at the point in the machine field drive. Recognizing the continuing importance of the 78 r.p.m. phase of the operating activities, Seeburg will continue to manufacture phonographs for both speeds "as long as the record companies continue their policy of announcing simultaneous duplicate releases at both speeds."

While Seeburg first announced it had a 45 phono in September, 1949, it was stated at that time that the unit would not be placed in production until the 45 disk became a factor in the music business.

Last week, in unveiling the juke, C. T. McKelvey, vice-president and director of sales for the manufacturing firm, said, "the decision on the part of all leading record manufacturers to release popular tunes and single classical selections on 45, and to make simultaneous releases at both speeds, has expedited the inclusion of the Seeburg 100 Select-o-Matic music system to its line."

Wurlitzer Status

Wurlitzer, at the time it introduced its 1250 model earlier this

year, also unveiled a kit, costing \$8.75 which would convert the standard 78 unit to 45 or 33 1/2 play. This week Ed Wurgler, general sales manager for the firm's phonograph division, reaffirmed a continuation of this policy, stressing that Wurlitzer policy calls for a machine which will play any of three speeds on either 7 or 10-inch disks.

"We have built and will continue to produce a phonograph which will offer the greatest flexibility possible and which will play any speed, any size record with practically no additional investment on the part of the operator," Wurgler stated.

Wurgler, in pointing out the advantages of a machine which could be readily converted from one speed to another, said "the operator is entitled to every possible nickel's worth of return from his investment in 78 r.p.m. records. He may wish to place a 45 phonograph on his high revenue locations, but should be able to adapt this phonograph back to 78 r.p.m. speed when he moves it to a secondary spot where the demand for up-to-the-minute music is not so exacting."

AMI Ready

AMI introduced a conversion unit to its distributors at a dinner for its reps which preceded the opening of the ACMMA Show last May. At that time it was revealed the unit, which would be low-priced, would be ready for production when the time was ripe.

At the present time the firm is holding to this policy. To date there has been no further plans made to produce the adapter, which incidentally, can be used on any of the three AMI models produced in the postwar period.

Other Firms

The Rock-Ola Manufacturing Company, running into the difficulties posed by world conditions, nevertheless plans to bring out its Rocket 50-51 phono before the end of the year. The Rocket will feature 78 play, but thru a motor switch, an adjustment to the tone arm, and a tray which will be able to accept the smaller 45 disks, all of which can be accomplished on location by an operator within 30 minutes, will be able to handle the 45 speed, Art Weinand, vice-president, stated.

H. C. Evans & Company, manufacturers of the Constellation phonograph, this week reported the firm will shortly have a 45 r.p.m. kit adaptable to its machine. The details of the kit, including its cost, have not as yet been announced, but Lester Rieck, manager of the music division of the firm, said the unit should be ready in the near future.

Like AMI, Evans has waited until "the time is ripe" before making a move into the new speed picture.

New Machines

While there has been no official announcement of any new phonographs, being introduced to the field, it has been learned that at least one and perhaps two firms, both with coin machine know-how, but both new to the phonograph field, are contemplating the production of 45 r.p.m. units. However, because of the material situation, which is growing more acute weekly, especially in the tube and metal phases, actual production of either of the machines is still a matter of conjecture. (For details on one of the possible new jukes, see separate story on Permo in this section.)

In both instances, the manufacturers have indicated there will be no phonograph produced unless low-priced finished products, which can compete with the machines now on the market, can be made. The present price of materials may preclude other manufacturer from attempting output this year.

Mfrs. To Host

Continued from page 85
 MOA's executive committee will be in town for its annual meeting and to make plans for the group's 1951 convention. Miller earlier wrote each of the juke box manufacturers inviting them to meet with MOA officials, and out of that invitation came the manufacturers' luncheon.

Miller did not announce who would be present from MOA's executive committee. AMI, H. C. Evans, Rock-Ola, Seeburg and Wurlitzer are expected to have representatives on hand.

DON'T USE SALT, USE SUGAR

Ex-GI Finds Formula For Vending in Paris

PARIS, Oct. 28.—Selling popcorn in Paris includes more gimmicks than any American could imagine. Hard-headed business men probably wouldn't tackle it, but G.I. artist Leo Zimmerman rushed in where a more practical person would have said, "No sale."

The U. S. Army left a number of American-made popcorn machines in France, but the several people tried to turn them into money-makers, nothing happened. The French don't eat much corn; they think it's something you feed to pigs.

Zimmerman, looking for a way to make a living after his G.I. funds expired, decided that popcorn had never been presented properly in France. He designed and had built a glass-enclosed machine that popped the corn and then whirled it out of the popper against the glass walls.

Setting up his machine on a busy corner in Montparnasse, he found that the whirling corn aroused considerable curiosity, but that people still didn't flock to buy. He put up some signs in French reading "New—Natural—Nourishing" and also "Taste It—Free Samples."

Packaged Trade Sideline Zimmerman started in April, 1950. At first he moved his machine from one corner to another, hitting them at their peak hours. Eventually he had two more machines built and now he doesn't have to move them around so much.

Tourists buy popcorn, but Zimmerman is more interested in building up his French trade. He soon discovered that they not only were unfamiliar with corn; they also disliked salt. So he began selling his popcorn with sugar sprinkled on it and it went over big.

Many of his best customers are people from Central Europe, where corn is a popular item in the human diet. One Czech woman comes halfway across Paris several times a week to buy several bags of popcorn from Zimmerman.

The fluffy stuff is sold in wax-paper cornucopias for 40 francs (about 12 cents) a measure. It is buttered liberally and then salt or sugar is sprinkled over it. Zimmerman said he could sell for half the price if he didn't have so much overhead and if the price of corn were as low in France as it is in the United States.

Imported Venders Too High Zimmerman figures that if he had to import his popcorn machines from the United States, he never could have started his business on a shoestring. A machine like the one he designed would have cost about \$1,200 in the United States, and with a 30 per cent import tax, plus transportation, the price would have been way out of his reach.

Enthusiastic about his own success, Zimmerman feels that the

First Distrib Expands

CHICAGO, Oct. 28. — For the third time in as many months, First Distributors here have enlarged their quarters. Firm this week took over an additional 3,000 square feet in the building it now occupies to house its premium stock.

United Expanding Plant Facilities

CHICAGO, Oct. 28.—Expansion of the United Manufacturing Company, caused by a shortage of factory area, is nearing completion, firm officials announced this week. A new building which will house the engineering division of the firm is now being erected one block south of the main plant on California Avenue here.

The engineering building, completely modern in design and air conditioned thruout, will offer 8,500 square feet of floor space, it was stated. The space being added to the rear of the main plant will be used for warehouse facilities.

PROGRAM FOR PROFITS

Milwaukee Op. Uses 3 Rules To Hold \$ Line

MILWAUKEE, Oct. 28.—Eighteen years of operation of all types of coin machines have taught Mike Rischmann, of the Wisconsin Novelty Company, what he believes are the three main factors of success in this business. These requisites are good service; proper employer-employee relations, especially insofar as route men are concerned, and lastly, a healthy commission arrangement with locations that gives the operator at least a 60-40 split.

"Good service," says Mike, "is the most important thing any operator has to sell. It's a principle as old as the business itself, but so many of us are apt to forget how important proper servicing of our locations is, and start looking for short cuts to make extra money. And we soon find out that there are no short cuts to success in this business."

Keeps Good Route Men Next to the importance of good service to locations, Mike rates the importance of hiring and keeping good route men on the job. Evidence that he practices what he preaches in this respect is the fact that the turnover of route men on his routes is among the lowest in town. Four men cover Milwaukee County with Wisconsin Novelty's equipment, all of whom have been with Mike at least five years.

Actually, Mike insists that none of his boys work for him. "It really is more of a rental arrangement than an employer-employee set-up," he says. "All my boys work for me on a straight percentage basis. They use their own cars or trucks and supply everything but the equipment. We all like it better this way than a salary proposition because they make more money at it for themselves and the company than if they were paid on a salary basis. It's to their own best interests to keep the routes in tiptop shape. I've often told them: 'It's your own route—if the take goes down to zero, you're out of business, not me.'"

Insists on 60-40 The third factor that keeps the route returns at a continuously high level is the insistence upon maintenance of a 60-40 sharing arrangement of receipts with the locations. Mike's route men, anxious to maintain high percentage earnings for themselves, have been able to keep about 75 per cent of their equipment out working on that basis. Only where competition is admittedly so keen that it has been definitely assured the location will not stand for a 60-40 split, will be a 50-50 arrangement be allowed. And then, only as a temporary deal, while the route man attempts to educate the owner to the fact that it is actually to his own best interests in the long run to allow the company to earn sufficient profits to enable them to keep up with the latest machine entries on the market and still stay in business.

The insistence upon a policy of proper ratio of return for the company has been the reason to date for the small number of music boxes out on location, according to Mike. "I've got a few juke boxes sitting around right now that are brand new, but they won't go out until we find the spots that can properly support them," he explained. "I insist on the location giving us the first \$15 off the top."

Vital Statistics

Deaths Mrs. Jewel Williams in Tennessee, recently. She was the mother of William Williams, serviceman for A. P. Sauve & Sons, Detroit coin machine distributors.

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We can't put out an expensive piece of equipment in a spot if it is only going to bring in \$5 a week."

That these principles lead to success in the business can hardly be denied in the case of Mike Rischmann's Wisconsin Novelty Company. When asked if he thought that all operators in the business, newcomers, as well as old-timers can afford to take such an independent attitude toward their locations, Mike's answer was: "Most ops don't realize how far they can actually go toward properly developing accounts. The locations themselves, after all, are owners of businesses, and if the operator or route man will take the time and effort to explain to them just what percentage of return he needs to run his business, he'll find a much more receptive customer in more cases than he can imagine. It took me many years to find out that the trouble with us operators is that we are often too afraid of the location owners. We forget that he needs us as much as we need him."

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You'll be amazed how easy Roll-or-Kari Dual Trucks move bulky pieces such as organs, juke boxes, pinball machines. Adjustable to any size load. Roll-or-Kari Dual Trucks are easy to attach and easy to roll. Patented Step-on-Lift. Folding handles. Capacity 1,000 lbs. Roll-or-Kari Dual Trucks are your insurance against time or breakage losses. Write today for full information.

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THE BILLBOARD Music Popularity Charts

Record Reviews

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale from 1 to 10. Includes records by Miles Davis Ork, Lennie Tristano, and Ernie Benedict Ork.

INTERNATIONAL

Table listing international records by Ernie Benedict Ork, Ted Maksymowicz's Polka Ork, and Johnny Pecon Ork.

LATIN AMERICAN

Table listing Latin American records by Chamaco Dominguez y su Orquesta and Guajiro.

SPIRITUAL

Table listing spiritual records by Goldia Haynes and Oh Lord, How Long?

SACRED

Table listing sacred records by Cowboy Copas and Jimmie Osborne.

CHILDREN

Table listing children's records by Enoch Light Ork.

Runzel

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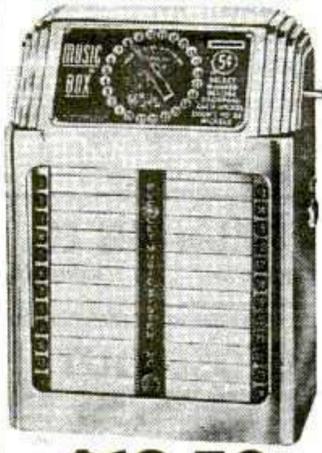
This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs... simplifies wiring diagrams... Facilitates field repairs... Insures positive accuracy... Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

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NPA Planning Cutback Of Key Industry Metals

Continued from page 79
the orders affecting steel already began to roll this week, along with NPA's crackdown on amusement construction (see separate story). NPA said it hopes to take some of the rigidity out of the oncoming metals cutback orders by allowing a grace period for manufacturers to try out or gear their plants to substitute materials. This grace period may run from 30 to 90 days. A sidelight on the metals situation is that W. Stuart Symington, chairman of the National Security Resources Board (NSRB), who early this week pointed out that rigid wage and price controls aren't needed yet, has given a green light for the upcoming cutback orders involving use of copper and other basic metals.

NPA reports a large number of pleas from manufacturers (not coin machine) to stay the orders as long as possible and at least to modify them. Several such pleas came in after it was learned that NPA had readied an order calling for 20 to 30 per cent cutbacks on copper, aluminum, cobalt and nickel. NPA's answer

was that it plans to get the orders in operation "as fast as possible" so as to clear the way for the growing military stockpile. This method, said one official, is far more preferable to "a belated, frightening order completely paralyzing any kind of civilian use of various need metals."

FOR THE GALS Lipstick Via Venders Plan Of Lipette Co.

BOSTON, Oct. 28.—Emergency rations of lipstick will be available for milady thru venders in rest rooms, lounges and other points of female concentration, if plans of the Lipette Company materialize. For a year the firm has produced matchstick lipsticks for distribution largely as ad specialties. Each stick in the wedge-shaped, bookmatch-like pack is tipped with enough lipstick for one or more applications. A plastic mirror is attached to the inside of the pack flap.

Now the company has had A.B.T. Manufacturing build a three-column vender that can hold 75 Lipette packs. Irving J. Halperin, Lipette sales manager, said he hoped to have the machine in production soon and ready for general delivery to operators within 90 days. Plans are to have it sell at about \$30.

The vender measures 9 by 15 by 6 inches. The patron manipulates a push-pull lever (there is one under each column) to make her purchase. Oval windows in the front panel display the shades carried. The vender may be fitted for either dime or quarter operation, depending on the pack stocked.

Halperin said an eight-stick pack will be offered to operators at 4 cents each, when ordered in quantity, and a 15-stick pack at 10 cents. Six shades are available. Lipette, with offices here at 16 City Square, is now working out a sales plan for the new vender. Halperin said the machine will probably be handled by distributors in certain areas.

19 CM Companies Show at NAPPB

Continued from page 79
coin-operated horses; Joyce Distributors, Chicago, premiums, and Charles E. Hires Company, Philadelphia, root beer.

Repeat Exhibits
The other 14 companies have shown one or more times previously. They include A. B. T. Manufacturing Company, Chicago; Capitol Projector Corporation, New York; Como Manufacturing Corporation; King Amusement Company, Mt. Clemens, Mich.; Philadelphia Toboggan Company, Philadelphia; Exhibit Supply Company, Chicago; Blevins Popcorn Company, Nashville; Orange-Crush Company, Chicago; Mike Munves Corporation, New York; Greyhound Amusement Devices Company, Brooklyn; Coca Cola Company, New York; International Telescope Corporation, Long Island City, N. Y.; H. C. Evans & Company, Chicago, and The Billboard.

2D INCREASE Price Up \$100 On Super Vend Cup Machines

CHICAGO, Oct. 28.—SuperVend Sales Corporation this week announced an increase in the price of its selective cup vending machine and made preparations to move its offices from 134 North La Salle Street to 650 South Clark. The firm will be in its new offices Monday (30).

Effective immediately, the price of the three-flavor SuperVend cup machine has been increased \$100 to \$1,180. The increase—second for the firm in the past six months—was necessitated by rising labor and material costs, Gordon Sutton, assistant sales manager, said.

When SuperVend gets into its new quarters it will move its service department headquarters from Dallas, where the machines are built on contract by Texas Engineering & Manufacturing Company (TEMCO), to Chicago, thus combining sales and service under one roof. J. J. Patterson, service manager for the company, will make his headquarters at the South Clark Street address.

Pepsi Elects Singer

NEW YORK, Oct. 28.—Herbert M. Singer was elected chairman of the executive committee of the Pepsi-Cola Company, the soft drink company announced yesterday (27). Singer has been with Pepsi since 1936 as legal counsel. He was elected a director in 1941.

Singer is a partner in the New York law firm of Levien, Singer & Neuberger, which represented Loft, Inc., in the litigation in which that company was awarded a controlling interest in Pepsi-Cola. Following that litigation, Walter Mack assumed active management of Pepsi, later was made chairman of the board and then resigned that post two weeks ago (The Billboard, October 28).

RCA DROPS DISK GIVEAWAY DEAL

NEW YORK, Oct. 28.—With the start of the new 45 r.p.m. package program by RCA for operators of music machines (see separate story), it has been announced that the diskery will discontinue its present policy of giving operators 24 records with the purchase of a 45 r.p.m. adapter for their machines. A deadline of November 22 has been established by the firm, with all requests for the giveaway being honored thru that date.

Meanwhile Columbia, which has a similar deal for 33 1/2 r.p.m. disks, said it will continue its program until further notice.

Used Equipment Spotlights CM Biz

Continued from page 79
and operating an arcade on England's Southeast Coast.

Pinballs and juke boxes, said Vass, are the most popular types of amusement devices, and the top locations for both are arcades. Vass added that juke boxes, operating on two pennies, are now popular in cafe milk bars and similar establishments.

Controls Stifle Ideas
Because of restrictions and controls, Vass declared, most coin machine manufacturers are not bringing out their new ideas.

"What we want," he said, "is a good export trade. But until prices and the costs of exporting is lowered, I cannot see that this can be achieved."

British coin machine firms are getting ready for their annual trades exposition to be held some time early in 1951. Even the show, Vass predicted, will be dominated by older equipment which has been reconditioned.

"I am certain," Vass declared, "if Americans could be present they would recognize many of the machines as old friends—cranes, rotaries, fruits and pin tables."

Old, But Still Good
In his coastal arcade, Vass finds the old machines are still pulling play—allwins, Caille Commercials (converted), Bell Fruits in new cases, Stock Brokers and many varieties of pinball.

"This is the picture in most of the arcades," Vass concluded, "and Americans would be amazed how good every machine looks, altho the machines are from 15 to 20 years old. The standards in the renovation business are high. They must be high since the revenue is counted in pennies and each machine must be good for another 15 years or more."

Ray Reps Gottlieb

Continued from page 79
1931. Prior to the war he was associated with the mechanical end of the amusement game trade. An army veteran of World War II, Ray also has been Gottlieb purchasing agent. Since the war he has been Los Angeles distributor for Gottlieb games.

Ray is married and has two children. Since he works out of the Gottlieb plant here, he is establishing a permanent residence in this area.

Gottlieb will appoint a new Los Angeles distributor soon. Last week (The Billboard, October 28) the firm announced full production on Spot Bowler, a five-ball game.

6 Coin Firms

Continued from page 80
and chain driven equipment for both blocks and bags of crushed ice or cubes will form the displays.

A feature of the Thermo-Cuber Company's exhibit will be new wall chutes designed to minimize the loss of refrigeration and pilferage. Thermo-Cuber offers ice plants their choice of venders with three types of coin mechanisms: Lever-operated, slide-operated and coin drop with totalizer which will take any combination of coins to make up the purchase price.

National Rejectors will be on hand with its complete line of coin mechanisms, including rejectors, stepper assemblies, changers and actuators designed for use with ice venders.

Great Buys In Music

SEEBURG
Envoy, RC \$49.50 | 980's \$59.50
Colonel, RC \$9.50 | Crowns \$9.50
8200's \$9.50 | C. Grands \$9.50

ROCK-OLA
Masters ... \$59.50 | Supers ... \$59.50

MILLS
Throne ... \$49.50 | Empress ... \$79.50

FILBEN
Maestro, 30 Rec. \$229.50
Hideaway 199.50
Music Mirror 149.50

WURLITZER
Victorys ... \$49.50 | 600's \$ 59.50
500's 49.50 | 1015's 299.50

ALL PHONOGRAPHS COMPLETE AND IN WORKING CONDITION

AMUSEMENT GAMES
Rock-Ola 22' Shuffleboard... \$99.50
Genco Glider 39.50
Pool-ettes 39.50
Shuffle Skit 29.50
Wms. All Star 39.50
Chicoin Rebounds 29.50
Un. Oklahoma (Pin Game)... 89.50

Terms: 1/2 Certified Deposit, Balance C. O. D.
All Games Plus Crating.
Wisconsin's Leading Distributor

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4227 W. Vliet St., Milwaukee 8, Wisc.
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Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Mich.

100%
Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616
Fully repainted. Perfect condition. Ready for location.
\$79.50 (Crated)
1/2 With Order, Balance C. O. D. Send for Complete List.

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SHUFFLE ALLEYS
Chicago Coin Bowling Alley, With Lite-Up Pin, Green Cabinet \$109.50
Chicago Coin Bowling Classic ... 169.50
Chicago Coin Shuffle Baseball ... 99.50
Chicago Coin Trophy Bowl Write
Williams Double Header 169.50
Universal Super Twin Bowler 179.50
Quarterback (Williams) \$259.50

FIVE BALLS
Speedway ... \$29.50 | Wisconsin ... \$29.50
Buttons & Ballerina ... 34.50
Bows ... 79.50 | Serenade ... 39.50
St. Louis ... 79.50 | Robin Hood ... 29.50
Boston ... 79.50 | Mardi Gras ... 42.50
Maryland ... 79.50 | Cover Girl (Keeney) ... 29.50
Oklahoma ... 69.50
Trade Winds 29.50

ONE BALL
Champion ... \$309.50 | Gold Cup ... \$89.50
Citation ... 179.50 | Jockey Special ... 64.50

1/3 Deposit, Balance Sight Draft

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223 N. Broad Ave. New Orleans, La.

KEENEY LEAGUE BOWLER 8' & 9 1/2'
Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game!
Now Taking Orders!
Come in and See It in Action!
WE'LL ACCEPT TRADES
WANT TO BUY!
Post-War Music—Advise what you have and lowest price.
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DAVE LOWY & CO.
Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J.
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SHUFFLE GAMES
CLEAN AND PRICED RIGHT!
2 Express, 8' @ \$149.50
2 Speed Bowlers, 9 1/2' @ 159.50
3 Shuffle Champs, 9 1/2' @ 169.50
1 Chi. Coin Baseball, 8' 69.50
8 Supers, 8' @ 49.50
2 Double Shuffles, 8' @ 109.50
1 Exhibit Strikes, 9 1/2' @ 129.50
3 Chi Coin Bowling Alleys, 8' @ 69.50
4 United Standard, 8' @ 39.50
2 Twin Shuffles, 8' @ 29.50
2 Pin Boys, 9 1/2' @ 49.50
1 Shuffle Bowler, 9 1/2' @ 59.50
Crating \$10.00 extra
1/2 Dep.; Bal. C. O. D.; F.O.B. Phila.
PHILADELPHIA COIN MACH. EXCH.
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FOR 43 YEARS ... the foremost name in coin machines... for amusement and profit
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3—GREAT MONEY MAKERS—3

CONVERSIONS TO FIT UNITED SHUFFLE ALLEY, CHICAGO COIN BOWLING ALLEY AND UNITED EXPRESS

#1—UNITED SHUFFLE ALLEY
New disappearing motor-driven conversion with new glass in beautiful designed cabinet to match. No electrical changes, easily installed, low price.

#2—CHICAGO COIN BOWLING ALLEY
Another big hit that tops any play. 5 min. to install. Motor driven. Matching cabinet. Strike and spare visible.

#3—REBOUND
for Shuffle Alley and EXPRESS. Converts your present shuffle alley into fast-moving rebound. Easily installed, no soldering—45 second official scoring.

COMING
A Rebound Conversion for Bally Speed Bowler

EDELMAN Electronic Products
1438 FRANKLIN DETROIT, MICH.
Phone: Woodward 2-8547

PLenty of Mills Slot Machines

GOLDEN FALLS, 5c	\$117.50
10c	122.50
25c	149.50
50c	225.00
BLACK CHERRIES, 5c	117.50
10c	122.50
25c	149.50
50c	225.00
BLUE BELLS, 5c	195.00
10c	205.00
25c	215.00
50c	215.00
DEUCES WILD, 5c	195.00
10c	205.00
25c	215.00
50c	215.00
JEWEL BELLS, 5c	149.50
10c	160.00
25c	175.00
\$1.00 PACE	325.00
Q. T.'s, 5c	69.50

OTHER
GOLD & SILVER VEST
POCKETS@ 49.50
500 WURLITZERS 47.50
750E WURLITZERS 94.50
 (\$510.00 extra crating phones.)
 1/2 Deposit.
Mills Novelty Co., Inc.
 7 So. Broadway Lexington, Ky.
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ALL TYPES OF COIN OPERATED MACHINES

ROUTE FOR SALE

located along Route 41 from 50 to 80 miles south of Chicago, consisting of the following:
 Chicago Coin Bowling Alleys (shadow pins)
 Chicago Coin Bowling Alleys (light-up pins)
 Keeney Pin Boys, with lights attached
 Bally Shuffleboards
 Chicago Coin Pistol
 Genco Glider
 Wringing Money Ray Guns
 Bear-Shoot the Bartender and Chicken Sams. Total—35 pieces.
 To have two extra mechanisms for Chicago Coin Bowling Alleys.
 The above mentioned equipment in excellent condition and will be sold for \$450.00. Reason for selling—other interests require my attention.

HARRY MARTIN
 Morocco, Indiana

12 EXHIBIT ROTARYS.

PUSHER TYPE
 Clean, good working order
 \$17.00 Ea.; \$2,000.00 for Entire Lot
E. HOWARD
 26 Tampa St. Houston, Texas

Chicago Coin Bowling Classic	\$219.00
Gottlieb Bowlette	84.00
Universal Twins Supers	225.00
Williams Double Header	WRITE
Gottlieb Just 21	99.00
Gottlieb, 2 Players, Fl. Sample	89.00
Automatic Adjusters (6 to set)	16.50
4 Rods—New	WRITE
Bally Speed Bowler	210.00
4 Pins, 8x12 Frames	40.00
Shuffleboards (plus crating)	\$59.50 Up

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 We can handle your complete service calls and trucking for all parts of the city at a min. charge. You can use our service phones.
YOUR SHUFFLEBOARD TOPS COMPLETELY RECONDITIONED—\$35.00.

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10—UNIVERSAL SUPER TWIN BOWLERS@ \$155.00

2—GOTTLIEB BOWLETTES @ \$ 50.00

4—CITATIONS@ \$180.00

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AMI Model B	\$425.00 ea.
1015 Wurlitzers	179.50 ea.

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 Universal Super Twin Bowler\$179.50
 Nationwide Baseball 99.50
 Write for price on all New Games

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BALLY CLOVER BELLS\$450.00
 Like new, 50-50 play

BALLY CHAMPIONS\$335.00
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AUTOMATIC MUSIC CO.
 One 788 Bridgeport, Ohio

Turning Back the Clock

10 Years Ago This Week
CHICAGO, Oct. 26, 1940.—With the entire 40-space display area reserved by coin machine firms weeks in advance, the success of the 1940 Western States Coin Machine Convention was considered assured. The big event, set for November 18-20 at the Biltmore Hotel in Los Angeles, was to include this trio of "first": Machines never before displayed; complete showing of all types of telephone music systems, and a deluxe display of coin-operated motion picture devices.

Included among the firms showing were: International Mutoscope Reel Company; National Venders, Inc.; Wolf Sales Company; Rodney Pantages, Inc.; Visual Venders, Inc.; Advance Automatic Sales Company; Musical Movies Corporation of America; Baker Novelty Company; Mills Novelty Company; Packard Manufacturing Corporation; Metermovies, Inc.; Phonette Corporation of America; Bally Manufacturing Company and J. P. Seeburg Corporation.

From Toronto came news of the first meeting of a newly formed coin machine association, the Ontario Amusement Machine Association. Phonograph operators throughout Ontario were said to be represented, with the highlight of the meet being a pitch for a new type of location. This was installation of jukeboxes in women's beverage rooms, permission for which was required from the Ontario Liquor Board. Part of the earnings from such spots would go to Canada's War Effort Fund, it was promised. As there were about 300 of such locations in the province, rescinding of the board's ban on music in the women's rooms was seen as a boon to operators.

Back in the U. S. A., leading wax hits on the jukeboxes were, in order, *Practice Makes Perfect, I'll Never Smile Again, I'm Nobody's Baby and Trade Winds*. Coming up were *Daddy, Beat Me Eight to a Bar, Crosstown Ferryboat Serenade and Now I Lay Me Down To Dream*. The Sanitary Automatic Candy Corporation, Atlantic City, announced that it was coming up with a vender to dispense tooth paste. The machine, however, would not be placed on the open market, but would be used by a tooth paste manufacturer and tested in selected drugstores.

15 Years Ago This Week
CHICAGO, Oct. 19, 1935.—Game and juke operators in Pennsylvania wound up four district meetings to spark local organization activity preparatory to the formation of a new State federation. With the Philadelphia Association indicating its co-operation, the move was hailed as one certain to succeed. This was further indicated by the blessings of the Coin-Operated Machine Manufacturers group, which had representatives attend all district meets and assist in organization work.

The four district meetings took place in Scranton, Allentown, Harrisburg and Pittsburgh. Presidents of organized local associations were: Philadelphia Coin Machine Operators' Association, M. Shoenfeld; Pittsburgh Sales and Amusement Games Association, Kames Comiskey; Central Pennsylvania Operators' Association, Irvin I. Freedman; Scranton Operators' Association, Louis Unterberger.

A new type coin parking meter was designed by the Universal Parking Regulator Company, Oklahoma City. It operated on an hour-glass principle, did not use a clock mechanism. Thru the use of keys, police could release sand from the upper to the lower chambers clearing the meters of unused parking time.

J. H. Keeney & Company announced a new automatic payout game, Ivory Golf. Jack Keeney reported the new release as a one-shot and follow-up ball game. The pay table was priced at \$67.50, with a second model "B" free games unit at \$74.50.

Fitzgibbons Distributors, Inc., New York, Eastern representative for Bally Manufa 'uring Company, opened the building at 453 West 47th Street, New York, which it purchased, as the Bally Building. It was reported to be the first instance of a distributor naming a building for his manufacturer.

A note of boom business activity was in Sam Getlan's announcement of moving 1,000 Balance pin games in one week. Getlan was with United Automatic Sales Company, Inc., New York, distributor for Mills Novelty Company's game line. Balance was the first pin game which Getlan handled for Mills; he previously featured Mills Ticket counter game.

CALENDAR FOR COINMEN

October 30-November 2—American Bottlers of Carbonated Beverages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.

November 2—Washington Music Guild, Inc. (WGMG), monthly meeting, Hotel 2400, Washington.

November 2—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

November 2—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

November 2, 9, 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

November 6—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

November 7, 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

November 7, 21—Amusement Machine Operators of Greater Baltimore (AMOGB), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

November 8—Music Operators of Northern Illinois (MONI), monthly dinner discussion meeting, Gutman's Morton Grove, Ill.

November 8, 22—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence, R. I.

November 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

November 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.

November 13—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

November 14, 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

November 15—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.

November 23—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

November 26-29—National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual convention and trade show, Hotel Sherman, Chicago.

November 27—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

November 28—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

November 30—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

December 6—Coin Machine Operators' Association of Harris County (CMOAH), Chamber of Commerce Building, Houston.

January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

FIVE 'N' DIME

Cup Venders On Test at Woolworth's

NEW YORK, Oct. 28.—With installation of six-cup machines in several F. W. Woolworth stores this week, the company launched a vending test that may lead to large-scale placement thruout the giant five-and-dime chain.

M. E. Seward, executive, said the test period will run for several months. Should the experiment conclude satisfactorily, he stated operators would handle placements and service. The cup venders, as well as a number of cigarette machines which are also being tried out, are on customer floors, spotted near store entrances.

The cup venders tested are Automatic Products Refresh-Mats and Soda Shoppes.

JACK BENNY PLUGS VENDERS

NEW YORK, Oct. 28.—The vending machine business got a couple of plugs on Jack Benny's television debut show (see review in TV dept. this issue) on the CBS-TV network. In one bit Benny, at home, was asked for a cigarette by Artie (Mr. Kitzell) Auerbach. He led Auerbach to a Rowe cigarette machine, concealed behind a drape, and had Auerbach buy the smokes thru the machine.

In another spot an elderly lady came into Benny's home with a basketful of laundry. Said Benny: "Oh, Mrs. Callahan, use the last machine in the row, number 15, the others are out of order."

Chicago Metal Co. Bows 3 Cabinets

CHICAGO, Oct. 28.—Chicago Manufacturing Company is making immediate deliveries on two cabinets and one stand designed for use with bell machines. One cabinet is for two machines, the other for three. The stand is designed for a single machine. Both cabinets are made with locking devices for maximum protection.

PRE-THANKSGIVING SALE

IMMEDIATE DELIVERY

FIVE BALLS

READY FOR LOCATION

Mad. Sq. G'n	\$139.50	Cinderella	\$35.00
Jeanie Exh.	139.50	Screwball	34.50
Rocket Genco	139.50	Sally	29.50
BeBop Exh.	139.50	Catalina	24.50
Utah United	99.50	Triple Action	24.50
South Pacific	99.50	Contact	24.50
Caravan Camel	99.50	Virginia	24.50
Boston Wms.	89.50	Baseball	14.50
Tahiti C.C.	89.50	Cyclone	14.50
Just 21 Gott.	64.50	Summertime	14.50
Star Dust	49.50	Play Boy	14.50
Carnival Bally	49.50	Rocket, Bally	12.50
Grand Award	49.50	Flamingo	12.50
Paradise Utd.	39.50	Tornado	12.50
Puddin' Head	37.50		

MUSIC

5'burg 147-A	\$269.50	S. Mirro Spk.	\$21.50
H-146 H'away	199.50	Chand. Spkrs.	49.50
1428 M-Glow	499.50	3W2-W1 L54	24.95

SLOTS & CONSOLES

Bally Triple Bell, 5-10-25¢	\$199.50
Bally Hi-Boy, 5¢	99.50
Jennings Challenger, 5-5¢	139.50
Jennings Monte Carlo, 5¢	199.50
Evans Winter Book, 5¢	289.50

Jennings, Evans, Gottlieb, Chicago Coin, Genco, Rowe, Rock-Ola Phonographs and accessories.

Send One-Third deposit with order.

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USED MILLS SLOT MACHINES
HIGHEST CASH PRICES PAID!
BAKER NOVELTY COMPANY
 THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT
 1700 WASHINGTON BOULEVARD CHICAGO 12, ILLINOIS

UNITED SHUFFLE ALLEY With Fly-Away Pins, Like New \$109	SPECIAL I SHUFFLEBOARD 18' & 22' Lengths \$59.50	GUARANTEED SHUFFLE GAMES Chicago Coin BOWLING CLASSIC \$209 United SHUFFLE ALLEY 59 United SHUFFLE ALLEY EXPRESS 159 Exhibit STRIKE, 2 Players 129 Chicago Coin SHUFFLE BASEBALL 99 Chl. Coin BOWLING ALLEY, Blue Cab. 125 Chicago Coin BOWLING ALLEY WITH Plastic Pins, Latest Model 139 Universal SUPER TWIN BOWLER, 9 Ft. 189 Bally SHUFFLE BOWLER, 9 1/2 Ft. 79 Gottlieb BOWLETTE 89
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ALLIED COIN MACHINE CO.
 766 MILWAUKEE AVE. • CA nal 6-0293 • CHICAGO 22

SHUFFLE ALLEY BARGAINS

United Shuffle Alley	\$ 49.50
United Shuffle Alley w/disappear- ing pins	170.00
United Super Alley	75.00
Bally Shuffle Bowler	69.50
Chicago Coin Bowling Alley	85.00
Chicago Coin Bowling Alley w/flying pins	135.00
Exhibit Strike	150.00
Rock-Ola Shuffle Jungle	100.00
Williams Twin Shuffle	49.50
Genco Bowling League	49.50
Chicago Coin Shuffle Baseball	99.50
Exhibit Bowlamatic	99.50
Gottlieb Bowlette	69.50
Universal Twin Bowler	85.00

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BALLY GRAND STAND
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KEENEY LEAGUE BOWLER 4 PLAY
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BALLY SHUFFLE CHAMP

NEW CLOSEOUTS—IN ORIGINAL CRATES		USED SHUFFLES	
United Shuffle Sluggo	Write	Bally Speed Bowler	\$225.00
United Express, 6, 8, 9 1/2 Ft.	\$225.00	Williams Twin Shuffle	75.00
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Williams De Luxe Bowler	225.00	United Shuffle Alley	95.00
Williams Twin Shuffle	175.00	With Swing-Up Pins	160.00
Williams Single Bowler	150.00	Rock-Ola Shuffle Lane	75.00
Chicago Coin Baseball	150.00	California Shuffle Pins	35.00
Williams Flying Disc	125.00	United with Rebound Conv.	140.00

CONVERSIONS			
Keeney 4-Player Match Bowler	\$325.00	Express Shuffle Bowler Conv.	\$ 35.00
Swing-Up Conv. for Shuffle Alley	79.50	Swing-Up Bally Bowler Conv.	84.50
Swing-Up Conv. for Super Sh. Alley	79.50	Swing-Up Keeney Pin Boy Conv.	84.50
Swing-Up Conv. for Dble. Sh. Alley	84.50	Rebound Conv. for United Sh. Alley	49.50

ARCADE		CONSOLES	
New Bally Hyroll	\$115.00	Clover Bells	\$450.00
New Quarterback	175.00	Bally Triple Bells	225.00
Evans Bat-a-Score	200.00	Bonus Super Bell	125.00
Williams All Star	95.00	Twin Bonus, 5¢ and 25¢	215.00
Poolette Table	95.00	Super Bonus, 5, 10, 25¢	345.00
Chicago Coin Golfie	65.00	Bally Double Up	95.00
Used Hollycrane	375.00	Bally Wild Lemon	165.00

PHONOS		SLOTS	
1015 Wurlitzer	\$315.00	Mills Black Cherry, 5¢	\$125.00
1080 Wurlitzer	335.00	Set of 3, Nickel, Dime & Quarter	340.00
Seeburg 146-M	275.00	Mills Jewel Bell, 5¢	140.00
750-E Wurlitzer	150.00	Set of 3, Nickel, Dime & Quarter	380.00
850 Wurlitzer	99.50	Pace Chrome Front 47	95.00
950 Wurlitzer	95.00	Set of 3, Nickel, Dime & Quarter	220.00
Packard Model 7	95.00	Pace 8-Star Chrome	125.00
Mills Throne	50.00	Set of 3, Nickel, Dime & Quarter	325.00

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Gottlieb Spot Bowler Chicago Coin Fighting Irish Williams Pinky	Price ea. 5 Buffalo Bills \$145 3 College Daze 125 5 Select-a-Cards 125 4 Three Musketeers 125 3 Tumbleweeds 125 3 Bostons 120 5 Freshies 120 2 De-Icers 115 2 Champions 110 4 Marylands 110 10 Sharpshooters 110 5 Three Feathers 105 10 Bowling Chumps 100 3 Double Shuffle 100 2 Dallas 100 5 St. Louis 100 3 Tucson 100 2 Utahs 100 5 Buttons & Bows 95 5 Just 21 95 2 Big Tops 90 5 Telecards 90 3 Black Golds 85 5 Floating Powers 79 3 Roundups 75 3 Puddinheads 64

CONVERSIONS FOR SHUFFLE ALLEYS	RECONDITIONED SHUFFLE GAMES
United Shuffle Alley \$49.50 Chicago Coin 55.00 Genco 45.00 Bally 89.50	Price ea. 10 Chicoin Blue Cab. Twin Reb'd \$110 10 Universal Twin Rebound 110 10 United Super Twin Bowler, disappearing pins 210 7 Keeney 2-Player, disapp. pins. 200 3 Chicoin Baseballs 100 10 Bowlettes 72 7 United Shuffle Alley 70 5 Genco Bowling League 70 5 Bally Shuffle Bowlers 70

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OPERATORS INFORMATION ON REQUEST

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Keeney Hot Tip \$39.50	Special Entry 89.50
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17 Mills JEWEL BELLS, 5¢, 10¢, 25¢ Ea. \$134.50	25 Mills BLUE FRONTS, 5¢, 10¢, 25¢ Ea. \$ 57.50
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4 Mills BLACK GOLD, Handload, 5¢, 10¢, 25¢ Ea. 109.50	5 Mills Gold & Silver VEST POCKETS, 5¢ Ea. 37.50
5 Mills GOLDEN FALLS, Handload, 5¢, 10¢, 25¢ Ea. 97.50	3 Pace 5¢, 10¢ Machines Ea. 49.50
4 Mills CLUB ROYALS, 25¢ Only Ea. 95.00	2 Watling 10¢ Rolatop Ea. 49.50
27 Mills BLACK CHERRY BELLS, 5¢, 10¢, 25¢ Ea. 94.50	5 Columbia Twin Jackpots Ea. 32.50
10 Mills CHROME BELLS, 5¢, 10¢, 25¢ Ea. 69.50	3 Buckley Criss Cross, 5¢, 10¢ Ea. 104.50
26 Mills BROWN FRONTS, 5¢, 10¢, 25¢ Ea. 59.50	1 Jennings 5¢ Sun Chief, Liteup Ea. 190.00
	1 Jennings 25¢ Sun Chief, Liteup Ea. 175.00
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T & L DISTRIBUTING COMPANY
 1321 CENTRAL PARKWAY Main 8751 CINCINNATI 14, OHIO

Merchandising Music

(Continued from page 85)
 means give your locations the requests they ask for, at least one or two (records). After all, they are the ones you are trying to please as well as the public. They will play the juke more often as they also have to listen to the music, and they will put more money in themselves if there are a few records in the machine they like." Cragun also says an old hit number, or an old popular record, plus your late releases will also draw extra coins to the machine. He also stresses the appearance of his machines, making sure the glass is clean, using an extra light bulb if necessary, and taking care of all the little "extras" which mean added profits at the end of each week.

VOLUME PROBLEM SOLVED
 Wilfred E. Moore, operator who headquarters in Cleveland, has come up with a solution to the old bugaboo—volume control. He says that in many cases at very small expense, he has run a

volume control from the rear of the counter (or bar) to the juke box. In this manner, the location owner can control the volume at will. According to Moore, this gimmick has worked wonders with the locations, as the owners are more co-operative in getting play as he "controls" the situation. Too, reports Moore, the volume control has proven an excellent goodwill promoter not only with locations, but with patrons.

FIGHT FALLING \$... With income reported dropping in the past few weeks, Paul F. Miers, Easton, Pa., reports many marginal spots have now become unprofitable stops. He feels that if it were possible to buy new records cheaper, it would help—that by placing new records on these marginal or unprofitable stops the grosses could be built up. However, he says now the best he can do is continue to use the old platters on these unprofitable locations, and hope business will soon pick up.

Atlantic Unveils 45 Juke

(Continued from page 85)
 company's line now that the seven-inch record has become a factor in the music industry. He tied its introduction at this time to the growing acceptance of the slow-speed disk and "our belief that the 45 is the record of the future."

Sprung on the Atlantic guests as a surprise speaker, McKelvy declared that the coin phonograph business, like any other industry, must keep pace with technological advances to remain healthy. "You can't stop progress," he asserted. "Without new developments the industry would die a natural death."

over 50 record companies presently offering the seven-inch platters. Kanaga presented these figures to press home his point that "any major development that touches on the home phonograph foreshadows change in the coin music field." Operators, he maintained, must henceforth "base their future on speed and size as well as on tunes and artists."

Profit Advantages
 He asserted the "profit advantages" of 45's over 78's include greater life, no breakage, space saving and lower purchase cost for classical records, the latter a factor in the 100-selection Seeburg machine.

A Common Stake
 He stressed that phonograph manufacturers and operators have a common stake in the business and that the Seeburg Corporation had no desire to overproduce or to force sales. The company policy of producing "behind our sales" will be continued, he stated.

McKelvy expressed the view that the trend toward more selections in phonographs, plus flexibility in programing, is proving of significant public relations aid to the entire industry. Current pop hits are not all that the public wants, he said, claiming that the "old favorites are getting the money today in coin-operated phonographs."

An optimistic view of the financial stability of music operators was set forth by E. Meredith, treasurer of Standard Factors, who disclosed his firm had invested \$1,250,000 in phonograph paper thru Atlantic during the last three years. Of this amount, about \$250,000 is still outstanding, he said, but the number of accounts that can be classified "past due" are practically non-existent.

Actual unveiling of the 45 box followed showings of older Seeburg machines, tracing their development from an ancient 10-record job thru the several models that preceded the 100-selection unit.

A report on the status of 45's in the record market was given by Larry Kanaga, merchandising executive of RCA Victor, who declared that about 2,000,000 turntables fitted for that speed already have been distributed. Some 30,000,000 45 disks are already in American homes, he said, with

The affair, including dinner, was hosted by Meyer Parkoff and Harry Rosen, Atlantic toppers, and Murray Kaye, sales manager. Invitation of finance company executives added to the unique character of the event. In addition to Standard Factors, the guest list included reps of the Finance Company of America and Gibraltar Factors.

Builds Thriving Biz

(Continued from page 85)
 and still have ample time for soliciting new stops. Pollay's experience has been that for every 100 pieces of equipment out on location about six calls for special service will come in daily. But this is an average figure and the number of calls on any particular day may hit 10 or more.

Most of the calls, he has found, require only minor attention. They result from insertion of slugs or bent coins, warpage of records, or blown tubes. The remainder, about 20 per cent of the total, necessitate actual repair work.

time enable Pollay to gauge his service requirements and needed parts inventory.

Has Own Route
 Pollay, who once took a flyer as a coin game manufacturer, now restricts his activities to management of United Phonograph Service and a moderately sized juke route of his own.

He is the first to admit that similar service set-ups could only thrive where a relatively large number of operators are concentrated in a fairly restricted territory, such as is the case in this area.

Wurlitzer Net

(Continued from page 85)
 a loss of \$208,942.68 for the same period last year. For the first six months of its fiscal year (April-September) Wurlitzer net profit was \$583,759.30 (70-cents per share) compared with a loss of \$250,036.08 for the same period in 1949. Sales for the first six months were \$12,858,731.60 compared to \$7,254,018.81 last year.

In his report to the stockholders yesterday (27), R. C. Roifing, president, said all divisions of the company are operating at a high level and have a substantial backlog of orders.

The Wurlitzer company's board of directors met Wednesday (25) and ordered a dividend of 25 cents per share paid December 1 to stockholders of record at the close of business November 15.

Wurlitzer Net

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Buy Now!
Immediate Delivery!

NEW SHUFFLE GAMES

UNITED—TWIN REBOUND	149.50
UNITED—SHUFFLE SLUGGER	125.00
KEENEY—LEAGUE BOWLER, 8 & 9 1/2 Ft.	109.50
KEENEY—KING PIN	100.00
CHI COIN—TROPHY BOWL	179.50
CHI COIN—ACE BOWLER, Free Play	
UNITED—SINGLE REBOUND	
UNITED—4 PLAYER REBOUND	
UNIVERSAL—SUPER TWIN BOWLER, Free Play	

SHUFFLE ALLEYS (Used)

Genco—Bowling League \$	99.50
CHI COIN—SHUFFLE BASE-BALL	149.50
KEENEY—TEN PINS	125.00
GOTTIEB—BOWLETTE	109.50
Genco—GLIDER	100.00
CHI COIN—BOWLING ALLEY w/Disp. Pins	179.50

NEW PIN GAMES

CHI COIN—FIGHTING IRISH	49.50
EXHIBIT—ODASIS	49.50
GOTTIEB—FOUR HORSEMEN	49.50
Genco—HARVEST TIME	49.50
GOTTIEB—SPOT BOWLER	49.50

NEW 1-BALLS Universal—WINNER

1 BALLS (Used)	
CHAMPION	\$349.50
CITATION	229.50
GOLD CUPS	149.50
SPECIAL ENTRY	69.50
VICTORY DERBY, C.P.	129.50
VICTORY SPECIAL	49.50

LATE FLIPPER GAMES

JUST 21	\$119.50
BALLERINA	59.50
KING COLE	49.50
ALI BABA	49.50
MELODY	49.50
ALICE IN WONDERLAND	49.50
BUILD UP	49.50
JAMBOREE	49.50
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TRADE WINDS	59.50
SCREW BALL	49.50

SLOTS

5¢ Blue or Brown Fronts	Write
10¢ Blue or Brown Fronts	Write
25¢ Blue or Brown Fronts	Write
5-10-25¢ Melon Bells	Write
5¢ Black Cherrys	Write
10¢ Black Cherrys	Write
25¢ Black Cherrys	Write
50¢ Black Cherrys	Write
50¢ Brown Fronts	Write
5¢ New Vest Pockets	Write
5¢ Mills Q.T., A-1	Write
5¢ Jenn. Standard Chief	Write
10¢ Jenn. Standard Chief	Write
25¢ Jenn. Standard Chief	Write
5¢ Jenn. Deluxe Chief	Write
10¢ Jenn. Deluxe Chief	Write
25¢ Jenn. Standard Chief	Write

NEW SAFES

SINGLE REVOLV-A-ROUND	\$132.00
DOUBLE REVOLV-A-ROUND	192.00
TRIPLE REVOLV-A-ROUND	288.00
"UNIVERSAL" LINE	
SINGLE REVOLV-A-ROUND \$	87.50
DOUBLE REVOLV-A-ROUND	128.50
SINGLE BOX STAND	26.00
HEAVY SAFES	
SINGLE TURNABOUT	\$139.00
DOUBLE TURNABOUT	275.00
TRIPLE TURNABOUT	325.00

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WURLITZER 850	100.00
WURLITZER '41 COUNTER	69.50
SEEBURG 246M HIDEAWAY	325.00
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DISAPPEARING PIN CONVERSIONS

United—SHUFFLE ALLEY	
DELUXE	\$ 79.50
United—SUPER SHUFFLE ALLEY	89.50
United—DOUBLE SHUFFLE ALLEY	89.50
Universal SHUFFLE TOURNAMENT	399.00

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ALL ORIGINALS—These machines were in operation only four months with proper maintenance, and are in top condition. Packed in original Mills crates, ready to ship.

8 5¢ Jewel Bells, 2/5 P.O. @	\$135.00
8 10¢ Jewel Bells, 2/5 P.O. @	145.00
8 25¢ Jewel Bells, 2/5 P.O. @	155.00
6 50¢ Jewel Bells, 2/5 P.O. @	245.00
Set of 3, 5¢-10¢-25¢	425.00
Set of 4, 5¢-10¢-25¢-50¢	440.00

Terms: 1/3 deposit, balance C.O.D.

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HIT JACKPOT

Snow Crest Scores Hit Via Venders

SALEM, Mass., Oct. 28.—Snow Crest Beverages, Inc., reports that 35 multi-flavor cup drink venders were responsible for increasing its volume the equivalent of 65,000 cases annually, or effecting a plus business of over 1,500,000 extra drinks during 1949. The firm has set up a subsidiary division, Snow Crest Vending Company, to facilitate the vender operation. Three routemen are employed to keep the 35 machines serviced, according to Edward Rachins, firm head.

Locations range from schools to a race track, with the accent on large industrial plants. Snow Crest also operates several theater and department store installations, the latter on the selling floors (as opposed to employee areas). Rachins states that each vender averages over 850 sales per week, or an equivalent of 36 cases of 6-ounce drinks.

Summer Biz
During the summer, with school locations closed, Snow Crest temporarily shifts machines to such warm-weather stops as the race track, recreation areas and similar outdoor sites. The race track, Suffolk Downs, has its vender set for dime operation, but has built up as much as 1,260 drink volume on a single afternoon. (Snow Crest also sells its bottled drinks at the track via manual outlets).

Rachins said that whenever a vender shows a 20 per cent drop of any one flavor, in relation to its total volume, that flavor is replaced by another to stimulate sales.

Snow Crest attributes an increased volume of take-home orders from regular retail outlets to the venders. They are a prime factor in stimulating consumer off-premises (vender location) demand for its products, officials feel.

Because of the success of its vending program, Rachins declares that current plans include the expansion of such operation outside of Boston, where the first machines were installed in 1948.

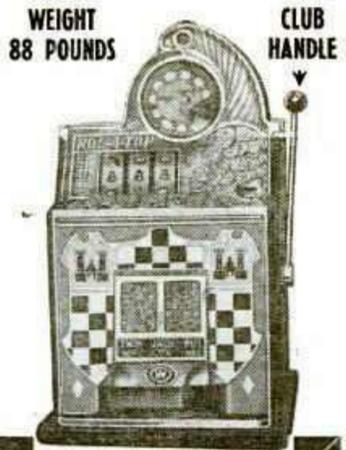
Small Motor Lack Delays Output on Braun Milk Vender

CHICAGO, Oct. 28.—Because of delayed delivery of small electric motors for its selective automatic bottle milk vender, Braun Manufacturing Company reported this week that initial production on the first 1,000 units will not be started until early January. W. Collier, secretary, stated that with everything else in readiness for production, the component part situation is the key to firm's production schedule. Output conceivably could begin earlier in the event the motors come thru, he added.

Braun Manufacturing, a hinge and metal specialty company, had previously turned out parts for bottle vending equipment prior to its entry into the vending field itself (*The Billboard*, September 23). Its new Milk-o-Matic machine will offer three selections, a capacity of 105 one-third quart or one-half pint bottles (35 on each vending shelf) and is expected to be priced in the \$500-\$550 bracket.

Park Meters in N. Y.

NEW YORK, Oct. 28.—Installation of parking meters here became a fact with the placement of 1,500 meters thru six sections of the city last week. Units are being located in Manhattan, Bronx, Brooklyn and Queens. They are designed to accept dimes only.



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NEW GAMES
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Spot Bowler
Exhibit Oasis
Harvest Time
Fighting Irish
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Champion 295
Citation 245
Gold Cup 149
Special Entry 109

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5-10-25c WIRELESS WALLOMATIC W4-L56 \$69.50

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Exh. Date Gun	\$75	Major League Baseball	\$50
Cinderella	49	Sweet Sue	45
Broncho	49	Ballerina	59
1-2-3	79	Morocco	49
Triple Action	49	Shooting Stars	35
Robin Hood	49	Playboy	37
Tallyho	39	Suspense	49

PHONOGRAPHS Reconditioned, Refinished

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48-M (blonde)	\$395	1015	\$275
47-M	350	AMI Model "A"	425
44-M	295	AMI Model "B" (blonde)	551
Mills Constellation	\$245		

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A MACHINE THAT CAN BE OPERATED ALMOST ANYWHERE—A MACHINE THAT GETS BIG PLAY—A MACHINE THAT IS HERE TO STAY and NOT just another game. THE PLAY-WRITE IS A NEW LASTING TREND.

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BOY!—THIS IS IT!—We always had a hunch somebody, someday would really make a NEW machine, built for the OPERATOR so that he could operate it in almost any territory and any location.

The PLAY-WRITE is just full of COME-ON interest!
The PLAY-WRITE requires NO Federal License!
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The PLAY-WRITE automatically records each individual Play and winner—and it positively cannot be altered!
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The PLAY-WRITE can be played 8 times a minute—THAT'S ACTION!
The PLAY-WRITE is precision made and will stand up and take hard usage!
The PLAY-WRITE sets conveniently on any counter—it is 10½" high, 11" wide and 16" long. It weighs only 28 pounds!
The PLAY-WRITE gets such continuous play that many locations demand 2, 3 or even 4 machines so that players will not have to stand in line!

Our modern plant here is working overtime building and shipping PLAY-WRITES with shipping tags to many territories in the United States and Foreign Countries—and if you want more information just write us—or better still—mail in your order for a few PLAY-WRITES and place them in some of your locations—then in a few days your PLAY-WRITES will prove to you that they are FAST ACTION. Then you can order more, BUT be FIRST in your territory.

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SEE EVANS' CONSTELLATION AD ON PAGE 86

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Coinmen You Know

Chicago:

Jake Dobkin, head of Allan Sales, Inc., Wheeling, W. Va., was in for a series of talks with Bally Manufacturing Company officials, including **Ray Moloney**, **George Jenkins**, **Herb Jones** and **Jack Nelson**, on how he will handle the Bally line in his Northern West Virginia territory. **Les Rieck**, H. C. Evans music division manager, says Constellation sales continue at peak pace and the fall outlook continues bright. **Bob Wenzel**, Automatic Games, St. Paul, was in for a conference with Rieck. Automatic Games handles Evans in North and South Dakota and Minnesota. Another caller was **Tom Crosby**, president of the Minnesota Amusement Games Association (MAGA).

Charlie Wilmoth, Chicago operator, has his first 1250 with 45 r.p.m. from the Coven Distributing Company. Wilmoth handled the gavel at the October meeting of the Music Operators of Northern Illinois (MONI) in Waukegan, Ill. **Robert Lindelof**, regular association chairman, is back from his Canadian vacation devoted to fishing.

Dudley Ruttenberg, Coin Machine Institute's (CMI) executive director, is pre-occupied with industry legal problems. Empire Coin Machine Exchange is making steady progress in its amusement game and vending divisions but premium interest by ops from this area is keeping the sta~ hopping. **Gil Kitt** and **Ralph Sheffield**, owners, are once again settled in their remodeled executive offices.

Elky Ray, newly appointed road sales staffer for Gottlieb, will make his initial trip soon. He should be able to talk with distributors since he had been one for several years prior to accepting the factory appointment.

Col. Lou Lewis states his Merit Industries, coin machine exchange on the South Side, will move to larger quarters January

1. He reports a steady run of operator traffic with a smattering of Michigan and Northern Indiana coinmen. Considering the recent founding of the organization, business is moving at a good pace th. colonel claims. **Pete Rozgus**, executive secretary for Mero shuffleboard leagues the past two seasons, is functioning at the same post this year. Before too long he expects to announce that he has 35 stops organized into loops. As before they will all be in an area bounded by 79th Street (South) Cicero Avenue (West), State Street (East) and 53d Street (North).

At Atlas Novelty Company, **Joe Glasberg** reports Owners **Morie** and **Eddie Ginsberg** were encouraged by the steady crowds which have flocked to the firm's music showrooms since the announcement of the new Seeburg 45 r.p.m. machine. Despite this event, remodeling goes on in the parts and repair departments.

Bill Olsner, Abco Novelty Company, is making progress with his football counter game so much so that he is thinking about larger quarters. **Helene Sawyer**, who had a leave of absence from the firm for several months, is back running the Abco office. She has been with Abco about two years.

Ken Wilson, formerly head of Amalgamated Distributors and also operator of large arcades in Chicago and Silver Beach, Mich., continues on the recovery path. He was injured several months ago.

With United Manufacturing Company's Four-Player Shuffle Alley now going out to operators from distributor headquarters throughout the company, firm is readying production lines for its new Skee-Alley game. **Billy DeSelm**, general sales manager, greeted **Norwood Veatch**, Central Distributing, St. Louis, and **Lou Casola**, Rockford, Ill., last week. United's expansion program is now nearing completion, DeSelm reported.

Following his release from the

Lutheran Deaconess Hospital here recently, **Art Olsen**, head of Permo, Inc., has been able to make a few short trips to the firm's headquarters, conferring with **Gail Carter**, vice-president in charge of sales, and **Sherman E. Pate**, executive vice-president. **Bert Davidson**, who recently joined Permo's staff, has been meeting with phonograph operators in this vicinity, renewing old contacts which he developed over some 20 years in the coin machine field.

Ted Rubenstein, M & T Sales, has upped his production on the firm's conversion unit, and has added production line workers to the staff. Meanwhile, Ted reports Comet Industries is in production on the firm's line of counter games. Just as most manufacturers have been hit by shortages, Comet output may suffer too, but as of this week production is going ahead full speed.

Coven Distributing headquarters were busy last week as the firm made shipments on Bally and Wurlitzer products to customers in Northern Illinois and Wisconsin. **Ben Coven**, firm head, reports buying has dropped off in the past few weeks. Meanwhile, Ben and Mrs. Coven are busy moving into their new home in Highland Park, and are running into more than their share of the usual difficulties involved. **Harold Saul** reports operator interest in the Wurlitzer 45-r.p.m. attachment growing steadily.

Renovation work at the Purveyor headquarters on Western Avenue is still going on. Rebuilding of the main floor is almost completed, and **Herb Perkins**, president, says his new display room, featuring games, shuffleboards and a complete line of premiums, will be opened shortly. Meanwhile, **Tom McNeill**, Purveyor's road representative, was in town last week helping to get the new showroom, storage space and service layout completed. He reported that on a recent trip thru Wisconsin and Indiana he had excellent reports on the use of premiums with shuffleboards.

Among recent visitors to Universal Industries' plant were **C. P. Dinwiddie** and **C. R. Shumate**, Sparks Specialty, Soberton, Ga.; **Phil Moss**, manager of Atlas Music Company, Des Moines; **Harry Rosenberg**, Double "U" Sales, Baltimore, and **Hy Greenstein** and **Harold Leiber**, heads of Leiberman Hy-G Music Company, Minneapolis. Latter pair merged

Put New Life Into Your Shuffle Alleys!

UNITED'S

Shuffle Alley Deluxe



New Disappearing Pin CONVERSION UNIT

New Flashy Back Glass

Turns your original Shuffle Alley into a New Shuffle Alley Express

ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY • DOUBLE SHUFFLE ALLEY

Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
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CIGGY: FRUIT OR CIGARETTE
Ball gum vender. 75-25% coin divider. Size 6"x6 1/2"x8". Also manufacturing COMET, METEOR, MITE and KING. Write for full details and quantity prices.
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Stock Up With These Money Making COUNTER GAMES

ABT Model F	\$47.50
ABT Skill Test and Total Score	49.50
ABT Challenger (Used)	22.50
Advance Shocker	18.75
Ideal Card Vender	19.50
Mercury Grip	29.50
Steeplechase	39.50
Whirl-A-Ball	18.50
Bingo (Used)	12.50
Hit-A-Homer (Baseball)	27.50
Touchdown (Football)	27.50

MIKE MUNYER

577 10th Ave. (at 42nd St.)
N. Y. 18, N. Y. BRyant 9-6677

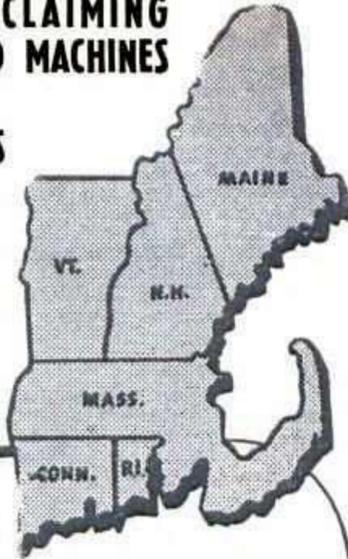
ATTENTION!

Wurlitzer 1017 Hidesway	\$225.00
4 Wurlitzer 3020 Boxes, Ea.	39.50
Wurlitzer 1015	249.50
5 Wurlitzer 219 Steppers, Ea.	29.50
5 Wurlitzer 145 Steppers, Ea.	6.00
10 Pre-War Seeburg Walboxes, Ea.	2.99

OLSHEIN DIST. CO.

1100 Broadway Albany 4, N. Y.

OPERATORS ARE ACCLAIMING REDD'S RECONDITIONED MACHINES
 ★ FINEST SERVICE SHOP
 ★ SUPERVISED MECHANICS
 ★ SEPARATE CABINET AND WOOD FINISHING DEPARTMENT
 ★ EVERY MACHINE DOUBLE INSPECTED



MONEY INSTANTLY REFUNDED IF NOT MORE THAN PLEASED!!

ALLEYS SOLD 50% OFF

BALLY:

SHUFFLE CHAMP
 SPEED BOWLER
 BALLY BOWLER

KEENEY:

DOUBLE BOWLER
 ABC BOWLER
 PIN BOY
 TEN PIN

GENCO:

BASEBALL

UNITED:

SHUFFLE ALLEY
 SUPER ALLEY
 UNITED EXPRESS

CHICAGO COIN:

ABC BOWLER, New
 BASEBALL
 BOWLING ALLEY

WILLIAMS:

TWINS
 DOUBLE HEADER

WRITE, WIRE OR PHONE FOR SPECIAL PRICES

THESE ARE ONLY A FEW OF OVER 200 IN STOCK. EVERY MACHINE RECONDITIONED REGARDLESS OF LOW COST. ACT NOW!

MUSIC

WURLITZER:

1100WRITE
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 750E\$135.00
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SEEBURG:

100 AM (new) ..WRITE
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IT'S NEW! IT'S BETTER! IT'S DIFFERENT—

BALLY'S NEW

CONSOLE—TRIPLE DRAW BELL

NEW MACHINES Instant Delivery

BALLY TRIPLE DRAW BELL
 BALLY SHUFFLE CHAMP
 KEENEY FOUR WAY BOWLER
 EXHIBIT SIX SHOOTER
 MILLS VEST POCKETS

BALLY TURF KING
 UNITED FOUR WAY ALLEY
 KEENEY CIGARETTE MACHINES
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FRESHEN UP YOUR ROUTE WITH OUR SELECTED PREMIUMS—LATEST RECORDS—FREE TITLE STRIPS

LOW DOWN PAYMENTS—EASY TERMS

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Coinmen You Know

Continued from page 99

in Pythian work for many years, is a past chancellor of Harry Cutler Lodge, Bridgeport, Conn.

Washington:

The construction work at the Washington National Airport to provide a completely coin-operated game room for the terminal probably won't be completed until late winter, according to business manager **David A. Robb**. The room was originally slated to open in November, but while the building extension will be finished by then, a line-up for the public to use will still have to be built.

Construction work is on schedule, however, at the new offices of the Silent Sales System, reports **Ira T. Byram Jr.** A building is being remodeled for the firm, with a complete modernization slated for the interior. The move to the new quarters should take place the first week in November, he said.

Ruth Brown's "Teardrops From My Eyes" became the top number handled by Service Music Company within two weeks after it made its bow, according to **Kathleen Robinson**, of the record department. An older favorite here is the **Ray-o-Vacs'** "Besame Mucho," while up-and-coming numbers that look to be big are "Tamburitza Boogie" by **Louis Jordan** and "Everybody's Somebody's Fool," by **Lionel Hampton** with a vocal handled by **Jimmy Scott**.

"A good time was had by all" when several Washington Music Guild members attended a recent meeting of the Amusement Machine Operators of Greater Baltimore, reports **Bill Schwartz**. A record session was one of the features of the evening, with both groups picking **Dick Brown's** Jubilee waxing of "Did You Think of Me Just Then?" as their Record of the Month.

Sample diskings of **Piano Red's** "Rockin' With Red" have been given to disk jockeys by **George Cervantes**, record manager of Southern Wholesalers, distributor for Victor. Cervantes thinks it should do well on jukes, too. "Mr. Touchdown, U. S. A." by **Hugo Winterhalter** is another good number now and **Ralph Flanagan's** "Oh, Babe" promises to go over on the music machines, he said. Flanagan, incidentally, made his first Washington appearance (October 22) at a concert and dance sponsored at Uline Arena by the three Super Music Stores, which gave away free Flanagan disks with each two tickets bought in advance. Newspaper ads billed Flanagan as "winner of The Billboard's 4th Annual Disk Jockey poll as the top band of the year." Cervantes also announced that he and **Jim Lennon**, from RCA Victor, spent a few days interviewing operators to determine how they could improve services, promotions, etc. Operators being difficult to find, personal contacts with them are sometimes less frequent than they should be, Cervantes pointed out.

With his recent acquisition of **Kenneth Keeffe's** juke box route, **Jack J. Sapienza** now reports that he's operating about 45 machines. He's in Takoma Park, Md. Sapienza, who makes it a practice to revive old favorites when there are no outstanding juke box hits, has just put **Bing Crosby's** "Mexicali Rose" on about half his machines. There's been a "good reaction" from the public and location owners, he said.

An important new location for coin machines will be opened

METAL TYPER MACHINES PARTS AND SUPPLIES



FINEST ALUMINUM DISCS
 Plain or Colored
 BUY DIRECT
 FROM THE MANUFACTURER
STANDARD SCALE CO.
 1609 Delmar Blvd., St. Louis 3, Mo.

Genco's SUPER BOWLING LEAGUE CONVERSION UNIT

CONTACT YOUR DISTRIBUTOR NOW!

GENCO 2621 N. ASHLAND AVE. CHICAGO 14, ILL.

CONVERTS YOUR GENCO BOWLING LEAGUE INTO A NEW, SMART LIGHTNING-FAST GAME!

- Large, attractive back glass
- Disappearing plastic numbered pins
- Changes entire appearance of game
- Matches cabinet design
- No electrical changes required
- Quickly, easily installed

AT LONDON PRICES ARE LOWER!

Cleaned! PHONOGRAPHS AND ACCESSORIES Checked!

FILBEN FP-300 (30 Selection)\$199.50
 SEEBURG COLONEL69.50
 SEEBURG 8200, 8800, 980069.50
 ROCK-OLA PLAYMASTER79.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

Cleaned!	GAMES	Checked!	
7-Hi Pool Table	\$49.50	Puddinhead	\$49.50
Genco Glider	34.50	1-2-3	54.50
Genco Total Roll	24.50	Yanks	39.50
Genco Advance Roll	24.50	Virginia	29.50
Genco Bing a Roll	24.50	Wisconsin	29.50
Bally My Roll	29.50	Bermuda	29.50
Triple Action	29.50	Spinball	29.50
Trade Winds	29.50	Catalina	29.50
Mardi Gras	29.50	Thrill	29.50
Merry Widow	34.50	Stormy	29.50
Screwball	39.50	Sunny	29.50
		Humpty Dumpty	29.50

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Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

J. L. Londen Music Co., Inc.
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN.
 DIVISION 4-3220 KENWOOD 6612

DISAPPEARING PIN CONVERSION UNITS
ONLY \$59.50 complete
 Easy to install. Complete instructions furnished.

AVAILABLE FOR THE FOLLOWING SHUFFLE GAMES

1. "United" Shuffle Alley
2. "Bally" Shuffle Bowler
3. "Chicago Coin" Bowling Alley
4. "Keeneey" Pin Boy
5. "Universal" Twin Bowler
6. "Williams" Twin Shuffl.
7. "Rock-Ola" Shuffle Lane

We have both types of resetting. . . .
 MOTOR RESETTING . . . COIL RESETTING FOR A SPEEDIER RESETTING.
 All conversions fully guaranteed.
 OVER A THOUSAND SATISFIED CUSTOMERS!
 1/2 deposit required. If full cash accompanies order we will pay freight!

ATTENTION, NEW ENGLAND OPERATORS
 We will install free of charge any of the above conversions at our factory at 34 Park St. Machines checked and reconditioned at a slight extra charge.

ROYAL MUSIC COMPANY
 34 PARK STREET TEL. 649-W WEBSTER, MASSACHUSETTS

EUROPE'S LARGEST COIN MACHINE DISTRIBUTING HOUSE
 offers the finest new machines of
AMERICA'S GREATEST MANUFACTURERS

- Cottlieb's SPOT BOWLER
- Williams' PINKY
- Chicago's FIGHTING IRISH
- Exhibit's SIX SHOOTER
- United's ALLEY EXPRESS

Plus . . . for both the American and European markets . . . a complete line of flawless reconditioned equipment, including more than 100 different types of the best in pin games—arcade equipment and shuffle games.

For the Best in New Equipment . . . for the Finest Reconditioned Machines . . . for Anything Coin-Operated SEE US FIRST.

Complete line of WURLITZER, ROCK-OLA, SEEBURG and AMI JUKE BOXES.

INTERNATIONAL AMUSEMENT CO. 33 W. 46th St. New York 19, N. Y.
BELGIAN AMUSEMENT CO., Ltd. Kronstraat 138 Antwerp, Belgium Telephone 54.035

FOR BETTER BUYS—BETTER BUY NOW

UNTER GAMES—NEW

a-Homer, originally 3.50. Our price: Single, 7.50, 10 or more, \$22.50. ...

ARCADE EQUIPMENT

Acme Shoe Shiner \$150. Baiting Practice 65. Big Inning 185. ...

MUSIC

41 Wurlitzer \$65. 71 Wurlitzer 75. 616 Wurlitzer 85. ...

USED COUNTER GAMES

14 Cubs Cigarette Reels \$12.50. Gottlieb 3 Way Grippers 18.50. ...

SLOTS

5¢ Blue Bells \$210. 10¢ Blue Bells 220. ...

CONSOLES

Super Bonus Bell (5¢) \$125. Super Bonus Bell (5-25¢) 275. ...

USED VENDORS

12 Victors, 1¢ \$4.50. 20 Northwestern Nut 4.50. ...

ONE BALLS

15 Jockeys (Specials) \$85. 5 Citations 195.

Terms: 1/2 deposit with all orders, balance C.O.D.



CLEVELAND COIN MACHINE EXCHANGE, INC. 2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO. ALL PHONES: TOWER 1-4715.

AUTOMATIC COIN Your Reliable Distributor Since 1944

Now Delivering Mills Sensational New 21-Bell. Also brand new Blue Bell, Black Beauty, Token Bell, Token "21" Bell. Write.

Reconditioned Games. United Shuffle Alley, fly-a-way pins \$139.50. Universal Twin Alley 145.00. ...

Latest Bells, Reconditioned by the finest mechanics in the business! Mills 5¢, 10¢ or 25¢ Golden Falls Handload—Mills 5¢, 10¢ or 25¢ Black Cherry Bells—Mills 5¢, 10¢ or 25¢ Jewel Bells—Mills 50¢ Black Gold Handload—Mills 50¢ Black Cherry, 2/5—Jennings 10¢ Standard Chief—Jennings 25¢ Sun Chief—Rebuilt 10¢ Jewel Bells, in New Cabinets.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stand for Bells. AUTOMATIC COIN MACHINES & SUPPLY CO. TELEPHONE: CAPITOL 7-8244. 4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

PIN GAME Headquarters. 5 Ball Games... Sold on 10-Day Exchange Guarantee

COINEX CORPORATION. No other distributor puts so much quality and workmanship into games. Our 10-Day Exchange Guarantee backs this claim. Our enlarged quarters and increased staff will better serve you!

Murray Rosenthal. 1346 Roscoe Street CHICAGO 13. GRaceland 2-0317

EVERY PIECE GUARANTEED A-1. ONE BALLS. FIVE BALLS. Universal Winner NEW \$349.50. Bally Champion 199.50. ...

Coinmen You Know

their respective firms—Leiberman Music Company and Hy-G Music Company two weeks ago (The Billboard, October 21). Vice-President Bill Ryan states that Deluxe Twin Bowler is winning a steady following in the field. Shuffle Tournament, the unit which converts one shuffleboard into two separate shuffle games which can be played by up to four patrons, is also attracting location interest.

Frank Mencuri, Exhibit Supply Company sales manager, was on a brief road trip last week in the interest of the Dale Six-Shooter, now being delivered in stepped-up quantities.

New York: Local juke ops, distribs and disk reps, plus plenty of out-of-towners, headed toward the Waldorf Saturday (28) to help celebrate Automatic Music Operators' Association's 13th anniversary. Al Denver, prexy, expected more than 600 to attend. A long list of top artists were to entertain, emceed by Joey Adams. Sunday (29), after not too much sleep, Denver and Sid Levine, the org's attorney, were skedded to leave for Chicago to sit in at a confab of Music Operators of America execs. Dick Steinberg, of the Music Guild of America, also was to attend the meet.

With special events making New York the phonograph mecca last week, Rock-Ola Manufacturing got a three-day preview show of its new Rocket 51 juke under way Friday (27). On hand to greet ops were Art Weinand, Rock-Ola vice-president in charge of sales; Ed Hall, sales rep; Arthur J. Janacek, service manager, and Dave Stern, of Seacoast, local Rock-Ola distributor. Meyer Starr, Eastern Electric sales rep, was in town last week after supervising an Electro cigarette machine exhibit and service school in Columbus at a meeting of the Ohio Association of Tobacco Distributors. Mario Caruso, founder of Eastern, returned Sunday (22) from a six-month stay in Italy, where he now runs a metal-working plant.

Meyer Parkoff and Harry Rosen, of Atlantic New York, are still receiving plaudits on their gala showing Tuesday (24) of the Seeburg 45 r.p.m. phonograph. Representative operators from New York, Connecticut and New Jersey joined diskery and finance company brass to crowd the Park Sheraton's Coconut Grove to capacity. More than 330 persons sat down to dinner and listened to the smoothly run presentation. Parkoff, Rosen and Murray Kaye, sales manager, headed the Atlantic staff at the event.

Those present who were singled out for bows by Parkoff included: Abe Fish, of the Connecticut ops association; Karl Pavesi, Sam Getlin and Harry Wein, of Westchester County; Sam Waldo and Sol Kesselman, of the New Jersey juke guild; Al Denver and Sid Levine, of the Automatic Music Operators' Association; Frank Calland and Barney Schlang, of the local jukemen's union; D. J. Ambrose, Long Island operator, credited with having the largest Seeburg route in the East; Babe Kaufman, pioneer woman operator; Pete Scagnetti, Finance Company of America; Herb Sternberg, Standard Factors; Jack Shulder, Gibraltar Factors; Jack Burgess, RCA Victor; Phil Silverman, Bruno, New York; Sid Goldberg and Al Simpson, Decca; Al Levine, Capitol; Joe Delaney, London, and Jack Gordon, Seeburg district manager.

I. H. (Ike) Houston, president of Spacarb, Inc., away last week on a Midwest trip. He was to divide his time between confabs with Spacarb sales reps and duties preparatory to the National Automatic Merchandising Association convention, which opens in Chicago November 12. Lester Paul is now handling premium biz for Harry Berger's West Side Distributing.

Herman and Mrs. Silver, of Empire Music, celebrated their 25th wedding anniversary Saturday (21) at the Concord Plaza Hotel. Joe Green, and Irv Holtzman, of the Flushing Music Corporation, have moved to new route headquarters at 141 Sussex Road, Elmont, L. I. Nat Levine, who operates locally under his own name, has moved to 910 Albany Avenue, Brooklyn. Matt Brinn, whose telephone answering service is patronized by many coin ops here, ran an

open house today (28) to mark his 14th year in the business. Sol Tabb, of Hysol Music, returned from Florida Tuesday (24). Sol Wohlman, of Pan Coast, is on the lookout for an attractive operating proposition out-of-town. Johnny Pizzi, of P-Z Amusement, Garfield, N. J., was shopping on the Avenue last week.

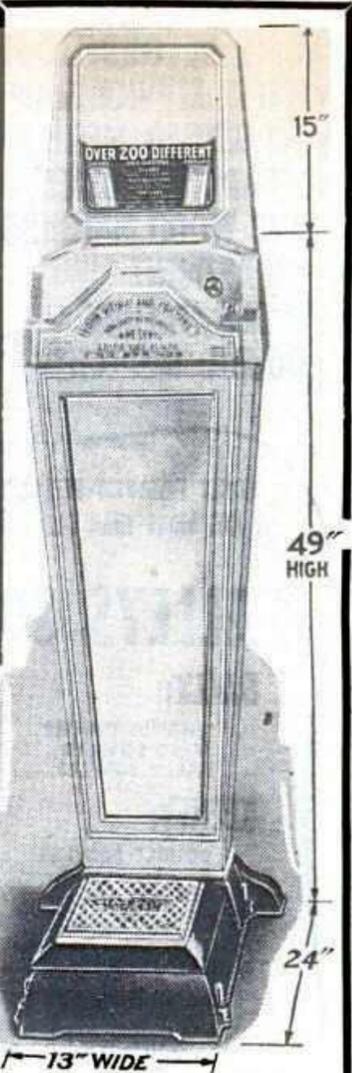
Cincinnati: Charles Kanter, president of the Automatic Phonograph Owners' Association, has been confined in the Jewish Hospital since Sunday (22) when he suffered a heart attack. Mr. and Mrs. William Strout have returned from a three-week vacation at Daytona Beach, Fla., and the Smokies. Strout owns and operates the Automatic Music Company. Nat Bartfield has returned from New York where he visited his family. The executive board of the association will hold its regular meeting Tuesday afternoon (31) in the association offices.

Buffalo: Frank J. Bradley, president of Automatic Equipment Company, and his wife, Ruth, celebrated their 20th year in the candy vending machine business last week by inviting employees and their wives to a party at their home. The employees gave the boss and missus a matched set of luggage. Bradley's Automatic Equipment Company is one of the largest independent merchandise vending firms in the country.

Pittsburgh: Harry Rosenthal, president, Banner Specialty Company, on a two-week trip thru Pennsylvania, reports business is picking up considerably. Check-up by M. J. Ballinger, owner, Acme Vending Machine Company, of locations doing poorly with music machines, shows those locations aren't getting the customers. Capitol's Jan Garber, now in the Midwest, did so well at Pittsburgh's West View Park Ballroom that he's being booked again into the neighborhood on his next trek eastward for a date at the Statler Hotel, New York. James Winston, of Decca sales here, reports a heavy increase in sales of 33 1/3 long-play records.

Hartford, Conn.: Mac Perlman, Connecticut manager for Atlantic-New York Corporation, Seeburg distributors, was busy lining up Connecticut coinmen for an Atlantic-New York Corporation-sponsored goodwill dinner at the Park Sheraton Hotel, New York, October 24. Jim Tolisano, of Superior Music, was a recent visitor at Ralph Colucci's office at Seaboard Distributors. Francis E. Stern, president of Stern & Company, Columbia Records distributor, left on a two-week combination business-vacation trip to Los Angeles. Joe Friedman, Bridgeport coin operator, recently was installed as grand chancellor of the Grand Lodge of Connecticut, Knights of Pythias. The installation was held during the group's annual convention at Bridgeport's Stratfield Hotel. Joe, who has been active

(Continued on page 100)



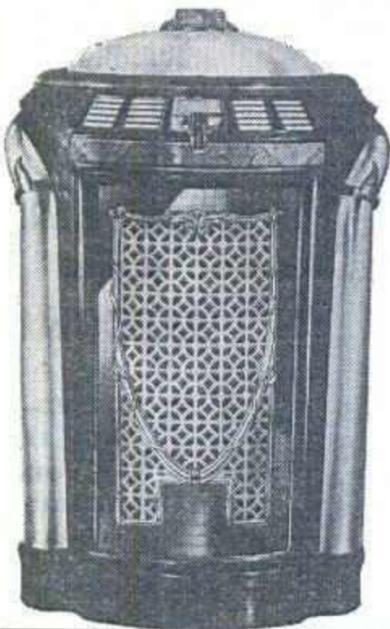
WEIGHT, 165 LBS. \$25 DOWN Balance \$10 Monthly. 400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS. WRITE FOR PRICES. LARGE CASH BOX HOLDS \$85.00 IN PENNIES. Invented and Made Only by WATLING Manufacturing Company. 4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772. Cable Address: WATLINGITE, Chicago

ZINGO A NEW CREATION. Write for Particulars. R. C. WALTERS MFG. CO. 4201 Norfolk Ave. St. Louis 10, Mo.

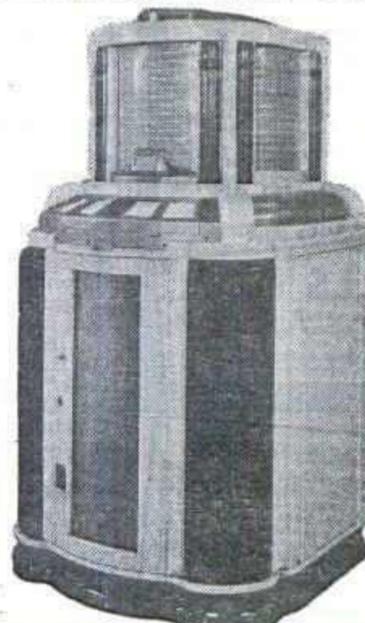
OUT THEY GO! PRICES SLASHED! Citations \$199.50. Champions 349.50. Jockey Special 79.50. Gold Cups 99.50. Exhibit Silver Bullets \$127.50. Chicom Hockey 25.00. Exhibit Dale Gun 60.00. Bank Ball 59.50. United Shuffle Alley \$49.50. Wms. DeLuxe Bowlers 125.00. Chicom Shuffle Baseball 115.00. Bally Speed Bowler 219.50. Mardi Gras \$29.50. Buffalo Bill 129.50. Sharpshooter 99.50. Yanks \$39.50. Thrill 29.50. Select-a-Card 125.00. Wisconsin 29.50. Shanghai 34.50. Blue Sky 49.50. Saratoga 39.50. Genco 1-2-3 89.50. Utah 55.00. Carnival 39.50. All Baba 29.50. Bally Draw Bells, 5¢ or 25¢ \$99.50. Wurlitzer 1015 \$249.50. Seeburg 147M 299.50. Seeburg 146M 249.50.

Operators in Wisconsin, No. Ill. and Indiana—Use the COVEN Finance Plan. BALLY SHUFFLE CHAMP WRITE FOR PRICE! COVEN distributing company 3181 Elston Chicago 18, Ill. Independence 3-2210. Authorized Distributors for Bally and WURLITZER Products Phonographs. All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

LOOK! MORE GOOD BARGAINS IN GOOD RECONDITIONED EQUIPMENT



Here is this week's Shaffer Specials . . . all good used equipment at bargain low prices. You can phone or mail your order with full confidence . . . for every machine is completely reconditioned and in tip-top shape . . . ready to give years of profitable service on location.



POST-WAR PHONOGRAPHS SEEBURG

H-148-M Hideaway	\$350.00
147-M	350.00
H-147-M Hideaway	325.00
146-M	300.00
H-146-M Hideaway	289.50
146-S	275.00

WURLITZER	
1250. New	Write
1100	\$375.00
1015	249.50

ROCK-OLA	
1422	\$149.50
AMI	
Model "C," New	Write

WALL BOXES SEEBURG

W6-L56	\$55.00
W4-L56	49.50
3W2-L56	29.50
W1-L56	24.50
W5-ZZ	10.00
DS20-1Z	10.00

WURLITZER	
"3020"	\$35.00
PACKARD	
Hi-Chrome (New)	Write
Hi-Chrome	\$12.50
Satin	10.00

ROCK-OLA	
Post-War	\$12.50
AMI	
Post-War	Write

PRE-WAR PHONOGRAPHS SEEBURG

Lo-Tones	\$79.50
Hi-Tones	69.50
Colonel	59.50
Envoy, RC	59.50
Crown	49.50
Commander	49.50
Casino	49.50
Mayfair	49.50
Classic	49.50
Vogue	49.50
Gem	49.50
'41 R. C. Special	49.50
Royal	39.50
Rex	39.50
Plaza	39.50
Model "A"	39.50
Model "K"	39.50

WURLITZER	
750	\$99.50
850	79.50
500	59.50

ROCK-OLA	
Super '40	\$55.00
Commando	49.50
Playmaster	45.00
'39 Deluxe	39.50

MILLS	
Throne	\$45.00
Empress	45.00

PACKARD	
Hideaway	\$79.50

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ARCADE EQUIPMENT

Bally Champion	\$350.00
Q. T. Pool Table	195.00
Timco Double Slot Safe	185.00
Peelette Pool Table	
Buffalo Bill	165.00
Exhibit Strike	150.00
Deluxe Draw Bell	160.00
Draw Bell	120.00
Wax-o-Matic Shiner	129.50
ChiCoin Bowling Alley	99.50
ChiCoin Baseball	99.50
Genco Baseball Shuffle	99.50
PX Cigarette Vendor	99.50
U-Needa Cigarette Vendor	99.50
Rock-Ola Shuffle Lane	79.50
Exhibit Dale Gun	79.50
Victory Special	50.00
Big Parlay	50.00
California Shufflepins	50.00
Baker's Pacers	49.50
Mercury Athletic Scales	39.50
A.B.T. Challenger	25.00

Coinmen You Know

Continued from page 101
longer out in front handling the record retailing chores at the Walker Street store. . . . A new Kaiser auto, a light green job, seen making the rounds with the name of West Allis Vendors prominently splashed all over it. Anthony J. Sanders, manager of the games department at the Miller - Newmark Distributing Company, has been promoted to assistant general manager by Ben Newmark, succeeding Glenn Payne, who resigned to go into another business. . . . Newmark reports the Miller-Newmark firm is adding an extensive line of premiums of its store operation, servicing operators with game prizes in both their Grand Rapids and Detroit branches.

A. K. Neilson, sales manager of the Service Parts Systems, out of town on a short trip. . . . Marvin Noble, who operates a novelty route out of Jackson under the name of Midwest Specialty Sales, is planning to start a diversified machine route to include peanut and gum ball vendors, counter machines and bowling games.

John Pirziola has joined the Jay-Cee Music Company replacing Frank Matranga, who had been with the company for about three years. The other partners are Ralph Quasarano, Michael Polizzi and Peter Tocco. . . . Robert D. Rounds, Blake Industries, reports current production problems holding up promotion plans for the Levelmatic for coin machines which the company manufactures.

Vernon L. Huntoon Jr., Acme Amusement Company, who has been operating in this city for a number of years; Doris Huntoon and Frank Kovach are incorporating the Acme Vending Company to operate a route of cigarette vendors and similar machines. Kovach and Huntoon were formerly in partnership. Headquarters are in Highland Park.

A visitor in Milwaukee from the West Coast for a few days, was Bill Happel, from Los Angeles' Badger Sales Company. Bill spent some time with brother, Carl, at the Badger Novelty Company office greeting old friends and customers.

Meanwhile Carl Happel informs that his son, William E. Happel, was called to active duty in the naval reserves September 28. As yet, the family has not been informed as to where he will be stationed. . . . Business-wise, the Badger Novelty firm, according to Happel, is anxiously awaiting the arrival of the new Rock-Ola, and are all set to start selling as soon as they get the go-sign.

Minneapolis is the destination of Martha Schalk, office manager of S. L. London firm. Martha expects to spend about a week at the Minneapolis office on routine business matters. Meanwhile, sales manager Nathan Victor, is up in the Twin Cities territory doing his bit to keep the orders for equipment rolling.

Detroit:

Arthur P. Sauve, of A. P. Sauve & Son, reports business in the local amusement machine field picking up so much that the firm is adding two new men. Mel Frayer is joining the sales staff on the road, while Harry Veal, formerly a serviceman in the Pontiac area, is joining the route service staff. Hazel (Reichlin) Carlson, who has been with the Sauve Company for about eight years, but has been working parttime only during the past season, is again on a full-time basis. . . . William Williams, serviceman for Sauve, was called South by the death of his mother.

Vincent A. Meli, who has headed the Meltone Music Company here for several years, has formed the Vend-a-Drink Company with James A. Robson, a new name in the coin machine field, as a partner. They are operating selective cup-type drink vendors, and have established headquarters on Woodward Avenue, sharing offices with the Meltone firm.

James Bowser, AMI music operator at Monroe, is convalescing at home following a heart attack. . . . Bill Miller, of Grand Rapids, is recovering from a cold which confined him to home for several days. . . . Anthony Giffel, Boy City music operator, is vacationing in Northern Wisconsin.

Stanley B. Sherwood and Mildred L. Sherwood have rechristened their Laundermatic, which

(Continued on page 104)

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<input type="checkbox"/> Univ. SUPER TWIN BOWLER	\$225	<input type="checkbox"/>
<input type="checkbox"/> Keeney DOUBLE BOWLER, 9 Ft.	215	<input type="checkbox"/>
<input type="checkbox"/> Univ. TWIN BOWLER	125	<input type="checkbox"/>
<input type="checkbox"/> Bally SHUFFLE BOWLER	60	<input type="checkbox"/>
<input type="checkbox"/> Keeney PIN BOY	55	<input type="checkbox"/>
<input type="checkbox"/> Genco BOWLING LEAGUE	50	<input type="checkbox"/>

for FIVE BALLS

<input type="checkbox"/> SHARPSHOOTER	\$109	<input type="checkbox"/>
<input type="checkbox"/> DALLAS	75	<input type="checkbox"/>
<input type="checkbox"/> 1-2-3	69	<input type="checkbox"/>
<input type="checkbox"/> PHOENIX	59	<input type="checkbox"/>
<input type="checkbox"/> TENNESSEE	55	<input type="checkbox"/>
<input type="checkbox"/> ALICE IN WONDERLAND	49	<input type="checkbox"/>

for ONE BALLS

<input type="checkbox"/> Brand New Bally TURF KINGS	Write	<input type="checkbox"/>
<input type="checkbox"/> Bally CITATION	\$225	<input type="checkbox"/>

for MUSIC

<input type="checkbox"/> Seeburg H147, Metal Cabinet	\$295	<input type="checkbox"/>
<input type="checkbox"/> Seeburg 5-10-25c Wire-less Wall Box	55	<input type="checkbox"/>

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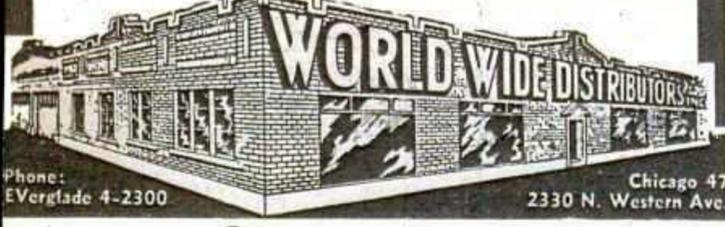
<p>KEENEY'S LEAGUE BOWLER 8' and 9 1/2' Lengths 1, 2, 3 or 4 players 4 coins every 3 minutes! Tried—tested—proven—RE-ORDERED! Barrels of profits. Automatic reset. Colorful, competitive!</p>	<p>BEST BUYS at WORLD WIDE</p>	<p>EXHIBIT'S DALE SIX SHOOTER Exciting—entirely new! Lightest Action! Moving Targets! New, improved gun sight. Plenty of activity. Plenty of thrill! A money maker!</p>															
<p>WORLD WIDE</p>	<p>WILLIAMS PINKY Here's a game loaded with a game plan! Packs plenty of profitable punch! P-I-N-K-Y rollers and spell-out awards.</p>	<p>WORLD WIDE</p>															
<p>ONE BALLS Universal Winner (New) Write Bally Turf Kings (New) Write Bally Grandstand (New) Write Bally Kentucky \$375 Bally Lexington 225 Bally Citation 250 Bally Gold Cup 125 Bally Jockey Special 115</p>	<p>CONSOLES Universal Arrow Bell Bally Clover Bell \$345 Bally Spot Bell 450 Bally Triple Bell 310 Keeneey Single Bonus 225 Keeneey Twin Bonus 150 Super Bell 195 Keeneey Three Way Bonus 275</p>																
<p>USED FIVE BALLS</p> <table border="1"> <tr> <td>Black Gold \$ 85</td> <td>Just 21 \$ 95</td> <td>Screwball \$ 45</td> </tr> <tr> <td>Big Top 75</td> <td>Merry Widow 45</td> <td>Saratoga 85</td> </tr> <tr> <td>Carolina 75</td> <td>Maryland 110</td> <td>St. Louis 95</td> </tr> <tr> <td>Banjo 65</td> <td>Melody 85</td> <td>Triple Action 85</td> </tr> <tr> <td>Bowling Champ 115</td> <td>One-Two-Three 45</td> <td>Telecard 65</td> </tr> </table>			Black Gold \$ 85	Just 21 \$ 95	Screwball \$ 45	Big Top 75	Merry Widow 45	Saratoga 85	Carolina 75	Maryland 110	St. Louis 95	Banjo 65	Melody 85	Triple Action 85	Bowling Champ 115	One-Two-Three 45	Telecard 65
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Big Top 75	Merry Widow 45	Saratoga 85															
Carolina 75	Maryland 110	St. Louis 95															
Banjo 65	Melody 85	Triple Action 85															
Bowling Champ 115	One-Two-Three 45	Telecard 65															

<p>NEW SHUFFLE GAMES Williams Double Header Keeneey Double Bowler United 4 Player Shuffle Alley United Twin Shuffle Alley Rebound United Single Shuffle Rebound United Deluxe Twin Bowler</p>	<p>ARCADE & MISC. Seeburg Shoot the Bear \$365 Seeburg Model M100 Write Wurlitzer #1015 75 Exhibit Dale Guns 45 Bally Heavy Hitter 175 Williams Star Series 125 Exhibit Silver Bullets 125 Packard #1000 Speaker \$ 75</p>
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USED SHUFFLE GAMES

United Shuffle Alley \$ 50	Genco Bowling League \$ 50
Universal Super Twin Bowler 215	Genco Glider 35
Chicago Coin Bowling Alley 125	Keeneey Double Bowler 225
Chicago Coin Bowling Classic 215	Williams Bowler 45
Bally Shuffle Bowler 40	Williams Twin Shuffle 75
Bally Speed Bowler 215	Williams De Luxe Bowler 125

<p>PREMIUMS Write for our new FALL CATALOG</p>	<p>NEW 5 BALLS Exhibit OASIS Williams GEORGIA Chicago Coin FIGHTING IRISH Gottlieb SPOT BOWLER</p>
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United Shuffle Alley, excel. cond., \$49; with disappearing pin conv., \$119—Bally Bowlers, \$49—Chicoin Bowlers, \$135—Genco Gliders, \$39—Genco Bowling League, \$59—United Shuffle Alley Express, \$185—Gottlieb Bowlette, \$75—Bally Speed Bowler, \$225. NEW DISAPPEARING PIN CONVERSION \$59

CONSOLES— \$4-25¢ Twin Bonus Super, \$235—\$4-5¢ Twin Bonus Reconditioned 3-Balls, latest model, \$185—Mills Jumbo, FP-PC, Super, \$225—Mills

Write for latest list all new and reconditioned Shuffle Games, 5-Ball 1-Balls, Consoles, Arcades, Bells, Etc. Terms: 1/3 Deposit, Balance C. O. D.

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next spring, barring talked-about government curbs on construction of amusement parks. Sidney Lust, operator of a chain of drive-in theaters, has announced plans for a Kiddieland adjacent to his Beltsville, Md., drive-in. Lust is currently operating a floor for square dancing right on the theater grounds, but the new venture will be just outside the theater on a 10-acre tract. The land has already been graded and will be paved, according to company spokesmen. Plans are to install a Merry-Go-Round, airplane ride, pony rides, and miniature railroad in the park, but nothing more definite has been settled owing to government controls said to be in the preparation stage by the National Production Authority.

It's the Ames Brothers who are leading in records played on the music machines operated by Jack A. Spittler, of Falls Church, Va. Right now, "Can Anyone Explain" is a big hit, but Spittler expects "Oh, Babe" and "Hungry for Your Kisses" to get up there quickly. The Gordon Jenkins - Weavers "Goodnight, Irene" is still way up on top—"it lasted much longer than I expected," he commented. Sammy's Kaye's "Harbor Lights" is another good record seller for Spittler.

Milwaukee:
The quarterly meeting of the Wisconsin Phonograph Operators at the Hilltop Inn recently was one of the best-attended sessions the organization has held in many months. C. S. Pierce, president, gave a detailed report to the group on the result of his trip to Madison to investigate the status of the 25 per cent State tax on juke box receipts that had been played up in local newspapers. Pierce reported that the officials he conferred with at the capitol were of the opinion that the threatened tax would have no bearing on the music machine industry. Next meeting, according to Doug Opitz, secretary, will most likely be held in Chicago in November, at which time the officers of the Wisconsin organization will combine with leaders of other States at the MOA confab.

Top tune on the list of Metropolitan Amusement juke boxes in recent weeks, according to wax buyer Dorothy Jonas, is "Lover Be Faithful," on any label. As for her own preference, Dorothy hops on Rosemary Clooney's bandwagon for her version of "Where Do I Go From You?"

Art Wisch, who operated a string of phonographs for several years, recently sold his route and is now on the road as a salesman for United, Inc., boosting Wurlitzers.

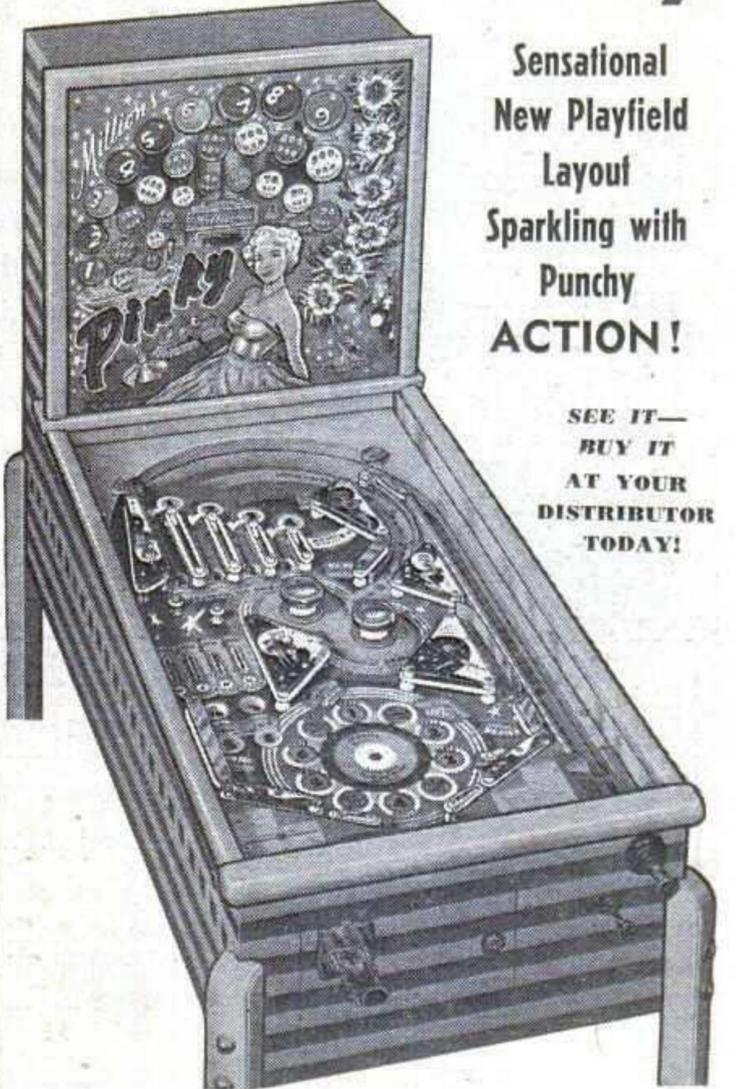
With the bowling season in full swing, Herb Gaedke, of G. & W. Novelty Company, has to squeeze out enough time in the evening to keep his bowling average up. A couple of 700 series in two leagues, the Pinky's Major and the Cudahy Classics, are the top honors he's attained so far.

Marianne Hudy, niece of Ray Lax, of Ray's Amusements, is no

(Continued on page 102)

The "Champagne" of Pin Game Play!

Williams Pinky



Sensational
New Playfield
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Sparkling with
Punchy
ACTION!

SEE IT—
BUY IT
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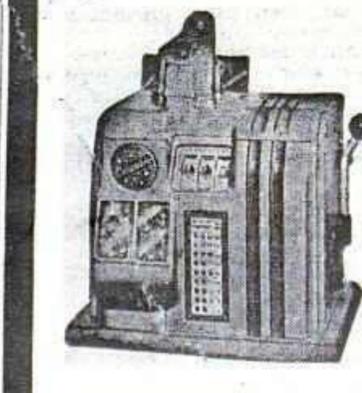
GOT IT! ▶ DOUBLE HEADER
HIGH SPEED REBOUND BASEBALL GAME

GET IT! ▶ and do better all year 'round with the game that's set an earnings record unmatched by any other!

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PINBALL AND MUSIC ROUTE
32 Music Machines, 21 Pinballs and Bowlers on location in Buffalo, N. Y.
Price \$10,000.00
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It's the COLUMBIA TWIN JACKPOT BELL



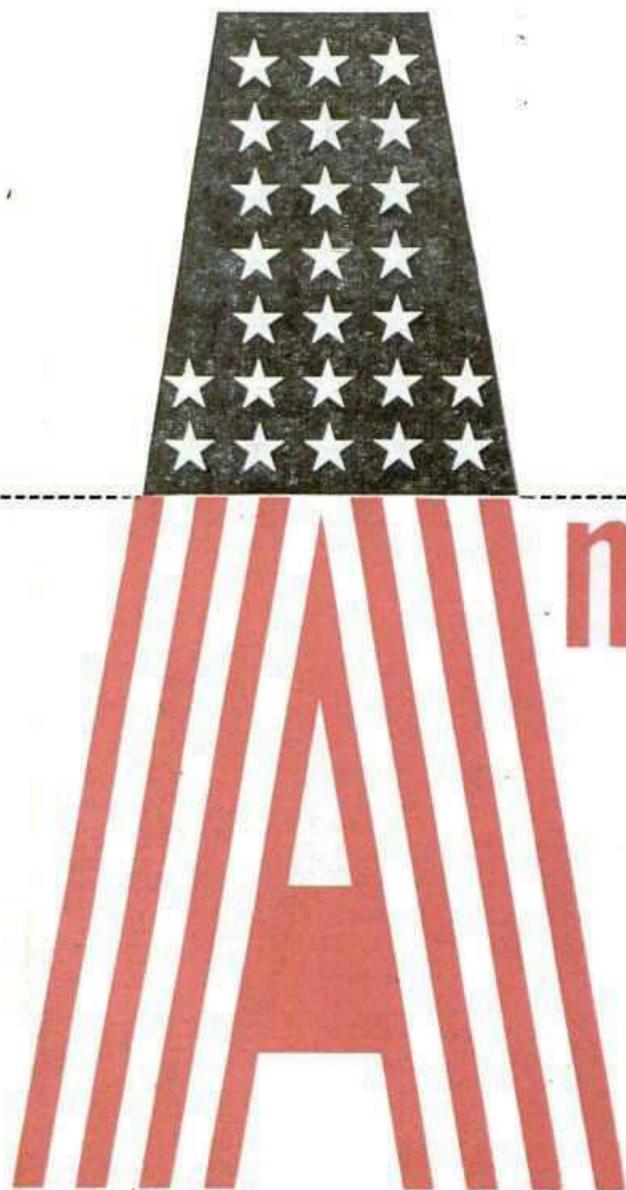
- Growing More Popular Each Year . . .
- Still the Operator's Choice
- Immediate Delivery!

Fruit or Cigarette. Gold Award or Jackpot Model.

YOU'LL PROFIT WITH THESE OTHER PROFIT-LINE HITS!

<p>ATOM Counter game. 10c play. Available in 1c or 1-5 combination. Cig. or fruit reels.</p>	<p>SKILL-TEST Arcade or counter operation. A re-issue of the famous "Skill Jump."</p>	<p>WINGS 5-Reel Cigarette Machine, POK-O-REEL; Straight Poker Game, YANKEE; Cig. and Fruit Reel, KLIX; "21" Black Jack. All equipped with coin dividers, straight penny and nickel or dime play.</p>
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Over 10,000 clubs in the United States, fraternal, patriotic and civic type, use Mills Bells to defray the demands made upon them by local charitable institutions. Orphanages, hospitals, cancer clinics, blind institutions and crippled children's wards are the heavy beneficiaries to the profits derived from the Bells which are in operation in these clubs. Many of these clubs would not be in existence today if it were not for the revenue they receive from Mills Bells.

Our service organizations in this country, as well as in occupied zones, are also deriving great benefits from Mills Bell revenue. Many maintain their entire social and athletic expenses from their Mills Bell profits as well as enjoy the much needed fun and relaxation that these Bells bring into their recreation centers so far from home.

Clubs need Bells to maintain a steady revenue; their members favor and enjoy them in their clubrooms. Bells are definitely the biggest single, as well as most constant, contributor to worthy causes in the communities where they operate. They channel more moneys into local charity drives than any other single unit in the United States, whether that unit be human or manufactured. We are proud of the Mills Bell and the job it is doing in the clubs of America!

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WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

Coinmen You Know

Continued from page 102

they opened about five months ago in the Redford section, as the Laundry Maid Self-Service Laundry. **Chester Nowak** is morning manager of the laundry.

Bridgeport, Conn.:

Marvin Sparrow, associated with his father, **Charles Sparrow**, in Cigarette Service, Inc., has passed the Massachusetts bar examination. Of the 723 persons who took the examination, only 140 passed. Sparrow was graduated from the Harvard Law School in June, and also is a graduate of Massachusetts Institute of Technology. He

is now associated with the law firm of Goulston & Storrs in Boston.

Joseph Gochros, president of the Connecticut Carbonic Company, was elected president of the Connecticut Bottlers Service Club at a meeting last week in conjunction with the 32d annual convention of the Connecticut Manufacturers of Carbonated Beverages. He served formerly as secretary of the group.

Officers named by the manufacturers association are: **Alfred R. Tomasetti**, Meriden, president; **Christopher H. Buckley**, Hamden, vice-president; **Emil Mascolo**, Waterbury, treasurer; **Carl F.**

Shirmer, Meriden, secretary; **Carl Anderson**, Higganum, **Fred Meyer**, Willimantic, **John J. Boyd**, New London, and **Albert Cott**, New Haven, directors for two years.

Los Angeles:

Adolph D'Este has joined the sales staff of the Badger Sales Company here. He replaced **William E. Happel**, who was called into the navy and is now stationed in San Diego. D'Este, who has been in the coin machine business since 1934, will handle the vending machine supply department.

Frank Gill, representative of the Navarro Service Company, is suffering from a bad ankle. While

it is painful, Gill manages to get around. . . . **Stanley Johnson** a visitor from Oceanside. He doesn't get up very much. When he is in town he makes the best of it on parts and equipment purchases. . . . **Jack Sickly**, of the Bill Brown Company in Bakersfield, in town and stopping off at the Paul Laymon Company. Sickly recently returned to his work in the Kern County town after a successful fishing trip near Eureka. . . . **Tommy Wilkes**, son of **Ed Wilkes**, of the Paul Laymon Company, has been voted president of the Lincoln Grade School in LaCrescenta. Tommy is quite elated over his election. . . . **Jack Simon**, of Sicking Distributing, is back at his desk following a spell in the hospital for surgery. His many friends were glad to see him out again. . . . **Al Weymouth**, of Weymouth Service Company, back in town from Fresno, where he chatted with

A. H. McDonald, for machine operator. **Jack Nutter** was also on hand. The trip was also on hand. The trip lunched at the Fresno District Fair, where Cigarette Service Company had seven machines.

Al Clayman, of the Denver Distributing Company, in that city dropped in to visit with **William R. Happel Jr.**, head of Badger Sales. Clayman was on a combined business and pleasure trip to the West Coast. . . . **Jack Leonard**, head of the Badger Sales parts department, is back at his post following a two weeks' vacation spent mainly in Oklahoma City. He visited with his father, **Leonard** and his wife, **Dorothy**, made the trip by automobile and drove from Kingman, Ariz., to the Oklahoma capital in one day—a distance of about 825 miles.

Joe Garnella, salesman for Ray Thomas Company, Columbia Records outlet, stopped in to see **Mary Solle** at the Leuenhagen Record Bar. Garnella, a former member of **Eddie Fitzpatrick's** orchestra, was plugging Columbia's newest release, "Perdido," featuring **Sarah Vaughan**. . . . A new record label, Showcase, has hit the market. Firm is headed by **George Howe** and the first release, "Is It a Sin to Love You?" backed by "Ev'rywhere Is You," has been placed at Leuenhagen's. The sides feature vocals by **Bob Grabeau** with orchestra directed by **Johnny Richards**.

Al Sleight, Western representative of the Bally Manufacturing Company, has returned to his home base, Portland, after a visit with **Lucille** and **Paul Laymon** here. Laymon handles the Bally line in this area. . . . **Pete Shupp**, who recently was injured in an automobile accident near Bishop, is still in the hospital but reported recovering. . . . The many friends of **Bill Black**, Bakersfield operator, will be interested to know that he is recuperating following recent surgery in a Kern County hospital.

Stanley Johnson, Oceanside operator, in town after a long absence and took advantage of his trip to renew acquaintances along coin row. . . . **Al Cicero** was another visitor along the row. He came down from Santa Maria. The section is going great guns now that **Camp Cooke** and other camps in the area are being reactivated.

Sheridan Thompson, of Thompson Bros. in Long Beach, introduced his son to coin row on a recent trek into town. The youngster is just beginning to walk and took a great interest in the new games on the sales floors. . . . **Jack Rowe**, Tucson operator, combined a visit to his father here with business. While spending time with his dad, he took time off to visit the various jobbers along West Pico.

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- SPOTTING ROLLOVER BUTTONS
- A-B-C FEATURE—Lights Rollovers for Awards
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- MYSTERY HIGH SCORE BONUS POCKETS
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CHICAGO 51, ILLINOIS

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Bally Speed Bowler lifting pins	\$169.50
United Shuffle Express lifting pins	169.50
Bally Shuffle Bowler lifting pins	124.50
Keeney Pin Boy lifting pins	124.50
Chicoin Bowling Alley lifting pins	144.50
Exhibit Strike lifting pins	124.50
Un. Super Twin Bowler lifting pins	169.50
Keeney ABC Bowler (Rebound)	49.50
Genco Bowling League	40.00
Gottlieb Bowlette	64.50

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- United Shuffle Alley Twin Rebound
- Exhibit Six Shooter
- Exhibit Oasis
- Genco Harvest Time
- Gottlieb Four Horsemen
- Chi Coin Fighting Irish
- Keeney Bowling Champ

ROLLDOWNS

- Tropicana \$29.50
- Singapore 29.50
- Advance Rolls 29.50
- Total Rolls 19.50
- Pro-Score 49.50
- Hy-Roll 49.50

Shuffleboards

- 18-22 Ft. \$49.50 & Up
- ALL MAKES

ONE BALLS

- Champions \$340.00
- Citation 215.00
- Victory Specials 49.50
- Mills 4 Bells 49.50

USED SHUFFLE GAMES

- United Shuffle Alley, lighted pins \$ 59.50
- United Shuffle Alley with flying pins 99.50
- Shuffle Alley Express 149.50
- Shuffle Bowl Attachment 49.50
- Chicago Coin Bowling Classic 219.50
- Universal Twin Bowler 119.50
- Universal Super Twin Bowler 219.50
- Genco Glider 39.50
- Nationwide Baseball (used) 99.50
- Genco Baseball 149.50

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45 SECONDS AT MOST FOR EACH GAME!
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GOLD CUP, F.P.	159.50
JOCKEY CLUB, P.O., '47 MOD.	119.50
JOCKEY SPECIAL, F.P.	119.50
BALLY ENTRY, P.O.	89.50
SPECIAL ENTRY, F.P.	89.50
VICTORY DERBY, P.O.	79.50
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36" Gibson Girl Dolls	4.00	4 P.C. Dresser Set	4.50
8 P.C. Kromex Set	7.00	Flying Cloud Clock	9.00
8 P.C. Kitchen Ensemble	3.50	Stuffed Plush Dolls	3.50
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Cassellini Costume Jewelry	4.00	Lifetime Camera Kit	7.95
Fountain of Youth Lamp	4.25	Deluxe Picnic Kit	6.50
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Hopalong Cassidy Animated Lamp	3.00	Time-Life Phone	6.50
Wild West Outfit	6.50	16 P.C. Cutlery Set	6.50
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EV. COALTOWN	
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EVANS WINTERBOOK	
EV. BLACK DIAMOND	
EVANS BANG TAILS	
EVANS CASINO BELL	
JENN. CHALLENGER	
BALLY TRIPLE BELL	\$250.00
5-25c TWIN BONUS SUPER	249.50
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BALLY DRAW BELLS, Reg.	129.50
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MILLS 3 BELLS, Latest Mod.	195.00

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United S.A. REBOUND, Official		Chicoin ACE BOWLER, F.P.	
Bowling Score		Exhibit SIX SHOOTER	
Univ. DELUXE TWIN BOWLER		Chicoin PIN-LITE	
Un. DOUBLE SHUFFLE ALLEY, 8' or 9 1/2'		SPECIAL CLOSEOUTS!	
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		Univ. SHUFFLE TOURNAMENT	
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 Chicago Metal Deluxe Double Revolv-A-Round, ea. \$129.50

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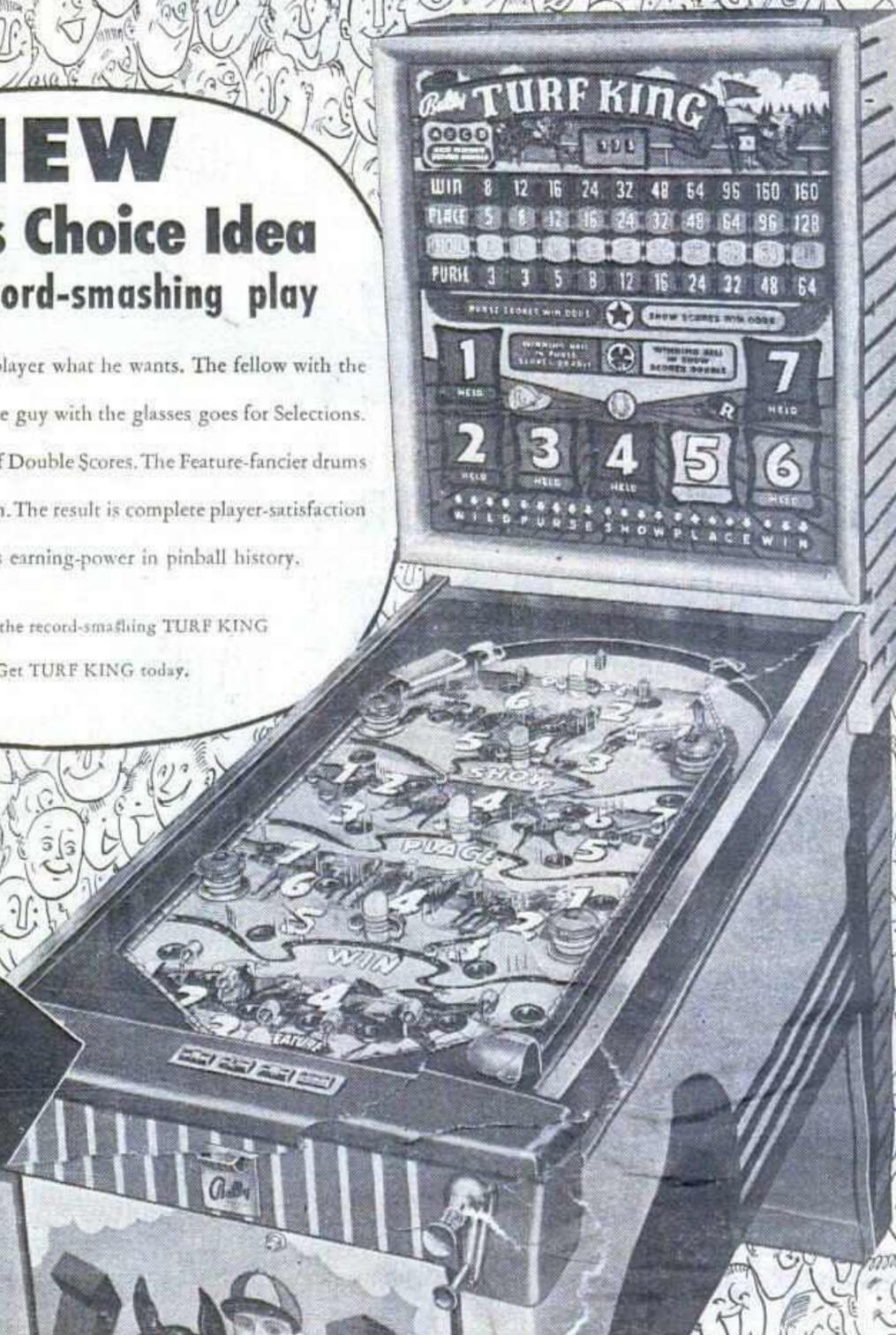
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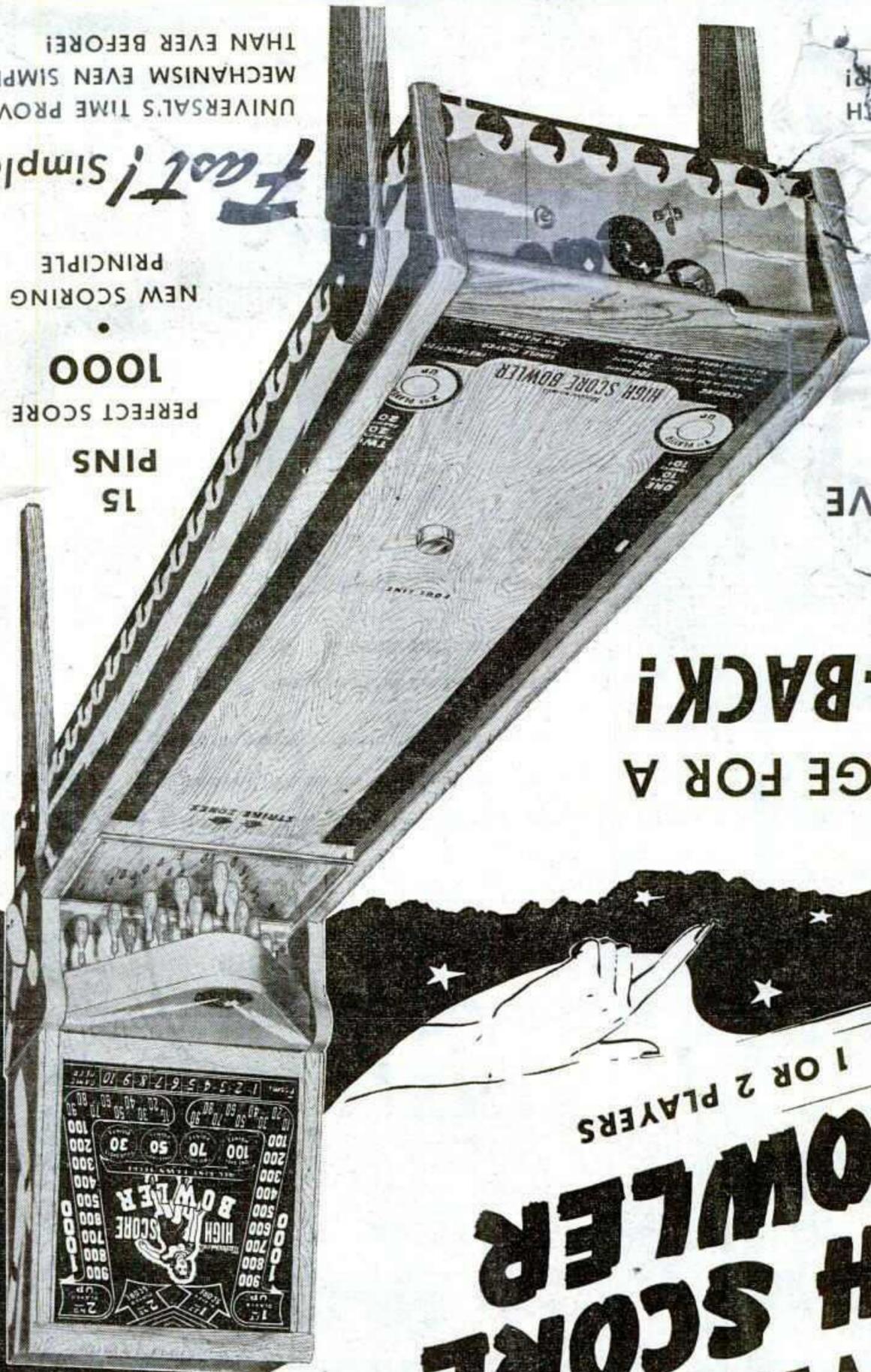
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