## Inot The

25 CENTS

# Show Business's Greatest Talent Hunt in the Making 

## Smart Package Handlers Also

 Sorely NeededEven Some Ready Made \& Sold Shows Are Going Begging

NEW YORK, Nov. 4. - Tele-
vision has done a lot of strange vision has done a lot of strange
chings to show business, but indicatlons are that it is now pro-
ducing a situation unparalleled in the history of entertainment. Be-
lieve it or not-there aren't enough video package produ
egents to go around
This may sound pretty ludicrous TV talent execs of some of the laughable to sone of the talent and
talent-package owners who are talent-package owners who are in arranging adequat least, kepresentation. Looked trom funny

> Typical Ingtance

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

## Decca 30\% Up

 Over Last YearNEW YORK, Nov, 4.-Decca
Records" consolidated net earn ings for the first nine months of
the current year are running abou the current year are running abou
30 per cent ahead of the firm's take for the same period last year Decca's third-quarter profits this were the earnings for the sam
three months last year. Diskery's execs anticipate that its last-quar year's, and may run as much as 30 per
ligures.
Net carnings thru September totalled $\$ 553,814$ after a provision
Sponsors Woo CBS For Sam Levenson sponsors this week entered thei bids for a hall-hour show star-
ring Sam Levenson, the new ring Sam Levenson, the new his quarter-hour TV show for
Wildroot last week. The humoris is under option to Wildroot fo follow Jack Benny's $\mathbf{4 5}$-minute video presentations.
Wuy a half-hour show with Lev anson, but the probabilty that whatever sponsor buy eev
enson will also buy produce web on the former sehool teach

AW, WHAT'S THE
USE DEPARTMENT
 NBC-TV news and special
events, operations, galloped to events, operations, galloped to this week to buy a copy of
The Billboard in its first new The Billboard in its first new
format appearance. He com. format appearance. He comhe paper had a new face. "Yah." said the unimpressed
RE NEW BILLBOARD
Kind Words From Some Good Friends
NEW YORK, Nov, 4,-While no
actual count was taken, The Bill
board received more than 1,000 board received more than 1,000
phone calls, letters and telegrams
within within 24 hours altion in the new
sue of the publication
format reached newsstands and format reached newsstands and grams are printed here Many
more wilk be found in other departments of this issue. Radio Corporation of America: interesting and attractive new
format of The Billboard. The larger size, with so much new
on the front page, plus the bolder easier-to-read typography, are
great improvement and show that great $\operatorname{lmprovement~and~show~tha~}$ alert to the modern touch. Best
wishes as always. Samuel J.
Briscin Briskin. Paramount production

## 4 Sponsors Nibble at Pan"; a 200G Video One-Shot <br> "Peter

NEW YORK, Nov. 4.-The most expensive one-shot commercial TV program yet undertaken vas in
the works this week, involving the first video pick-up of a curren legit show in its entirety from
the stage of its theater. Both the the stage of its theater. Both the
NBC and DuMont networks were
negotinting with Peter Iawrence
negotinting with Peter Lawrence,
producer of Peter Pan for a producer of Peter of the show Which probably would cost a to to $\$ 200$, 70 over-all, including eables, crews, -relbearsal,
rights and talent. Four sponsors rights and talent. Four sponsors are nevertheless deeply interested in picking up the tab, with rights
and talent alone running close to $\$ 100,000$.
Exact time of the broadcast has during Christmas week, with likeairing on Christmas Day. The
runing time will be about two

## Billboard Backstage

Not since I went on a finger nails and cigarette diet immediately
preceding the biryh of my two kids, Carol and Buster, have I had preceding the bifich of my two kids, Carol and Buster, have I had
such a complete case of technicolored, gargantuan third-dimensional
jitters as hit me in those last few days before The Billboard came off jitters as hit me in those last few days before The Billboard came of hit presses in its new dren the paper, And come to think of it, it was much akin o having a

Certainly every man and woman on the paper, in whatever job in whichever department, played an important part in getting it out. great job of godfather-and-mothering.
Now that the baby's here, and a week old, we've got another happy task. We asked show business-agd in many, 'nany cases didn't have calls and personal conversations, in letters and telegrams poured in, Hardly knowing how to present them, we divided them up roughly
as The Billooard's departments are divided and ran them under (Continued on page 49)

## Coast Clubs

 Blame N.Y. TV For Act Aches
## '50 Could Be

Met Swan Song blamed for the talent drought enveloping the West. Nitery ops wanting names find agency lists steadily slimming of talent avail-
able to the Coast. Particularly

heretofore avoided repeating per-
formers more than once a year,
must now bring back avallable
$\qquad$
$\qquad$
NEW YORK, Nov. 4.-Unles
radical

Decline of Vaude, Burly \& Stock Now Hurting Plenty
NEW YORK, Nov. 4.-What amounts to the greatest talent hunt in the history of show business moment.
Personal managers, agen is
ookers in all fields, of all sizes and description are burning the AT\&T wires with phone calls and telegrams to every operator and where.
Same gentries secretaries are working their fingers to the bone ayping letters to bound the country, both pro and nonpro, asking the friend to pass on word of any interesting talen
By car, bus, train and plane the managers and agents are beating the bushes for perfo
something on the ball.

The revitalized search for talThe revitalized search for thal(Continued on page $y$

## Rail Hikes

Hit Circuses
And Carnivals
CHICAGO; Nov. 4.-By season's end, owners of rail-transport ad pircused up tabs totaling an estipicked up tabs totaling an esti-
mated $\$ 1.500,000$ in railroad charges for moving their 15 shows. That bite out of decreasing shows of the rails atid onto "ucks. Showrnen, with red ink creeping
into their books and rall bills 72 per cent hlgher than in 1947, already have taken some counter coming. These include pruning
the length of jumps and whittling
(Continued on page 5t)

## Radio Doing OK

 In Spite of TVReap 250G Annually as Studios, Networks Clamor for New Talent



MINDY "WANTS TV XMAS" ON SPECIAL DISK

|  |
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## FLOWERS FOR THE LIVING

## TALLUH ON WAX BANKS ON JOE

## NEW YORK, Nov, 4.-Tal- iutah Bankhead boive as recording vocilist recording vocalist this week

 with a pair of sides for co- Thshkin's swing-string ork.
The diskery has an option on her services har future dates. that has situruasuat that ist iny
diskinks she makes shall navy the Bushkin ork playing the music

## THANKS FOR THE ORCHIDS!

## Bouquets Pile in as BB's New Dress Stirs Industry



## Washington Once-Over

Buy Before Yule Is Ruthrauff \& Ryan Ad Theme





## Brings Them 72G



## ayot st. Lawrence, eng-

## DEWEY TO DO LONG STRETCH

## New york, nov, 6.-Gol

 Tom Dewey is eneroaching on patented(Monday) (Monda.: ) by
18 -hour mara an 18-hour mara-
OR-TV. Dewey wil
station's $66{ }^{2}$ Street 7 a.m. to mid-
be on the air
of that time, a straight run from-
till eloslng. He is
to speak, answer d generally ad lib
the hours in one ints since TV's advent paign air, Dewey still
lable to the pubthe studio, taik him.

# TELEVISION-RADIO 

## WNBT PLANNING DIAPER STYLE FASHION SHOW

##  NBC forerunner of a number of such special shows the New York the web's book, i.e., such shows as Your Show of Shoors (TV) the web's book, i.e., such shows as Your Show of Shows (TV) The Thanksglving Day program, to run from noon to oclock, will be sponsored by the New York RCA Vletor dis tributor, Bruno of New York, and will feature RCA and NBC malent. Jeff Selden, Leonard. Safir and Steve Carlin will write the show, and Alan Hendley will produce. WNBT is now trying

## Clearing of Time Has <br> Outlets Disgruntled

## Nov. 10 Set for Final Meeting; Union, Webs $\$ 50$ Apart on Issues



Y\&R Asks CBS For Option On Goodyear

## Seeks Friday Spot

 To Be Vacated By MagnavoxNEW YORK, Nov. ${ }^{4}$ - Young

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## 'Tandem" Hits Pay Dirt for NBC at Last

Five Nibbles Result From New Plan NEW YORK, Nov, 4-NBC fi-
nally hit pay dirt this week with
its "operation tandern" and the
trike may develop Lnto a full
rledged gold mine. Five substan-
tial new nibbles have resulted for
the "tandem" plan as the result
of setting RCA Victor and White-

## Color Developments Fill Capital Air With Unrivaled Astivity Outbreak

## THE SYRACUSE STORY: BY WSYR

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

|  | radio station since the amended Mayflower Decision gaye broadcasters the right to editorialize. <br> The WSYR story is not only remarkable because of its rout of the sales tax, but because of a constructive conclusion to the fight wherein the station editorialized wherein the station editorialized commission charged with making a long-time study of Syracuse fia long-time study of Syracuse fi- nances. This commission now has been appointed. In both the fight against the sales tax, and in the proposal for the non-partisan commission, WSYR was the sole advo- cate; no other station, nor any of the Syracuse newspapers, joined in the campaigns. <br> The entire WSYR campaign was directed by E. R. (Curly) Vade- boncocur, the station's general manager, who devoted his newscasts and commentaries to the situation from mid-July thru Oc- tober. WSYR and WSYR-TV are tower. WSYR and WSYR-TV are owned by the Newhouse newspaper interests. <br> Chronologically. the story goes like this: <br> In November. 1949, Syracuse Tom Corcoran, in 24 years. A major campalgn promise was that the then-existing sales tax would be repealed and never again imposed. It was repealed, but in July of this year, Corcoran said he was going to ask the Syracuse Common Council for the 2 per cent sales tax. Vadebancoeur made his first broadcast on the subject July 13 , and the next day urged listeners to send postcards opposing the sales tax to Clty Hall. Public senpublican Council members to withhold their votes on the measure. This delay provided time for a public hearing; eventually, Vadeboncoeur's suggestion for à referendum was introduced into the councll and passed over Corcoran's oppositlon. <br> In turn. Corcoran vetoed funds for the referendum and the coun-; (Continued on page 9) |  |
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| Racuse, Nov. 4.-A thr |  |  |
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## NBC-TV Studies Swap of Bicycle To Unicycle Ride for Kine Prints

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

Kind Words
From Some
Good Friends
 Man TV Package
 pockage haserd on hat advert ures sideration to star in
several top actors ates, handle the deal

AND THEY CALL THIS "WORK"


## "BE HAPPY, GO LUCKY" <br> BBDO Now Has a "Poetry" Editor To Handle Those Ciggie Jingles

| NEW YORK. Nov. 4.-There are about 1,100 people employed in New York by the Batten, Bacton. Durstine Agency, and at some ti they all ing on the new Lucky Strike conpercial, radio and TV's most lalked-of plug. The switch from some of broadeasting's most irriiest is an amazing saga of teamwork at the agency. <br> Credit for the conception of the "Be Happy, Go Lucky" theme must go to Charlie Brower, executive ative services, who is so fond of his old post of copy chicf that he still holds down that fort in addition to his other duties. As such. drcaming up the new stance, but dozens of jingles that are ground out to the catchy tune. <br> Insplration for the new approach was the feeling, that the current war - worrying. nerve - wracking times require an escapist direction. The "Be Happy. Go Lucky" theme Company, which has used it at least twice before. <br> The escapist prychological ap- | firm in other parlous tirnes, notably during World War I, when a popular parody was ""pi ik up Your Luckies in your old kit bag, etc." The new treatment, therefore, is no more or less than a shrewd lob of combining earlier moods and stogans into a gigantic modern campalgn. <br> Ma-dienl Mebntem <br> Another factor is the many articles which have been written in both popular and medical journals about whether pufting a weed does or does not have any effect deleterious to the heath All sorts of charges have been levcled, from the potentials of tobacco causing throat. cancer to its affecting a smoker's "kidneys: The Lucky conmmercial is aimed at sweeping the medics aside (much as Old Gold did with its "treat fnstead of a treatment" campaign) by stressing sheer smoking enjoyment. <br> Supervising the campaign under Brower is BBDO's veepee in charge of commercial copy, Bob Foreman. There are really three separate campaligns which are supervised, tho some of the Jingles can rit all three. These include the radio spot campaign, the TV film spot campaign and the live | TV production commercial cain- The tune used is primarily the brainchild of Raymond Scott., who wields the baton on Luckies" /Ift Parade shows. However, even here some of the more cultured characters at BBDO contributed a stray clef here and there in developing the melody. Its succesis is evidenced by the pending deals for its publication as two scparate musical numbers, one embodying the theme and the otber buitt from the trumpet riff. <br> Close to 70 copywriters are inspired by their BBDO pay checks and the notorious gensitivity of the client to compose deathless verses for the jingle. These verge on being artistic creations, for again they must be written bearlng in mind potential use: Radio. TV spot or production. Foreman serves as poetry critic and editor at the agency. <br> Ifugh Rogers heads BBDO's TV production department, which now is servicing some 50 cllents. WorkInk under Rogers is Dan louns- bery, who handles production on the American Tobacco live pluge. On the film mpot side, Bernic (Continued on page 9) |
| :---: | :---: | :---: |

## SPOTS PUT STARS IN ADMEN'S EYES

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


CHICAGO, Nov. 4 ,-Mars Cand
wis week was on the verge of signing with ABC for a $\$ 2.500,000$ radio time-and-talent deal involv
ing sponsorship of four programs The Grant Agency of Chicago wa

## $A B C, C B S$ \& NBC RACK UP STRONG O. \& O. SPOT GAINS

\section*{NEW YORK, Nov. 4-ABC. CBS and NBC are racking up} | NBC |
| :---: |
| NASt, |
| WNBT | CBS reports that spot business several of its outlets is up

.45 per cent over 1949 . The belief is that those substantial gains 45 per cent over 1949 . The belief is that those substantial gains
were registered at KCBS, San Francisco; KSL, Salt I ake City, taken over by CBS this year. A partial reason for the heavy CBS spot business is the pay-off on its NBC talent raids which desirous

NBC Impresed
NBC found its spot picture especially impressive in TV second choicc. Such advertiscrs also concentrated heavily on specific markets, for example, the
the video listening is still limited.
$\qquad$
$\qquad$
$\qquad$
Los Angeles and San Francisco. Of its total spot business, TV

The four-ply deal calls for

CBS Execs See
Lee Carroll as Femme Groucho


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


Greater New Yo ok's favorite station for music and news T130| ON YOUR DIAL

## Berle, Godfrey Hold Lead In Videodex 16-City Survey



## 



## CINCINNATI

## RWG Swamps 'Undersigners,'

 Votes Ira Marion as Prexy|  |  |
| :---: | :---: |

## N

## y

T

28\% Wage Increase Ends Writers' Strike Threat

NEW YORK, Nov, 4. The tors' minimums went from $\$ 107$ to

Kind Words From Friends
more than ever before, be looking
forward each week to reading The new weekly "Date in Man-
hattan" with Billboard. Board. J. L.
Bongratulations to The Biliboard
Gabriel Heatter, Mutual Broad-
in its new dress. . Ben Strouse,


Congratulations to The Billboard
in its new dress. Ben Strouse.
general manager, WWDC: Congeneral manager, WWDC: Con-
gratulations on your new Billgratulations
$\qquad$

## success. <br> 

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 work. Regards.
Madden, Nap the good
Edward Madden, Naisonal Broadcasting
Company: I just finished reading
the latest copy of Billboard, and think
factory
enjoyabl
enjoyable and easy to read. Re-
Bards. Ed Herlihy Congralu-

## The Billboard IV Talent \& Show Tips

##      

## Sports Show Opener

With football in the driver' eat in sports, RCA Victor has a record Mr. Touchdown, USA, which seems particularly suitable for opening or closing music on sportcasts. It's a rousing, all-American type tune (Paxton Music), excit ngly performed by choral group and orchestra, and has the added dozens of top football colleges into the lyrics. Tune has considerable popular appcal as evidenced by its inclusion in current Billboard chart of records most played by

## Kiddie Holiday Songs

The major record companies, a number of interesting new holiday tunes, around which children's (and some adult) program bits could be built. Due for a come - back this season, for example, is
Rudotph, the, Red-Nosed Reindeer (St. Nicholas Music), which last scason sold $1,700,000$ copies in the Gene Autry Columbia version alone. Columbia already has admilion copies of Rudolph this season. A new Christmas ditty, which
seems to be catching on, is Frost Songs, Inc Man (Hill \& Range made The Billboard's has already selling children's rocords, again in Autry's version. Other seasonal Punkin' ( $P$ axion Muy are Punky Songs, Inc. Music (Hill \& Range this and other issues of The Billboard supply further info re such
tunes.

## Seers and Haymer

 the East, work ging lads, fresh in Cross and Dunn, or their deal like prototype, Van and Schenk Ondier boy is at the piano, the other does the stand-up singing. Both har monize very pleasantly and mix
up their mumbers between stand ards and novelties, and throw in comedy bits,
With no male singing team boys shou enough to fill the gap. variety shows. Caught at the Palace, New Y品k. (See full
in the Vaudevile section.)

Noonan and Marshall
 Two fresh-looking lads, show wealth of promise. Particularly talian chef routine. This is a reGuzzler's Gin, with refinements make it solld yock fodder. cal comics. First of all they beautifully; secondly, their mak than consists of caricatures rather of the two and the straight man. comedy. Cas mug that's made for ew Yorls (See at La Martinique Lou Walter

## Personel Areney

Walters has shown No.............................. gan that he can put on a girli tho've the grand manner. Peopl d ruled the biz, compare his le with Walters'. We wouldn't But taking some of Wal productions and transferring smart move in a fleld which be B. $S$.

KOWL Jock



## Sao Paulo Audience

PrF - 3-TV, South America's frst TV station now operating at audience of $3,000,000$, Commerce Department reported last week. Within range of the station, the agency said, are Santos, Campinas
Sorcaba, Mogie Das Cruzesand Jundial. Licensee of PrF-3-TV is the Diarios Associados, a large
newspaper-radio chain. The sta tion went on the air September 18, but is still running only an
hour and a half daily, six days a

## Sternf, Parks Alter

Bill Stern will emsee the new to alternate with the Bert Parks series. The new show, packaged
by Lou Cowan, is called $R$ Rememby Lou Cowan, is called "Rememparticipation stanza The orig. inal intent, to feature Bill origwin on the alternate days, fell thru. The Stern show starts

## Rainbow Ahead

Nool Madison. Hollywood TV ner Baxter to star in a video film series. The dramatic shows, which will center around an American
family theme, will be directed by Crane Wilbur. current megger on Warner Bros. "Folsom Story"

## MORE TV AD MEN HIT

 RAILS TO SELL SHOWSNEW YORK, Nov. 4.-More ad in opening time on five more out to set up TV "station relations" lets for Carnation"s alternate week departments in order to get their Burns and Allen CBS show. In portant markets (The Billboard November 4).
William Esty Agency this week hired Jaek House to work full time on this project. while time buyer Wasey, likewise has been Erwin to the task of getting shows onto stations.
Simm
Simms has just returned from a
wo-week jaunt around the tele circuit during which he the tele

## Peter Paul <br> Axes McCune

NEW YORK, Nov. 4.-Peter
Paul for its Mounds division this show canceled its Hank McCune tion of its 13 -week cycle comple9. The program is currently being telecast on Saturdays $7-7: 30$ p.m.
NBC-TV.
Unless the candy company find a big hour show directed at an adult audience, it may bow agency.
flicker. In anticipation of color TV, the Baxter series will be
filmed in kodachrome.

Burns and Allen CBS show. In
some cases, it has proved necessary to air via kine in eable markets, taking such times as late Saturday or Sunday afternoons. Consolidated Cigar's Plainclothesman. dated Cigar's Plainclothesman,
via DuMont, has even gone into he midnight 's 12:30 a.m. time in St. Louis.
House, who joins Esty after serving as TV sales rep for United Artists Pictures, formerly was a time buyer at the Compton Agency. His new post is the first known full-time agency spfot entirely dc-

## Crime Fotog Folds on CBS

## NEW YORK. Nov. 4.-Formerly

 sponsored by Philip Morris and Photographer will fold , Crime ber 9 , when the web drops the package. Moving up into the $9: 30$ 10 slot Thursdays will be the Hallmark Playhouse.age, will go into the open pack10:30 p.m. time Thursdays. CBS is developing Crime
Photographer into a TV stanza.

## Brief but important radio news

## Cassidy Leaves Crosley

James J. Cassidy has resigned as public relations director of Cineinnati, effective November 15, to join Hill \& Knowlionernber, public relations counsel, in New York. He will take up his new
duties last this month. Mrs. Cas sidy (Rita Hackett). Cincinnat former, and their children Claudja and James Jr., will join Cassidy in New York later. Cas-
sidy joined Crosley as a writer in 1938 . He Crosley as a was successively special events director, director of international broadcasts and, during 1944-34, a war correspondent
for WLW and later NBC. He was named head of Crosley Broadcasting's public relations depart-

## WGCB Bows

WGCB, Red Laytione radio station, its frrst regular broadcasting opwatter is owned by the Rev. Johm M. Norris. New station personne1
includes John H. Norris. manager George Kienzle, formerly with Lancaster, program director; M. cent A. Freeman comgineer; vial manager; N. Carl and Sarah E. Kitchen. traffic.

## Flacks Merge

Mack Millar, flack for Bob merged with the Holly wood public relations outfit of Henry C. Fogers and Warren Cowan. un-
der the title, National Public Relations Associates. The firm will Calif., but Millar Beverly Hills, pars in New York, and the three Miliners woiss, will commute to

WFDR's New G.M.
Lou Frankel. director of special WFDR-FM, Nublic relations for At the same time. Guy Wallace. the stations chief announcer, wa lowing production manager, fol gram the resignation of Pro
Manager David Harria Rural Radio Network and WHCU lthaca. N. $\mathbf{Y}$.

## Lux on Lux

Lever Bros. has started spon soring a Sunday night radio show via Radio Luxernbourg and Radio Monte Carlo. The variety-styled airer, which origlnates in Paris Francols Piter us movle Francols Piter us emsee and Wal
Borgs 50-piece "Grand Jazz Sym
phontque, phonlque.


WLWELLEVISION

## 630 Fifth Avenue

New York 20, N. Y
 Davirn
For furtber information, comtart any of
360 North Michigon
WLW-W-C
3165 Oerensigy
River Rd.
3165 Oientangy
Rolumber Rd.
Conio

## Chicago I. Hlinois

## Two C. \& P. Clients Set <br> To Give Up



## The Faye Emerson Show

The Faye Emerson Show (CBS-
 extant, thanks mainly to the poise,
charm and good looks of Mis Cola have more bounce to th ounce, because of her abil
weave the product informal
the entertainment and keep stantly and appetizingly
viewer's sight. On the show eaught, two song-
writers, Sammy Fain and Redd Evans, were the guests, and illustrated once more that tune-making
is a faseinating business. Fain
who cleffed sueh hits as Dream, Can't I?, I'll Be Seeing
You and That Old Feeling, demonstrated the process at the piano, Evans practically walked away
with the show by virtue of his personality, spontaneity and potent
salesmanship. Evans's slnging is perhaps as good as that of most
disk warblers who cut his tunes.
He's especially adept at rhythm
numbers. The lad, whose TV ap-


## Y\&R Asks CBS

## 



## Television-Radio Reviews



## 802, AFRA, AGVA



Custom Made Clothes 550


Royal Fashion Clothes



Air Checks
Brief but importani radio news


| Short Takes | so |
| :--- | :--- |
| NBC AM Program Veepee Bud | se |
| Bo |  |
|  |  |

4 Sponsors Nibble

| Bernstein likewise will have to be taken care of for use of his musie. <br> With salaries alone coming to some where in the vicinity of $\mathbf{5 2 5}$,- 000 the bidding for rights is aiready in the neighborhood of $\$ 60,000$ and could easily reach $\$ 75,000$ before a deal is set. With agreement is expected to be reached within another two yeeks. <br> Airing of 30 -minute excerpts from legit shows from their stages was undertaken last year by Martin Gosch with his Tonight on Broadway package. This was given $\mathrm{up}_{2}$ however, when show produeers proved reluctant to co- |
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## Poll Shows AM Broadcasting In Healthy State Despite TV

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

THE NEXT VOICE YOU HEAR


Kyser Flunk Seen Coming In TV College

BBDO Poetic



## Syracuse Story

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cil passed it agaln. WSYR then
revealed that a secret

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



delphia. In 1942 stations bringing more than $\$ 100,000$ totaled but five high-priced transactions.
Few radio transactions in history
have approached the $\$ 12,320,000$


HOWARD PHOTO REPRODUCTIOW


## Ceniral Registry Telephone Exchange

702 W. 17TH ST., los Angeles 15. Calf. PRospect 6484

## SET MERCHANDISING

## GRUNT \& GROAN

## Wanna Sell Video? Sponsor Wrestling



## G. E. Plugging

 New Black and White Video
## High Definition Monochrome Brief Filed With FTC

washing ton, nov. 4. - Fur-


 brief filed with FCC this week
According to GE. the sytee al.
Aows an appreciable improvement in picture detail." Tho requiring
more tubes than present sets, the TV standards.



## RTMA ASKS

 RELIEF FROM TAX BITE


 as 50 por cent.
According to Rudnick, the basic
idea of sponsoring



## Urge Congress Reduce Excise Profits Cut <br> WASHINGTON, Nov. 4;-Radio-  <br> Major Change In Parts Sales Mulled by FIC



## People, Products and Prices

According to FTC legalists, func
lines, including radio-TV. Th

Jack-Equipped Video Sets
The following list of teievision
ts equipped with phono acks

 announced the listing -will be
revised for the benefit of dealers whised for the benefit of dealers
who support their disk departments by promoting jackmodels which include record
changers are not listed because


New. Video Excise Booms TV Traffic

New "Discount" Gimmick Seen in Promotional Dealer Ad Barrage

|  |
| :---: |
| RE NEW BILLBOARD |
| Mind Mords |
| From Scme |
| Good Friends |


NEW YORK, Nov, 4.-While no
actual count was taken The Bill-
board reveved more than
phoner coll
Added to the list of manufac-
turer announcenients on policy of
turer announcenents on policy of
passing on the excise tax were a
group of producers who couldn't
make
Puthir
thin

Benjamin Abrams: Congratula-
ions on your new format and
best wishes for continued success.
Philco Andrea
WASHech Playn Fnir Tho

munications. Biilbourd's new ror
rat has clarity consciseness baittries you sourselfe and the indiusluck with your brand new forniat
If looks a helluva lot better than
the old one.
Walter L. Stickel, national salemanager, receiver sales division
Allen
B. DuMont
LaboratoriesIngratulations on new for
Informative, easy-to-readshort cut to compl
on on the industry
Dept. Store Set Sales Up

| New Capehart Set | WASHINGTON, Nov. 4.-Fed- |
| :---: | :---: |
|  |  |
| nounced last week by E. Parrick Toai. Capehart director of sales. |  |
| The new set, the 'Yorktown; able in an $18 \mathrm{~h}_{\mathrm{i}}$ century English mahogany cabinet. | ${ }_{\text {ju }}$ |
|  |  |
|  |  |
| Receiver Records |  |
| October proctuction of TV re-eivers reachcd a record total for |  |
|  |  |  |
|  |  |
|  |  |
|  | the month was 813,851 sets, bring- |
|  |  |
|  |  |
|  |  |
|  |  |
| New Belmont Price Policy |  |
| Belmont Radio Corporation, |  |
| manufacturer or |  |
|  |  |
|  |  |
|  |  |

## Min. Wage Law Affects <br> Mail Order

WASHINGTON, NOV. ${ }^{4}$. Tho Tho disk stores remain exempl from quirements under an interpreta Act issucd by the Labor Depart-
ment this week, those working in may be covered.
A bulletin put out by the agency's wage-hour division stated that an hat more than 50 per cent of hi hales are within the State where
his store is located. If the dollar
volume of sales outside the home State is larger than intra-Stat ply with all the provisions of the

Confab Goes Over 2-Way Coax Relay

NEW YORK, Nov. 4.-Televi- usting the coax cable and microwave relay system was held this week. When DuMon

$\qquad$ execs around the country. Ironican Telephone \& Telegraph Com-
pany (AT\&T) were used to blam
$\qquad$

## MUSIC

## PINKY HERMAN HIRES HALL FOR BIG CONFAB

in of aul the wild talk and confusion and to putsworkable way out
號distribution syetem is welcome to speak his piece. "All I want tooing back to 1940 and bringing the thing up this $60-20-20$ planogical sequen 1940 and bring
Herman said that he does not intend this meeting as a ranthidividuals or groupingelainegiance, He is strongly againsthing, let's settle this among ourselves. If we come up with anygreat deal bya great deal by every one of us for assuming the presidency in
the middle of the wughest time ASCAP has ever faced. He's
had some terrible problems dropped in his lap and is doling awell, job, remarkable job at his age.
Herman's own program revolves around these four premises:(1) Suspend the present plan at once as it now pperates.(3) Make the 60 per cent pay-ott on the basis abt the classmempers
droped.
last were in, ner

## Oberstein on Carpet

 Before 802 Board

## U. S. Enters

 Dreyer Suit Vs. 440 Music NEw York Nov tus The plaintiff in an infringement sui
against the 440 Music Company
Milwaukee. Acoording sot he oomplatin nliee
 Drever coniends that this was
 cear

## Manana Suit

 Adjourned
## ASCAP MEMBERS STILL SEEK PAY-OFF ANSWER

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



## Col'bia Lingo

 Section Buys More Masters
## (see separate story). The Salurday meeting points up the urgeney with which the ASCAP officials regard the situa- tion. t is doubtful that any of them have a definite preconceived program in mind. but they are going to make one cxperiment: They are going to apply the Meyer plan to all classes on a sample

 One thing, this quarter has sepa t was rough, it was sudden and how badly misclassificd so
people have been all these
They've all been holleringdot it:

2-Bit-Racket In DJ Disks Is Developing

|  | these two percentages to detorinine | seems to be conducting a small |
| :---: | :---: | :---: |
| YORK, Nov. 4.-Columbia | the 60 per cent, Meycr's crities (and some of his friends) say that | racket in disks. Major record |
| Records international department, | the plan is actually a 50 per cent |  |
| purchased two large burches | seniority, 50 per cent per-rormance | arked not |
| masters. Simultancously, the | deal. The objection here is the | - |
| international wing has launched | heavy emphasis on seniority. | lomers. The situation apparently |
| a prograrm of LP releases to be | The old hands are dubious about | stems from the fact that in many |
| aimed at pop. as well as foreign | the prospect of a change in the | casts radio stations receive as |
| hops. - | near future, however. As one of | y as five and more disk jockey |
| One deul, negotiated with indie | the writer board put it; "You can | platters of a single tunc by a single |
| Perator Irvin Litkel, brought the | bet that we won't ever go back | artist. The record company, its |
| iskery 56 masters cut in Europe | to the old system, for one. Sec- | distributor, the publisher, the |
| by Hungarian Gypsy-type artists. | ond ${ }^{\text {coo }}$ too many of the real aetive | artist and even the songwriters, |
| These will be put out on LP. for | pros have tasted blood-they dou- | in some cases. send the same rec- |
| the gencral trade and on 78-r.p.m. | bled and tripled their checks th | ord to a single station. |
| singles for foeal Hungarians. The | quarter, and they're going to put | The racket has reached such |
| first singles will appear December |  | point that Harry Fox, who repre- |
| 1 and will be the first Hungarian |  | sents publishers for mechanical |
| ax issued by Columbia if over |  | rights with diskeries, is sending |
| rec years. | SQUND \& FURY | a letter to his publishers asking them to forego sending platters |
| Other Purchase <br> The other purchase involved 24 |  | to stations. He is also apprising |
| asters featuring "Dutch hops," |  | diskeries of the sltuation. It is |
| waxed by Adolph Lesser's ork of |  | believed that the jockeys them- |
| Colorado. Lesser originally cut |  | selves are not responsible for the |
| he sides for his own diskery and |  | ndition, but that lesser person- |
| reportedly created considerable |  | n |
| noise with the material in the |  | ries may be peddling |
| Rocky Mountains sector, and sub- |  | the platters. |
| sequently thru the Midwest. |  | The music business went thru |
| lumbia is issuing the first four |  | a similar condition years ago with |
| sides this week. An LP will be |  | orchestrations. In those days pub- |
| issued December 18. |  | lishers made a practice of sending orchestrations to bands at virtu- |
| The diskery's international L | YORK. Nov. $4 .-\mathrm{Big}$ ques- | ally every key night club and cafe |
| ogram, according to Avakian, | tion along the Brill Bullding- | in every major city. Busboys and |
| ill eall for an average of two isks per month. Artists to be | Lindy's axis is how the Justice | other such help grabbed off the |
| disks per month. Artists to be included are Edith Piaf, Carlo | Department feels about the sound | orchestrations and sold them to |
|  | and fury evoked by the new | local music shops, who resold them |
| chos, Frankle Yankovic and Walt | ASCAP writer pay-off. | to eustomers |
| Solek. Some Mexican-cut mambas | The best information is that e department is indifferent. |  |
| 1 also b | It is known that Slgmund Tim- | ) |
|  | berg, D.J. attorney thru the consent decree maneuvering, has been comtacted by ASCAP toppers and |  |
|  | by Pinky Herman He has re- |  |
|  | portedly indicated that ASCAP |  |
|  | must work its own way clear. The | ecords inomentous action against 1 local retailers accused of price- |
|  | by ASCAP. any modification that | cutting, scheduled for trial in the |
|  | gets unanimous consent of the | New York State Supreme Court |
|  | membershlp might get a hearing. | last week, was postponed twice, |
|  | with nothing promised. Herman. |  |
| ay Christmas leader is off | who asked Timberg if the D.J. | day ( |
| naway Christmas leader, is off | would agree to immediate suspen- | The case, orlginally skedded for |
| a merry gallop for the fortheom- | sion of the current plan and re- | Thursday (2), then postponed to |
| ear. having sold over 110,000 | adoption of the old plan pending | Friday and. subsequently to Mon- |
| pies of sheet music since August | efforts to work out a better sys- | day, was held up pursuant to set- |
| writer-pubber Johnny Mar | tem. got a flat no on this pro | tlement of a prior case by Justice |
| arks has added three new |  | asservogel. |

## Decca's lst 9 Mos. $30 \%$ Ahead of 1949

## 

## AFM To Collect on Oldies In Fresh "Official" Pact

## "Soundie" Firm Also Agrees To

 Pitch In for Music on New Ones
musicians concern over the employment crisis, in TV and radio
(The Billboarr, November 4) has
been mounting, pointing toward the special official meeting set fo
Monday (6) at Palin Gardens. mectings was held at Nola Studio Monday ( 30 ), attended by a heft
turnout of staff and single-engage
ment tootlers. It was decided to reps of the staffers and outside
men to work with the Local 802 cxcc board in. the fortheoming month. purpose of the committee staff and outside mustcians are
erved, and to kecp liaison with
the membership on the negotia-

## AFM Blacklists

 Monogram Films|  |
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## RE NEW BILLBOARD <br> Kind Words <br> From Some Good Friends



## di in sin in an si an $t$

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## TUNES ON RACK

 MDS Lists 6Xmas Songs
For Jobbing

## RECIPROCITY

## Interchange Snags

English, U. S. Pubs


SOUTHERN SETS L-A WK. DEALS

 general manager of Southern
Music. set a cal with Muzak
and Associatd whereby the and Associated whareby the
latter will empasize per-
lormances or Souternser Pormances of Southern's Latin-
American catalog during that period. Associated ls subson stations, and Muzak has
So hets.

## RELIGIOSO

Choir Music
On Upbeat For Youth


London Signs Cincy Ork To Waxing
NEW YORK, Nov. 4. - London Records, local wing of the large British Decca diskery, has slgned its lirst American symphonic orRemy Farkas, London's classica
artists and repertoire chief, ne-
gotiated the two-year pact with
the ork and its conductor, Thor the ork and its conductor, Thor
Johnson. Recordings will be made guest conductors, as yet unan-

The orchestra, according to Fardabel in April, at which lime the British recording enginecrs and FFRR cutting equipment.
London's slgning of its first large American ork signals a departurc to cutting in Europe for American
consumption. Waxings by this
American ork will get wide distrlbution in most Europcan coun-
tries thru British Dcca and its
many affiliates. London has prcViously issued a number of record-
ings by American vocal and in-
strumental soloists cut in Europe.
Several of these, including Ruggiero Ricci, Eugene Conlcy and
Ellabelle Davis, are exclusive LonCut Longhair Here
Farkas, pointing out that London
will cut longhair works herc, main-
tains that location of the label's
top artists and FFRR recording
studios, rather than the reputedly
low cost of musicians there, has
necessitated the predominantly
Continental cutting by London. Il-
lustrating the lengths to which
London will go to get the best
possible musical performance, Far-
kas pointed to the projected
European cutting of a major choral
work in two LP disks, which will
cost the diskery more than $\$ 15,000$
in American moncy. The conduc-
tor alone is asking $\$ 9,800$, plus
2l-cents per disk royalty. Be-
sides this name macstro, four ma-
jor vocal soloists, and a major
symphony ork and chorus will be
employed. The singers also will
get rayaltics all figured in addi-
tion to the aforcmentioned $\$ 15,000$.

## Canada Disk

 Prices SettledNEW YORK, Nov. 4.-Canadia last couple of months, now appear

uniformly settled at 85 cents per
10 -inch pop plater. With the exception of Starr, Compo's 50 cent French-Canadian ane, cents pre-
lines retailed at 75
viously. Starr has now gone up to 65 cents. Decca, Victor, London, Columbia, 75 cents. Mercury, which bowed maintains that tag.

## Esy Morales <br> Dies at 34

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

## Para "Parade" Gets 2d Trip

## Hatisfy growing dermand for musi-

 cal shorts, Paramount Pictures isPix, produced several ycars ago


## LIFE WITH FATHER

Davis Guided Kids Plenty, Circa 1917

<br>\section*{"B" MAKES GOOD}<br>'Tenn. Waltz' Cracks Thru From Flip



## Disk Biz Pace Shifts to Low

|  | Uracurers in such hems as ip |
| :---: | :---: |
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| Of the theremaseman in the |  |
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| Thed are eut | Halonka Sets |
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| ds Concludes |  |
| al With Small | asa |
| Musicin has conilideat dieal with |  |
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'CALL ME MADAM' IN 3 SESSIONS


TUNESMITH THESAURUS

## Burton's BB Bios \&

 New Pieces in Book
## Interim Tariff on TV Asked by CAPAC

## tariff schto, Nov. 4.-In inadian broadcasting units in Toronto and



NEW YORK, Nov, 4.-Musie poser-arranger Harold Poter
dropped their, suit against Ben and dropped their, suit against Ben and
Jack Edwards, of Edwards Music,
 portedl
Dorr Edward
royalties
legedly


## NOW recording EXCLUSIVELY



## for COLUMBIA RECORDS



AMERICA'S MOST VERSATILE SINGING STAR
Sensational First Releases!
Show-stoppers from the forthcoming Cole Porter Broadway Musical, "Out of This World"
"USE YOUR IMAGINATION" and
"WHERE, OH WHERE"
COLUMBIA RECORD 39049
OR 7-INCH LP 1-900 OR 45 RPM 6-900

And...the record most requested by the nation's Disc Jockeys...
the first vocal of "Stardust" in five years . . .
"STARDUST"
and
"YOU DON'T REMIND ME" IfROM-OUT OF THIS WORLD",
COLUMBIA RECORD 39056
OR 7-INCH LP $1-911$ OR 45 RPM 6-911

With Orchestra Under the Direction of Paul Weston

# Prades Bach Festival <br> Recording To Go on Sale 




"SO LONG, SALLY



GREAT STANDARDS
bY MABEL WAYNE RAMONA
IN A LITtLE SPANISH TOWN

IT HAPPENED
IN MONTEREY

## Three Flames Back at Col

## NEWY YRK, Nov. A. The Three



## Klaven Craze Kicks Ocarina Into DC To-Do

Mercury Sets New Catalog For Dealers <br> \section*{} <br> \section*{}

Col. Sales Adds O'Boyle, Trifero


## Clamps Won't Hit

 Store Disk Sales washingion,partment store sales of disks are about the only entertainment ite
likely to be more than slipht likely to be more than slikhtly
affected by an impending Federa
Reserve Board (FRB) ofder Reserve
accounts.


## Jerome Rushes

## London Wax

## Sacred Using Soap Gimmick <br> HoLu Ywood, Nowick


 802 Wallops Hard Vs. WINS

Green, Schneider Set Up Jet Label

rhyt
ords
lyn
Gren

# RED FOLEM-ERNSSTTUBE 

## SPEGIALS

Slelgh Ride
The Tolephone Song
I Won't Be Home
Rod Lpe Waltx
The Polka Habat
Hello Sania Claua
It's Christmas Time Rgala
Confension
Bandoneon
Arrabalero

## -Indicaler 45 RPM Vortion

 Desca 46277 and $\operatorname{CD}$ FOLEY Desca 46277 and *9-46277 Decce 45123 EDDI:9-45123 Dzeca 4E1E5 CECIL CRANT
carlos camoet Decso 21325

## NEW RELEASES-sincties

Timeless
Longing
RUss mo
 My Moonlight Madonna Orthesira Decen 2720 DORSEY ond Mis Don't Mind Being All Alone Don't Mind Being All Alone
(When I'm Alone With Xou) (I Get A) Funny Feelin' X Ou) Oecea 27267 and *9-27267 Button Up Your Overcoat Ioth tentured in M. G-M Plesure Wanna Be Loved By Xou "Three Litile Words." 8 oth Voc. With
Whyihm Acc. ROSE MURPHY Docsa 27268 and *9-2726t La Malaguena sung la Porfuguese bando da lua $\begin{array}{ll}\text { Candeiro } & \text { Decca } 27269 \text { and } 99.27269 \\ \text { King For A Day } & \text { Orch. with VC by TED LEWIS }\end{array}$ Sing You Sinners FT VC by TED LEWIS and Ensemble TEO LEWIS and Mis Orshestra Decta 24970 and e9-24970 Hey Joseph (Hey Yusef) Polka VC by ALEX RYMANOWski RYMANOwski Ehothens Polka Orchestro Oecca 45120 and *9-45120 The Lightning Express Singing with siring Sand mentim sinst. Acc. Sweet Mama Blues Singing with Siring Eand MEnViN SHINEN A Kiss In The Dark Eoth FT by IEsTER MARNis Got Two Arms
(Waiting For Me) Hold That Traio. Conductor Johmay shaw ond Princess cileiter I'm A Fool toth Elues Singing wht Inst. Akc. PRiNCESS GLEEEMT Sleigh Ride LEROY ANDERSON and MIs "Papa' Cancort Orch. Promenade Decce 16000 and 9 -T 6000 (Gotd Lebel Serial Dubreokeble, Price si.00 plut 190 Stingle Recorde 75c plus tax


## LINGO DISKS <br> Firm Uses Phone Line For Sales






 Surprisingly. English, Scottish and
Irish records Which are properly
classed as International-tind and





 S. Siflo of a man irained in the ficld,
whth some knowledge of various
tongues. Gifted with an Indefin-
able accent, he is able to win th confidence of the foreign-language
customers. Buying of stock is handled

## Modern Inks Barton, Davis

## 

| In The Billboard, September 30 lssue, several Remington |
| :---: |
| ecords were inadvertently |
| Histed incorrectly in the Ad- |
| ases. They should have ap- |
| peared as follows: |
| The Boshovsky Quin- |
| (Mozart: Diverti- |
| mento) . . Remington (33) |
|  |
| Major Mort Divertimento in $D$ |
| Chamber Ork-E. Fi |
| Cond. (Schu |
| Trout) . Remington (33) |
| RLP 149-5 |
| Strauss Poikas |
| ymphony Ork-r. Stolz, cond. (Strauss waltzes) |
| Semington -(33) RLP 149 |
| Strauss Waltz |
| dio Ork = . (Strau |
| kas) - Remington (33) |
| LP 149 |
| Strauss: Die Fledermaus |
| Overture The Vienna |
| Symphony Ork-R. Stolz, cond. |
| emington (33) RLP |
| Dancing Vienna . . . Vienna |
| mplionette . . 'Strauss: |
| ie Fledernaus) . Rem- |
| gton (33) RLP 149-1 |
| rauss: Gypsy |
| Senna Symphon y Jrk-F. |
| cond. ${ }^{\text {a }}$ |
| $9{ }_{-7}{ }^{\text {a }}$ |
| Waltzes . . Viennese Sym- |
|  |
| n) - Remington (33) |
| RLP 149-7 |

## Music As Written

Gibson, Caps on RCA


## Aladdin Goes to LP <br> rhythm and Records is the latest diskery to break into the LP ficld with the release



## ASCAP's TV Stretch



## Arena Inks Hale

Western pic player Monte Hale pact with Arena Stars and was
immediately, inked by MGM Records. Arena's Ralph Wonders is
eurrently negotiating a pic con-
tract. and setting vaude dates Hale recently gained his release
from Republic Pictures, where


## New Gimmick



## New York

## Peggy Pickus. secretary to Ben

 jestin Reveral years back at Ma-jin
vin at Southern Musionod Selrecently took over as 登neral
manazer.
mill issue aill Bibletone Hecords
 Merill, siged with RKK to gio
peary in he forthcoming,. fick Jontor Music. local publishing Cumpany $\begin{gathered}\text { Cuber ciler and formor valdes. }\end{gathered}$ Cuban cleffer and former maestro
of the Havana Philharmonic, is


Payne and Dick (Two-Ton) Baker
Saxie Dowell is handling Chi

## Sotergren is conitentrating on re-

Fegional chief Bud Fraser. Music Conference, pending ihe Binil Millor who hert recenty to
tale a post with the New York


Six Cleffers Set Up Hub

## THE HOUR OF CHARM ALL GIRL ORCHESTRA \& CHOIR

## PHIL SPITALNY

Play and Sing


## the billboard Music

 Popularity Charts Honor roll of Hils
## The Nation's Top Tunes

-wis
features of The Bulioard's Muste Popularity Chaph. Based on reporis rectivect
Novement 1, 2 and 3

| Last | This |
| :--- | :--- |
| Week | Week |

1. I. Ilarhor Lights

$$
\begin{aligned}
& \begin{array}{l}
\text { By Jimmy Kennedy and Hugh. Williams-Published oy Chappell (ASCAP) } \\
\text { RECOROS AVAILABLE: R. Anthony Ork, Cap 2190, J. Byyd-s. Murad, Mel }
\end{array}
\end{aligned}
$$

3. 2. All My Love

M Mlis RECOROS AVAJLABLE: $H$. Babbitt, Coral 60290; B. Crosby-J. Alexander Choun-


Clated; Betty Chappell, Thessurus; Joe Relchman, Standard; Guy Lombartio, ziv;
2. 3. Goodnight. Irene



 P. Gaytent Regai 3281. TRANSCRIPTION LIBRARIES: Ray Anthony, Lang-wothi Ciandy
5. 4. Nevertheless

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |

4. 5. Mona Lisa
. By Jay Livingston and Ray Evans-Publisted by Famous (ASCAP)

Col(78)38768, (3311-388; N. "King" Cote-L. Bat
A. Lund L. Holmes Ork, MGM 106B9; C. Splyak
Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral boz30; Alexander Brother,


Oean Hudron, Lamy-Worth; Dick Jurgens, Aswociated.
1. 6. Thinking of You
(ASCAP)
RECORDS AVAlLABLE: Bobby Ey ne Ork, Coral 60298; O. Cherry, Dee 27128;

1. Bushel and a Peck, I

$$
\begin{aligned}
& \text { By Frank Loesser-Published by Susan (ASCAP } \\
& \text { From the }
\end{aligned}
$$

By Frank Loesser-Published by Susan (ASCAP)
From the musical "Guys and Dolls
RECORDS AVAILABLE: P. Como-B, Hutton-M. Ayret OPk, V 20-5430; O. Du.is.
 Sisters-V. Schoen Ork, Dee 27252 . LIBRARIES: Lawrence Wolly, standard.
ELECTAICAL TRANSCRIPTION
6. 8. Play a Simple Melody
Admiral 1016: transcription Libranies: Dean hudson, Lang. Worth; Chuct
9. Aı Orange Colored Sky


10. Our Lady of Fatina

By Gladys Gollahon-Published by Robbims (ascap)
Kerr Singers, Dec 1452 ; Frieling Sisters; King 15057; Rein 732; R. Foley



WARNING: The Litle MONOR ROLL OF HITS," is " registered trade-mark ane the lisulise a the his tis been eopyrighted by the Blilboarro. Use of elithe may not be made without The Blilbaisti's consent. Simely write of wirt Pubtisher, The Blilibasid, 1564 Brostway, New York,
and permission will be immediately granted.


## the bilboard Music Popularity Charts

## Records Most Played by Disk Jockeys



## Songs With Greatest Radio Audiences (ACI)



VOX JOX

## Trend Talk

Eugene Tobaben, KSMI,Sem quesis Okla., writes "Disk requests here have recenty
swing from
Listeners in is area really Listeners in this area really
seem to go for 111 Never Be seem, but, with the cxception
Free, bue parallel fifins, I don'
of the of the parallel fifths, I don't think it's any different from
any other number.". Hal any other number."
Roche. WCSI, Columbus, Ind. Roche. "aitempling to revive Haryy, Jame getting many requests for records as a a result, How about it jockeys" Let's get together
and revive this one and revive this one. It's a
beauty." Jack Ryc. KTSM, El Paso, Tex., pens, Have refrom NBC's promotional recording of Halls of Ivy theme than from any other disk in a long time. Somebody should get sharp and purus rendition on the commercial market, but fast.

## Platter Palaver

Big Joe Rosenfield WINS, New York, has teamed up wis tribute Thanksgiving lurkeys to the blind via a speeial "contribution match nexi week. New York this monit io round up wax material and guests for her forthcoming $d$. $j$. show in Miami.
3 inl Herson, WRC, is mak-
legal ing Confederate money legal
lender for the first time since tender for the first lime since dio-TV sel award to the lisber of Confederate bills.
Thanks for the wonderful D . J. Supplement," writes Martin A. Cullpepper.' WGAI Elizabeth
City, N. C., "It will' be responCity, N. C., "It will be respon-
Sible for a week's special pro-
graming on my 560 Club" along graming on my " 560 Club along Whith gets." Weryday Water (Dool
Waughan Jy.. KFTV. Paris, Vaughan Jy.i KFTV, Paris,
Tex., drew 1,000 cards and letters. in one day following a broadcast of "Doc's Record
Room." KFTV is Texas's newRoom. KFTV is Texas's new-
esi radio station.
Kirby. WKBB. Dubuaue Iay salutes Buddy Basch. Mynna Granai, Deanna Bartlett, Mar-
vin Drager, Jim McCarthy. Syl Vin Drager, Jim McCarthy, Syl-
Via Langler, Larry Gallagher.
Don Goins and Ben Bornstein Don Goins and Ben Bornstein. we've made for actual platicr salve hace. Their service is
appreciated by any little guy appreciated by any little guy
who needs a hand-up in the music squirrel-cage. MGM has been shifting its service to dis-
tributors in this area and we're tetling good service from -guy named Bob Nowgard."

## Ad Lib Cuttings

WPIX, New York, has hired Elaine Bergman to handle d. j. promotion for his new pubbery "Ted Steele Music." ${ }^{\text {Adams. KTBB, Tyler, }}$ Tex., snagged narrator job for the
1950 Texas Rose Festival queen's coronation. wish wilton also Ford. WWDC, Wash., will also feature Richard, his thik ing parrot, on his new show
over WOR. New York. The over WOR. New York.
weekly platier session is spon weekly platter session sored by Olynupic Television Corporation and Dynamic Slores, Inc
Miller WBO Ralph (Jolly)
Tampa says Miller, WHBO, Tampa says, Look, I don't get comps from certain diskeries elterts but them have no place in Vox Jox not yours.) The reason is they (the diskeries) don't believe it pays off. Right? Well, 'record
rasslers, show 'em! And at the rasslers, show em! And at the
same itme keep falth with same time keep falth with
those who do believe in us those who do believe
Radio fan Flora Capps. a shut in of Fort Smith, Ark., send in her vote for Johnny Hicks.
$K R L D$ as "No. 1 disk jockey of the U.S. A.'. Bill Brooks, WSRS, Cleveland was voted
the town's "most popular disk

## Best Selling Sheet Music



## England's Top Twenty



## Songs With Most TV Performances (RH Tele-Log)


jockey" in The Cleveland HerJockey reecnt poll. Mary Holl.
aldso of WSRS, ran Brooks a close second whih 121,450 votes as compared to his 147,770. Other Cleveland spinners scoring on poll include Lamar Wil-
son WMO; Bill Hawkins. WSRS and Andy Franklin.

## Preems

Fred Rawlinson. ex-WJEJ, WFMD, Frederick, Md. . . Bob

Graham is new stafter at
KAYL, Storm Lake, la. Eddy Thomas. same outiel is now piloting station's daily airer "Variety Time." Norm Keller, program director of WCNH, night spinning on the station's "As You Like It" show. boro, N. C., has taken over
reins on WBIG's long-estabreins on WBIG's long-estabto his regular "Record Parade.'

## DEALERS:

OPERATORS! DISGJOCKEYS!

## COMING UP FAST!

## 7845

 "ORANGE COLDRED SKY" Kenton and Cole . ._1184_F1184 "DADDY'S LAST LETTER" Tex Ritter ........._1267__F1267 "Bushel and a peck," "beydnd the reef" Margaret Whiting \& Jimmy Wakely......_1234__F1234
## hor sezlans! popular

"DH, BABE," "EVERYBDDY'S SDMEBDDY'S FDDL" Kay Stairr. . $\ldots 1278 \quad F 1278$
"I'LL NEVER BE FREE," "NDBDDY'S BUSINESS" Starr \& Ernie. . . . . . . . . . . .__1124__1124
"BDNAPARTE'S RETREAT" Kay Starr . . . . . . . _ 936 __F936
"DRANGE CDLDRED SKY" Kenton-Cole......_1184__F1184 "BEYDND THE REEF," "BUSHEL AND A PECK"

Margaret Whiting \& Jimmy Wakely......_1234___F1234
"NEVERTHELESS," "HARBDR LIGHTS" Ray Anthony . ...............................1190_F1190
"DADDY'S LAST LETTER" Tex Ritter. ......._1267__1267
"GDDFUS" Les Paul. . . . . . . . . . . . . ...........-1192_F1192
"MDNA LISA" Nat "King" Cole. . . . . . . . . . ._1010_f1010
"SDMETIME," "ND DTHER LDVE" Jo Stafford__1053__F1053
"LITTLE CHRISTMAS TREE," "FRDSTY THE
SNDWMAN" Nat "King" Cole. ............-1203-F1203
"SD LDNG SALLY," "RAINY DAY REFRAIN"
Jan Garber. . . . . . . . . . . . . . . . . . . . . . . . . 1246 _f 1246 "JUST THE WAY YOU ARE"

Gordon MacRae \& Ewing Sisters. . . . . . .-1193_F1193
"NDLA" Les Paul . . . ............................... 1014__F1014

## WESTERN \& FOLK

JIMMY WAKELY
"Pot 0 ' Gold" _1240__1240 HANK THDMPSDN
"Humpty Dumpty Boogie". . ................ 1198 F1198
RAMBLIN' JIMMIE DDLAN
"I've Got the Craziest Feeling". ..........1245_F1245
GENE D'QUIN
"That Lowdown Runnin' Around" . . . ......._1219_F. 1219
JIMMIE SKINNER
"The Hem Of His Garment" : . . . . . . . . . . ._1220__ F1220
TENNESSEE ERNIE
"Cincinnati Dancing Pig" . . . . . . . . . . . . . .__1174___F1174
TEX WILLIAMS
"Wild Card". . . . . . . . . . . . . . . . . . . . . . . . .__1166__F1166

## Week ending NOV. 11, 1950

## THE BIG ONE To watche



## "MR. ANTHONY'S BOOGIE"

## CAPITOL RECORD NO. 1280 on 78 rpm . FI 280 on 45 rpm <br> NEW RELEASES ON Gapiol

FRANK DeVOL
music of the cemtury

## TTHE ONE-FINGER

 MELODY"(Yum-Deo-Da-Deo-Dal

## "YOU CAN MARRY ME"

voct buot by holom occonat a hems Dovol
78 rpm No. 1297
45 ppm No. F1297.

MEL TORME
"Skylark" "Lullaby of The Leaves"
1291 F1291
JAN GARBER
and min owherila
"(I've Gót A) Humpty Dumpty Heart" -
$1292 \quad 1292$

UNCLE JULIUS
"Come Under My Umbrella" -a "Uncte Julius' Wiggle Waltz"
$1294 \quad F 1294$

## EDDIE GRANT




## wisminc roik

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

## tтн виивоияo Music Popularity Charts

## Best Selling Pop Singles



## Best Selling Pop Albums

| Secause alt labels are not tssued on att speeds it is difficult to conduct a pop album survey inat Is statistically accurate. Furthermont, separate inventory systems make it almost impossible for the average large dealer to fill out The Blilboard's pop chart ourestionnalres so accomparison may be drawn betwren their 33 nop album sales and their 45 poo album sales. Therelore, The Blltboard is no tonger attempting to show comparative sales voiume between 45 and 33 pop albums. |  |
| :---: | :---: |
|  |  |
| Week w |  |
|  |  |
| REE LITTLE WORD |  |
|  |  |
| 3. TEA FOR Two. ${ }^{\text {Doris Day . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . Coll78)C-215; (33)CL. } 6149}$ |  |
|  |  |
| 4. YOUNG MAN WITH A HDRN <br> Dor is Day-H. James. ..... . . . . . . . . . . . . . . . . . . . . . . . . . . . Cal(78)C.198; (33)CL-6106 |  |
|  |  |
|  |  |
|  |  |
|  |  |
| 7. VOICE OF THE XTABAY <br> Youa Sumac <br> Cap(78)co.244; (33)H-244 |  |
| 8. GuY Lombardo twin Piano |  |
|  |  |
| - 9. You're hearing george shearing ...............mGm(78)5s; (33)E.518 |  |
| 10. GUY LOMBARDO AND hIS ROYAL CANAOIANS SILVER JUBILEE <br> G. Lombardo. ...... .......................... Dec(78)A.762; (33)DL-5235 |  |
|  |  |
| Best Selling 45 R.IP.M. |  |
| 1. ANNIE GET YOUR GUN (Four Records) <br> B. Hutton. H. Keel. MGM(78)50; (45)G-1001 |  |
|  |  |
|  |  |
|  |  |
| 3. SUMMER STOCK (Four Records) |  |
| 4. guy lombardo.the twin pianos, vol. 1 (three Records) <br> G Lombardo. |  |
|  |  |
| 5. OKLAHOMA (Six Records) <br> J. Roberts-A. Orake-H. DaSilva-C. Holm.L. Dinon-J. Blackton. Ofrecter. |  |
|  |  |
| 6. TOAST OF NEW ORLEANS (Two Records) <br> M. Lanza V(45)WOM-1417 |  |
|  |  |
| 7. JOLSON SINGS AGAIN (Four Records) |  |
| 8. RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIM (Thrce Records), |  |
|  |  |
| 9. YOU'RE |  |
|  |  |
|  |  |

## DEALER DOINGS

## Trade Talk

"What with three speeds and the food of new releases, we're hoping for something
drastic, like a recording ban, drastic, like a recording ban do a job on some of the new numbers before they get
snowed under."-Altone Music. snowed under."-Altone Music.
West Allis Wis. If we seli West Aliss, Wis. . .if we sel They don't sell-but 78 albums do. You're making a mistake in forgetting the 78 sales." Best Music Company, Oakland,
Calif. selling tricks. A ready smile, a willingness to please and sug Hub Bub Record Shop, Cleveland. "We need more classics on 45 for the college
students who find that students who find that the 45
player fits their small student player fits their small student rooms pericctly,"-Bell Music predict that the Christmas season will be the greatest in the history of the record business.

## 'We Need-'

"A box-type storage album
for 45 records. It should be something like the FCA Victor bonus album." - Pemberton Plumbing Company, Mineral Wells, Tex.
manufacturers to coat albur covers so they can be wiped don and Mcrcury do 1t, but the other companies make it difficult for us to move $L P$ records that have become soiled While in stock."-The Salem
Record Shop, Salem, Ore. "-To get the new releases at the same time that the radio stations get them. Out here
only Decca gets them to us in only Decca gets them to us in Service. La Salle, Ill. Rer Radio Service. La Salle, and Western charts plinted in lar Bluff, Mo.

## Selling Tips

Paramount Record Shops Philadelphia, taking full ad Vantage of the extra traffic re sulting from acting as advance concerts and fashion shows. .
Music Makers. Bronx, N. Y., se Music Makers. Bronx, N. Y., set
up a special Al Jolson memorial window displaying all of the late artist's disks and al North Bend, Ore., suggests to North Bend, Ore., suggests to
customers that they leave their
RCA Victor record bonus books RCA Victor record bonus books in a special file at the store. tomer and builds constant traf-

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

## News and Chatter

Danbury Music Company. Danbury, Conn., ran a halfprice sale on 78 r.p.m. classical tire stock.". "A brand new Mrs., but an experienced disk Meller, is Mrs. Gloria Peters, assistant Manager, Paulbrook Music, Louisville. Paulbrook Record Shoppe, Chicago, is running a weekly licket raffe, in order to get a numbered slip for the Wednesctay night gift

Best Selling Children's Records

| Records listed are those records welling best in the nation's retall record storet (deaters), accordine The Biflboard's weekly dealer survey. Records are listed according to oreatest beles. |  |  |  |
| :---: | :---: | :---: | :---: |
| POSITION Weeks, Last \|This to date |Week: week |  |  |  |
| 39 | 1 | 1. | CINDERELLA (Two Records) <br> 1. Woods and Others. V(78)Y-399; (45)WY-399 |
| b | 2 | 2. | TWEETIE PIE "(One Record) <br> M. Blanc-B. May <br> Capi78:CAS. 3074: (45)CASF.3074 |
| 35 | 3 | 3. | hopatong cassioy ano the singing bandit (Two Recordw) <br> B. Bord-A. Clyde.R. 8rooks.....Cap(70)CBX3058; (45)CBXF305B; (33)HX305\% |
| '9 | 4 | 4. | bugs bunny meets hiawatha (One record) <br> M. Blanc-B. May . ...........................Cap(78)CAS.3072; (45)CASF-3072 |
| 4 | 6 | 5. | BO2O ON THE FARM (Two Records) <br> P. Colvig.B. May. Cap(78)OBX.3076: (45)CBXF.3074 |
| 12 | 4 | 6. | TREASURE ISEAND (Two Records) <br> B. Driseoll. V̈ 78 ) Y.416; (45)wr.416 |
| 4 | 8 | 7. | HOPALONG CASSIOY AND THE SQUARE OANCE HOLDUP (One Record) <br> 8. Boyd......................................Cap(78)C8X.3075; (45)CexF.3075 |
| 3 | 11 | 8. | rosty the snowman and when santa claus gets your letter Re Record) <br> G. Autry <br> Col(78)mJ.75; (33)4-750 |
| 1 |  | 9. | RUOOLPH THE RED-NOSEO RETMOEER (One Record) <br> G. Autry Col(78): MJ. 56 |
| 5 | 9 | 10. | OAFFY DUCK MEETS YOSEMITE SAM (One Record) <br> M. Blanc-B. May. .........................................p(78)CAS-3073; 145)CASF-3073 |
| 25 | 9 | 11. | LITTLE T007 (0ne Record) Wi(son-The Starlighters........capi7a)das.80; (45)CASF.3001; (33)HX-3065 |
| is | 14 | 12. | HOWOY OOODY-AND THE AIR-O-DODOLE (Two Records) <br> Bob 5milh.H. Rene..................................v(78)Y-397; (45)wr.397 |
| 54 | 13 | 3. | WOODY WODOPECKER AND NIS TALENT SHOW (Two Records) <br> M. Blanc.B. May. .............. Cap(78)DBX-3032; (45)CBXF.3032; (33)HX-3060 |
| 50 | 7 | 13. | BOZO AND THE GIROS (Two Records) <br> P. Colvig.8. May..............Cap(78)O8X-3033; (45)CBXF-3033; (33)HX-3064 |
|  |  | 5. | Ow white and the seven owarfs (Two Record) |

## Best Selling Classical Titles

| Best Selling $331 / 3$ R.P.M. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 3. | Tenaikowsky: Nutcracker Sulit, Opus 71A: A. Kostelanelz Ork. ..........Col(33)ML-415 <br> Verd): Highlights From Rtgoletio, Erns Berger. Lecmard Warren, Jan Percé, liato |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Best Selling 45 R.P.M. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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## - Advance Classical Releases

|  | Schumann: Carnaval Album-C. Arrau (1-10") Dec(33)0L-7502 |
| :---: | :---: |
| Gian-Carlo Menott: The Consul Album-Origitital Cast (2.12") Dec(33)OX-101 | Sleigh Ride-l. Anderson \& His Pops Concert Ort (Promenade) Dee 16000 |
| Gound: Avant de Quither Ces Lieux (Faust, Act 2) | Veral: 'Condotia Eil'Era in Ceppl (II Trownoref |
| Robert Merrill-RCA Viclor | Act - 2)-Cloe Elmo-RCA Victor Ork-J. Paul |
| More1, Cond. (0ffenbach: Scimille) V(45)49-1414 | Morel, Cond. (Verdt: Stride) |
| Hindernith: Theme and Four Variations (The Four | Verdi: Aria-Dormiro Sol Nel Manto Mio Regal |
| Temperaments) Album-2imbler String Sintoni- | Cont (Oon Carlos, Act 4)-lialo Tajo-RCA Vie |
| etta-L. Foss (1-20 ${ }^{-1}$ Derchart: Concerto for Clarinet and | Goummal M.Amo-Dormiro) V(45)49. |
| Major Album-R. Kell $22^{\text {rintler }}$ Sinionketa | Verdi: Recll.-Eita Glam |
| (1.10') Deet33)DL.7500 | Sot Nel manto mio Regal, Parr 1 too |
| fenbach: Scintilie Olamant (Tales of Mofmma | Act 4) Lealo Tajo-RCA Victor Ork-J. paul Morrl. |
| Act 3)-hader Mernd Ane vi v(as) | erdi: Dor |
| Morel, Cond. (Goumod: Avent) V(45)49-1414 | Verdi: Stride ta Vampa (II Trowtiore, Act 2)-Clee |
| Promenade-L. Anderson a Mis Pops Concert Ork (Sleigh Ride) Dec 16000 | Elmo-RCA Victor Ork-J. Paul (Verdi; Condotha) V(45)49-13p: |

## - ALLthe News! <br> - EVERY Week! DIRECT TO YOU! ON TIME!!! LOWEST COST

## - ON SUBSCRIPTION

## The Che Cine Prict Na Ad Cin

## Prict

Addre
Ciry.
Och

THE UNITED STATES OF AMERICA VS. YOU KNOW WHO-
"P lease say Goodnight To The

## Guy Irene"

THE BIG BIG Ziggy Talent Hit!
This week's

## New Relsases RCA Victor

## POPULAR

DENWIS vat and Henri Rene and His Orchestra
Christraes in Killaruey
(on Pr: Fing to Sinimioplier
$20.3970-(47.3970)$ TONY MARTIN and FREDDY MARTIN and His Orchestra
Tambarion
"ince Upun
Hhwniba
20.3972 -(47.3972)

Ray Moxinite and His Orchestra
Sam. Durit Stant the Dour
Mana': ficouc. (ionod Bye
20-3973-(47.3973)
HENRI RENE and His Orshestra
Alwaya Yoit
Hublble. IBublite, IInhble (Pink Clinm

## COUNTRY

CHET ATKins and His Guitar Pickers
The Birib, of the lshes
Curfuni!" 21.0.402—(48-0.402)
ROSALIE AllEN and The Black River Riders
-ve Cint the Cirazient Feeling
Orie ancl Once 1n Tun, Haby
$21.040: 3-(48-0.403)$
HOMER and JETHRO
OH Bata:
Dink Jowkey Niglitiome
$21.0401-(48-0104)$
POP-SPECIALTY
ERNIE BENEDICT and His Polkateers
Curlial Perther

Midnighe Waltz

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25.1179-(51.1179)
```

NEW ALBUM
AL GOODMAN and His Orchestra
Gorve and Dolls
K.27_(WK.27)

according accorang to sotual sales. are
recosnuzed nuts.
The trade ts urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approact the "sold-otit" stage
© Momury, Won't You Buy a Bahy Brother?
(5) The Golden Rocket
(5) I'n Murin Un

6 I Bushel and a Peck
(5) Patricia
(5) Pease Say Goodnight to lie Guy, Irene
© Our Lady of Fatima
(5) Thinking of Yoil

* The Love Bug Itch

6) Molasses, Molasses
() You're Just in Love
© I Rainy Iay Refiraill
(5) Rockin' With Red



45 rom Not.

## 20-3925-(47-3925)

NG. Phil Harris nev releasc, is funning away in New Yol'k City and is an overnigh an RCA Victor exclusive, with an RCA Victor exclusive, with yet no shcets on the market. record in order to casc arrange ment. What folly, without Phi Harris THE THING wouldn't be THE THING

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

The whole trade's talking bout Phil Spitalny's first recor the big hit circle-OUR LADY OF FATIMA. Let's face it, thos Hour of Charm gals can sing

Fred Fletcher, WRAL, Raleigh . C., and one of the nation top deejays, is increasing his al ready high Hooper by making dally announcements of new ar while plugging Spike jones smash hit, MOMMY, WON' YOU BUY A BABY BROTHER

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

Wayne Benneis, RCA field rep, says Southwest dealers give as reason for big upswing in re tall biz, RCA Victor's curren (Spike landsliders: BABABY BR (Spike Jones): BUSHEL ${ }^{\text {PECK }}$ (Como \& Hution): PA TRICIA (Como): THE GOLDEN ROCKET (Hank Snow). and others (sec "Coing Strong" lis at lert).

The Three Suns, who have been doing matcrial sones fo many years, give both dealer and public their long-asvaited version of two top publisher plug tunes: TO THINK YOU'VE CRET

Disc Jockies, pleasc note:
Watch for important announcement on The Sons of the Pioneers (within 60

New Vidor, Columbia $\$ 12.00$ per 100 Sio,oo firitior thatio pef i, ioo
 VEDEX COMPANY

Complete Inventorios Bough
Over 1,000 Sa infied Cuntomers

## WE'RE BEINC FLOODED

"When You Kiss
A Stranger"
Berter Get ln the Swim
Apollo No. 1170
APADIA.O Et EICNHEDS. ENC.

# the bilboard Music Popularity Charts 

## - Advance Rhythm \& Blues Record Releases

## PUT YOUR MONEY ON -

AMOS MILBURN
BAD. BAD WHISKEY CHARLES BROWN

AL 3068
AL 3066
CALVIN BOZE
AL 3065
LIzZIE LOU .................... OATCH FOR THESE NEW ONESI
FLOYD DIXON
CHARLES BROWN
TEXAS BLUES
CALVIN BOZE


Pact With Aladdin HOLLYWOOD, Nov, 4-FFloyd
Dixon. ex-Peacock libbel warbler, was signed by Aladdin Records to a seven-year contract. Diskery also purchased eiph1 Dixon masters from Peacook at recolding
costs plus proft to the Texas costs phus pron All kick oft with two Dixcm disk releases. One will be the newly recorded pairing: Telrphone Blues and Real Lovin Mami. Other disk will be Peacock cultimgs. Sad Jouriley and

## Discovery Takes

2d Kidisk Fling
HOLLYWOOD, Nov. 4.- Dis-
overy Records takes a second stab on kidisks in issuing its pre viously released Molasses and convertex cover to a kid folder on 45 78 r.p.m.'s. This is second venture Lnto the released Pat O'Brien's Christmas album last year. Lenny Carson and the Whiz Kids are featured on the platter. Which is
backed by Everybody Ciap Hands.
RECORD MATRIX WORK





muconio ptinisive orisincior: of the
vinsstill FiLize NDNSHMP Fenalnm
PR


## the bill board Music

## Popularity Charts

## - Best Sellezg Retail Rhythm \& Blues Records



## Most-Played Juke Box Rhythm \& Blues Records



46 10. besame mucho Rayol Vacs

## SURE FIRE HITS!

sensational spillitual SONGETAESS OF THE SOUTH

MARY DELOACH
"Our Father |"I'll Ride On A Cloud With My Lord" Loves His Son"

REGENT RECORD, INC.
58 MARKET ST.
NEWARK 1, N. J.

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

## Rhythm \& Blues Record Reviews

| ARTIST | TUNES |
| :---: | :---: |
| LABEL AND NO. | COMMENT |

 EETTE MCLAURIN (C. Hopkinz Ork)


| DINAH WASHINCTON (1. Corroll Ork) <br> Time Out for Taers <br> MERCURY SSO3-Tume was an r 4 o click a couple of sestons back vie Savannath Churctill's waxime. Mhat Wastinglon sestis it soullully, <br> Only a Moment Ago <br> Thrush doesnn't get much moxie into this current pao belliad | $2-82-82-$ $7-67-66-$ |
| :---: | :---: |
| OHNNY HOOCES ORK <br> It Shouldn't Happen to a Dream <br> MERCER 1951-A slow Hodges dito sola, more ledious <br> A Little Taste <br> Hodges solon up-iampo on bright riffer, cleanly orked <br> Ellingtom combo. More Jazz than ir a b potentiol here. | 3--56--53--50 |
| JULIAN DASH QUINTET My Silont Love <br> ek-Erakine Hawtins lenarist blows *moody ceating of the revivar from out an ocho chamber. In ikeeping with the | 7 |
| Creamin' <br> Teddy Witson" "BMues in C Sharp Minor", forms the pattern for this medium blues go by tenoriat Dash. Good beat for dancers. | 5--65--64- |
| orioles <br> - Seem, to Laugh Anymore <br> Unile sono-sock reatina of the Johnny Parker ballad should score another winneer for the orioles. | 83--84--83--83 |
| Crose My Fingers <br> Neat $r$ \& $b$ treatment of this poop hit rounds out one of the best couplingas this group has furned out. | 79--80--78--60 |
| Is |  |
| for the bop <br>  lote's Foot | --55--55--5 |

REO MILLER


ARBEE STIOHAM ORK


LUCKY MILINOERR ORK (Lee Richardion)
Pleaze ODen Your Heart
KING
 CHUCK MERRILL
 THE BLENDERS

What About Ton
FEine
LOWELition of
61--61--60--62
67--68--67--67

Sinneriz Prayer
SWING
rime
Old Time Shuffor Bluer
81--82--80--80
71--72--70--72
83--83--83--83
81--81--81--81
81--81--81--81

HAL SINGER ORK
Rock Around the Clock
MERCNRY E196-Formuld $\qquad$ ERCURY E196-Formula ine As Wine CRANT "MR. BLUES" JONES

## Kind Words From Friends


stituents in congratulating you on
the new format adopted by The the new format adopted by The
Billboard. It is a great step for-
ward by a great theatrical weekly newspaper, one that is part and business along with the rest of
show business of the past halfshow business of the past half-
century. gratulations on Billboard's new
dress. It's perfect. Maxene,
Patti and La Verne-the Andrews Sisters: We think you have
done a tremendously successful done a tremendously successful
job in dressing up the new Bill-
board You board. You and the boys certainly deserve fqur stars for ef
fort, four bells for achievement,
and everyone's best and everyone's best wishes.
Milion R . Rackmil: Congratu
lations, new format very effective.
Kind regards.
Kind regards.
Congratulations on your Stafford:
Congratulations on your new for-
mat. Didn't think Billboard could

board is an exciting, atiractive
publication. You and the boys
can be justly proud of the ex-
ceptionally fine job you did in
producing this new format producing this
good wishes.
Glenn Wallichs, president, Capitol Records, Inc.: Heartiest con
gratulations to you gentlemen
and your associates on the new Billboard format. All of us here
at Capitol foin in wishing you all
possible success. possible success. ... Ray Anthony: Congratulations on your new for
nrat. It looks wonderful. Best mrat. It looks wonderful. Best
wishes. Charles Grean: Con-
gratulations to Billboard new birthday clothes, which make it look like a real comer for a accurate coverage of the enter-up-to-the-minute in its new garb.
Billboard marches on. Really a great pub Congratulations Hugo Winterhalter: Congratulations on your new look and your old dependability.... Congratulations on your new for mat. It's alive, it's readrable, it's
almost as good as when I was music editor.
Julie Stearns, general profes-
sional manager, Broadcast Music, Sional manager, Broadcast Music.
Inc.: Congratulations on your new Inc.: Congratulations on your new
format. It's wonderful. Cathy
Mastice: Congratulations on the Mastice: Congratulations on the bigger and better paper. ... Kappi Jordan: May this mean bigger
and better things ahead for Billboard and for you. Best wishes. and gurt Taylor: Congratulations and good luck on your new for-
mat. Record Corporation sales director: The new Billboard is as great as air malled copy of the new Bill board. It is a revelation and certainly an outstanding contribution Elmore White: Congratulations on
tra on
tra
Ber
rifi
fac face is keeping stat even your times. keeping slep Bith Barron. MGM Billboard on the stands a day Garlier. It's a wonderful job.
Congratulations. erson, artists and repertoire director, MGM Records: The new tab-
loid size Billboard makes even more compelling reading than the idea. Congratulations on a fine tising manager, MGM Records: To modern Biliboard is more effective than ever. Accept my best
wishes for its success.
Bill Ecketine MGM
The new format makes Becords: The new format makes Billboard before. Mark me down as a faithPincus: Congratulations on your


## "Irene" Rolls <br> Fast on Disks <br> NEW YORK, NCv. 4.-Good-

 Music and shaping up as Spencer the fastest-selling records in the history of the disk business, has now rackod up a $1,500,000$ sales Ggure on the Decca Gordon Jenkins-Weavers platter alone. Bythe end of the year the disk, plus the remaining year the disk, plus tune. is expected to easily hit the
$2.000,000$ mark. Sides put out by other labels are expected to hike the total sales figure to $2,500,000$ Sheet music
Sheet music sales on the tune
have hit 400.000 . Jave hit 400,000 .
Jenkins-Weavers dis
June 19 and, by disk came out days later, had hit the million

# - Most Played Juke Box Records 

[^0]$\begin{array}{lll}5 & 12 & \text { 13. All } . M Y \text { LOVE }\end{array}$ Bing Crosby $\begin{gathered}\text { Decz2727i17: (45) } 27217-\text { Ascar }\end{gathered}$
2 23 13. BUSHEL AND A PECK.......... Whiting \& J. Wakeiy.
$6 \quad 14$ 15. HARBOR LIGHTS. $\qquad$
$\qquad$ 38889: ©3i1-710- Asca
$7 \quad 15$ 16. PATRICIA


320 16. HARBOR LIGHIS on 821)
R. Anthony


$\begin{array}{lll}3 & 19 & 19\end{array}$ $\qquad$
1 - 19. BUSHEL AND A PECK B. Hutton-P. Como
1 - 19. NEVERTHELESS $\qquad$ . Mills Brothers.
217 22. NEVERTHEEESS $\ldots . . . . . . .$. . R. Flanagan $v(78) 20$
rin $\qquad$ -
(AND THE ANPHEBET) 19 + 5 20-3947
45rpm 47-3947
Visfios Remad

## (12G)

THE BEST TROMBONE WORK YEARS IN THE LAST TWELVE

625 22. PLI ALWAYS LOVE YOU. . . D. Martín


320 24. NEVERTHELESS $\qquad$
. L. Prima . . . . . . . . . . . . . . . . . . . . . . . . . . . . 101
1 - 24. OH BABE $\qquad$

$8 \quad 17$ 26. OUR LADY OF FATIMA
.R. Hayes-K. Kallen.
Ames Brothers



1.     - 29. 10 IHINK YOUVE CHOSEN.ME. E. Howard . . . . . . . . . . . . . .

22530 . PEASE SAY GOODNITE 10
THE GNY IRENE. ........... 2 Talent .
Tris Tem Bawe, Mor 3527

## Once

Again
If's
ReA V/STOBReards
Bringing
You--Your
Next


From Cole Porfer's ..."OUT OF THIS WORLD"
backed by
"MY HEART CRIES FOR YOU"

45 rpm 47-3978
78 rpm 20.3978

## RCA VICTOR Records

 N
# tuf bllboard Music Popularity Charts 

an

Country $\&$ Western Records Most Played by Folk Disk Jockeys

## Best-Selling Retail Folk (Country $\&$ Western) Records



position
weecs Limil mis
$20 \quad 1 \quad 1$. IM MOVIN ON .............. H. Snow
who loves you S. Hamblen
3. lovebug itch E. Arnold
4. JIL NEVER be free K. Starr-Tennessee Ernie
5. I love you a thousand ways. L. frizell Coitis)20739; (3312:77
THEY'I MEVER TAKE HERH. Williams
LOVE FROM MEWHY DONT YOU LOVE MEH. Williams
IF YOUVE GOT THE MONEY rve got the time. Lefty Frizell
2 10 9. faded love B. Wills


M. Mullican
$32^{-}$- 10. IIL SAIL MY SHIP ALONE- Most Played Juke Box Folk(Country $\&$ Western) Records
 ..... POSITION
17 IM MOVIN ON Hank Snow 2. LOVEBUG ITCH E. Arnold
3. I'LL NEVER BE FREE K. Starr-Tennessee Ernie
gOODNIGHT, IRENE R. Foley-E. Tubb
rIL SAIL MY SHIP ALONE M. Mullican WHO LOVES YOU 5. Hamblen
7. CINCINNATI DANCING PIG 
If YOU'VE GOT THE MON
Lefty Frizzell
H. Williams $\begin{array}{rrrl}24 & 8 & \text { 9. WHY DON'T YOU LO } \\ 7 & -10 & \text { 10. } & \text { GOODNIGHT, IRENE }\end{array}$ M. Mullican
Advance Folk (Country \& Western) Record Releases
Beloved, Be Fulthful-M.
ing With) Decca 46273 ..... Coffee, Cigaretes and Tears_Char
Faireloth (Mlstissippl) Deccs 46271 ..... Dear Oad
1014
Devil calls as
MGM 10837
olden Rocket, The-H. Snow (Paving the) V 21. ..... Gillert ( 1 Trm a) Decen 48182 ..... Didn't Realize-Bob Wills onk ('Titer Ple)
MGM 10836 ..... Heard My
Overlooked ..... $4627{ }^{2 / 4}$
COIRMAC RECDRIDS
Freddie Darian singing
with Johnny Durhams' Orchestra
THE CHRISTMAS I'VE BEEN DREAMING OF
I Really don't want to know 1 Still Love YouTDLLK SONGS

No. 1155
TUNLLK SONGS - PUEBLHCATEIONS


## 46277

If You Want Some
If You've Got the Money I've Got the
M. Shiner (I Overlooked) Decte 46274
 Paving the Highmway Wher Tears
Rockel) V 21 -.0400
Place Where 1 Worshlo
Place Where $t$
Deeca 25437
Dece,
Praifit-R
10843
Searching for $Y$ Dave (Searching for) MGM
(Pratrle) MGM 10843
Sweet Mama Blues.
Dwet Mama Blue
Decta 46272
Take Bact Your
Tate?


## - Country \& Western (Folk) Record Reviews

Leo's Doing Nip-Ups... ...-.-.- over this Zingy, Zesty, Zowie Version

## New platters that mean new business..

## FOR YOU 动感...FROM M-G-M

 JOHNNYDESMOND
SLEIGH RIDE WORLD
A MARSHMALLOW WOL 78 RPM-MGM- 08227.45 RPM-MGM K 10827

## ART LUND

IF I WERE A BELL
THE SONG OF DELILAH Dolls")
Avoila OF DELILAH
78 RPM—MGM 10826.45 Record $S_{\text {peeds }}$

## A MGM K10826

## TOMMY TUCKER <br> ond his Orchestra Sticky GOO) <br> MOLASSES, MOLASSES (it's lcky Stick Vocol by JUDY VALENTINE ond Group

 LOOKS LIKE A COLD, COLD WINTER Availoble 2 Record Speeds 45 RPM-MGM K10824 78 RPM-MGM 10824
## GLENN MOORE <br> 

GET ME THE WHA Y SWEAR
IOff'o The Thing-A-Mo-MA-CALLI-IT
MGM Non-Breakable 10842

## YOUR LUCKY 7 BEST SELLERS!



BE MY LOVE AND A PECK - SO LONG
M-G-M RECORDS


## M-GM RECOROS ARE BETTER THAN EVER!!!

## the billboard Music

## Popularity Charts



## - The Billboard Picks

| In ithe apinion of The ghltbard mustic staff, records listed below are most ilkely, to achiew Dopularity as determined by enth into best selling, most blayed or most heard temiures the Dem. UDOLPH, THE RED-NOSED REINDEER. $\qquad$ Gene Aulry. $\qquad$ Columbla seblo |  |
| :---: | :---: |
| ast year's big seasonal smash looks like wurefire bet to bring in the coin anew from all cormers of the market-id, pop and country. Autry looks the the repeat winmer, but this yefr has a gooslly mumber of cornpeling verslons, whit bing Crosby's Deicca plattering the theliest "tor bace money |  |
|  |  |
|  | One of the loveliest ballads of the year stacts up ss the kind of teen which woen stowly fart survily whit each hearing. "Capitol has corme up with the likeliest wocal in so SLastort's witert, which is not untobe her ".No other Love" in mood and leeling, ky well as a pritem denco slechng by the opicoming Antiony band. Der Bingle hass a warm reading on Dercea. |
| THING. . . . . . . . . . . . . . . . . . . . . . . . . . . . . Phil Harris Ork. . . . . . . . . . . . . . . .Victor 20-3968 |  |
|  |  will zest and punch by Harris. Could make a fast sweep. |
| 'M So Chazy for love . . . . . . . . . . . . . . . . . Billy Eckstine . . . . . . . . . . . . . . . . . . .mem 10056 |  |
| This feelinglul e. and b. Intilated ballad falle right into Mp. B'z groove. He hands the lin the proper formant $k$ touch for his pop fans end should hit strorks in the r. and b. mart. |  |
| OH |  |
|  | Kay shakes it and breaths it as she propelis her winning reading of this Louls Ppima-Intitated good rocker. |

## The Disk Jockeys Pick

PICKS that thave appeared for three consecutive weeks of three times within atin-wrek period are hits will be.

OH, BABE HAVE TO DREAM THE REST
CROSS MY HE
IVE NEVER BEEN IN LOVE BEFORE............ Mario Wanternilit
7. JING A LING, JHNG A LING....................... Rrank Frank Oevol...
8. LINGER TO MY MOTHER.
9. COULD EE.
10. COULD BE.

## - The Retailers Pick

PICKS that have appeared for three conseculive wecks or three itmes within alan-week per iod are not repeated below.
tomorrow's hils will be

TO THINK YOU'VE CHOSEN ME Eddy Howard . . . . . Mencury 5517
 MOM, BABE, WON'T YOU BUY A BABY BROTHER

A MARSHMALLOW WORLO............................... Vic VIC DRIMORe.
SLEEPY OL' RIVER........................................................ Pankie page.
TENNESSEE WALTZ

## The Operators Pick

PlCkS that have ippeared for three consecutive weeks of three 1 Imes whithin a shy-weet perloo are not repeated betow. Based on a weekly survey among them on what the Juke bon aperation

LUCKY, LUCKY, LUCKY ME
MARRYING TOR LOCKE.
THIRSTY FOR VOUR KISSES.
BEYOND THE REEF
a marshmallow worlo
 . . . . . . . . . . . . . . Marg.ree Whiling and Jimmy Wakely.........

RAINY DAY REFRAIN......................... Andrews Sisters and Guy Lombaro................................. 27200 PLEASE SAY GOODNIGHT TO THE GUY, IRENE.. Zkgy Talent..................... Vicior 20.3995

## - The Country and Western Disk Jockeys Pick

Plcks that appear for three consecutive weeks or three times within a six-week period will not
Por be repeated beiow. Based on wee
Jockeys think tomorrow's hits will be:



## the bilboard Music Popularity Charts

Longing-R. Morgan Ork (Timsterss) Dec 27265
Making' Whoopee Met Torme (Dream) MGM 10844
Mathaitan Moods Album-MI Gould Ork (1-10.0)


 Thy Simi Sc
Five. Over You-Pre Wee Enwin. The village Five.P. Dugan (5hate) King 15074 Merry Christmas-Hanay Chimes (Christmas) Carol Beaus and a Peep (Christimas) Framwil 701 Millary Polks-L. Well Ork (Tiper'Rag) Mer 5529 Molasses. Molasses-K. Roberts (If You've) Cora Mbsic. Maestro, Please -T. Dorsey Ork-0. Cherr
 iiy Moonligh
Dec 27266 (All) Coral 60324

Nevertheless- F. Sinatra (I Guess) Col 39044
Norah-P. Faith. The Shiltielagh Singers (Chrisit mas) Coi 39048 Shillelagh Singens (Chr h! Babe-R. Flana on! Babe-E. Goodman (Wathin") Col 3900 One Finger Melody, The F. Farle Ork-Alan Simms TThe Winter) V 20-3952, Once You Find Your Guy
if Don'i) King 15081 of No Dice-H. Grayco-M. Klein Orh (Olgai Landon 761 H. Schoen Ork (Chung) Dee Kaye. 27261 Our Lady of Sty-J. Lester (Time) Coral 60325 3904 ? Fatma-Tine Mariners (Rosary) Col Petile Watiz, The-Erroll Garmen Ort (Petile) Col 39043 - Tho-Erroll Garner Otk (Pette) Col

## ctite walt

Pctite Waltr, The-Fiankie Yankoric and Yants
(Pollaralit) Petile Waiu Bounce-Erroll Garner Ort (Perite) Polkartina, The-Frantie Yankovic-Yanks (Petite) Col 39046 . Frant Rainy Day Refrain, A-R. Ress Orh (Beyond) Cora

Remeniber Me in Your Oreams-George Canes Ort Rosary, The-The Mariners (Our) Col 39042 Rosy Apples-E. Knight-G. Lombardo Oork (1'm in
Dec 27279 Enit Shake 11 and Break 11 -- Pee Wee Erwin. The VilHisent Nigh Mashuga duen Nin 15074 Silent Night- H. Brooks Trio (White Christmas
Modern 20.787


## A NEW SENSATIONAL SMASH R



MERCURY RECORD

ONLY


## SE THAT MOVES WITH A FURY!



5544 AND $5544 \times 45$

## IS ON NON-BREAKABLE RECORDS

 Tedy Dears. Pienkcis. Tedy B Bean
cas. 3083 Tubyy the Tuba Som, The - terory ${ }_{8}{ }_{8}$
 $T$ Tweth Pre-M. Blanc-8. May (Pants 1 and ${ }^{23}$

## RELIGIOUS

## Gad Walks These Hills with Me-T, Soretre (The

 Me) Coral 640065Hide Me. Reck of Ages-Leferre Trio (Welcame tor Hide Me Rock of Ags -Lef erre Trib (Wellame lot
Bibielione 7025

7025 | Hetbetion |
| :--- |
| Wannd Resi-Lef |

7026 Love Yow-Elaer Beek (Shoutime With
 Sohn Ste the Holy Mumber-Semi Sllreers (weth best a Cloaer Waik with There-Leferre Trie-Bin
 Caoking for Ality lefevier Triablis Jim wate Snoutim With Elder Beck-Elder Bect (tesm 11

Tate Me. Lord-T, Sambere (Gad wallis) Curat Thank God 1 Pm in Hat Care-Eva mat Lefeve Welcomen 10 Gibletione 7026 well, Well-sail Stiorers (John Smin) Aliddain 2035

## LATIN AMERICAN

## $C_{\text {Cannoifro-Bando }}^{272 \text { da }}$ da Lua lla Malaquenal de

 Oancling Whin You-mara-Ricky, Gardet Ort cKhts

 ${ }_{\text {Kiss }} \mathrm{M}_{1312}$ Naya-R. Gardet Oft (Oancing) L'Ecme La maitovens-Bando da Lua (Canoeirol ore

 Ove hap Dof So Men -A. (rnaga Ork (Inlamia)
 - Eeto E 1310

## INTERNATIONAL

(Jednyny. 5yn) Dec 45120 Bros: Poika On
tednymy Sya- Rymaowski Bros.' Polka (Hey) De Mary (a sati of Fire) Theillwood Ont (werry)
 Werry Bachelow, A-Tmrilitwood Ork (Mary) Twrill-- y sugar lumo Tritimoed ortiar wor My Sulqay Lumo-Thriluwa (Myy world my World is made of Musit-
Sugar) Thriliwood 104

## Folk Talent

- Continued from page 30
for a feed and milling concern
They will work shows thru the South for the sponsor. Personne of the ork includes: Dixie Belle. brass Ed Hyde. fiddle; Curley
Shelion. Hawailan steel; Ha Scoit. clectric take-off, and the leader's mandolin and comedy - Mac McGuire (Capitol) and his frau, Lee, became parents of a boy, Dennis Michael. The Mc Guire group is heard weekly over
Mlutual. Charlie Stone is now cutting for Mercury. Raw Smith. last with Columbia, has switched to London. . . Eraie Lee, WLW, Cincinnati, is now warbling for Mercury, He was Swiger and their Dude Ranch Gang are in their 20th week at the Spigot Cafe, Philadelphia. Jimmi Myers. ounner of Myers Music, reports that the Swigers are doing a daily d. J. show on

DISK JOCKEY DOINGS:
Don Churchill has inked a management pact with MCA. WFLO, Farmville, Va., that R P. Carter is back in the business Norking wion Bill and Mary Reid Frank Page, KWKH. Shreve port, La reports that Zeire ClemHub Sutter the-vocalist With Jesse James (4 Star) is forming his own band, according to Mex Gifford. KTBC, Austin, Tex. Whalt stone, Van reports that he will emsee a part of the second annual folk music festival October 28 at the station. Approximately 600 entertainers were expected. dena Calif More, KXI.A. Pasadena, Calic. reports that Clitfie Twins Stuart Hamblen (Columbial has recovered from a recent illness and is again making appearances, using a bear cub as part of the act. . Warne Johsstom. KAMQ. Amarillo, Tex, has after a training period with the air force. Art Barrelt WSNP. Fortsmouth. Va. reports that he has stirred up much listener interest with a batch of old Jimmie Rodgers masters on the Montgom-ery-Ward label. Which were teListeners lmve given much farorsble comment on Rodgers work.


## the bilboard Music Popularity Charts



Recörd Reviews

 Each rationg is on the basis of nime key categories. Each category is assignow maximum mumber pecike usage.
 ment, 25; name value. 15; record quality (surface. etc.) 5; music publisther's alr pertormance potent tall, 10; exploitation record adivi's-ptomotion tilm, legit and other "pluge" atds), 10; mamutaclarert

- AUCIST LABEL AND NO.

IUNES CONMENT

## POPULAR

DENNY VAUGHN AND HIS ORK
So Long. Sally $\qquad$ orkionest relewsed well ahend of
Marshmallow World $\qquad$
LEE SHEARIN (Chuck Foster Ork)
Need Cirl Chuck Foster Ork
LoNDOM 787-Fine marbier and shyar be
Should Mave Know $\qquad$

## TERESA BREWER

He Can Come Back Anytime He Wants To
ONDON 795-The .Mustic. Mus He Wants To
Mise Cot Me Crying eflectively on ine from
AL MORCAN
AL MORCAN
ant plat $\qquad$
LONDON B32-The pianlist-warbler $\qquad$
So Long, Sally
 73--73-:73--72 many Morgen regulams.
JOHNNY DESMOND
Sleigh Ride

A Mirshmation hold-and ehis looks likely at this point.
Mírshonallow World
besmosonal item. An engaging wather production bhe whith this promising

## ART LUND

It I Were Bolt
85--86-84--84

The Song of Delilah
81--82--80-80
Ancher is cotwerted inte trom the score of the "Samson and Delilian
TRUDY RICHARDS
The Winter Walt
MGM 10831 -This
yympathetlially there
I'm Afraid To Loví You
$74--75--73--73$

TWO TON BAKER
Please Say Goodnight to the Cuy, Irene
72--70--70--75
the
Dingya D'Dingye $\qquad$

Music. Maesteo, Please
dance style circe 1940 an me kjcks of
$83--85--82-82$


## JO STAFFORD

87--88--86--86

"completely captivaning fob with this quile beautilyl new ballad. Sele
Autumn in New Yort
$73--72--70--7$
ty le whin vilurace. Fintern derejuy ofare in this classy ballad

## RAY ANTHONY ORK

Mr. Anthony's Boogie
work. For the colloglant and band's tars.

85--86--85-85
Warbied eflectuply by fionnle Desuvilly and group. A strong wasing which

## JOYCE INDIC

The Best Thing for You
66--69--64--66

- thrushing Mins Imaly displays a dash of Judy Garland's reyling
roush on the song whithio daking doesn't frgure to make much of a deme

(Continued on page 40 )


## THE BILLBOARD

## Music Popularity Charts

| Album and LP Reviews |  |
| :---: | :---: |
|  | Bill |
|  | and |
|  |  |
|  | Actaneme |
|  |  |
|  |  |
|  |  |

WHEN ORDERING THE HIT "TENNESSEE WALTZ"

## PATTI PAGE

BE SURE TO ORDER MERCURY \#5534
 Chnismas carat gV ken carffic 81
 at setmenem; l'il oe Home for Christonats: White


 more JUKES Grifin orgon addicts.
 utaltartan background
malter.







 THE TOAST OF NEW ORLEANS-Mario 85 Victoor (45) WOM-1417,
Toatt of New Orleans: Boom, Grday, Boom; Tina




 bookteq with several pages telling ine flum thory.
Noa wilitie. Ready-made propram
and continuily
ma terial provided Two wEEKS WITH LOVE-gane Powell. $\quad$ B

$\mathrm{Ma}_{\mathrm{y}} \mathrm{MGM} \mathrm{th}_{1}$
 Coliection of siandaras is dubbed from the soum track of the MGM rlick. "Two Weeks With Lover:


 Oeater cheater jock the-ins should pey off.

Good slanarard tare
 Capitoit ( 331
This is the seque
Len
Thnowate sequel to Kenion's most recent package Currom paicksoge's content and lintes are selleer.
 Manne, June Christy, the Halls of Brass. House Ketrings end Maynand Ferguson. This is the second album eflort show:d so where less and ite of siding most interesting plece is the House semationahism or are just plain pretentious.
JUKES JuKES
Not
silable.
 George Cates and His Orchestra


## the billboard Music Popularity Charts

## - The Honor Roll of Popular Songwriters

By lack Burton

## No. 7 -_-ARTIIUR SCllWarT\% (Part II)

- Confined from last week

Hollywood was the next slop on $\mid$ sorbing a year of California sunerary, his initial film commitments calling for writing the seores for mere attraction at the Radio Clit three pictures in 1936 -Under Your Center Theater in 1937. followed
Spell, That Girl From Paris and by two main Stein productions,

## 7 our great Songs for the Holiday Season! <br> The all-time favorite- <br> WINTER WONDERLAND <br> Recorded by PERRY COMO (Victor FRED WARING (Decca) JOHNNY MERCER (CApitol) GUY LOMEARDO - ANDREWS SISTERS (Decca: <br> THE AMES BROTHERS (Coral; JAN GARBER (CaPitol) BUDDY CLARK (Columbia) JOHNNY LONG (Signórurer Already a hitLOOKS LIKE A COLD, GOLD WINTER <br> Recorded by <br> BING CROSBY (Decca). MINDY CARSON (Victor) TOMMY TUCKER (MGM) georgia gibes (Coral) <br> fond greater than eurIF IT DOESN'T SNOW ON CHRISTMAS <br> Recorded by Gen alt auth (columbic) IF I WERE SANTA CLAUS Racorcted br cur Lomanabo ( Peace)

 Fair sine 1941, Arthur Schwartz has bren a resident of Hollywood where. in addition to writing both served as a producer first with Columbia and later with Warner
Bros. With the tatter he supervised the shooting of Cover Girl, staring Rita, Hayworth and Gene
Kelly, and Night and Day, the film biography of Cole Porter. In 1948 ,
however his Inside U.S. A. brought him back to Broadway, and last year he added fresh bay leaves to his stage and firm laurels by adapt-
bung mislead for a television show, which has earned a high Hooperating and elevated Peter
Lind Hayes and Mary Mealy to TV Lind Hay
stardom.
Arthur Shh wartz's success story is malehed by that of his Broad way
collaborator and lyrielst. Howard collaborator and riels. Howard
Diets. A native of New York City.
where he was born September 8 , 1896 , and an alumnus of Columbia University. Diet won a $\$ 500$ eash
prize in an ad-writing contest
 pining as a career and, after serveing in the United States Navy dur-
ing tine first World War, he assure himself of a steady income by working as an agency copy on that street of colossal gamblesBroadway.

- Continued front last week

1939-STARS IN YOUR EYES
 complete.

In addition to writing the books and byrles for several Broadway hive of commanding stature in the motion picture industry and now holds the position of vice-president in charge of advertising and Mayer. His full-eolor magazine pages, intriguing newspaper ads
and evowd-stopping marquee disand evowd-stopping marquee disestablishing box-office records for Ditz probably will be best remembered as the perpetrator of a classic kidnapping. He snatched the Columbia University mascot Heights and made him the roaring shill
Lion.

## ARTHUR SCHWARTZ'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE <br> ARTHUR SCHWARTZ'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

A LADY NEEDS SOU NO CHANG
tent a little bit more
AS OF TODAY
HES GOING HOME
HES GOING HOME
ILL PAY THE CHECK
NEVER DULL WOMEN
NEVER A DULL M
ITS ALL YOURS
1940-AMEAICAN JUBILEE

## 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 rim songs, aceording to Songs which have attained a sheet music sale of one million or more are marked with an asterisk (he publisher listing, the name of the present publisher and not the original publisher. is given, and songs now in public and not (tilesigirst pubyrighted in 1894 or before) have no pub-
domain (tiles Ilsher eredit. given. The record listing is representative, not necessarily

## BEST

SELLERS
POPULAR
A 10 HNNY LONG
LOVER. COME BACK TO ME
ONT WHISTLE TILL YOU
SEE THE BLUES OF HER

* RETIE CLOONEY

15072 STRANGERS
HEN YOU LOVE YOU
SHOULD LOVE FROM
THE HEART)
PEE WEE ERWIN
BOECCENTRIC
+5066 ALTOCENT
5066 ALTOONA WANT YOU YO

- FRIELINC SISTERS-

Mar. by Nelson King
isosco
OUR LADY OF FATIMA
HER OF OUR LAO

## SEPIA-BLUES

WYNONIE HARRIS and
LUCKY MILLINDER
4418 OH BABE!
4 H19 TEARDROPS FROM MY EYES

+ WYNONIE HARRIS
1 WANT TO LOVE YOU.

4389 ROCK MR BLUES
4378 COOL MORNINGEIUDCE
STORMY NIGHT BLUES

* LONNIE JOHNSON

TA II IMMSOCRAZYFOR LONE
NOTHINCLICKIN.

- JOE THOMAS

SONE SOOEY BABY
SONNY THOMPSON
HARLEM RUE CUTTER
TINY BRADSHAW
HMM COINS TO HAVE
BUTHERFLYLL
4357 WELL OH. WE
I HATE YOU

## FOLK-WESTERN

8: MOON MULLICAN
WELLS OH WELL
-30 MLL SAIL TUY SHIP ALONE
MOONS TUNE

695 Kithuit ia k
\# Red PERKINS

\$97 HAWKSHAW HAWKINS
STOP, PLEASE STOP

+ CLYDE MOODY
\$0) CLYDE MOODY


693 COOM IE OSBORNE
693 COOM PLEASE PROTECT
THE MOON IS WEEP
SOB THANE YOU FOR VICTORY
the OLD fAMILY BI日LE
\$ $\$ 2$ HANK PENNY
TYRE TOOK
REMINGTON RIO
DELUXE

* ROY LONG ABOUT

soak and lyres by beat Hammerstein
 Chapel \& Company tent Harry Mime Chappell \& Company, Inc
HOW CAN I EVER BE ALONE?
WE LIKE
WE LINE IT HERE
TENNESSEE FISH
TENNESSEE FISH FRY
JENNY LIND
MANY LIND GIRL
MY THE PEOPLE
WE LIKE IT HERE
WE LIKE IT HERE
ONE IN A MILLION
ONE IN A MILLION
THE FIREMAN'S SERENADE


## park avenue

rages and multiple divorces, with . boot

 Hams Company. TOMORROW IS THEN IF YOU CAM TOMARROW IS THE TIME
LAND OF OPPORTUNITEE SAND OF OPPORTUNITEE
THERE'S ND A HA
(Available on the following records: Decern Freddy Martin orchestra.) $\quad 20.20 \mathrm{M}$ FOR THE LIFE OF ME
FOL
THE DEW WAS ON THE ROSE
THERE'S NOTHING LIKE MARrIAGE
FOR PEOPLE
MY SON-IN-LAW
GOOD-BYE TO ALL ${ }^{\text {Ma nt }}$
INSIDE
1948 -INSIDE U. S. A A revue with stenches by Arnold Aus
bach, Moss Hart and Arnold Horwit,
lyrics by Howard Diet and
 Tyers. Williamson Nuilic, Inc.
INSIDE THE U. S. A. LEAVE MY PULSE ALONE
COME; OH, COME COME: OH, COME
GLUE GRASS
SLuvailable on Columbia 38113 in C-16t
Pearl Pearl bailey.)
RHODE IS IS AND is famous for you (Available on Columbia $38111 \mathrm{in} \mathrm{c}-162$ Buddy Clark
HAUNTED HEART
(Available on the following records: $C_{0}$
lumbia 38112 in $C .162$. Buddy Clark Columbia 38083, Buddy Curly Clark; Lombardi; Caplin iso zee, Jo Stulfory. -
have you heard! APRIL STEVENS
(The Girl with the Sexy Voice) singing
DON'T DO IT
SOCIETY RECORDINGS MA
writencino. Celts.

EECOTRDS, ENC.

FIRST PRIZE AT THE FAIR
(Available on COlumbla 38112 susdy Claph.)
my gal is mine once more MY GAL IS MINE ONCE MORE Avoldy Clarin.)
WE WON'T TAKE IT BACK -Jnside U. S. A. Selections


Filn Songs and Scores 1930-Follow the leader

Ginger Rouecrs, Elicture whith Ed Wyon,
Holve Lerman and Lou Holut Lyrics by bROTHER, JUST LAUGH IT OFF 1933-THE QUEEN'S AFFAJR

- SHE LOVES ME NOT

A Paramount plicture whit Bing Crosby, les by Edwarg Heyman, Harms, Inc. 1935-UNDER YOUR SPELL
rence Tibbetit, Wendy Barpie, Grest Law Ratofi and Antiuy Treacher. Lyries by Porathon. VOUR SPELL
AMIGO Little mule wagon
that girl from paris

Mistha Auver. Lyrits by Edward Hey.
LOVE AND LEARN
CEAL IT WITH A KISS
CALL TO ARMS
NEPHEW FRDM NICE
NEPHEW
MOONFACE
1941-NAVY bluES
dap and Bras. picture with Ann Sherit,
Mercer. M. Wbtnark \& Sons, toc IN WAIKIKI
YOU'RE A NATURAL
1942-CAIRO
Donatd and pieture with jeanette Mac-
Harburo. Leo Feist, Inc.
CAIRO
THE WALTZ IS OVER
BUDS WON'T BUD
KeEp the light gurning in the
hargor harbor
1943-THANE YOUR LUCEY STARS cast that included Edadio Cantor, Becte Oavis. Olivia Dellaviland. Errol Flynn, Jothe Gariteld, Joan Leslife and Ann Wlemnit \& Sons, Inc.
THEY'RE EITHER TOO YOUNG OR TOO (Availabls on Decea 23291, Hildegarde.) HOW SWEET YOU ARE
J'M RIDING FOR A FALL ICE COLD KATY
THANK YOUR LUCKY STARS
1946-THE TIME, THE PLACE AND THE
A Warner Bros.' pleture with Dennis Morgan, Jack Carson, Lanis Paige and Muste Corparation. CAvallable on the following records: Oecea
23739 , Bing Crosby; Columbla Benny, Goodinan: Vletor 20.1991, Tex Beneke; Capital 316, Johnny Mercer and the Pied Plipers.
Avallible on the following recards: Decaa
23739 , Bing Crostl: Columbia

RAITHY NIGHT IN R1O
\{Avallabie on the following eecords: Decca 23740. Andrews Sisters; Capliol 325, Sam, Donahue orehestraj, Columbia 37157, thrie a thousano oreams

WANTED
USED RECODDS

ant AMOUNT 21 East 69th Streot, Chicayo 37, Mlinot

L. 100 \% OHID ST. - chicago 11. ILL.

## WANTED <br> USED RECORDS

HARMONY RECORD EXCHANGE

SONGWRITERS COMING UP!

MILTON AGER
In Subsequent lssue The Billboard Will Present

## CON CONRAD

HALLYRYOSE WRREN
HARRY WARKEN

CAvallable on the followime records: Decca 23747, Carnten Cavalifeo orchestra; Cap Dinah Shore; Victor 20-2094, Desi Arnat
Orchestra.) CITIZEN OF THE SOLIO SOUTH
A SOLIO CITIZEN OF THE SOLIO SOUTH ${ }^{1} \begin{aligned} & \text { HAPPEN } \\ & \text { STREET }\end{aligned}$
1946-HER EIND OF MAN
A Warnee Bros.' picture with Dane Clark, Janis Palge. Zachury Scolt and Faye
Emersan. Lyrics by Howard Diek., Harms, ITC. SOMETHING TO REMEMEER YOU BY SOMETHING TO REMEMBER YOU BY
1949-DANCING IN THE DARE


SAC Signs 4 R\&B Artists
NEW YORK, Nov, ${ }^{4},-$ Shaw
Artists Corporation Artlists Corporation (SAC) con-
tinued to expand its talent roster which is primarily falled with rhythm and blues attractions, by inking four new artists.
The ageney this week signed term management deals with Slim Gaillard. Joe Medlin, Joe Morris and veteran Drister-arranger Carter, who has been crefling for returning to action with a sextet and will open at the Hi-Hat nitery in Boston on November 2 for two weeks.

Powell, Mark Stevens, Betsy Orake, Adolphe Menlou, Randys, Stuart, Hope Em.
erson and Walter Catieter
Lyplas Howard Deite. Harms, Inc. NEW SUN IN THE SKY NEW SUN IN THE SKY
SOMETH'NG TO REMEMBER YOU BY

A SPLENDID RECORD FOR A SPLENDID CAUSE
"THE HAP-HAP-HAP-HAPPY OLD MAN" n Cormac Recora cRs $\# 114$
feoturing PAUL SCOTT with the MOOD MAKER
Words by ARLIE E. FARMER. Music by MARGARET L, HERNDON - -
backed with "TO YOU AND YOURS, MERAY ChRISTMAS"
M0TFA Arlie Fasmer and Margarat Heendon are shating generousir of their AVAILABLE AT YOUR DISTRIBUTOR

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Thisi i and y His JaCK
corat gosis 9-60315*

## order from vour coral distributor <br> CORAL <br> RECCR1RS

48 W. 57th St.
New York 19, N. Y.

## the bulboard Music Popularity Charts





## RCA VICTOR

,
…Recorting
...prosing
....
...Shipping \& Handling - comar
custom
(396) record
sales
rado conporation of americh


|  |  |
| :---: | :---: |
| New Yor | (CRG) Sales Manager Irv Kata |
| Mindy Carson is cutting a special disk jockey promotion plat- |  |
|  | Baltimore and Main Distributors, Richmond, Va., to the diskery's |
| ter, recapping all the great Richmond, Va ${ }^{\text {do }}$ to the diskery's |  |
| RCA Victor disk, "Rainy Day ager Horace Grenell is off on "a Refrain.". After months of tour of educational institutions. |  |
|  |  |
| regotiations RCA Victor record department merchandising man- | Piffsburgh : |
| department merchandising man- |  |
| eign rights deals on Walt Disney's |  |
|  |  |
| International will handle. |  |
|  |  |
|  |  |
| d, carded an ace at |  |
| c |  |
|  |  |
| Wizelle interest in Porgie Music. . . Harry Belafonte's new vocal |  |
|  |  |  |
| group will cut four sides for Jubi- |  |
|  |  |  |
| Mahalia Jackson. was guest of June Christy Was asked here whyhonor last week at the Columbia she used "Im Just Wild About |  |
|  |  |  |
| University Men's Faculty Club. | Harry" as her chaser music, |
| $\cdots$ Thrush, June Gardner, who thought a while and figured she |  |
|  |  |
| as, featured soloist Thursday ${ }^{\text {(9), has been term-pacted by mitted it did sound a lot like her }}$ |  |
|  |  |
| The Three Suns have been Rhythm." signed by Laurel Films for "Dou- |  |
|  |  |  |
| ble for Della, which goes into James Melton To Sell production next monih. Thrush June Huston makes heal Estate to Partner |  |
|  |  |  |
| New York debut at the Copa NORWALK, Conn.. Nov. 4 (-- |  |
|  |  |  |
| to |  |
| Angeles, for three weeks, begin- concert tour, singer James Meltonning Tuesday (28). |  |
|  |  |  |
| Taylor is the new professional ing ancient automobiles and a |  |
|  | gigantic display of toys here, an |
| more choir thrush, has signed Connecticut real estate holdings |  |
| lee Recor |  |
| waxings. - Eddle Fisher goes |  |
| into the Esquire Club, Montrcal, Monday (6) for a week. |  |
|  |  |  |
| , |  |
| cek visiting deejays. . Victor $\$ 500,000$ showplace in Daytona |  |
|  |  |  |
| thrush Lisa Kirk goes into the Beach, Fha Museum in Norwalk |  |
| Waldorf's Wedgwood Room No- operate his musem in mecra's Latin- unt the new place is completed. |  |
| American department has inked the Alberto Iznaga ork. . . . Ber- |  |
|  |  |  |
| nie Stein has taken over as rec- |  |
|  |  |  |
| chain. Gramophone Enter- been formed by Tony Aquaviva |  |
| prises, Dalbas, has opened arleas- ${ }^{\text {dributing branch in }}$ New Orleans. ${ }^{\text {to }}$ cut for the label was vocalist |  |
|  |  |  |
| ,e company, which handles Emmetif Hobson and the Billy |  |
| ndon, Chlldren's Record Guild |  |
| and other lines, is headed by Ev- ture pianist Erroll Garner. Aqua- |  |
| ereti Degolyer Jr. Jack Smith. viva, active in the personal man- |  |
|  |  |  |
| the Riverside, Reno, Nev., on comer Joy Burke, who will also |  |
| Thursday (2) for two weeks. .. record for Dynamie. First dls- |  |
| disker Bill Farrell is set for | tributor set by the diskery is Ma |
| ing engagement at the Copa. jor Distributing, New York. |  |

## the billboard Music

 Popularity Charts
## - Album and LP Reviews



New Slate Named by 802
NEW YORK, Nov. 4.-About 200 members of Local 802, American at a meeting Thursday (2) in Union Primary called by the All a slate of candidates to run fo office in the forthcoming unio The following
Christos Vrionides were named Lee Kuhn, vice-president; David Freed, secretary, and Max Senofsky, treasurer. Also nomi nated were nine members for the executive boar board

The naming of Vrionides as a candidate for the presidency now makesing the Bluc ticket's Sarn Suber, Unity's Willie Feinberg and Murray Stark

## National Inks New R-B Pair

## NEW YORK, Nov. 4.--Nationa

 Records this week inked a pairof new talents to boost their took m and blues roster. Diskery Rushing and his combo and the veteran vocal group, the Chario-
teers. Rushing is remembered for his almost two decade association
with Count Basie, and his unit is composed of several other Basi for Columbia.
and were set for the artists by Sid Fields, recently appointed record
man for the Shaw Artists' Corman for
Jazz, Dixie NG
For WINS Jocks
wive jazz, bebop and Dixieland dilsks are NG at WINS, New York according to Joe Tery, the station' new program director. From now around "middle-of - the - roader like Percy Kaith, Morton Gound nell will personally pick platter for every spinner on WINS, with the exception of Jack Lacey and Freddie Robbins. The latter two
will be giveh more leeway, but Will be giveh more leeway, but decision on their selcctions.
In line with this policy, O'Don tem for the station's library of
70,000 disks, and recently augmented it with the acquisition. the Associated Transcription Ser vice. With the exception of a few
big names like Duke Ellington and Stan Kenton, W1NS is limitin records. Disks deemed unsuitable for broadcasting are given
institutions and hospitals.

## Robin Hood Sets <br> 'Oh Babe' Promosh

 NEW YORK, Nov. 4. - LeoRogers, prexy of Robin Hood Rec ords, which started in busines waxing of Oh, Babe has set up platter as well as building a pro motion campaign for the disking here. Rogers hired Irving Shif
frin to handle the exploitation of Prima's disking. Shiffrin is. noted
for his promotion efforts on be-
half of the Third Man Theme waxing by Anton Karas. fogers set a deal Eddie Kastner to produce and distribut the Prima disking in England, an Made a similar for Canada. Rogers
also completed negotiations for Perfection Records to press and distribute the Oh, Babe platter on
the West Coast.

## Broughton, Browne

Form Fowler Music
HOLLYWOOD, Nov. 4. - Hy
Broughton, who pubbed Sentimental Me as Knickerbocker Music, has formed a new firm,
Fowler Music, with partner Mort Browne. Broughton will head
ofnce on the Coast, while his partner will operate out of New
First No. I plug tune is r've Goi a Date in Paris, cleffed by AJ Sherman and George
Fowler is an ASCAP firm

## NIGHT CLUBS-VAUDE

## MIAMI HOTEL SEASON UP AGAINST TALENT SNAG




 trom Chicago to set um a program
pertormee tomanded aciash bond and a minimum sizo per costs proobibitive Rosenthal argued that unless they making such adainnal theyd have io paysucm hat thness they pird bonds to AcYA under Fliorida law would also have io register rill tewners and keen pubut records of all poerations, Holets brush hed over the $\begin{aligned} & \text { night clubs which they feared would ma } \\ & \text { cale classitication. Cafes } \\ & \text { pay }\end{aligned} \$ 2,70$ local

Hotels flatly refused to accept the AGEA's $\$ 125$ scale. They argued their hors 10 to to made such figures prohibitive. They he we hotel man suggested accepting, the $\$ 125$ minimum but he would also charge acts $\$ 10$ a day. "IRe an act doesn't want
to come in for that money and that arrangement, we just won't use Union is now framing an ultimatum to be mailed the week-
end of November 4. If no favorable reply is recelved in five days. end of Noverber 4. If no favorabie reply is recelved in five days.
all hotels refusin.
put pay $\$ 125$ minimum. sign agreements and So far only three hotels, Saxony, Martinique and Sherry-
Frontenac, are using talent. When the season starts about
 tho -most ambitious hotel undertaking so far,
400 scat care on the prem ises using big names

## STEM HOLDS HEAD AS GROSSES DROP

## Roxy Breaks Rule With Sbck 100G, But

 Other Combo Houses Drink Bitter Tea
##  <br>  <br>  <br> RE NEW BILLBOARD <br> Kind Words <br> From Some Good Friends

 phone calls, letters and telegrams within the hours after the iirst
format reached newsstands subscribers. Some of these tele-
grams are printed here. partments of this issue.
Mre. Murgatoyd and Billy De Wofe: So the old gal fnally yot a
new face. Best wishes for continued success to everyone on
Billboard, and thanks for the posles thru the years.
Sortions Sol
ohwrerz: Congratulations easier reading. theatrical. A. Beverage Copy of Billboard was just placed

## Army Acts

Now Insured

|  | aets per month. Nitery ops |
| :---: | :---: |
| NEW YORK, Nov. 4.-All the | Hollywood also feel the talent |
| acts going on the European trip | pinch. Ciro's Herman fiover |
| for RKO, to work for the army, | The Billboard |
| wrin be insured thru a deal made | to buy fresh talent for his Sunset |
| $b^{3}$ the American Guild of Variety | strip nitery because talent is being |
| Artiste (AGVA). | held by New York video |
| RKO sent Its cheek for the | Aecording to reports, San Fran- |
| premolum, \$3I5, to AGVA, and the | elaco's Fairmont and Mark Hop- |
| infurance went into force. Aets | kins hotels will drop their regular |
| Will be covered as follows: $\$ 5,000$ | talent policy and go to dance |
| im cese of death; \$2,500 for the loss | musie because of the West's |
| limb; \$50 week for 13 | shortage. Bay City hotel rooms |
| ent of illness, and | whll play aittractions only |
| weeks free hospitalization. | they can get the names they w |

Coast Clubs Blame N.Y. TV For Act Aches

- Continued from page 1
but video Interest forced cancel
lation of both Western deals.

Altho it's tough to get bands to
the Coast, tightest squeeze is being

Pittsburgh Talent Scene Is Smokier Than City Due to Newspaper Strike

Major Clubs Report Lowest Grosses In Years as Walkout Hits 6th Week


| Chi Meeting Picks Reps To Carry the Battle to New York |
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## Command Perf. Imports Seven American Acts

## NEW YORK, Nov. 4.-America acts will dominate the next com- mand performance at the London

 Palladium when it opens November he
The
Trae show, booked by Led



FOR SALE
Danny Davis Wails; Puts Club Up

## MORE U. S. ACTS

Yanks Comin' to

## London in Droves

| NEW YORK, Nov. 4. More American acts will work in London the coming scason than have And still more will be bought to start as soon as London's pantomime season, ending about ChristWhile the major search continues to hinge on big names, preferably | Lew Grade of Lew \& Lestle, mand performance who will make up practically the whole bill. Harry Levine, buylng for the Bagatelle, signed Nancy Donovan for Aprii and is looking for more. Cal Gibbons, acting for the Savoy Hotel, has bought Bernice Parks. Harry Foster just arrived in the |
| :---: | :---: |
| those with pieture reps, smaller performers are also in greater de- | U, S. looking for names for subse(Continued on page 50) |
| mand than ever. The biggest buyers in point of |  |
| numbers were Eustace Hoey and |  |
| Harry Morris, who just wound up a five-week visit here. They bought |  |
| Dana Lesile, to open December 11; |  |
| May Barnes and Garland Wilson' |  |
| for January 15; Mack Triplets, February 26, and Savannah Chure. | OT NEW KU |
| hill and the Striders for March 26. Hoey and Morris operate two spots |  |
| Hoey and Morris operate two spots | NEW YORK, Nov. 4.-Rumbles |
| In London, the Colony and the |  |
| Astor, both in the same building, and acts double to both rooms, |  |
| Sceking Other | were denied by officials of |
| eey and Morris also have deals | hat they were having a |
|  |  |
| nes and are dickering for Sophte | rs has been |
| Tucker, Pcarl Bally, Eileen Bar- |  |
| and Connle Haines. | est add (Continued on page 50) |




## BOW IS BROKEN, BUT SHAFTS STILL STING

Nednesday midnight was given as a parting salute by the theater to one of the greatest dramatists and wits of our time. changes in the theater, not only by his prolific playwriting but by
forcing the English-speaking public to accept Henrik lbsen in
the age of Victorian prudishness. He aitacked the age of Victorian prudishness. He attacked Victorianism with
glee, his weapons the epigram and paradox. his tactics the cal-
culated affront to stuffy susceptibilities. 'The secret of success is to offend the greatest number of people," he proclaimed, and
for half a century his barbs spared no one. Nor was his caustic wit contined to his play scripts. Of the
United States, he once said, II shall never say a civil word to the United States. I have scoffed at them as a nation of willagers and deriore me and will go on doing so until. in a moment of
they a dile sentimentality, i say something nice about them."

Of he had much to say about himself and others in the theater. Shakespeare. because 1 am a classic for which 15 per cent
royalties stili must be paid.:
royalies Sedric Hardwicke: "You are my fourth favorite actor. The other three are the Marx Brothers." Of "Saroyan, when he point-which is that the young man's mad.; To Gabriet Pascal, who promised, to make his plays inm-classics: "I will make you precario

He Khew Hiw lice
When Shaw learned of Freud's comment on him that he was "all intellect and no heart," he replied, "' We been to the movies He had his own plans for his funeral: "Td like my funeral
coch followed, not by mourners but by herds oo oxen, sheep,
focks oot poultry and a traveling aquarium all wearing white searves in honor oo the man whod perish rather than eat his
The stories of his wit have been repeated the world over, and one jibe at us seems apt now that America would soon ovese
Shaw and would then be in a devil of a fix. But with the eon-
 with him comes truee "In years to come you will be very proud
to say to people, 1 once shook hands with bernard Shaw. and
hey will say to yout who

## ATWPS May Be Fixture

Ne possible that the American The be possible that the American The
ater Wing Professional Schoo
(ATWPS) instituted four year ago to retain GI's -with previous
professional experience will be-
come a permanent fixture. Abter
benet and benefits under the G.I. Bill o the project may be opened to non
veteran professionals in all de
partments of entertainment partments of entertainment. atent of the British Royal Academy
Sunch was the project aim by
Mrs Martin Beck, chairman al Mrs. Martin Beck, chairman a
a special meeting of the Wing's
govering bo ra rd this week.
The plans calls for collaboration The plans cals for collaboration
by management, unions and leader
in all branches of the theatrica trades to make the professiona
training program, a permanen
school for the arts, crafts and busi ness of entertainment,
Just how the project is to be
financed was not stated, but it is Presumed that over and above tu-
ption fees, it would be subsidized by combined branches of the in that the wing's advisory and steer
ing committees as well as its pro
fessional prorram st a plan platind fessional
toward a program
stanent
set 1 , plap, pland that the governing board give com
plete backing to its advancement

## Straw Hatters <br> Plan for 1951

## Arena Legiter Hotel Natural



Kind Words From Some Good Friends

'World,' 'Guys' Wow Philly in Advance SalesSong-and-dancers are the hottes
local buy in years. The premiere
three-week run of the Cole Portermusical, Out of This Worid, is a
ater.
Mail orders, in advance of box-
office sales, brought in more than $\$ 100,000$, and total take to dat
racks up to over 120 G . Sale $j$ con

LANCASTER, Pa. Nov. 4.-Be-
lieved to be one of the few hotels
if not the only one in the country
where a local amateur troupe
stages arena theater, Hotel Bruns-
wick here reported thrce packed
houses and a tremendous success
with the Domino Playhouse pro-
duction of Claudia. The hotel man-
agement feels that the arena theater
promises to do better than the sup-
per clubs which it has supplanted.
As staged here by G. B. Brands,
the actors work on an elevated
platfrrm, playing to all four sides,
with the audience seated within a
radius of about 25 feet. Set con-
sister of only the simplest furnish.
ings, leaving rest to audience im-
agination.
The hotels Colonial Room served
as the theater lobby with bar serv-
ice between acts, as well as before
and after the show. Audience was
invited after show to meet the cast
in the Baron Stiegel Room, where
the main bar is located down-
stairs, Arena theater played to
capacity, which meant about s50
per performance in the hotel ball-
room, and paid off financially for
all concerned, according to. hotel
Manager Paul L. H. Heme. Latter
believes that arena theater can be
a "natural" promotion for small-
city-hotels.


## Met Faces Closing Unless Uncle Relaxes on Admish Taxes in 1951

meeting Thursday (2) the summer considered suggestions for opera-
tion revisions for the 1951 silo season. The suggestions were
handed in by deputies from las
summer's strawhut troupes
sa
ta
A
le



Fund raising becomes harder each year, and all avenues for inpreasing revenue must be exSome years ago the MOA plug-

gimmick may be revived.
Allen is particularly interested in getting a TV spot as a new
source of income. Such a deal, he says, could come within the scope
of Met's contract with the Ameri-
can Broadcasting Company and its
Texas Oil relationship. The Me
has privilege of putting on a pro

## Sides and Asides

Brief but important legif news


PARIS, Nov. 4.-Tor its second season in Paris, the American Club
Theater (ACT) has scheduled the production of three plays and a
musical. Knickerbocker Holiday by Maxwell Anderson and Kurt
Weill will open here toward the
end of this month, starring Peter


Now in its fifth production, ACT
was started last year by Anne Ger
lette and George Voscovec. Since
$\qquad$
$\qquad$
$\qquad$


ACT dire
seriptions.


## VA Lining Up

 Schools To Aid Hospital Shows
## Out-of-Town Openings <br> RING AROUND THE MOON

Shubert Theater, New Haven, Conn


Equity Sets
Fund Decish



## BOSTON

Ririg unfolds as reception here drected comedy of manners, with believable dialog, a confusing series of exits and entrances, and
litile or no real comedy. Its only saving graces are evident in an he performances of two of its leading characters. Its llfe will likely
be short on the Stem, as this
is not the is not the type of sho
Braadway can appreciate. (played rather of identical twins
 proch. The couthy of Erorts. ap. while the other is a sehemer. The wieked brother imports

## BROADWAY SHOWLOG

## Performances Novermber $4,19: 30$

 DRAMA
ballet dancer to his mother's grand ball in order to make his good
brother fall in love with her, so brother fall in love with her, so
he can grab off the latter's 'flaneee
for himself. The author for himself. The author has added
a few sub plots. the customary
comedy butler, the much overworked grand old dowager with the acid tongue but heart of gold,
and an assortment of charaeters evidently intended to add comedy
but who succeed only in adding but who
confusion.
Lueille Watson, as the dowager,
makes by far the stron tribution to the play and handles tribution to the play and handles
the role capably. She does the ênine charaeterization while seated
in a wheel chair, and brings about
the only breath of the only breath of realism to the
production. Oscar Karlweis falls to live up to expectations-being opening night and a rather faulty
memory. He is never quite able to projeot his character and, as a re-
sult, he is never completely motivated. The rest of cast can be bility for thelr apparent shortcomings placed esther on the trans

Miller's direction leaves a lot to
be desired. In an attempt to get be desired. In an attempt to get
pace, he has sacrificed fow and pace, he has sacrificed flow and
grace, and his characters seem to move about more like puppets than
humans. It is merely a case of "two actors go off right-t wo enter left" ter downstage"-there is no real motivation, mercly exits and en-
trances in the accepted high school dramatic club manne
Raymond Sovey has buill à lav-
ish set, and the Castillo costumes are quite brilliant and completely in period. But Ring Round th
Moon heralds a quick eclipse.
Sidney Golly.

Kind Words


## Off Broadway

## MRS. WARREN'S


Coronet Theater


HILDA CRANE

Raphaelson's focus is the inner confict of a girl attempting to imer
mure herself in security a ainst the recurrent failures of immature independence. She returns from New York to her Midwestern col-
lege town, after a couple of dior iwo. There she finds an old flame in the person of a romantic over wolfish lntentions, and a solid lad, grown rich on making lawnmowers, who wants to marry her
Her mother, whose fetish is re. spectability at all costs, recommends matrimony, counseling that
love will eome later. So the girl love will come ater. So the gir however, without an acrimonious in-law who sees thru her completely. The mother-in-law is a
prophet. Two years of marriage, and a child, bring emotional frus ration instead of contentment. The the girl runs out to spend the night with hlm. Recognizing that she
will never reconcile her indepen Will never reconcile her indepen-
dent viewpoint with the neeessikills of conventional living, she
No better aetress could be No better aetress could be ereator of the ill-stanred Blanche of A Streetcar Named Desire. In
such scenes as the deflance of her mother-in-law, and in her final at her best. But for a great part of the time she is required to be litlong stretches of dialog.
 too-brief appearances as an earthy nother-in-law, ard Bs Bondi practical mother. John Alexander is splendid in the somewhat pawho made good, and Frank Sund-
strom makes ine professor the strom makes the professor the
unprincipled weakling which Raphaelson intends
$\qquad$
$\qquad$ portant than it sounds. Howeve every season ought to have a good,
stout problem play for the ladiesand this undoubtedly is it.
Bob Francis.

## DRAMATIC ROUTES


Booth Theater
No Bupy forke

## THE DAY AFTER TOMORROW

## Booth Theater



## Dr binu An Oid Ladi

Rlohard Gordon
Geore Mitcheld
Mnlph Sumpter
Menerd-Boyn
Since Fredarick Lonsdale has
ever been particularly concerned
with plot as it may interfere with smart British parlor chit-chat, no
real Lonsdale fan can find any great lault with his latest excur-
sion into soclal aphorisms. His eurrent effort runs true to form Aldty-Comedy of manners. Day hat it concerns a segment of wilt-
hng, and financially languishing British nobility hoist on its own aristocratically uneommercial pe-

This time Lonsdale's protagoncounty family, about to be evieted from the anecstral estates via exeessive bank loans. They are all groove, and equally, extremely useless--except one younger son and really go former

Yamk Hrirena To Reacue
Into this escapist menage, Lonsaire and his daughter, and the lat-nobility-turned-to-the-soil drop of a hat. From there on, what the tarm-minded lad will be se duced by her millions, or whethe she will go yeomanette on his fog combine to toss them together overnight, and unless a reporter got the wrong notion

## suddenly droppe

 events, a nice compromise altho by before final curtain fall is doubtful that Lonsdale cares either, sinee his whole charade is paper-thin and gaited sor$$
\begin{aligned}
& \text { The Messrs. Shubert have givel } \\
& \text { the comedy an amiable produc }
\end{aligned}
$$

$$
\begin{aligned}
& \text { tion with pleasant sets by Edward } \\
& \text { Gilbert. They have likewise en }
\end{aligned}
$$

Gllbert. They have likewise en

$$
\begin{aligned}
& \text { gaged an amiable east to play it. } \\
& \text { Melville Cooper gets all the best }
\end{aligned}
$$

of the proceedings line-wise and

$$
\begin{aligned}
& \text { es another of his standard con } \\
& \text { utions of British witty under }
\end{aligned}
$$ slatement of British witty under as the lad who has prineiples up

to a point and Beatrice Pearson is to a point and Beatrice Pearson is
more restrained than in the past more restrained than in the past
in the matter of scene stealing. In fact, if Miss Pearson keeps on a come one of our better actresmes There are also good performances Watling as stufy and uninhibited members of the family, respective ively satisfactory.
Seldom has there been a Lons-
dale comedy without chuckles. dale comedy without chuckles. and
Tomorrow is no exception. But when all is said and little done, the final curtain comes down on somecould take heartily to its bosom

Cleveland Skatel'd, Rollercade In Click "Fireball" Promotion

THREE-NIGHT HALLOWEEN PLAN FOR AOW; PRIZE LOOT HEAVY


 third woman's watch was awarded to the girl taling part in In former years AOW Halloween parties were held in all rinks on the same night. This year three nights were designated
for parties, the management befieving that such a set-up gave A non-winner at one rink a chance to attend one of the other This year the management staged an afternoon party children at each of the rinks on October 28 , inasmuch as many are not permitted out at night. Prizes for costumes included leatherctte ska
Mouse watches.

## ARENAS AND AUDITORIA

Plan Year-Round Use Of Little Rock Bldg.


## 

 <br> \section*{\section*{ANOTHER FIRST FOR GILASH <br> \section*{\section*{ANOTHER FIRST FOR GILASH "BABY DOLL" OUTFITS "BABY DOLL" OUTFITS <br> <br> Men's and Ladies' Roller} <br> <br> Men's and Ladies' Roller}Higher Heels Recommended by RAWSON<br>Softer Counters

CEO. GILLIS SHOE CORP., Fitchburg, Mass., for Samples s., for Samples



Lavaitus and Bobby Jones, With
Georgette Grabowsky and Steve
Brodek runners-up. Dolore Cherconis and Harold Slack were
Rollercade winners.
 Sill endorsed. by the Chicago Rolle it a "once-in-a-lifetime" oppor-
tunity. Chicago has out an elaborate mailing piete to dealers
in which ad-mat tie-ins are offered the trade, along with othe
helpful inats and literature. NPA Nips New Rollery BEAR MOUNTAIN, N. Y., Nov. 4 (NPA) announcement of its ban midnight, October 28 , negated
plans to build a combination roller
and bowling alley here. Bert ent of public works, said tha low bids of $\$ 797,936$ had been re-
celved for construction of the

Washington Once-Over


## Billboard Backstage



## Thanks for the Orchids!

| at will make reading Billboard like to look at it and what's more |  |
| :---: | :---: |
| Men Ladd: In my old news- Crosby: The new Billboard looks aper days, in San Fernando Val- swell. To borrow a line from film |  |
|  |  |
| lboard is just fine-better read- wishes. . . . Bet |  |
|  |  |
| at's up to the second. All grod ist in C. B. DeMille's eircus epic, |  |
| ishes. . . . Bob Hope: Billboard's ew fancy pants are very becom- <br> but believe me I'll never be fiy. ing as high as you are now with |  |
|  |  |
| g. Word of your new dress has that new layout. Let's dance. .. . |  |
|  |  |
| in tously, it's a refreshing note factory as its past is the best I can in show business journalism. ... wish Billboard upon its appear- |  |
|  |  |
| in new streamlined for |  |
|  |  |
| tiriued fine coverage of the enter- Warner: Your hands |  |
| nt business. . Wendell |  |
| Corer: More than ever Billboard ing which has always character- |  |
|  |  |
| ngratulations on your new ven- will continue to look for the best |  |
| ture. Warmest personal regards. from your fine paper. . . . Jack L. |  |
|  |  |
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|  |  |
| oved Billboard is very chic. I to the show world. |  |
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## Roadshow-Rep

## D. Parthint or pipinse <br> 

## Driving 'Round the Drive-Ins

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## DRISE-IN THEATIRE

[GMNI. FILNS LEENTED
ACE CABIESA SLPPIY



16MM.
COIM MACHINE OWNERS!
ASSOCIATED FPIRDDUCERS
AND DISTHIRGUTOEIES
OPEN A DRIVE-IN THEATRE


## LATE 16 mm . ROADSHOWS <br> AT PRICES THAT WILL BOWL YOU OVER

THE NEW $19500^{\prime} 5$ I. C. S.
FILM.CATALOG IS READY

## The Final Curtain

## GEORGE BERNARD SHAW

George Bernard Shaw, one of the world's greatest droEngland, at the age of 94 . Shaw fell in his garden September 10 while pruning a tree and broke his leri thigh. Complica-
tions resulted from the injury and he lapsed into a coma a day tions resulted for
before his death.

George Carr Shaw. his father, from whom he often said singer who onten performed in amateur operatac productions, singer who Dillit wherc George Bernard frrst worked at the
revised in Du in in local bhanking frm.
age of
 was aliterary hack and finally, in 1885 , he landed a job on The World as an art critic. Shaw later became a music critic on the
same publicalion, and then joined The Saturday Review as drama critic.
His early writing brouigh him $\$ 50$ in nine years, From
 publication-Immaturity. Cashel Bryon's Profession, The Irra-
tional Knot, Love Among the Artists and Unsocial Socialist.

While still a journalist he became a member of the Fabian
 dramatist came in ivenna, and in the U.S. in in94 with
production of The Devil's Disciple with Richard Manstield. In 1898, at 42, he suffered a breakdown. The shme year him inru his ollness and con tinuahy supported him in his Shaw began to blossom in Engrand as a playwright in 1905 , witement of T. E. Verdrenne and Granville-Barker Asocia-
 $\underset{\text { popular }}{\text { por }}$

Recognized as an in impisium, Philononhy modern thouyht was his Back to Methuselah, in which he ex-
pressed the idea that, thru creative cvoution, man might reach pressed the iden that, thru creative cvolution, man might reach
 is an imperfect power striving to become pertect.".

The Nobel Prize was conferred upon Shaw in in 1925 . He im-
Tintely rejected it. but finally, when he was persuaded mediately rejected it. but rinalily, when he was persuaded
to take the tone involved he accepted ing enough to turn
it over the Ango-Swdish Literary Allinance. it over to the Anglo-Swedish Literary Allance

The year 1933 brought some departures for Shaw He
de a break with the Socialists, and also visited the United made a break with the Socialists, and also visited the United
States. one hink he had spech in the Metopera House. New York, April 1 , 1933 , did
littie to encourage rehations beiween the American people and Shaw The early 1930 as also revealed his romantic correspond-
ence with eatress Ellen Terry in a book of 300 letters exence with, actress Ellen Terry in a book or
changed between thein from l892 to 1928 .

## Heactionk for the

A sun worshipper. Shaw spent his days in his garden or in
Hiter on the French Riviera. His workshop was buith on a swivel so that it could be turned with the sun, Always causiic, his comments on the times were constantly repeated. On come." And on his 90th birthday, when a gala dinner was berelenting with the comment that the only good a birthday
is for is so that others can have fun. In 1942 he stated that he was going to bequeath his estate to the establishment of a $42-$ leter alphabet, but hiss country home has becn given to the
British povernment to perpetuate Shavian
Much has been written about Shaw, Including GBS 90, a
Mend compendium of authors' opinions on the dramatist, ind more
of his plays have run simultaneously on Broadway than any of his plays have run simultaneously on Broadway than ang
ot her playwrights. But his own out put is his real mark of
 theater's hits, for which he received the far
cent and a small fortune for movie rights.
Tributes from all over the world poured in at his home,
including expressions of regret including expressions of regret from President Truman, Sir
Cedric Hartwike. Winston Churchtll, T P. Priestley and Clement At Alee TMe TLeague of New York Theaters and the
Broadway Association dimmed the tights in the theater distriet for the second time at 8:30 Thursday (2) night, And special tributes were paid during the evening's run of two of his plays on the New 'Yo
Mrs. Warren's Profession.
New York's WQXR presented a 55 -minute program of elassical Musicic Saturday evening (4) interspersed with comments made on the mussic by Shaw when he served as a music critic. The climax or tribute awarded him is being considered Whis burial in Westminster Abbey. Acremation cere


##    <br> In Fond Memory <br> MRS. JOE END <br> Passed Away <br> Sunday, Oct. 29, 1950





## mornizs






schmitr

${ }^{\text {Thenter }}$



## 23 Mil Peak

- Confinued from page 2 struction jobs in the middle of
completion if considered necessary. The comparatively high level of showbiz construction in Oc-
tober was $\$ 1,000,000$ ahead of the
previous October and brought the previous
1950 total to $\$ 205,000,000$-sor cent below the $\$ 220,000,000$ chalked up in the first 10 months of According to BLS statisties, the amusement ban is likely to do
little to stop the drain on build-
ing materials. So far, the 1950 ing materials. So far, the 1950 about 1 per cent of the national
construction activity, Residential housing alone amounted to more 10 months of 1950 .
than 10 billions dum

| Stem Holds <br> - Continued from page 43 <br>  <br> rocky Mountain, <br>  <br>  |
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USO Readies

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t sue of Billboard bowled me over Congratulations on an eye-pop-
ping job. ping at GAC: Congratulations on
staw format. Should be big help to trade. Wish you continued
success with publication.
Sophie Tucker: The change in The Billboard is the nicest thing
to happen in our show business.
Good luck and kindest regards. Good Lou Walters: Congrats on your have any effect on the size or the
eulogy of our reviews. liam Morris: Congratulations on executive director, the Friars: The have always been its avid read-
ers. It is thru The Billboard that we learn how brother Friars ar ters, pictures and in television for busy Friars. In its new cos Heary Dunn. national administra tion secretary, AGVA: Congratu new format of The
think it's wonderful

| EMA-ARA Lines <br> Continued from page 43 |
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| aiatce Booking |
| A-ARA Pagititers. |
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## TV Mfrs. Kick

and 1,000-line ads in 1,100 news and 1,000 -line ads in 1,100 news-
papers plus radio spot campapers plus rad than 250 stations
paign on more
covering all TV market areas. cov
Sp
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Carson platter (see separate story,
will be used.
Ruthrauff \& Ryan, Motorol
Ruthrauff R Ryan, Motorols
agency, will handle the entire pro-
motion, which is not the "official Radio-Television Manufacturers Association (RTMAA
lar color campaigen.

Friars' Lewis Fete duck bng the snappers with "I con"t Eddie Cantor followed with the annourcement: "Ida will be on TV Sullivan." The shimmy number
out of Peep Shoow, with princt pals, chorus and band came next, his drunk act.
Then came another blackout, Toots Shor the hero; Berke the director, and Frank Sinatra, the sitand-in. There was a switch for the finale, with Shor getting the on, while Berle gave him Lewi on, while Berle gave him a lifeplatinum watch. They were joined Benny Davis parody on 1 Love That Guy, and everybody on stage gained their composure, Lewis remarked, "I'm glad you guys didnt also got a Friar's card Making nember of the club. The dinner brought the Frlare $\$ 72,000$ the tie
journal $\$ 22,000$.

## Philly Clicks

veteran in the cafe industry and dentified with cafes since the turn
of the century. Charlie Johnson who handled. the managerial a the will also colve in Singer originally intended to change the name of the Click to
the Club Harlem since it is so well know to the local trade. Howopened he
Appearance of the Click will be changed considcrably. Since the floor rather than on the bandstand,
two of the room's many bars will be ripped out to make for much Originally opened by Frank Years, Click was last operated by
Nicky Blair, long identifed with Until Singer moves in, the Click Will carry on with its band policy. Stan Kenton, in currently will be On Monday (6), to be for two-day Lionel Hamplon will be the last of ber 27 for two weeks to write finis to a long but faltering ten
for name bands at the Click.

## Shaw Is Dead

 pital the ncighboring Luton Hos September 10 he had fallen and broken his thlgh while trimming a fruit tree in his garden and was taken to the hospital wherespent 24 days and underwent several operations. Death was due vanced age and an old kidney ailment
fom tirst announcement came formed the press simply, "Mr written, unsigned bulletin mounted on red cardboard on the cottage
gate read, Mr. Bernard Shaw passed peacefull
There was a blackout on Broadone of the greatest playwright

## More U. S. Acts

## - Continued from page 43

 are exceptions for a command per formance at the Palladium, under an eight-act billattempted in system, which is being athempted in the U.S. thru Ameri (AGVA) intercession, may erup British talent unions have 70 quota on
informed
winked
winked at. The closer figure is
$60-40$ and in some cases it is $50-50$

 parison of 1945 and 1950 charges. The increases have come since ach have been made since 1919 Follow ing are sample rates


Southern rates generally are higher w
roads compare with those in the Eas

## LATE ACTION UPS MARTIN ACT BIZ

## Park, Cele, Fair Segs Increase;

Outlook for '51 Equally Bright

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| ew |
| New Thrill Org |

CHICAGO, Nov. 4.-.Speedway
Champlons, a new thrill Show,
his been organized here by Eari
Newberry and Leo Overland, both
veleran thrill show execs.
Newberty has been co-owner
and one of the managers of the
Jtmmy Lynch Death Dodgers for
the past five years, and Overland
has also been associated with the
game org as a unit manager.

## SHOWS STAGGER UNDER

 $\$ 1,500,000$ RAIL MOVE TAB
## Truck Moves Loom for Big Orgs If Much-Hiked R.R. Rates Hold

## 

## Some Nhert virite continuu



$\qquad$

WASHINGTON, Nov. 4.-Unless
hampered by travel rectrictions hampered by travel rectrictions
outdoor shows will have an exeellert season in 1951 on the basis of
 certain that the average citizen, year than at any time in history. As was the case during World fit most from the spurt in the na
tional economy brought on by de
fense preparations. Factory em ployment is heading up again to-
ward the peaks reached in 1943

## Swenson Inks St. Paul, M'kee

## SHREVEPORT, La., Nov. 4 .- She Swenson Thrillcade, recen

The Swenson Thrillcade, recent shows, has been signed to play
three performances at the 51 Minthree performances at the Si Min-
nesota State Fair. St. Paul, and
Sise One Show at the 'si Wisconsin
State Fair, Milwaukee, Aut Swen-
son, owner-manager announced

St. Paul dates call for a night
performance August 25, and matlnees August 28 and September 1 The Milwaukee date is for a night
show August 26 .

## TALENT REAPS TV \$\$

ready adaptability to the video
medlum. Two major programs eur-
rently feature an alfresco format.
They are the American Broad-
casting Company's (ABC) Super
Circus, grand-daddy of ihis type
of presentation, and Columbia
Broadcasting Company's (CBS)
Big Top, both hour-long stanzas.
In addition, Acrobat Ranch, an-
other ABC offering, also uses con-
siderable outdoor talent. These
three shows annuauy use about
600 aets, including repeats. An
estimated 400 acts with outdoor





## Kind Words

From Some Good Friends

hrst time after years have elapsed
and the old riend has gained o lost 50 pounds. There was a dif ference, on that first mecting, but intimate, understanding feaiures that one always feels while read-
$\qquad$
$\qquad$
$\left.\begin{aligned} & \text { e tles and dogged by considerable } \\ & \text { bad weather, curtailed their attrac- } \\ & \text { a } \\ & \text { tions budgets. } \\ & \text { However, as the season pro- } \\ & \text { gressed, operators returned to, and } \\ & \text { in many instances. expanded their } \\ & \text { talent programs. Plans for a num- } \\ & \text { ber of celebrations, which had } \\ & \text { been filed because the promoters } \\ & \text { became fearful, were revived. In } \\ & \text { the later categary, always formid- } \\ & \text { able on Martin's books, business } \\ & \text { surged considerably ahead of last } \\ & \text { year. } \\ & \text { Martin's amusement park book- } \\ & \text { ings hit an all-time high. The in- } \\ & \text { crease was principalty due to the } \\ & \text { addition of numerous new ac- } \\ & \text { counts. Falr bookings also in } \\ & \text { creased to nicely space the use of } \\ & \text { Martin talent thruout the season. } \\ & \text { Martin said that his firm is con- } \\ & \text { stantly expanding its booking ter- } \\ & \text { ritory. During the past year, the the } \\ & \text { agency furnished alltalent used by } \\ & \text { the J. C. Harlacker Enterprises, an } \\ & \text { organization whieh stages special }\end{aligned} \right\rvert\,$ LOUIS, Nov. 4-Line-up working personnel. Packs, Hoeber, was announced here this week by Ieontini. White. Jack Cervone and dates at St. Loulis, New Orleans Baton Rouge stand. and Baton Rougé, La. The New
Orleans stand, Under Shrine aus-
pices starts November 23, and the
clude Rosers at St. Lehee, K
St. Louis Police Circus starts No: Klonva and A
Eloud swing and iron
vember 25 . Both close December Louls will ia-
Kreis Sisters


## Mil \$ Pier Revival <br> Pays Tubis Group Of 4 Week-Ends; Expansion Planned

## 1,000 Outdoor Acts Tap Video for 250G Per Year


at wCAU-TV, Philadelphia.
Grund, long associated with the circus-thril-novelty type of at
raction. discredits the often voiced bellef that TV appearances hurt talent. According to Grund, screened on
presentation, he is deluged with
requests for booking information
on the turn come Monday morning-
Acts with TV background win ad-
ditional popularity with hinter-
and outdoor audiences, Grund

This year's operation consisted mrineipally of rides, major and moppet, and about 20 concessions
with fish hauls. long identified with with fish hauls. long identified with
the pier, as an added feature, Con-
cessions, all merchandise wheets. the pier, as an added leature. Con-
cessions, all merchandise wheets,
provided the bulk of revenue. The
same nucleus will bc retained next
season. However, Tubis said that
crowd-attracting features are be-crowd-attracting features are
ing planned for the back end.
The theater, which made money
with stock presentations over a seven-week period, will again be
used. The type of presentations used. The type of presentations
has not yet been decided. Afishing

## 546 Gross Dip At Sacramento

## SACRAMENTO. Nov. 4.-Totat revenue at the "50 edition of the

 California State Fair here amount 822.41 which is attributed to th Front-rate admissions this yea yielded $\$ 295,694.22$, compared with$\$ 336.719 .62$ in ' 49 .
Flgures released by J. A. Patter-


CLOSE-UP: FRED TENNANT JR.
Dallas Concesh Head Broke Into Showbiz as Ball Player
FRED E. TENNANT JR, to charge of midweg end ooncenatons for Dallas, is a second generation State fakr executive, but be got into Dallas. is a second generation State falr executive, but he got trio ambitions centered around the circus. Olive Webb, cookhouse super-
intendent for Ringling Bras., what a good friend. Fred would elways Lntendent for Ringling Bros., wat a good friend. Fred would always
go to meet him when the circus plaged Dallas end tolve him eround
the produce houses to stock up;
the produce houses to stock up;
then he would eat in the cook-
Ln


LOOK! PARKER DOES IT AGAIN ,omen
C. W. PARKER AMUSEMENT CO.


KIDDIE AIRPIANE RIDE
 chat

SMITH \& SMIT:


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| :---: |

RUBBER TANK



GIVE TO THE DAMON RUNYON CANCER I

## ROCK PLAYLAND NIXES BLDG. PLAN

Federal Restrictions Cause Shelving of New Projects
 land. construction and renovation pro-
ject slated for completion between
now and the start of next season, now and the start of next season,
will stop work on a new restau-
rant and cocktall lounge building. The Boardwalk at the park, which
was about to be repaired, will also
remain as is. Both actlons are at
the direction of park Prexy A. Joseph Geist. Ing which houses a bar and grille project is about 50 per cent com-
plete and was begun well before
the ban was imposed. Additional decoration and Instal-
lation of new rides and food stands at Joytown, moppet Rockaways which vas operated year, also will go by the boards
due to the NPA announcement, Geist said. Briphior Sidr was the brither fidion the fank definitely set to shoot footage o short that will be titled This is
Long Island. The movie will deal

## NAAPPB Sets

 Ladies' Tea members at the National Assoclation of Amuscment Parks, Pools
and Beaches convention here is set for 3 p.m. Sunday (26).
Mrs. Harry Batt, of New Or-
leans, it was announced this week, leans, it was announced this week, event, and will be assisted by Ida
Cohen, Mrs. William Schmidt and Cohen, Mrs. William Schmidt and
Mrs. Paul Huedepohi, members of of Chicago. The tea will be one of the first events of the convention the Roof at the Hotel Sherman.

makes good reause
GOLD MEDAL PRODUCTS CO.


## Improvements On at Ideal; '50 Biz Gains



## STRIKER TAKE HITS BOTTOM

| ing advantase of crowds lured Lo Coney Issand by unseason ably ably, Warry Weather Sunday (29). Harr Nelson opened his (ilit Strike on the Bowery |
| :---: |


| immediately snared a cus- |
| :--- |
| tomer and a dime. bonsting of |
| As Nelson was bont |
| his good start to ride-opera- |
| tor Moran, a seedy-looking |
| man politely saluted the pair |
| and said, "pardon me, sir, |
| could you spare a dime?" had |
| Nelson's wifc, who had |
| joined the group. told Harry |
| to give the fellow the dime, |
| as he probably needed coffee. |
| "Coffee?" queried the men- |
| dicant with a punaled look. |
| she wants coffee? When do |
| the liquor stores open?". |
| There goes my morning |
| take," moaned Harry. |

Butlin Wins Stay In Bankruptcy Of Bahama Biz

'51 Fireworks To Cost More, Godin Predicts
Cites Sharp Rises
In Chemical List;
Reports Bia Kig Year
SpRINGFILLD. Mass... No


## Out in the Open


$\square$


GIVE TO THE DAMON RUNYON CANCER FUND

#  <br> <br> OUTDOOR CONVENTION <br> <br> OUTDOOR CONVENTION <br> Special <br> featuring the CAVALCADE OF FAIRS Supplement 

## The BIG WEEK of the Year for Show People...



* From Saturday. November 25. thru Thursday. November 30, the walls of the Hotel Sherman and other hotels in the Loop will again be bulging with Outdoor Showmen. Carnival owners and their agents. Park managers and thetr assistants. Fair secretaries and their committees. Showmen representing every phase of Outdoor Show Business.
Atsracted. also. will be those who have something so sell. . . . Ride and Equipment manufacturers will be selling their products. .. Carnival owners and their agents will be selling thetr shows. ...Booking Offices and Free Attractions will be selling their acts. Insurance men their services.


## The BIG OPPORTUNITY

## of the Year for those who sell...



- Recognizéd as the ONE paper that serves the entire amusement field . all branches all allied interest. . . . THE OUTDOOR CONVENTION SPECIAL, with its equally fa mous CAVALCADE OF FAIRS SUPPLEMENT, is always sought, read and kept. This Convention Special is an old friend . . .truly a part of this great gathering of Outdoor Showmen.
- The Convention Issue will be mailed to the homes and permanent addresses of Outdoor Showmen on Monday. November 20, reaching most of them before they leave for Chicago: It will also be on sale on 13.000 newsstands thruout the country, enabling those leaving for Chicago early to buy a copy while en route. Copies will also be distributed gratis thruout the convention to everyone attending.
Thus ALL advertising in the Convention Special will have complete coverage HOME . . . EN ROUTE . . . IN CHICAGO.
$-$
Don't overlook this chance to tell your story in dominating fashion in the ONE publication of the Industry that affords you complete coverage and maximum reader interest. at a time when readers are thinking, planning and buying for the year ahead. Your advertising in this issue will emphasize your position in the Industry. It will prove your ability and your willingness to serve this highly specialized field Intelligently.
EXTRA CIRCULATION . . . EXTRA READER INTEREST . . . EXTRA PULLING POWER
... NO EXTRA COST

LAST FORM GOES TO PRESS WEDNESDAY, NOV. 15
Wire a space reservation TODAY! Mail your copy instructions early
THE BILLBOARD PUBLISHING CO.

New York 19, N. Y.
1564 Broadway
Plaza 7-2800
-
St. Louis 1. Mo.
390 Arcode Bide
CMestaut 0443

Chicago 1. Ilt. 188 W. Randolph 5 t, CEntral 6-8761

Kind Word From Friends

 Caina Company aname cast nath sr naser somminvite


## ATTENTION

SHOWMEN - - SHOWMEN

## Sum

THOS. POPLIN
nemen 2 minics

##  <br> 

 TAMPA, Nov. 4.-Duina Maria
Zacchini, a member of the human
cannonball family, and Jack Norman Jr., son of Mr. and Mrs. Jack
Norman, Nashville, are to be wed here today
Mr . wedding of the daughter of 2603 Fountain Boulevard, Tampa, odist Church.
The bride-elect will be given in marriage by her father. Attending
her sister as maid of honor will
be Egle Zacehini. Bridesmaids will her Egle Zacchini. Bridesmaids will
be Carolyn Norman, Flora Zacchini, Delia Zacchini and Tosca
Canestrelli. Pia Mangi will be Canestrelli.
flower girl
Robert $S$. Norman will serve his brother as best man Grooms will
include Carl J. Sedimayr Jr, of the Royal American Shows; Eddie Zacchini, Hugo Zacchini, and Rene Zacchini.
Followi
Following the cermony a recep-
tion will be given in the Palm Room of the Tampa Terrace Hotel Miss Zacchinl was born in Alexof Plant High School in Tampa,
also attended schools in France and Spain, and has traveled exten-

Harness Races Out At Jefferson, Wis. JEFFERSON, Wis., Nov. 4.-
Horace L. Buri, manager of Jefferson County Fair here, has announced changes in format of the fair, one of the oldest in the Badger State, following a meeting With the County Board of Super-
visors' fair committee.
The annual will drop its custom-

## Carnival Routes

2160 Patierson st


## Circus Routes



| BullerCapell |
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Misc. Routes


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| :---: | :---: | :---: |
|  |  |  |
|  |  |  | meri-Conko

Hen Hevint
Thomaton in
Ce Chpadea


ary first week in August date in 1951 and will go to the second
week, starting on August 8 and week, starting on August 8 and
continuing for five days. Harness continuing for five days. Harness racing, long the pillar attraction
of the Buri said, following his recommendation to the operating committee. Decreasing grandstand rev-
enues plus the lack of suitable compctition were cited as reason for the move
Buri said grandstand attractions next year probably will con cycle and stock car racing and borse pulling.

WHEREVER CROWDS GATHER.
IITS:

## $\begin{array}{ll}\star \text { "BUFFETERIA" (movable concession on wheels) } \\ \star \text { "FOUNTAIN" (for hot and cold drinks) } & \mathrm{N}\end{array}$ <br> $\star$ "WALKY-KOFFEE" (portable unit) $\star$ "WALKY-TERIA" (to carry hot dogs. HOT) <br> "WARMER" (movable, for popcorn, hot dogs, etc.) <br> WALKY SERVICE CO. <br> WICMIA, KANSAS , PHONT AS1200

## SPECIAL NOTICE MACHINE-MADE COTION CANDY CONES



$\qquad$
$\qquad$
gold medal products co.

## PEANUTS • POPCORN • SUPPLIES




TRAILERS FOR
ALL PURPOSES

WRIIE FUIL Imformation


CALÛMET COACH CO.

## TENTS

CAMPRERLLL TENT \& ANWNING CO., INC.


## ATTENTION, CONCESIONAIRES!

monem
POPPERS SUPPLY CO., Inc., of Phila.
D. M. KERR MFG. CO. SHOW TEN.TS


## EVERYONE AGREES

## The Billboard Is

## Better Thon Ever!

AND NOW, BECAUSETHENEW FORMAT MAKES IT POSSIBLE TO BRINC MORE BILLBOARDS TO MORE READERS

## ANMMALAL $\sum$ ASPEOLAL INTRODUCTOTY orFER!

 $T$BIG


Here's where your dollar buys some old-time value. Think of it- 8 big issues, including such "specials" as Cavalcade of Fairs. Christmas and other specal numbers-at half the single copy cost. You save \$1.
Why this special offert To introduce the first really NEW Billboard in 56 years. EVERYONE whose time, talent or Noney is invested in the amusement business showld use the NEW Billbomed.

The NEW Billboard is NEW from cover to cover. Try it.
Buy it.. Save 50\%. Mail coupon with \$1 cash


## PARKS-RESORTS-POOLS

## SOCIAL SIDE <br> Carroll Sets NAAPPB Plan For Banquet

A. C. Exec Asks New Beach Rules
ATLANTIC CITY, Nov. 4.-Rec-
ommendation that beach chair
itnes here be held 75 feet from
the high water mark and that
beach umbrellas be prohibited in
front of the chairs was made by
Richard W. Hughcs, chief of the
resort's beach patrol, ln hls an-
nual report.
With the bathing season offi-
clally ended, Hughes reported that
about $7,000,000$ persons used the
beaches. He urged that with much
of the beach being cut away in
the mid-town section by erosion
that the beach chair situation be
controlled in tighter fashion next
year.
While the beaches below Million
Dollar Pier continued to build up,
uptown beaches, especially from
Central to Garclen Picr, continued
to erode rapidly despitepreventive
measures. He said that the area
between Steel and Garden Plers
also ls losing sand rapidly.
Beach officials reported that a
if-ton mechanical beach cleaner
which worked satisfactorily else
where would be shipped back to
the factory for adjustments to
meet local demands.

## Oceanside Kiddie Biz Pleases Vet Al McKee



BALLOON RACE GAME

## Amusement Service

 Selt Loke cht Tomple
## Miniature Golf Comrses

 Room a 500 , j02Stufos the Now London, conn


Irefunded firaf order). INES
MAIN ST.
\$1. He aims to boost the per capita
spending average as close to a buck
as possible.
Novelifes Excluded
Unlike many other moppet spot
down on all other units deslgned
to build the gross. Novelties, among
other products and diversions, are
excluded. Rides are sold exclu-
sively. In that way, Al explains
In that way, Al explains,
dollar registered is his. On
sold a kitchen gadget
(Continued on page 76 )

## Crystal Beach Up $10 \%$ at Final Tally

## Bargain Rates, Sunday Biz Aid

## As Spot Overcomes Early Drop

 years combined to help Crystal Beach Park here overcome a drop
from the 1849 gross and move 10 per cent ahcad of
the final 1950 tally.
Faid that Hall, general manager said that at one point the spot's
business was off more than 25 weather. But Nickel Days and change in Canadian law which per-
mitted operations on Sundays, together with a mid-scason change from behind and capped the sea-
son with the increase. son with the intrease.
Despite the park's over-all gain,
the steamer, Canadiana, which
runs between here and Buffalo, runs between here and Buffalo
as one of the main feeders for passengers this season. Ralph Flanagan's orchestra set a
new record for a one-night stand at the park and other name bands
did well. Huge ventilating fans in the ballroom were amon
spot's 1950 improvements. new were two major rides, Moon two kiddie rides. modeled for 1950 and in 1951 wil modeled for 1950 and in 1951 whar
screened-in separate table service
section. All food and drink stands section. All food and drink stands shooting gallery is scheduled for next season.

## Topping the project list for '5 to include two $\mathbf{4 0 - f o o t}$ towers of glass brick with neon lighting ef poles will be atop the $t$ wia <br> Atlantic City Autumn Biz Ahead of 1949



Building Ban, Tax Talks Top NAAPPB's Convention Agenda

Muar Outlines Plans for Annual;
Youths To Air Operation Ideas


## Compare BEFORE YOU BUY



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


## CIRCUSES

## New Beatty Finale Set; Arcaris Subs

Org Moves to Shreveport Quarters After Nov. 6 Shows; Funeral Held


## ADV ANCE OFF

## Davenport's

KC Date Bows To Fair Biz


## Biller Reports Brisk Gotham Advance Sale

 sale of 110,000 tickets by Knightsof Pythias, group sponsoring a two.
week stand of Biller Bros. Circus
het e starting December 26. is soing
well. Co-Owner Hy Sturmak re-
ported Thursday ${ }^{2}$.
With tickets ranging from $\$ 1.50$
to $\$ 3$ and kids slated for hall-price
admission at matinees. Sturmak
said reserve ticket sales would
start soon at the armory that will
house the show for its local date.
Sturmak expects to make his
first score in Gotham newspapers
during the first week of Decem-
ber. Billing of busses and subway
and elevated trains stars Decem-
ber 5 Sturmak said that nothing
satisfactory had been accomplished
in a deal to present the show on
television. A focal TV station of-
fered a reciprocal deal whilh
Sturmak nixed. Despite efforts to
date, he sald there still remains a
strong posibility that an arrange-
meat for video presentation of the
show can be made.


RINGLING PREPS FOR ARMY CROWDS

Fayetteville Deal Promises Big Biz Norfolk Gives Straw, Full Houses



Macon Moose Show Clicks
 drew aben by the Moose Lodge,
(31). Kid's ado hishere Tuessay pledge to refrain from Halloween Vandalism and police reported
damage at a new low. Talent on the three-hour bill in
cluded Chickie O'Donnell's Dogs

GAINESVILLE, Tex. Nov. 4.Gainesvil Community Circus will 18 , 19 and 20 , and will play nine engagements, Roy A. Stamps,
president, told the board of di-
$\qquad$
$\qquad$
$\qquad$
The board approved purehase of props and scats, and a jeep to be fitted with a stake drlver, stake puller and canvas hoist. New untband and rigging will be built for Stamps announced appointment of these department heads: C. B. sistant general managers; J. $\mathbf{B}$. Saylors. secretary-treasuter

| Kelly-Miller was unable to seeure a town or parish (county) license and was forced to use a lot over a mile away from town and aeross the parish line. Turnouts there were a half house in the afternoon and three-quartor house at night. <br> The Winnsboro, La., Saturday (28) stand was good, but like many cotton area spots, the matinee was off somewhat. whlle night crowd was larger. <br> The Biller show played to a hall and a full house at Natehez. Miss, October 23. and drew a near-blank matinee and halfhouse at night in Vicksburg, Miss. (24). <br> ATLANTA, Nov. 4.-A smallscale circus "war" has been golng on in Louisiana between the Biller Bros. and Al G. Kelly-Miller Bros. shows. At Minden, October 26. Kelly-Mller was in two days ahead of Biller, which used a half-page newspaper "walt" ad. It was reversed at De Ridder, where Biller came in two days before $\mathrm{K}-\mathrm{M}$ and the latter used a quarter-page "wait" ad. There also has been opposition from Capell Bros. which played Bastrop one week in advance of Blller. |
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## Davies Bows Indoor Org; Tent Trek Rough

| Ayres \& Kathryn Davies Circus opened its indoor season here Friday (3) after what Aýres Davies described as a hectie outdoor season of 26 weeks. Weather was the worst of the show's threc years, he said. <br> The show lost two full days plus six half-days. At Medford, Wis. a storm ripped the front end of the top, and the same portion was demolished in a storm at Saybrook III., in late September. Thereafter, the show used the re- | maining round end and a middle piece while sidewalling the other two rings. <br> Davies said more opposition was encountered this year. The show played all but five Sundays. and covered 7,000 miles in Illinois, Iowa. Wisconsin, Michigan and Indiana before closing October 18 at Karnak. Ill. <br> Orlginal sehedule had called for a longer tent season and no fall indoor unit, he stated. However, plans were changed and the indoor org will operate thru lowa until |
| :---: | :---: |

## Mills Scores <br> At Two Spots, <br> Blows Another

## caver secion -mem

 house and half matinee here Mon-

 aix Mooresville beeause of a disagree ment with auspices.

## JUMP COSTS JEOPARDIZE RAIL SHOWS

Carnivals Amend Routes; Rates Up 72\% Since 1947

\author{

- Continued from page 51
} still uncertain, rallroad rates may
cut the number of circus rail-
road cars on the road from 150 in 1950 to 75 in 1951 .
At least one carnival probably
wlll reduce the size of its iraln nexi season, and all of them hav routing this season. Imperial in the quarters at Des Moines to
into qua
save the cost of long Jumps south-
ward. Presumably it Ward. Presumably,
later than usual next season.
The nine railroad carnlvals
which travel in more than one Which travel in more than one
Slate have formed the Railroad
Show Owners Assoclation with a view to seeking rate reductions.
They have retained Herbert w .
Bye, Chicago attorney, as secre-
tary. The association has been tary. The association has been rate-fixing groups.
Increanes Since 1947
Most of the increases in Most of the increases in rates
came since 1947 . Actual amounts
of increases and the effective dates varied from railroad to railroad.
But in general, a 25 per cent in-
crease went into effect in January, 1947 . This boosted a $\$ 1,000$ move
to $\$ 1,250$. A second ralse of 25
per cent in most places was made
in May, 1948, taking the sample. cost to $\$ 1562.50$. In September
and October, 1948 , the carriers
added another 10 per cent, boosting the price to $\$ 1,718.75$. must be paid by the shows.
Wide variation prevails among
$\qquad$
$\qquad$ lines assess rates directly from


## amend basic eharges for 5 tions and oth

 are notable for charges as low as possible, bu show agents, interpret rules so asto shove already high rates to even more lofty levels.
Freight rates for all shippers in creased in about the same propor-
tion as those for show trains; they, too, have complained and railroads especially for labor, make the rates
necessary. Showmen state that
Shen theirs is a special case, that un-
like merchants they cannot pass

Talent, Staff Set for Packs. Winter Dates

- Continued from page 51 mar, juggling; Clyde Beatty ponies
and elephants; June Cristiani,
principal riding; Bobo Barnett and
Company miniature car; Beatiy's Company, miniature car; Beatty's Cline; aerial ballet w Jack Meyand and Jeanette, Lott
and Anders, unicyle juggling; tiarold
tine, flying acis; Beatty's Liberty
horses; Antaleks, Davisos, perch acts; Morales's dogs; Beatty's pon-
ies; Bob Barnett dogs; Five Maschinos, Seven Orlans and Seven with Dick Shipley; Huestreis and Family, bareback. made up largely of the New Or made up largey of the the wall-
leans und
enda acts will replace the Cristiani acts.
Clown alley at St . Louls will in-
clude Bill Bentlage, producing clude Bill Bentlage, produclng Hopp Green, Lew Hershey, Pau erle, Happy Kellams, Jack Harri-
son, Brownie Gudath, Billy O'Dell and Henry Boers. Clowns for New Orleans and


## Dressing Room Gossip

| Clyde Bros | Cole \& W |  |
| :---: | :---: | :---: |
|  |  | ren Bros. Indor Clircus. Operated by Frank B. Hild |
|  |  |  |
|  |  | $\mid$ campain uhich created opoor |
| Hmy Colleatos lieg |  | 隹 |
| 's hand is out of bandage and |  | Staff of the show includes Hil- debrand and Theo Berg, general |
| Julie virlenave was selectied to | Wisiors were Mr. and Mrs. Tom |  |
|  | Meluwint Leland Antes Jr, Mr. | ${ }^{\text {Ray }}$ Rellix' |
| \%eek in swinging fadders and |  | Press and radio Jack Parks and |
| Re hoy and the wrilier madc | Maugher, Prat, heve joined io that | Props, and |
|  |  | Kie femily La Blondefroupe (3), |
|  |  | Wire and perch, De wa |
|  |  | Harrson Dius Mnicyceie; Mati |
|  | ado tat injures when he fell on rocks. Dean Godsell lett for home |  |
| ente in Des Moines.-FRANI |  |  |
|  | changes have been made in the |  |
|  | Wwists, also their bird att, and the |  |
| first Sunday we have worked sinc | Ted Milligans bought aid snake Tit New braunels. MILDRED | Elks Club The show also played Jackson, Miss., for the Junior |
| spring Grace Melmesh, injured | WEA |  |

## Under the Marquee

$$
\begin{aligned}
& \text { Show. Ritit Bilier hask retil } \\
& \text { he ore. IRA ASILL } \\
& \hline
\end{aligned}
$$

## Jay Gould Yule Parade, Circus To Run 28 Days

##  

 Brown reporlea this will include


## Ingham Wild Life

 Exhibit ReopensLYNCHBURG. Va. Nov. 4.-
Rex M. Ingham, animal dealer,
returned to the store show game
with, Ingham's wild Life Exhibit
after a four-year absence from the
road, with an opening here re.
cently. Co-owners are Inghari and
Dr. George D. Barrett. Mrs.
Fannle Ingham is cashier and
M. S. (Sonny) Herris is unit man-
ager. Outft moves on two trucks.
Visitors here included Soapy
Austin, former tab comedian; John
and Norman Roberson, black-face
comics; Genc Vaughn, straight
man and producer, and Warren
Buck, animal importer.

## Ameri-Congo

Alabama line," and Ingram jumped
ahead for two weeks of wildcatting. In the ensuing race, Genlost the show for two days.
The org opened in Moulton, Ala. The org opened in Moulton, Ala. bama is good for considerable more sumshine. When it gives out, he'll
take the show to Florida. Baton Rouge dates will be Jimmy Davison, Gabby DeKoe, Jerry Lewis, Jeff Murphree, Roy Allan Jo-Jo Le

## FAIRS-EXPOSITIONS

## Florida Annuals Make Preparations For Big Winter Biz

Tampa Embraces 15 Counties, Preps for Record Exhibition


## Petersburg, Va

 Plant Leases OK'd Seeks 3-Year Pact Petersburg Furar here will eontinu to lease its present fairground tentative a cluded bere.$\qquad$

$$
\begin{aligned}
& \text { fair associa } \\
& \text { year lease, }
\end{aligned}
$$



## AUT SWENSON

SPRINGFIELD A, MISSOU



200,000 Gate Sets Record At Anderson

## ANDERSON,S.C. Nov. 4.-Gen

 the 30th annual Anderson Faiconcluded here October 28, th missio
timate
President J. H. Saylors, in com menting on the su was perfect. He said that ove
$\$ 7,000$ was paid in premiums. New features included a live-
stock and farm machinery cavalcade staged daily in front Attendance on the final day ap-
proached the saturation mark World of Mirth Shows were stil

So. Bosion
Tabs Peak
100,000 Gate
SOUTH BOSTON, Va., Nov. 4.

- Despite thruout the run, the six-day Haliax County Fair here, whieh ended
October 21 , set a new gate mark W. W. Wilkins.
Biggest single day of the event
was Friday (20), wheh 27,000 was Friday (20), wheh 27,000
crowded the fairgrounds. Grand-
stand talent was supplied by the George A. Hamid office,


## Witale. Form

Einia, was povernor Todd, of Vir
during which the the diteromies
during which the United Nations
flag was presented to the city and
Nashua Stand Burns

FLORIDA EXPO

## WINTER DATES

## Pinellas County Fair, Largo, <br> January $22-28$. Florida State Fair, Tampa, January 31-February 10 . <br> January 31 FFebruary 10 . Florida Citrus Exposition, Winter Haven, February 12-17: <br> Central Florida Exposition <br> Orlando, February

## LONGER, 8-DAY RUN RE-SKEDDED

 BY CEDAR RAPIDS
##  run next year, with dates of August $12-19$, the boardese ecutive commithee announced. echercir this year was pared The seven days with all exhibis on the grouds thuout the enOn the grounds thruout the en tire rum. Next year annual will revert revert to the plan used in in 1 pu8 when the livestock show was  the frist four days and beef cattle and 4-H club livestock <br> SHREVEPORT GETS WEATHER, HUGE CROWDS

Royal American Up $40 \%$ on Midway Over Rain-Hit '49

## 

## papers (55,000.

Amidway grosses by the Royal





Alberta Annuals Seek Restoration Of Cut R.R. Rates

to fairs will be asked by Alberta
fairs as the result of a recent meet-
ing here of representatives of five
Class A annuals.
Managers from Saskatoon, Re-
gina, Brandon, Calgary and Ed-
monton, blamed the cancellation
of the speeial rates for the drop
in livestock entries at their respec-
tive fairs.
The execs also decided to tighten
regulations on the operation of
midway concessions.

## Western Fairs

 Meeting Plans Near Wind-Up SACRAMENTO, Nov. 4.-Com-pletion of plans for the 28th an-
nual Western Falrs Associatlon,
Inc. (WFA), meeting to be held
in Fresno for three days starting
November l4, was awaifing final
acceptance of engagements by
three speakers. Louis S. Merril,
WFA general manager, said that
the speakers had tentatively ac-
cepted invitations.
Speakers, yet to be announced,
are to address the Wednesday (15)
breakfast meeting of State, county
and district fair directors in the
Hotel Fresno balloom, the lunch-
con or all fairs, Service Associates
and guests in the Hotei Californian
ballrom, and the Thursday lunch-
con session in the Fresno Distriet
Fair's cafeteria. of delegatea is
Registration of

## Area meetings and tbeir chatr

men include: Cascade, Joe Speer

## Anderson, Calif.; Central Coastal

Lode, Loyle Freeman, Gras
Warrener Callstoga: Sacrament
Valley, Stuart Waite, Woodland
liott, Tulare, and Southern Call
cornia, John Lagomarsino, Ven

## IAFE Convention Program Is Set

| Wide forne of sub |  |
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| \%axamas |  |
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| Eewitutut |  |
| amamem | \% \% \% = wiz |
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| \%uzaze | Gate Builds |
| ? | To Top '49 |
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AUGUSTA, Ga., Nov. 4. - At-
endance at the Augusta Exchange tendance at the Augusta Exchange
Club Fair, which shutters here tonight after, which shutters here ray, is considerably ahead of last year. Ideal
weather and increased activity at army installations in the area were One of the most interesting feacontaining thousands of dollars unit made it possible for visitors and thousands of a video screen and thousands of patrons participresented and these proved popu
convenient in-town ible for nearly all makes it posteach the anny al eily dwellers closed at noon on Children's days rounds with Heading up the sponsoring Ex-
change Club fair committee this MeGuire, J. B. Fuqua and Ed

## Six Days Lost At Savannah

SAVANNAH, Ga., Nov. 4.-
With all of the originally seheduled six days of its run rained out, the Coastal Empire Fair was Speedway. Fair, sponsored by the Exchange Club, ended Sunday (29).
Weath

Good with was falir and business good with the result that the spon-
soring group bas an excellent soring group bas an excellent $\$ 30,000$ investment. after the grounds were give a chance to dry out Sunday (22) in over the week-end to get the Srounds in shape. The rainfall Despite the adversity, President Hunter Leaf said that the fair event. He said the patronage on
clear days indieated a highly sue clear days indieated a highly sue tons prevailed.

## PEORIA'S FIRST

HITS A C-NOTE
spite four days and nights of seven days, the initlal run of the Heart of Illinois Fair here up with a net profit of slightiy executive, $A$ R Huckstead
executive secretary, an
nounced. Annual was the frs
here in 20 years.

# CARNIVALS 

Marks Chalks Up New High At Va. Fair

South Boston, Va. Record Shattered By Peak Turnout
 Fair rendanec at $16-2 \mathrm{l}$, rax coching
rew high of 100,000 , John H Mark
Sho midws scored to top the mark they registered earlier in the season at
$H$
A single-day high was reached grounds. Midway take was
boosted by a free-spending crowd. boosted by a free-spending crowd. staged Friday, arter the
failed to
handie the trame played host to the underpr children of the county during the stand.
General Agent Allan A. Travers announced that the shows had been signed to repeat here next year,
in addition to again playing fairs ory, N. C.

## NSA Schedules

 Pre-Ball EventsNEW Yoikk Now 4-Mentings ation (NSA) have been scheduled
for eacb Wednesday preceding the for eacb Wednesday preceding the
annual banquet and ball, which
will bc held November 22 in the Hotel Commodore. The meetings
scheduled have bcen doubled to take care of the many details quet, Ethel Weinberg the banquet will be held November 15. A rcgular meeting is
scheduled for Novernber 8 . Memorial services in the clubrooms president's party will be held No-

## MOORE'S MODERN SETS LAREDO WQ

## Loses Only Five Nights to Rain In Nine-Month, Six-State Tour

LAREDO, Tex., Nov. 4.-Moore's
Modern Shows will establish temModern Shows will establish temporary winter quarters here this in order to be on hand for the ternational Exposition.
Org, which will be out for anend of a successful season finan-
cially. Weather was with it, with only five nights lost to rain during the show's nine-month, 8,826nlinois.
Jimmy Baker's Snake Show made its debut at the recent Isent business. Jack Sminh, George recently. Harvey Moore added a
new train ride to his Kiddieland

## Dyer's Greater

 Snaps Back After Poor Spring Biz EARLE, Ark., Nov. 4.-After meager early-scason grosses Dyer'Greater Shows ran into a serie of healthy spots the past fou good

For the fifth straight year the shows will winter

John Morrison, Loray Hogan and Alvin Smith have purchased bouse
trailers, and Bruce Seitz, Harvey ing new trucks. George Ammonds
Fred Nicola and Buddy Buck re Fred Nicola and Buddy Buck re-
cently blossomed out with new Recent visitors included Jimm and Grace Byers, Lucille Sutton Norwood, Pauline and Cotion Eland Lois Larsen, Marion and Alice Raydell Hollingsworth spent two Raydell Hollingsworth
weeks with the show.

Hottle La., Finale Okay; Org in Barn

## COVINGTON, La, Nov. 4.-Bu <br> Hottle Shows wound up the season

$\qquad$
all the Louisiana fairs played by
the org and grosses were called
satisfactory. Sbows' 1950 tour also
took it minto Lllinois, Missouri and
Mississippi.
Owner Bufe Hottle is skedded ing tour. Wuarters soon on a bookthat Bufford Hottle Jr., had passed
his bar examination and had joined a Champaign, IM, law firm, bers for the Intemational Associa-
tion of Showmen-Sam Martin

Brandon, Levitt Switch Shows As Gen. Agls.

## LOS ANGELES, Nov. 4.-In a

 Brandon returned to Crafts 20 Big Shows, Inc., from the California$$
\begin{aligned}
& 6 \\
& 2 \\
& 2
\end{aligned}
$$ tion of Showmen Sam Martin,

Curley Walters, James George,
Walter Parrish, John Davis, Duke Sorrell, Phillip Serrano, Sam
TOPS 50 IN '50 IN SOTH YEAR
$\qquad$
Kellie Grady Dies in Ala. FLORENCE, Ala., Nov. 4.-Kel-
lie Grady, operator of the shows
bcaring his name, died in Eliza
Coffee Mernorial Hospital here October 29 after an illness of eight
$\qquad$
Bergen tele. that what he
ad to offer was then availabl
HURT
E. J. Casey '50 Biz Dips 28\% As Result of Flood and Rain

## WINNIPRG, Nov. 4.-Haraseed 


approached by several fair execs he might add another annual to stretch out the season. He also said that. a number of major changes are detinitely slated fo nounced as soon as all details are
erected for the caretaker, and 40
loads of gravel were brought in to replace the driveways Washed out

Bergen and Allen gave a lunch-
eon here Thursday (2) for the
Exchange Club group sponsors Exchange Club group. sponsors
of the fair. Event, established by
the World of Mirth has into an annual affair has turned Last weck, with
$\qquad$ (S. C.) Fross at the Anderson
awarded the show the 1951 execs

Bergen said the show scheduled to depart from here at tion of the clear, warm weather
now, prevailing will mating now, prevailing will make it posthe best of condition. Fairs set for 1951 include those at Presque Isle and Bangor, Me;
Ottawa, Burlington and Rutland, a.: Trockton, Mass.; Allentown bia and Anderson, S . C .; Colum Au

Curly Migrothy's Org
Plays Miss. Delta Area MER ROUGE, La., Nov. 4.ments moved into Louisiana thi week from Mississippi cotton areas
During the spring inundation, Organized five years ago, show 12,000 hot dogs per day along with has two rides and 14 concessions.
coffee to dike workers. Shows' Moving on six trucks. Park light plants werc put in operation Amusem
$\qquad$ Olays approximately 52

## Wagner, Hickey Into Mobile WQ's

Cavalcade Winds Up at Beaumont, Gem City Shutters at Biloxi

| MOBILE, Ala., Nov. 4.-For the Armary. The kids were brought rit time in history two carnivals onto the lot by 25 flyers from the |  |
| :---: | :---: |
|  |  |
| will winter in Moble County, wlth |  |
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| Amusements and Tom Hickey's bought them popcorn, cand |  |
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| The Wagner org railed into its dren. |  |
|  |  |
| (30) after its season finale at Beau- |  |
|  |  |
|  |  |
| here Saturday (28) and on doctor's |  |
| orders entered a local hosptal for |  |
| two days. <br> Gem City Shows wound up its |  |
| season Monday (30) at Biloxi, |  |
|  |  |
| dore 12 miles |  |
|  |  |
| em City's mid-October Prich- |  |
| ard stand, under auspices of the ofrice-owned rides to 16, |  |
| ns Club, did not pan out as |  |
| ckey made many friends by en- |  |
| ed children from the Mobile In- |  |
|  |  |
| Rates Blue Grass |  |
| Tour "Gratifying* |  |
| PANAMA CITY. Fle., Nov. $4 .-$ in lowa, Minnesota and we Dis- |  |
| The Blue Grass Shows, bere this kotas. |  |
| week with several additional stands New show tronts are beine buils |  |
|  |  |
| grosses," according to C. C. (Specs) | g painied |
| Groscurth. <br> Mr. and M |  |
| will be overhauled and re- |  |
| oro, Ky., quarters. Gros- converntion atier whind th |  |
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| ases leave for |  |
|  |  |
| Olden, Bernie Mendelson, Ned mand Thommsers return mere to |  |
| Torti, Bill Snyder. Floyd Sammon | range bookunss for the cwai |
| and Eddie Lewis. |  |


II. C. BLANS \& C0., 1528 W. Adams St., Chicago 7, III.

## ATTENTION

## WESTERN FAIR MANAGERS

 TED LEVITTHAS BEEN APPOINTED GENERAL MANAGER AND HAS ACQUIRED AN INTEREST INBOB SCHOONOVER'S CALIFORNIA SHOWS

Wi. momico
WE'LL GREET YOU PERSONALLY AT CALIFORNIA HOTEL AT YOUR FRESNO CONVENTION

ORANGE STATE SHOWS
WANT FOR ORLANDO, FIORIDA, NOV. 13 TO 18


HED HISTANY
Wauchala, Florida

CRAFTS will BUY for CASH
Streamilimed whip in purst class condilion


Midway Confab

completed a tour of army camps
in Alaska. With her was Birdie
Lapand Shows is still confined to
 REINFORCED
FOLDING CHAIRS MORRIS MANDELI, INC.

,


BAKER'S GAME SHOP

 Lapage. feature singer. . Ray
Rayette. who closed recentiy with
anmer injury suffered in mid.
sumpallagher recently had the Endy org, was honor guest at a party given by Mona Lisa in
Jacksonville, Fla. Guests included Mr. and Mrs. Holmos, Irma and
Esiner Holmes. Dr. and Mrs. LaEsiaer Holmes. Dr. and Mrs. La-
Zora. Percy Woods. Stiven Rus-
sell and Marie Dotie. Jack
Kellow and Bob McG Megor are on the Prell show Moperating a lone on
op range gallery. Steven Pussell, of
the Prell org, is back from a trip


Eddie Elkins, who worked at a
New York kiddie park, has closed o Sinia Hospital, Baltimore, for He would like to hear from friends.
Ioan wintor tours tho midway tiddion from last summer's tomporature. Mr. and Mrs. Elmer F. Coto,
owners of the Cote Amusement
Company are remaining at the Company, are remaining at the
org's Pontiac, Mich. quarters for a couple of weeks to finish super-
vising refurbishing beforc return vising refurbishing beforc return.
ing to their Detroit home. . . Joo Frederick arrived at his Detroit
home Wednesday (1) after clos-
ing his Mos


## WILL BOOK

## ROLLOPLANE-FERRIS WHEEL-TILT

R. ROCCO, 5441 Cotrage Grove, Chicago, III.
 Amusement moved the Downriver



## Wesiern Fair Managers of Northern California

## WYATT SMEPMERD

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120 Numbers - 180 Mumbers
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$120 \& 180$ wheel, double sided .............. 32.00 ea
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## Fred Webster

HARRY SHORT
2101 Main st., Peoria, ill. We can work out a deal he to you.

## WANTED WOODEN CAROUSEL HORSES <br> ANY QUANTITY <br> KAEFPMAN <br> 141 EAST 24TH ST. <br> New York, N. Y.

## GIRLS WANTED

To join at once for Peep Show.
All winter's work in Florida.
Slate what you do and malary.

Ray Marsh Brydon
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## ROANOKE, VIRGINIA

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P. O. Box SORPORATIONU ROMNOKe, V.
LESIIE'S TRAILER PARTS \& ACCESSORIES
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an


## G. E. FERRIS WHEESS

 GARBRICKE ENGINEGEING

## 20TH CENTURY GETS 25\% HIKE OVER '49 BIZ

## Bolstered Fair Route, Additional Rides Get Credit

 The 20 th Cen and operated by Albert Martin and E. D. McCrary, wound up its seahas established winter quarters atthe fairgrounds here. Org's tour
was rated "very satisfactory," by the co-owners, who said grosses
topped 49 by approximately 25 Increased revenue was attrib-
uted to the addition of three rides uted to the addition of three rides
and a stranger list of fairs and
still dates. Shows traveled 9,680 miles in isiana, Missouri, North and South Dakola and Minnesota and played
20 fairs. Closing fair at Tallulah came up vith good biz and the org Exee stalt remained the same
thruout the season. In addition to
Martin and McCrary, Mrs. Albert Martin was seeretary; Mrs. E. D.
McCrary, treasurer; E. K. Booth, business manager; Frank Gaskins,
general agent; Gcarge Gallo, special agent; Bill Clark, ehief elee-
trician; Delmus Jester, assistant electrician; Fred Hamilton, chief
mechanic, and R. Tandy, assistant

## RAS Personnel

 Heads for Home As Org ClosesSHREVEPORT, La,, Nov, 4.Destinations of personnel on the
Royal American Shows, which
closed its 50 season at the State closed its '50 season at the State
Fair of Louisiana here Sunday


## Staff Posted (a la Emily) For Winter Fair Meetings

## LAREDO, TEXAS, TRIPLE EVENTS J. GEORGE LOOS GREATER UNITED SHOWS

FURNISH EXCLUSIVELY ALL SHOWS, RIDES AND CONCESSIONS

ANNUAL FALL CARNIVAL | NoV. 27 |
| :---: |
| To DEC. 3 |

## WASHINGTON BIRTHDAY CELE.

 INTERNATIONAL FAIR AND EXPOSITION

|  |  |
| :---: | :---: |
| SHOWS |  |
| RIDES |  |
| CONCESSIONS |  |

NOTE:

## J. GEORGE LOOS <br> \author{ sox ass 

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## Complete Carnival For Sole <br> matgain fon immedite punciase

FLASII OPENING G. FLASHI PLAYLAND PARK FLASH

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C. S. MUsititive

FOR SALE-COMPLETE CARNIVAL-FOR SALE


PALMETTO EXPOSTTION SIIOWS

CAPITAL CITY SHOWS
WAYT FOR LEGION STREET FAIR, CAMMLA, GA., MOV. 13.18; fotlowed by caro. Ga., falr

KEE: MITHOTH:
WANTED FOR MICHIGAN RED FLANNEL DAY
Cedar Springs. Mith., Friday Might, Nov. 10, and all day sfafurday, Nov. 1
 AII reglien to JOHINSON

## WANT FOR SHRINE CLUB FALL FESTIVAL

WAYCROSS, CA., WEEK OF NOV. 13
EARNEX TAMSELL UNIT SIIOWS

## 

Caravans, Inc. CHiCAGO, Nov. 4.-Exitra plan
and arrangements are required
prepare or oron house and
stallation of officers. With Pre stillation of officers. With with Pres
ident Mae Oakes stil out of town
an unschedulcd meetinu was he






National Showmen's Association


Tidwell Back In Texas, Biz In West Okay

## Arizond Showmen's

 Association

Thank you cards were received Honey Vaughn; the family of Sid
Sidenberg, who Sidenberg, who passed away Oc-
tober 18, and Mrs. Virdia AschSally Prevost, who is still working recently moved to Jonesboro, Ark., and Heart of America Show
Women's Club, Kansas City, Mo.
Mrs. Clara Campbell served buffet

## lunch.

## INSURANCE

IDA E. COHEN


## FILL All SACKS



## 



## Sponse Hanna, treasurer, says re- Twelve gifts, donated by meoks is good.

Weather Hits Va. Greater At N. C. Date
w


Lone Star Show Women's Club of Texas

## DALLAS, Nov, 4. -cilub activi

 summer tull, first function beingdinner and entertainment for out of-town visitors the week preced
ing the local fair. During the sum mer meals have been served every
two weeks for members and guests, Tinder prontable for the club. Improve furnaces and new lighting fixtures The october is club benef ter during the fair drew heavy at duced tair
 Carcer, maway ats and an ori
 Marsh Brandon, , Auests Kos, Were Rack Rue
feld. Ned Torti and Noble Fuir

## Greater Tampa Showmen's Assn.

## 

 Secretary Gean Berni announcedhat regular Saturday night parties would start agarn. Alreaty parties
have been made for the clabs
hats have been made for the club's
New Year's jubilee celebration and
the annual banquet and ball dur-

## ng Florida State Fair week. Berni also announced that the men's bronze plaque- listing those

ward finanching construction of the clubliouse-had

## Drew Closes <br> Okay Season

## cept where attendance was cur

## \section*{r-}

concessions.
Spart Matthews and his Arls-
tocrats of the Air are featured as
a free attraction.

## - 4 <br> spri Th cha as Eu We We Ne ne age



## Dallas Concesh Head Broke Into Showbiz as Ball Player

## During the summer midway opTemmant works closely with susch outdoor show business luminariea (carrying on for Denny), Ed Mugh end Sammy Burt <br> alone, whereas many fairs and amusement parks have three or <br> $\qquad$ <br> $\qquad$ <br> $\qquad$

CHRISTMAS SPECIALS

##  GIFTS THE B16 3 PC. PEW PEE WEF PISTOL lighter $512^{00}$ D02. Lič AUTOMATIC Finci


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- Continued from page 65




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## CLOSEOUT

## HELP WANTED-ADVERTISEMENTS

## RATE-12c a Word

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Mintmum order 3 waiches- 51.50 extra for sample. $25 \%$
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Here's where your dollar buys some old-time value. Think of it- 8 big issues, including such "specials" as Cavalcade of Fairs, Christmas and other specal numbers-at half the single copy cost. You save \$1.
Why this special offer? To introduce the First really NEW Billboard in 56 years. EVERYONE whose time, talent or money is invested in the amusement business should use the NEW Billboard.
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## The Billborard <br> 2160 Pallerson St.

11-11

Yes, I want to iry the NEW Billiogard on sulsseription at the Special Introtuctory HALE-PRICE rates . . 8 imporTANT ISSUES ONLY $\$ 1$.

Name
Aidress
Cily
Occupation or Buainesa

## Merchandise Topics

New York
For 2 cents a card, Magic Rnce Company is selling a racing game light the star on the racing card track. A elassy Christmas stocking is being shown by George
E. Mousley. The stocking has wide ankle and toe for casy stuffing with gifts. White plush, two jingle bells and embossed Christmas wreath trim the red duvetyne slocking. The 50 -cent seller can be
personalized if desired. man Company has a magnetic bottle opener that's said to remove bottle caps without injury to the cap grooves, thereby allowing them to be replaced on the bottles air tight- $\$ 2$ number. Another kitchen toor has been brought out for a dollar. It's a 5 ported to tighten caps for canning. The five components in the itern are a cap-turn. cap lift, bottle opener. pot seraper and can opener.
For the auto accessory market Uniproducts Corporation has an nounced a Wyd-Vue auto mirror out the blind spots mirror cu out the blind spots and offers full
160 -degree rear vision. Complete with attachments, the long, thin mirror sells for about $\$ 8: 50$.
For cleaning the interior of auto etc., Domar Sales has a miniature vacuum cleaner at $\$ 3.98$ retail. It's said to opcrate on the principle of the car windshield wiper and is reported easy to install.... Sam book for youngsters "Flags of the United Nations." Each page of the $\$ 1.50$ item has a national scene with a space left blank for the country's flag. The child pastes
the aecompanying colored flags the accompanying colored flags
to the page which also may be to the page which also may be colored by the moppet. . Tropi chains with real baby sea horses starfish and erabs embedded in clear plastic fobs.
Kay Sales Company has Cham pion Bull Thrower, a $\$ 3.95 \mathrm{item}$ The plastic, colored ash tray, fin-
ished in high-gloss enamel, porished in high-gloss enamel, por
trays a cowboy pinning down bull. The novelty gag is a panel rame, awarding the title of Cham pion Bull Thrower to the selected person. . . Dreifus \& Company is offering authentic military insig nia and buttons from the Civ: five period. Twenty buttons and other military item is a hand carved serviie pipe sold by J. S. navy, air force and Marme in signe on the pipe bowl-a $\$ 4.95$ seller. Pie Attention, manufac turers! Please register yourself of supply for the following: Give away metal keys with a winning
key that will open a treasure key that, will open a "'treasure
premium'
chest; stage money with a space left blank (or filled in) 1or an advertising message. manager, Edward Bilek is now sales manager of Lux Clock Com pany.... Brocker Manufacturing Company is producing, for $\$ 3.95$ etain, an automatic lighter for lighting cigarettes while driving ported easy to install holds a tul ack of cigarettes and serves them ighted-one at a time.
Prager is marketing an imported pearlized pocket knife for 35 Red-Nela Rudolph, the weather indicator item. The famous deer swings out of a door way to indicate bad weather is a day away while Santa Claus is the fair weather indicator. The collar item is encased in a brightly painted plastic cottage 6 inches high.
Edward Thaler now is director ported to be doing a big job with Toby's plastic play food set that sells for a dollar. ... Miami Novelty Company has announced a new stainless steel watch band with buckle. The dollar retailer is light in weight, adjusts to any wrist, and will not pull on the hair. ... Creative woodcraft has nursery pin-ups at $\$ 1.50$ retail
The inch thick, hand-painted wooden pin-ups ore off-painted variety of animal styles.
reported that pitchmen are having a profitable season handling plassanitaset bags. The dust tight ments. At 10 cents retail, gif wrappings (in 3 and 4 sheet folds)
are oflered to quantity buyers by ham an electric pants presser for \$2.25. The two nickel-plated sides follow the crease of the trousers. Also, it's clammed to be iseful for pressing ties, skirta magnetic to offered by South River Metal Producted The top in accompanied by metal charms such an atar, aeroplane, fish and spake. As the top is spun elose tion moves the shapes rapidly out the top

## Pittsburgh

Miltóa D. Myer Company offers a metal Santa Claus and sleigh the foor plus bears that walk shake their head. .. Incrocei Novelitiou Company has a piggy bank that is in demand It stands straight, one eocked. one ear small pig has a light in back. A ithird sits on haunches. Max Vandervoen. of Barker Greeting Card Company, offers a Christrnas greeting, card tha plays "Jingle Bells", or "Happy
Birthday" when a crank is turned .. J. Spokane \& Company. Inc offering miniature houses horses, skylines, churches and reindeer made of plastic Harry A. Vinton Company has a Nosed Reindeer," wedding Red cane, giraffe, ${ }^{\text {an }}$ Enjoy Yours Sant and cowboys on horses lines. United Merchandise Company Inc.. has a United Nations flag em blem for the lapel. .... Penn Sale Christmas tree a green and red into sections Mullen Bros, has a line of dolls which wholesale rom $\$ 4$ a dozen to $\$ 16$ apiece. Lat ter the "New Look" stands 30 ne of 50 carries a parasol. It is cluding twins in blankets.

Los Angeles
J. \& H. Manufacturing is now ceaturing the Talking Toy Ma Porky the Pig. Item is slated for the Christmas trade and stands approximately a foot high Ma hine entertains both yoing and old. . . J. M. Berg. Beaumon Brokerage, reports excellent re sponse to the stereo-viewer and of stereo slides wide selection different Hollywood sosed of 100 color. Columbia Wholesal will be able to give immediate delivery on Talking Cards in re sprnse to large Christmas demand crording to the firm's Jim Horn

Satiafactory Sales Comprny
will be out with its No. 2 series Gadget contains cigarette-viewer full color and comes the same size as a package of cigarettes . St. Pierre's Hollywood Magic Company is receiving quantity orders for its new item, "Goofy

## Here and There:

Gem Sales Company. Detroit, is adding a supplement, advertising ncchanical toys, to its 1850 spe ialty merchandise catalog produced by Authentic inghters produced by Authentic Minia iures. Inc.. Chicago, is the Flying
Saucer. The lighter is round and lightiy thicker and larger than silver dollar. Made of non-breakble plastiglass, one side has a built-in V-shaped flint over which he striker pin is drawn. On the ther side is a choice of four celestial subjects imbcdded in is 89 cents. material. Retail price Company. Los Angeles, announces a variety of novelty items made of vitaplast, a soft, rubber-like plastic in realistic detail. Items such as reptiles and insects are handled, plus a skeleton item called Mr. Bones, which retails in a 25 tc 29 -cent price range

## BING(0) <br> PROMPI SHIPMENTS




## Under the Marquee

- WAGON JOBBERS
- PREMIUM USERS
- aUTOMATIC PUSH-BUTTON TNIVES
 $\$ 6.00$
V "PDA-KHGG" SHEARS
$\$ 12^{.00}$.an
-3 PC. PEN SET


## 

$\$ 45.00$
$\checkmark$ eversharp caplliary ATTION PEN

\section*{| Exat. price, |
| :---: |
| $\$ 15.00$ |}

Eversharp set
 $\$ 3^{.25}$
geversharp envoy st
 $\$ 7.50$
1 FOUNTAIN PEM

## $\$ 18.00$

1 EEGUSH LIGHIER



Continued from page 59
comedy clown shoes. McDonald wood for movie work.... Enrique
opened Tuesday (24) at a Tulsa, DeMell. clown, reports plenty o opened Tuesday (24) at Tulsa, DeMell, clown, reports plenty ca, where he has been playing
after closing with the Spiller seal Maybe canvamon would get more act. He's at a kiddie park at Isle upervision U they'd move around mor Fred Bradna. former equestrian his wife, Ella, caught Polack Bros.' Eastern unit recently in Tampa. They renewed acOcas, Flying Wards, Natal, Cheer-
ful Gardner, Ernie Wiswell, Alex Konyot. Sidneys, Billy Barton Arturos, Henry Kyes, Kris Krin-
kel. Victorio and Georgetti. The latter two, clowns, came to Amer ica nearly 50 years ago. In the Melvin Asp; feverend Allison and John L. Sullivarr; curator of the Then there was the old-time manage
who forbld efreus gala and boyl to who forbld etreus gals and boy to
meot because they marry off too fast.

Willard J. Oakley eaught Po ack Bros. Eastern unit while on mazoo, Mich., recently. .. John Caught Mills Bros. recently, the eighth org he has seen this

Managers object to giving supposed to-be showmen any fancy exporfonce
testa parly on the ground that the an tell at a glance.
Emmett Kelly. clown-turned novie actor, was feted in Holly tended by Allen Mowbry, Dick
Powers, Frank Whitbock. Ferbert Myan. Pepito Perez, Hank Mann Chester Conklin. Jimmy Finlay
son. Snub Pollard. Heinie Conk lin. Everett Hart, Roy Robert Mitchell Lewis, Robert Arm strong. Henry Wilson, Abe Gold
and Jack Sheehan. Enter tainment was staged by Ries
Williams and included Phil Tully. Williams and included Phil Tully. Russ Clark. Marlyn Hare. Boyce
and Evans. Johnson and Johnson. Paul Gordon and Black Brothers. A clown band also participated.

Laying out on paper a heavy grosa
thy route for 1951 would be a grea ang route for 1951 would be a grech protection tor any
poper doenn'l tear

Jim Stutz, show agent, and Orville Speer, formerly with many change of letters recalling the Circus... Hazel King, with Dai ley Bros.' Circus for nine years to the Gil Gray indoor org with her horse and dog acts.

## nemy of

With the Gil Gray Shrine or George King. Mr. and Mrs. Mar vin Wickes. Doly Jacobs, Bob Grubbs. and Haxel King, reports has the Jacobs bulls in Holly

MDSE. DIST. CO.


GUNS-II \& R-RIFLES-H \& R-GUNS af less thal hactory prices





## TYLE 4 PC. Plastic Pen Set With Knite <br> YLE 4PF GROS5-\$5.75 DOZ. <br> 4Pc. Plastic Pen Set With Floshlight $\$ 64.75$ GROSS- $\$ 5.75$ DOZ. <br> STYLE BM All Cold Fone Metal Sot <br> $\$ 59.00$ GROSS- $\$ 5.75 \mathrm{DOZ}$. <br> Pc. All Gold Metal Set With Flashlight <br> $\frac{\$ 82.00 \text { GROSS- } \$ 7.25 \text { DOZ. }}{\text { \$efts incl. Cold Embossed Price Ta }}$ <br> INTERMATIONAL PEN CORP.


 - IN CASE LOTS N. W. net
B. R. WORDEN-IMPORTER 235 W. 29th St., New York 1, N.Y

## 




NOTICE: PRICE CORRECTION

## WISCONSIN DELUXE CO.



Hotrest Sales sensation!
BE FIRST IN YOUR TERRITORY MAKE UP IN THE DARK

5 in 1 GLAMOUR KITI!

BUIITTM FASMIGHI-STURDY COMPATI IPSIICK BRUSH CIGAREITE CASE CIGARETE LIGHTER

 PINES C0., 5831 W. 3rd St., Los Angeles 36, Calit.

## GPISTDL LIGHTERS, JEWELIEY \& RINGS <br> end for catalogue <br>  <br>  <br>  <br> 

pocketful of sss every day SALESMEN JOBBERS DISTRIBUIORS



Fashl Mew Itree-Star Set
 ARGO PEN-PENGIL CO.

## SALESBOARDS



## Salesboard Sidelights

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## USED COIN-OPERATED MACHINES




## SALESBOARDS—JAR IICKETS NEW LOW PRICE

嫘
Michigan city noveliy co.
USE BLACKHAWK BOARDS


CALENTINE NOVELTY COMPANY




HOLIDAY SPECIAL
Save Money!

All for $\$ 12.00$ f. 0. 8. Peoria

Gam Sales Campany

## TURKEY

PUSH CARDS

## ment, aur 1950 line of aterne

 tive nind unusual Turkey Pueh WRITE FOR FREE CATALOG W. H. BRADI' CD., Mfre. Established 1914HIPPEWA FALS. WISC.

## FIPIRE <br> PAY YOUR RTNT <br> WE ARE NOT HIGH in PRICE WI ARE NOT TOO LOW

 ors by running aut of sTock. SAVE



WHOLESALE JOBEERS


TURKEY
PUSH CARDS
We stock hundreds of different sises
and styles. Ordens shipped immediatelv.
Writa for price tist todayi

IRAYMERTZECO


DUTSTANDING BDARIDS DAFINITE PROFIT BOS, (D) SEALETBD
JACKPOT BOAROS ISP; COIN STYEEBD

## COIN MACHINES

## PREMIUM BIZ CONTINUES STRONG; PREP FOR XMAS

## Distribs Expand Personnel, Space <br> To Handle Lines; Availability OK

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## CM Biz Pendulum

 Starts To Swing Up After Low EbbReactivation of Militory, Upped Defense Output Ups Receipts, Sales

## At Quick Pace

UNION CITY, N. J., Nov. 4. er, the registration flow thru Amer (ASLI), headquarters here is proable the organization to reach its fore the December 20 deadline predicted this week.
erage of about two complete league registrations a day since mid-Sep
tember" he stated. With league comber, he from 6 to 14 teams and ers, he said the ASLI office has
been processing about 20 teams a The rate is expected to double

## More Coin Products Getting UL Approval

 CFICCAGO, Nov. 4-Proof of theenginering advances made by the
coin machine industry in the past
few years is pointed out practically
every week by equipment un ier
scrutiny at Underwriters' Labora-
tories (UL) testing stations in Chj-
cago. New York and San Fran-
cisco. While this non-profit org
was founded in 1894, it has only
been in the past 15 years that coin
machine manufacturers began us-
ing tis services.

## ZacharyNamed

 Sales, Manager

## Units Get Big Play at Port In Maritimes



SERVICE TIPS ON NEW GAME

## the listallation of a new blue- print machine. Universal In- dustries now offers a service fature sor operators which

feature for operators which
will describe the best methods
of trouble shooting when
making service calls on new

## MUSIC MACHINES

## MOA EXEC SESSION OKAYS '51 CONVENTION IN CHI

## Vote To Incorporate Committee, Push PR, Get Legislation Report

\section*{ <br> | ednesday and before adjoug. Fad laid the ground workencond annual MOA Convenand Exhibit to be held atme hotel March 19-21, 1951 |
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|  |  | <br> 3 House Tunes Build Off-Season Grosses}


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| AMOA Shindig |
| Attracts 600 |
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 tional counsel for MOA, was o
hand to advise the meeting on leg
islative activities undertaken by the organization in recent month

Incoriorate Commitice
move to incorporate the exec utive board at the last convention, that it could be given further
study, was brought to a conclusion this week when the committee ap-
proved such a move. final session
Prior to the fins offers of
Wednesday afternoon, offers
Juke Orgs Plan To Step Up PR
Local Programs
Many Associations Already Underway With Local Drives
CHicAGO, Nov, 4 -Stepped-up


## Dime Play Tests Still Hit-or-Miss

Results Run Gamut From Failure
To Success Depending on Locale
CHICAGO, Nov. 4.-The subject
dime play on phonos came in for an airing in unofficial talks b the Musie Operators of America
(MoA) meeting here this week with the resultant consensus that
dime play, on new phonographs
placed in top locations, might pay much to do with the final outcome Rising costs of doing business
from the employee level to the cost of merchandise, has sliced operato
net income steadily, until, mor to test dime play, some new pieces
have been equipped with 10 -cent
chutes and placed on location. Results, as 'reported by thos
operators who tested the higher

## Rock-Ola Sets

New Ohio Rep
CHICAGO. Nov. 4.-The Ro
Olat Mantacturing Company
Art Weinand. vice-president Art Weinand vice-presiden
charge of sales, this week nounced the appointment of Le
Dixon as distributor in the Youngs
town lown, Oin territory. Dixon, to
gether with his four sons. Will han-
dit the complete Rock-Ola line,
including the new Rocket 51 - 50 " phonograph.
ereasing a $\$ 60$ a week stop to $\$ 128$
per week, and maintaining the
latterlevel
mer a per months.

| Net Return Drow | One of the new State orgs Colorado Music Operators' A |
| :---: | :---: |
| Major concern of the operators | ation, formed only a few m |
| w is the dimishing return on | ago, has already started |
| elr investment. One said it was | to gain favor with the |
| costing him 83 cents of every dol- | Sparking the program is |
| lar to keep his operation running. | Roberts, who was unanimously |
| hile thls was higher than most. | elected to head the group. and |

## NORTHWEST OPS URGE CONCLAVE

 Five-States Regional Convention Seen Certain To Resume in 1951

By Carol Hutler
WASHINGTON
fering bargain prices isn't reces sarily the best way to win customers, declares Max Silverman,
who relies on a very varied selecWho relies on a very varied selec-
tion and special services to keep tion and special services to keep
juke box operators coming to his the Quality Music Company
store-an outlet which reaps 98 per cent of its sales from popular Silverman numbers 57 opera-

| RELIGIOUS DISKS. . Operators can get extra plays with rellglous records reports John P. Scont, Meigs Music Company, Pomeroy, O. Scott says religious records in his area have been very much in dernand since Fed Foley's "Closer Walk With Thee" made a hit with the juke patrons. Scott believes operators, by carefully selecting several such disks and placing them in their boxes, will find their grosses on the increase. <br> FOLLOW REQUESTS. . . . There is varied thinking on the subject of request numbers, but the Gilbert Music Company. Detroit, has definite ideas on the subject. Firm <br> officials say "follow up on requests, as it shows interest on the part of the juxe box customers. It costs just as much to put on a request as it does a number of your own choice. The results on a request are far superior to that of your own choice. It further puts you and your location owner on a firmer business basis." <br> TOO LITTLE TOO LATE. <br> Once again the subject of distribution comes up, this time from Max E. Rust, Muskogee, Oklat, operator. Rust points to poor distribution of records in his territory as the cause for holding up the growth in popularity of some <br> (Continued on page 81) |  |
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## So. California Ops Plan New Music Org <br> Wallach Spearheading Move To Form

 SCMG; Seek Fair Trade Act Coverage LOS ANGELES. Nov. 4.-Plansfor the orgenization of music ma- Miller association, Wallach

said. He added that he had beeen | for the organization of music ma- | said. He added that he had been |
| :--- | :--- |
| chine operators into an assoela- | encouraged in his task here by Al |
| tlon, to be known as Southern Cal- | Denver and Sid Levine, of the Mu- |
| ifornia Music Guild (SCMG), have | (Continued on page 81 ) |



## Balk Named to Brandt Post

 Went beirere tuing whit worit
$\qquad$
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$\qquad$
$\qquad$

## FORMULA FOR PROFIT

## Record Supplier Has

## Special Op Program

tors among his regular customers. business with him: First, he features an unusually comprehensive stock consisting of about 400 labels.
An operator who has a varied
clientele ean easily get something clientele ean easily get something
here to suit all tastes; secondly Silverman keeps a sharp lookout
on the record business in all parts of the country. He has contacts in posted on what numbers are go-
ing over well and in what type of localities they do best. Nor is this
information at all dated, for Silverman's up-to-the-minute com-
munications come to him via longdistance telephone. He watches itrends in other cities and if he sees
some sleeper coming to the fore that a little pushing will probably

Offer 45 R.P.M. Disk Programs
HARTFORD, Conn. Nov. $4 \cdot-1$
setst of a projected series of 25 First of a projected series of 25
sets of records for the non-pop $45 \mathrm{r} . \mathrm{p} . \mathrm{m}$. Seebure phonograph was released this week. by R a wh
Colucci, head of the Record Shop Colucci, head of the Record Shop
and Seaboard Distributors here. and Seaboard Distributors here.
The sets will be promoted to operators thru Seeburg distribu-
tors, he said, who will receive
mimeographed lists of the sets


## through Trouble-free Performance

Peace just doesn't bappen-it alwiys has a causel Peace isn't luck, it isn't nature, it isn't a gift. It is an earned treasure, bought with hard work and skill and unswerving fidelity to ideals. Strip any music machine of its external covering and you come directly to its heart-the mechanism!

Here is the main source of peace on one hand or trouble on the other. The sturdy, precise, time-proven engine of the AMI juke box is its record changer. Here at last is peace for the music operator, the precious peace which means joy for his work. profit for his invested dollars.


GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

## the billboard Music Popularity Charts

## - Album and

 LP Reviews
## DEMO JUKE IN

 GOP MEETINGA juntown, Pa. Nov, possiluy Democratic músic poossary mathin moved in on the Repubican
palitical campalkn hire
EAl

 gress, was making
when it happened.
The mayor was praising Republicans and Governor Duff, Republican candldate for the U. S. Senate, at a rally Wars Hall when he was interrupted by the strains of
juke box music. Juke box music. Where is that Demoeratic musicianp" asked the mayor. "Somebody put an unwar-
"The tune was The Object of My Affretions, played by Sapmy Kaye.

## Dime Play Tests

## - Comtinued from page 78

the general average cost of opera
tion has risen steadily since th outbreak of the Korean war On the ineome side of the ledger, operators reported a definite drop
in income during the period since in income during the period since
the war started, and especially
since the increased income tax de
duction sehcdule went into effeet
October 1. An operator with an
investment (boots value) of more
investment (book value) of more
than $\$ 100,000$. reported he would than $\$ 100,000$. reported he would
receive slightly less than 7 per
cent on his bivestment this year. - Promsntion Prazruims Promoting juke box play by motions was quoted as one way of maintaining grosses at a profitable
level. The dime play tests remain level. The dime play tests remain
strictly tests. In one area some
40 new machines are on loeation 40 new machines are on location
with dime chutes, a combined test being made by three operators
simultaneously. However in most areas, operators agreed, a myriad of tactors pecullar to that section
would have to be overcome before the dime play tests could even be started

## Juke Orgs Plan

- Continued from page 78
who lias gained for the association and its individual members. frantpage newspaper publicity thru the
charity drives. juke and record clarity drives, juke and record
giveaways which the association giveaways whic
has undertaken


## Are Your Children 'Emergency Orphans'!

"Aw! Dad's got another service calf!" And there goes the afternoon at the game with the kids an evening with the tamily at the movies... noi to speak of a few more bucks off the profit side of the ledger
If you are operating unreliable equipment, get a fair shake for yourself-your family-your busi ness. Operate the phonograph that sets the stand ard for trouble free performance!


## MOA Exec Session

- Contimued from page 78

MOA were guests of the Phonograph Manufacturers Association Les Montooth, president, and Chet Johnson, secretary of the Central States Phonograph Oper-
ators' Association, Peoria, 111 ., preators' Association, Peoria, tll., pre-
sented Miller with a gavel prior sented Miller with
to the adjournment.
o the adjournment. during the three-day meet, in addition to Mil ler, were Al Denver, first vice-
chairman; Ray Cunliffe, second vice-chairman; Charles Hannum third vice-chairman, and $D$. $L$ Steinberg, secretary, Clem Stet Son, scrgeant at arms, was the only Levine, counsel, also altended ail sessions.

## Offer 45 R.P.M.

- Continued from page 78
ture recordings of different rangements or artists.
Colucei declared his purpose is
to ald operators who are still feel to ald operators who are still feel-
ing their way In tune selection out of the current pop-hit category. Thus, each package will include
a program of 10 classicals, 10 old favorites and 5 records each of


## the billboard Music Popularity Charts

## - Record Reviews



## HOT JAZZ

BUD POWELL TRIO

| verything Happens to Me <br> ROYAL ROOST SIE-This lovely is grested pretitity in the wop modern $88-\mathrm{ing}$ of Powell. | 64--70--63--6 |
| :---: | :---: |
| Indiana <br> This secondary bop anthem servet as a fly vehicie for tome weedy, Imaginative Improvisations by Powell. For boppers mainly, | 67--73--67--60 |
| ENNY MANN <br> Deep Purple <br> SEYMOUR 9B-Mann affects a tenor styling sti betweon Coleman | 55--55--55--55 |
| These Foolish Things <br> Another tasteful tenar sax effort by Mann displayyng the infuences on thits standard. Erief | 55--55--55--5 | polkas, rumbas, waltzes and in-

strumental fox trots. to make up total of 80 sides.

## AMOA Shindig Draws 600

 - Continued from page 78 ment manufacturers, distributors applauding a long list of entertainers, emseed by Joey Adams, comic, and highlighted by the apGeorge Montgomery. Talent included Bil! Graves and Company, Alan (Blackie) Shackner. Tony Canzolleri, Mark Plant Alan Dale, Yma Sumac, Billy Williams Quartette, Dick Brown. Theresa BrewMariners and Don Cherry. Marty Beck fronted the band.A written statement by Albert 5. Denver. AMOA president. distributed at the event pegaed the suecess of the association to problems encountered during the past 13 years. He wrote:

Every situation affecting your and securfty that only an aggres

## 3 House Tunes

- Continued from page 78 swn nickels, in addition to those
which we leave with the box, to whill it for additional play from
ustomers.
lickel intake on the phonograph, Inder the "house record" plan, is the tone-deaf customer who mere$y$ "wants to hear ne musie"
while enjoying drinks in the tavorn, a meal in a restaurant, etc "rhis type of customer is likely to hand a waitress a.quarter or half a dollar, and ask her merely to play some nusic," Johnson said. "Invariably. the records whieh will be played will be those which the
personnel of the location themselves like a hear and, we find. play is invariably better due to this reason.

Metre Cherke
Since he started out on his house record plan two years ago check on the play on such records, and reports himself invariably surprised, albeit agreeably, to find that the house record play usually
exceeds that of even the top-paexceeds that of even the top-pa-
rade number of the week. "One of the best features about allocalt-
ing these three record positions to the house. is the faet that thell requests are usually for good. clean records, such as nostalgic old favorites of a few years baek,
waltzes, semi-classical musie, ete..; Johnson said. "Only once in a while does a loeation owner ask for hillbilly or similar short-lived tunes.'
Location owners ire always pleased, says the Northern Florida operator, when the servicemen, arriving at the phonograph to change have you chosen this time?" When the servieeman earefully picks out the records which are asked for, the location owner feels that Pan anva City Musie Company has personal interest in his own entertainment, and will reeiprocate by customers, and making sure that goes into operation whenever there is a lull or dull period in the evening.
tion ow must remember the locasplit," Joer over and above his this, we have found, is the most profitable way of doing

## Merchandising <br> - Continued from page 78

platters-and the resultant loss cites as an example the tune "Rementber Me" whieh, in rust's opinion, would have hit the No. 1 spot in his area nueh faster had
the record distribs been able to the record distribs been able to
get the platers to him more get the platters to him more so late in being filled, he was only able to get about 60 per eent o its manhines to ride the tune thru getting the distance of the units sides arrived.
NEW COIN? Wrices are going up, C. J. Weaver, Beulah, at the says, but musie stand for sells price-5 eents per rendition. According to Weaver, that niekel he gets in for each play is, ae-
cording to present standards, Worth about $21 / 2$ eents. As a soluthe stump for intermediate coin-age-saying that what the country needs these days are new coins for $21 / 2$ and $71 / 2$ cents.
sive, wide-awake association can of bus n numerically small group of business men. Hoping for things thing about it aecomplishes nothithg. Accomplishments come only thru the laying of carcful plans and the practical working out of are fully completed." Predictint continued the assochation as it entered for 14th year, Sidney H. Levine, attorney, wrote in the journal:

You have gained the respect of operators of phonographs ihruout presentry. The reason for AMOA's to the faet that you have always eo-operated with the excellent representatives that you have ehosen took gor the fut cestinies. The outlook for the future is indeed bright "The increased costs of equip-

FIRST SEEBURG 45 PHONO HITS CHI LOCATION

CHICAGO. Nov, 4. The $45 \%$ Seeburg Select-o-Matic location. here was placed Thursday (26) by Charles Witmoth s Tri-County Music Company. Spotted in a tavern on was "out and workin" "within one week after it appeared on loeal distrlbutor's floor (Atlas Musle Company) as a display unit.
ment. labor and general operating expenses, as well as the problems reated by television-whieh were such pressing issues a short time ago-are being laken in stride, and profitable years of operation that lie ahead.

## So. California Ops Plan

Confinued from page 78 (MOA). challman of the pormporary or
sic Operators' Association (MOA). challman of the temporary or -
Wallach said that one of the first \&anizing committee, is planning a things that he has seheduled for dinner ineeting at the Rodger the non-profit organization, SCMG. is to place the music business in the area covered under the CaliCornia Fali. Trade Aet. This is similar to work already accomplished by Miller's group.
al have visited the music operators in San Diego, San Bernar. dino. Pasadena, Long Beach. Glendalc. Burbank and other Southern Callifornia cities. and 1 have been astounded by the reception that forming a trade organization." Wallaeh said. "I have been promised active co-operation and parwallach
Wallach. who has the title of

Young Restaurant. November 14, at which the plan will be diseussed before a general group of operaberore a gencral group of opera-
tors. The chairman said that it was his plan to have Ifarrison $\mathbf{W}$. Call, San Franeiseo attorney, and Mil-
ler explain to the members the ler explain to the members the Trade Aet. Servine on the committee for the session are Robert Bard. Bard Music Company ; Frank Navarro, N a varro Phonograph
Service. and Sam Ricklin Cali Service, and Sam Rieklin. Caligeles: J. L. Stephens. Stephens Musie Company, and R. E. Boyd, Boyd's Musie Company, San Diego, Naurice Pieree. Acme Phono Service, Pasadena; Bud Holloway, Bernardino and Hacold Tureen Bernardino. and Harold Tureen. Long Beach.


THE 1250 IS THE OPERATOR'S PHONOGRAPH DESIGNED TO MAKE YOU MONEY

## tue bulboaro Music Popularity Charts

## - Album and

 LP Reviews

|  |
| :---: |
|  |  |

Record Supplier Has Special Program for Operator

| Makes iers. | have the same hypoing e the disk here. |
| :---: | :---: |
| for 29 | Disk News |
|  | Latest news about these record |
|  | trends is always imparted to. the |
| 60 | operators, who depend on Silver- |
|  | man as a sort of weather vane. |
|  | ny of them like to deal with |
| Love; | him, rather than with a distributor for a single recording company, |
|  | because he has access to all the |
| to the | recordings of a particular song. |
| on the | Whereas the regular distributor |
| $\begin{aligned} & \text { and some } \\ & \text { and } \end{aligned}$ | would be inclined to plug his own |
|  | product, Silverman, wha was him- |
| turr. | gives his operator customers his |
| 78 | of Molasses-to cite an instance |
|  | of a song he has decided opinions |
|  | on-wili do best on the Jukes. Since |
|  | his proflt is always the same, they |
| oy | can rely on his advice. |
| tre | In addition to getting an |
|  | biased opinion, the operators can |
| per. save time by getting all their rec- |  |
| siy ords at Quality Music instead |  |
|  |  |
| $\begin{aligned} & \text { taven } \\ & \text { pek } \end{aligned}$ | shop is geared to give extra fast |
|  | service to operators, as well as |
| fare | boasting aclequate facilities for |
|  | playing the records. The typieal |
|  | transaction probably takes less |
|  | time than the ope |
| 73 | to spend at each of the distrib |
|  | tors, Silverman avers. The |
|  | age visit, he estimates, takes about |
| Mand; | 15 or 20 minutes. Of course, Silv |
|  | man adds, the operators get a dis |
| Mandy, | count on their purchases |
| Iginaliy | As a special service Sllverman |
|  | often types up record strips |
|  | operator customers. |
| sound | C |
|  | operators dealing with him |
| nbonist | fall into two categories. Sllver- |
| e late | man explains-the small opera |
| janz | who buy all their records |



# VENDING MACHINES 

## Discuss Need For Good Will At Conn. Meet



## 2d U-Serv-U Unit Opened in Boston <br> Filene's Eliminates Promosh as New

 Bank Is Started at City's Airport

Newman Joins Banner Corp.

## Man has joined the Banner Candy

 ecutive in charge of sales to vend concesslonaires.Newman was associated with
ason au Magenheimer until reMason au Magenheimer until re-
cently when he set up his own cently when he set up his own


The new veriding
$\qquad$
Two Chi Ops Merge Firms


NAMA Meet Sets New Record For Advance Registrations

## Price, Availability To Keynote

 Business Sessions of Convention| Chicaco . Novi 4- With apexhibits and a record-breaking |  |
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# Martin Candy 

Mechanism in DuGrenier Unit


## 5c Price Butt of ABCB Convention

## Small Bottlers Blast Leaders-Latter Say Biz Is Fine; Beaman New President

$\qquad$
Arctic Adds Two Reps on East Coast
Cig Ops Hype Calif.
Red Feather Program

 Shelves Candy Machine Deal
NEW YORK, Nov. 4.- Point-of-
sale advertising on candy venders,
launched last spring by Vend-Ads,
Inc., has been shelved, it became
known this week. A easualty of
the price squeeze on candy bars
and experimentation with dime
bars in many areas, the program
has been set aside until the price
situation becomes more stable, ac-
cording to Sherman D. Gregory,
executive.
He said the agency no longer
found it possible te guarantee spe-
cific coverage ln any territory to
candy manufacturers buying poster
space. Vend-Ads will "sit tight
until the situation straightens it-
self out," he said.
The program, set up in associa-
tion with Automatic Canteen, par-
(Continued on page
$\qquad$

## Off the record, Welch salesmen

 their orders or dropped the barVend-Ads Firm


Victor Fosenthal here "diver-
sified" his business last week
razors. entire wall of the laundry now featurcs the razors, rors, and permits the beoff the stubble for 25 cents,
in addition to getting his wash laundercd

## industry during August and September.

## VICTOR'S TOPPER LINE ot $] \frac{\text { 阴 }}{\circ}$

IS TOPS IN MODERN VENDING


VICTOR VENDING CORP.

## Sandy Mac Tight savs



## ROY TORR

LANSDOWNE, PA.



## NAMA Convention Program

## SUNDAY, NOVEMBER 12, 1950

 Grand Ballroom-Palmer House9 a.m.-"Rouser" Breakfast-Grand Ballroom
Musical entertainment by Leo Terry, organist 9:45 a.m.-Call to Order by tre Prestrient
9:50 a.m.-Invocation
The Rev, Irvlñ E Deer, Administrative As-
sistant. The Church Federation of Greater sistant. T
Chicago.
9:55 a.m-Posting of the Colors
Color Guard 131 st Infantry, Illinois National
0 a.m. Pledge of Allegiance to the Flag
0:05 a.m. National Anthem.
10:05 a.m.-The President's Address and Welcome George M. Seedman, Rowe Service Company, Inc., Los Angeles. Running Your Business-or Is Your Are You Running You?
John W Mock, management consultant
10:50 a.m.-"The Role of Automatic Merchandising in America's System of Retail Distribution Dr. Delbert J. Duncan, Professor of Marketing and Distribution, School of Business and Public Administration, Cornell Universlity. Ithaca, N. Y.
11:30 a.m.-Annual Business Meeting and Election
12:30 p.m. Oppening of the Fourth Annual Exhibit. hibit Hall.
MONDAY, NOVEMBER 13, 1950 Beverage Operators' Day Grand Ballroom-Palmer House
a.m. - Call to Order and Preface to the Day's DisEussions.
Edward C. Wllliams, Beverage Operators Day Chairman, Spacarb of New England,
Ine., Boston. 9:15 a.m.-Trends
9:45 B.m-Fure of Automatic Merchandising. Vending Operations: Professor William T. Ingram, Associate Pro-
fessor of Public Health, College of Engineering, New York Universlty, University Heights, N. Y.
Progress Report of the Research Project of
the NAMA Cup Vending the NAMA Cup Vending Division and What It Indicates:
Dr. W. L. Mallmann, Michigan State College, E. Lansing, Mich.

10:15 a.m.-The Shrinking Nickel: Problems of of rising costs and under the nickel's limita-
Cup Operator's Experience:
W. H. Mason III, Mason Automatic Vending Bottle Beverage Operator's Experience: S. Maurice Whiteraft, Automatle Beverage Company, St. Louis.
10:45 a.m.-Vending's New Crisis: The Operational Outlook in a period of Transition to a DeTense Economy.
Machine Manufacturers' Outlook:
For cup machines: I. H. Houston, President, Spacarb, Inc., New York.
For bottle beverage machines
Robert W. Wagstaff, Vicc-President, The Vendo Company, Kansas City, Mo
For sirups:
George T. Herold, Sero Syrup Company, New York.
For cups:
E. C. Sculy, Lily-Tulip Cup Corporation. 1:45 a.m.-Discussion Pertod.
5 to 9 p.m.-Exhibit Hours, Fourth Floor Exhiblt to 5 Hall.-Exhiblt Hours, Seventh Floor Exhibit p.m.-Exhibit
Hall
Concurrent Evening Sessions
:30 p.m.-Informal Round Table Discussions-

- Grand Ballroom.

Candy-Gum-Nut-Biscuit Operations:
Discussion Leader-Nick Novasic, West Alle Discussion Leader-Nick
Vendors, West Allis, Wis.
Cigarette Operations.
Discusston Leader-Harry Rosen, Allegheny Beverage Operations.
Dlscussion Leader-M, J. Estrem, Cupteen, Minneapolis
7:30 p.m.-New Horizons in Vending: Success in
New Ficlds of Vending; Experiments in New Fields of Vending; Experiments in Bringing. New Products to Vending.
(Room 14 -Club Floor)
(Room 14-Club Floor)
Chairman-G. R. Schreiber, Editor, Vend. Look-Back and Outlook for Milk Vending by a Pioneer.
Everett J. Newcomer, City Milk Vending Service Corporation, Maspeth, N. Y.
Testing New Vendibles and Their Machines Testing New Vendibles a
for Practical Operations.
Meyer Gelfand, The G. B. Macke Corp., Waunching Into Vending on a Diversified Basis
Staniey Basis.
Staniey A. Kateher, Vendomatic Corporation,
Tucson, Ariz. The Growth of Ice Cream Machine Manufacturing and Outlook.
Gordon W. Haase, Arctic Vendor Sales Cor-

## TUESDAY, NOVEMBER 14,1950

Candy, Gum, Nut and Biscuit Operators' Day Grand Ballroom-Palmer House
9 a.m.-Call to Order and Preface to the Day's Diswilliam
Whaiam Fishman, Candy Operators' Day pany Chicago
a.m. The Shrinking Nickel: "Is candy vending

Continuing to Operate Under the Nickel's Limitation and the Outlook for Conversion mat Corporation of America, Baltimore.
: 45 a a.m.-Diversification: "Making Do With What's Avaliable for Vending.
Maurice $L$ Heffer, Jo Maurice
Chicago.
10:10 a.m.-Vending's New Crisis
Situation and Outlook for Candy Vending as America Prepares for Global Defense in an Atomic Age. Candy Merchandise Outlook Phil Gott, president,
Association, Chicago.
10:30 a.m.-Operating Under Defense Conditions Defense and Military Establishments: Pau I. Berkley, Vendex, Inc., Newark, N. J. Dayton, Smoky Mountain Canteen Co., Oak Ridge, Tenn.
11 a.m.-Per Machine Taxation and Its Effect Upon the Candy Cost Picture. Counsel NAMA.
1 to 6 p.m. Exhibit Hours, Fourth Floor Exhibi 6p.m.-Exhibit Hours, Fourth Floor Exhib
Hall; Seventh Floor Exhibit Rooms.

## Concurrent Evening Sessions

7:30 p.m.-Informal R
Candy-Gum-Nut-Biscuit Operations
Discussion Leader-Don W. Huck, Canteen Cigarette Operations:
Discussion Leader-Louis Risman, Mystic Automatic Sales Company, Medford, Mass. Beverage Operations:
Discussion LeaderDiscussion Leader-Raymond H. Lunn, Dis-
pens-O-Matic Co., Inc., Schenectady, 7:30 p.m.-."Pioneer Vendors" Sessions-Room 14, Chairman-
Chairman-J. D. Brodsky, Illinois Vending Co., Chitago. chine Construction for Penny-Bulk Operations:
spection Bureau, Chicago Health Dept Spection Bureau, Chicago Healh Dept "The Shrinking Penny"-How to maintain limitation of the penny
Ben L. Rauch, Fort Worth, Tex.; J. J. Crosby, Peerless Weighing and Vending Machine Corp, Long Island City, N. Y.: Robert K. Hawthorne, New England District Manager, Ford Gum and Machine Co., Inc. Lockport,

WEDNESDAY, NOVEMBER 15, 1950 Cigarette and Cigar Operators' Day Grand Ballroom-Palmer House Cussit to Order and Preface to Day's DisArch C. Riddell, Cigarette Operators' Day Chairman, Harmony Cigarette Service, Inc. Pasadena, Calif.
9:15 a.m.-Public Morals and The Sales-To-Minors Problem:
Operators' experlence:
George M. Seedman, president, NAMA, Rowe Serviee Co., Inc., Los Angeles. Experience of the Tobacco Industry:
Robert M. Ganger, executive viee-president, $\stackrel{\text { P. Lorillard Co, New York. }}{\text { Summing up, from the point }}$ Summing up, from the point of view of an industry attorney:
general counsel, illnois counsel, NAMA, and sociation.
10 a.m.-Cigar Operatlons Today-A Natural Adjunct to Cigarette Merchandising.
S. M. Malkin, Malkin-Illion Co., Irvingion, a.m. Upon Cigarette Sales. ing. Barton, Director of National AdvertisMatchook Match Division, The Dlamond a.m. The Shrinking Quarter-The problem of maintaining service during conversion or price change.
Middle West: William J. Sehmidt, Indiana Vendors, Inc., Indlanapolis.
South: Sidney J. Kronenberg. The Alamat Co., Birmingham
dise Vendors. Houn Schultz, Ace Merchandise Vendors, Houston
11 a.m.-Vending's New Crisis: Top-noteh truck mains in the face of possible automotive shorttions in the face of possibe ats.
Presented by leading automotive companies -Chevrolet, Dodge and Ford.
11:30 a.m. Discusslon Period.
12 to 4 p.m.-Exhiblt Hours.-Fourth Floor Exhibit Hall; Seventh Floor Exhibit Rooms

## BLUMENTHAL BROS.' RISE TOLD BY YOUTHFUL EXEC

PHILADELPHIA, Nov. 4.
Blumenthal Bros., Inc., a family one of the top producers of chocolate candies in the U. S. . has three reasons for existence, according to 39-year-old Bernard Blumenthal, presldent.
They are: (1) to support the as good a product as possible and still make a normai profit; (3) to and their families. "Since ours is a family company, we like to hir thal states. The company, which has a 5vending machines. was founded by Joseph Blumenthal, father of
the present firm head, 50 years the present firm head, 50 years
ago. Before then, he and his seven brothers had opened an extrac enough profits to feed the family
Expmirle Productm
Tho its original product wa o: the firm's annual gross of cen of the firm's annual gross of over
$\$ 10,000.000$ comes from chocolate coatings, powders and liquors. The nickel ehocolate confections. all of

Which are sold extensively to the candy vending trade, according to ever, is kept for consumer good will, and "barely consumer he declares
He explained that some 30 salesmen, service about 4,000 account hruout the United States

Comnary View The Blumenthals, which include Moses Blumenthal as chairman of
the board and two cousins in Vice President Samuel and Secretary President Samuel and Secretary situation this way: The Industry as a whole cannot finance the inventorles it would like to have With this the case, it is expected (price-wise) product, cocoa beans will assume product, cocoa bean with other commodities. Tho 25 to 30 cents a pound may be considered a good price, this can change as other commodities con tinue to rise.
Since firm's inventories are "ex cellent," Blumenthal Bros ford to sit tlght for Bernard Blumenthal here. And to Bernard Blumenthal, who went to
work for the company in 1933 and became president in 1944, "the fubecame president
ture looks good."


## See the nation's finest dispenser on adisplay

AUTOMATIC PROOUCIS CO.


FROM EVERY LOCATION With the New Zonthwectery CABINET STAND


| WRITE FOR DETAILS |
| :--- |
| OR SEE YOUR DISTRIBUTOR |
| THE NORTHWESIERN CORPORATION |
| 829A ARMSTRONG STREET, MORRIS, ILI. |

## 2d U-Serv-U Unit in Boston

$\frac{\text { SONG \& DANCE }}{\text { NAMA Sets }}$ Fun Fest at '50 Banquet chemo naw in in music and dance routines will high
light the entertainment portion o the 1950 National Automatic Mer
chandising Association (NAMA) banquet which will elimax the House here Wednesday evening
$(15)$. Program will be presented
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## Keeping Lid On



## Vend-Ads Firm

Continued from page 83districts, each with about 4,500leading bar plugged on all Can-
were set at approximately $\$ 3,600$
a district.
women's hosiery on glass shelves
in sizes from 9 to $101 / 2$, operating quarters.
Volume for the first week of operation at the airport vending the first week of op of the bus
terminal location despite the abterminal location despite the ab-
sence of newspaper and radio plugs used on the first opening, which used on the first opening,
$\qquad$
$\qquad$


VEEDCO SALE CO.
Bat Gumi aubibiez: Kainbew Daena. 25 t BADGER SALES CO., INC.

FREE-FREE VENDALL CANDY VENDORS

PFERLESS WEIGHING and VENDING MACHINE CORPORATION
have a select number of
"ON LOCATION" scale routes available IN VARIOUS SECTIONS OF THE UNITED STATES.

## TERMS AVAILABLE

routes include all famous makes of scales.
CONTACT
MR. L. D. CHAMBERS OT MR. J. J. CROSBY,
ROOM 708 At THE PALMER HOUSE
DURING N. A. M. A. CONVENTION IN CHICAGO, NOVEMBER 12-15

OR WRITE TO DEPT. $B$
PEERLESS WEIGHING and

WELCOME TO CHICACO FOR THE N. A. M. A. SHOW

top ValueLOW PRICE!!

## Topperplif Verndirs and you whil find thet

 the oquathince cannot

 R. H. ADAIR COMPANY

## 5c Price Butt of ABC Meet

bottlers, and they made their posi- national company dictates price
tion
 the 5 -cent bottle of beverage, de- price question beforc the general claring it should be relegated to dise dsion, appeared fairly unani-
man's memory like the two-bit mous on the need for a raise in
mor man's memory like the two-bit shave and a haircut and the 5
eent glass of beer. Chier hurdle, it was reported, is
the resistance io price increases Coca-Cola botterers, who make up
approximately 50 per cent of the approximately 50 per cent of the
billon-dollar a ycar industry. The bilion-dollar a ycar industry. The
rest is sald to bc split among Peprest is sald to bc split among Pep-
si-Cola, Royal Crown Cola, Seven-
Si Si-Cola, Royal Crown Cola, Seven-
Up and scores of other companies. Up and scores of other companies.
The typical operation, however, Mecording to an industry spokes-
man, produces only 100,000 to man, produces only 100,000 to
150,000 cases a year. Curent con-
sin sumption is approximately 24,000 , oio, oot bottles a year (a consump-
tinn rate of about 162 per capita)
The There are about 6,500 bottlers in
The oourtry
The larger bottlers listened poThe larger bottlers listened po-
litely to complaints against the litely to complaints against the
nickel price and then one of them
commented:
trying to take on a champ." Most of Five-Cent Poll speakers said they were in business to make money
and they couldn $t$ make much money selling poD for 5 cents a bottle They doubted whether Co-
ca-Cola could make money at this price either and some even sug-
gested the big company was selling ${ }_{\text {Botiler }}$ Ed Broughton, cp Ashtabula, O. satid he thought many
Coca-Cola bottlers would raise Coca-Cola bothers would raise
their price if the Coca-Cola
company would stop its " 5 -cent national advertsing. Ye and other
speakers said this national adversising by the Coca-cola Company
sita forced local bottlers to hold the going in the red.

Panel Talks
Walter Sams, owner of 23 Coca-
Cola bottling plants in Virginia
Sot dirikn priceited howerer san
 por tor bentsat butie and some brands were priced at six bottles
for a quarter. The seriousness of the squeeze between rising costs and a fixed
price was brought out by John J. Riley, permanent secretary of the Washington-quartered group, who cautioned that there is bound to be a wide variety of views, since
there is a wide variety of conditions in different parts of the

## Further Hikes

The prospec of further increase in the industry's volume was premingham. He urged that sales efforts should be stepped up and that consumption by 1960 could capita. He reported that two States have already passed the 250 figure, and seven others are
above the 200 mark. West Coast bottlers and soft drink retailers have hardly scratehed the surface possible per capita consumption
It was announced that the 1951 ABCB convention would be held

## Gott Sees Ample

 Candy Supplies In War Emergency
## COLUMBUS

## More than ample supplies or

 candy in the event of another waremergency" was the prediction of emergency" was the prediction of
Philip $P$. Gott, president of National Confectioners' Association (NCA), at the Ohio state Tobacco Distributors' (OSTD) mefting here

A

$$
\begin{aligned}
& \text { machine manufacturers } \\
& \text { supplicrs } \\
& \text { equipment aellers }
\end{aligned}
$$

## $\mathbf{P}_{\text {erhaps }}$ you're not too late to catch all your

 vendor-cuatomers in one epot. It's your last chance this year. After all, there's only ONE PLACE where the nation's venders come, eager to huy, eager to learn :ibout you and what you're aelling.That's the Palmer House on November 12, 13, 14 and $^{\text {a }}$ 15, at N.A.M.A's Convention and Exhit.
That's your market, concemirated and wonderfully simple, all in one place.
There are atill a few (five to be exact) choice locatione on the Seventh Floor of the Palmer House, ready for you and your display and selling needs

IF YOU ACT FAST BUT YOU MUST ACT FAST
$\mathbf{W}_{\text {rite, wire or celephone }}$ B. N. osmond Exhibit Salee Mannger N. A. M. A. South Dearborn Street chicako 3 , milinois


## COLUMBUS VENDING'S "TRI-MOR" IS THE OPERATORS' DREAM MACHINE

Hons.


* Earaì more money for operators-lese call backe.

Altractively displey merchandise. finish
White. Blue Hammerloid or Light Green.

COLUMBUS VENDING CO.
2005 E. Main Street Depl.
last week (20).
Basing his view on increased

T. O. TEOMAS CO.

government to issue an order simi-
lar to that in
lar to that in World War II re quiring all candy manulacturers to set aside 50 per cent of their
production for use by the armed
forces"
lorces.
Discussing the ingredient outlook, Gott said supplies of cocoa beans for confectionery use ar adequate, altho indications are that prices will continue to be high (as
of last week, the price was 36.5 of last week, the price was 36.5
cents per pound, down from the 44.2-cent price last month). Sugar is in farrly good supply, he said, thine the peanut picture is a bit
tighter, with an 11 per cent drop car

## $\underset{\text { A Real profit maker }}{\text { HERE IT }}$

\section*{Sorry-

\section*{weice not bing

## weice not bing Conventional

 Conventional}this year!

## Ce've just been too busy nailing down a continuing

 supply of the materials needed to make it possible for us to keep up with the growing demand for ACORN producs. Grectings to the Convention from all of us.
## FROM LITTLE ACORNS

## ACORN

## bULK merchandise

 VENDORS$\qquad$
$\qquad$


## 122 DIFFERENT CHARMS

## Half Plastic-Half Metal-Plated

 A GRANI) COMBINATION MIXTURE of Big Charms -Series \#2-and Wonderful Charms-Seriee \#70in fifty-fifty propositions of both series as well an fiftyfifty mixture of plantic and meat plotecel.COMBO- $\mathbf{S}^{40}$ per 1,000
O. B. Jumaica, N. Y.

## EPPY

## Somuel Eppy \& Co., Inc.



$\frac{\$ 11.2}{\text { JUMBO }}$ BALl GUM $\$ 14.95$ $\$ 13.95$
CHAMPION NUI \& Chocolate co
ine tremont st
goston mass



## SPECIAL OFFER!

4 SINGLE UNIT TOPPERS
Plus 25 lbs. 210 count Rain-Blo Cum
Plus 2.000 charms

## All this for only $\$ 52^{.00}$

Write for Our Price Liat on Like Neac Used Vending Nachines RAIN-BLO 210 COUNT CUM. . 26 c Jb. CHARMS


## You Can't Go Wrong on This Deal




Ace Vending \& Disti Co.

Grant Chain
Tests Venders
NEW YORK, Nov, 4.-Further in
roads into the varicty, store field
Was reportcd herc this week by
Automatic Products, which an-
A
no
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cr

|  |
| :---: |

Will test patron, reaction and may
lead to extensive placement in
other stores of the Grana
Automatic has also installed cup
machines in several F. W. Wool-
Worth stores here (The Billboard.

Permo Intros New Juke Box Needles
CHICAGO, Nov. 4. - Permo.
Inc., this weck bcgan mailings to
phonograph operators thruout the
phonograph operators thruout the
country announcing four new
necdles for use in music machines
Specifically, the needlcs are the Specifically, the needles are the
Permo Point GC, for use in AMI. Roek-Ola and Evans maehines Osmopoints, both for the Seeburg
unit, and the Nylon Loud Tone
nede. brings the number of Permo needles being sold for use in Juke
boxes to elght, it was stated by firm officials.
Gail S. Carter, vice-president complete line will be offered operators on a purehase assortment basis. thus allowing ops to retain discounts for quantity orders.
Prices are graded downward at Prices are graded downward
10 . 100.500 and 1,000 needles.
be a nationally advertised na-
tionally accepted item," he quali-
fies fies. While he thinks the nickel bar will never disappear from the vending seene, the dime merchan-
dise will have to be developed dise will have to be developed
on a much stronger level than at on a much stronger level than at
present to be accepted in volume.
The sceret, Baratz feels, is simply The sceret, Baratz feels, is simply
this: The dime bar must be a good
bar, both in size and content: it bar, both in size and content: it
must be worth the price. The Dadiliv Serifeink of the hot coffee units last year inaugurated a new servicing procedure for $Q$ Auto-
mitic While retaining its two. thrce to four times a week servic-
ing of other equipment (candy. bulk, elgarette), a daily system was
werked out for the new units. For sanitation. preventative main-
tenance and all-round efficiency
reasons, reasons, the per-day scrvicing of
bulk liquid equipment pays off bulk lquid equipment pays off.
Baratz states And it also means that huge capaeity units will not be required.
Summing up his thinking on Baratz restresses these points as
prime factors in his firm's successprime factors in his firm's success-
(u) operation: (1) personal acquaintance of location manage-
ment, plus keeping this acquaint ment, plus keeping this acquaint-
ance alive thru periodic in-person ance alive thru periodic in-person
visits; (2) diversification of equipment to service plants' vending possible thru one operation, and machine. in its type, whene er and wherever practical (because
space, capacity requirements)

Thatcher Dividend
$\qquad$ Company, Inc., has declared a
year-end dividend of 10 cents per year-end dividend of 10 cents per
share on common $s t o c k$ in addition to a 15 -cent quarterly divi-
dend. Bath are payable Decemdend. Both are payable Decem-
ber is to stockholders of rccord
November November 29. Payments on the
common stock for the year totaled
60 cents per share. 60 cents per share. $\bullet \bullet \bullet$

WERE HEADING for CHICAGOI
Say 'hello' to us
?
:
Suggenlicimin:
NOMBER 11, 1950

## Vital Statistics

Gilbert W. Chapman, presipany, Stamford, Conn., maker machines, and Mrs. Charles Goodspeed
tober 28. Judd Weinberg, Chicago, and Marjorie
daughter of
din Gotilieb, Company, Chicago, at the
Drake Hotel, Chicago, Novem-

## Birthe

A Son, Ronald, ${ }^{\text {to }} \mathrm{Mr}$ and
Ronald Schultz in Chicago recently. Father is associ

## ATLANTIC'S <br> triplev tested $\sqrt{\text { values }}$

SPECIAL!

## SEEBURG 146S <br> $\$ 239.50$ SEEBURS 146M <br> atlantic <br> NEW YORK CORP.


NFW ENGLAND ERANCM:

EW SERSET BRANCH:

## SHUFFLE ALLEY

 CLOSEOUT

AMERICAN YENDIMG CO.
AMERICAM VEMDIMG CO.


THE CHIEF
symbol of JENNINGS
famed precision
one-piece mechanism
that

## IENNINGS \& CO.

WANTED
GROETCHEN METAL TYPERS
LEOS AMESEMENT


Chicago

|  |
| :---: |
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|  |  |

Jimmy Johnson. Globe Distrib
uting Company, has been sticking uting Company, has been sticking past week or so. He's helping tary. Jimmy is all smiles when
mention is made of his new coin
changer, designed for counter
use Industries. Ming handled by Mills
Jammy Martin.
James a new Robin Hood release, ovh Babe," by Louis Prima. Jimmy
thinks it's a coin-nabber jump for

## Bert Mink lurns in a cheerful word on activity on the hot coffee vender fron. Firm Coffee Bar models, now using the same cabimodels, now using the same cabsnet for both large and small-ca- pacity units, are hitting new acreptance levels as more units seen placement over a wider area, Bert says. Harold Stamer, vicesays. president of Mechanical Mer, Inc., is Busy setting upa chants, winter operating program for firm's Chicago Transit Authority (CTA) locations Subject of hot drinks is being explored. <br> Les Rieck, manager of H. C Evans music division, atterided the MOA meeting at the Palmer the MOA meeting at the Palmer House Monday (30) to talk over trade trade happenings with old opera- tor friends from all parts of the country. country. Wide. Distributors. Micon. Weports Al

## Los Angeles:

Mrs. Merriel Knapp, operato of arcade, fames and music ma
chines in Nogales, Ariz, in town
on a buying trip. While here sh on a buying trip. While here she
visited the firms along coin now
and spent some time at and spent some time at Paul Lay-
mon's. Mon's. music mawdence Reya, O made one of his infreguent trips
to town to look over the new equipment picture. ojerator, Pete suffered setious injuries in a re
cent automobile accident, is re ported on his way to recovery. Hobert Boyd San Diego operator
in the city to talk over the equip
Ray Anthony. Capitol recording artist, made a personal appearance at Leuenhagen's Record
Bar. According to Mary Solle Bar. According to Mary Solle
deparmment manager. "Mr. An
thony's Boogi" is thonys Boogie is going well
the boxes. Miss Solle recenty attended a party thrown by co-
lumbia Fecords at the Mocarnbo lumbia Fecords at the Mocarnbo
on the Sunset Strip for Toni Ar-
den. drist, is scheduled to paeet the gregen Bar.

## Coinmen You Know

## -



## CALENDAR FOR COINMEN

sociation (NAMA), annual convention, exnibit Palmer Pas Chicajo
November
13-Calitornia
Music Guild
VCMG), monthly mettng. 311 Club, Oakland.
November 14, 28 Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting. Broadway Hotel. Philadelphia New York (OGwC). monthly meeting. Roger Smith Hotel. November $16,23,30-$ Connecticut State Coin A.
Inc. CSCA , wekly meeting. Hotel Bond. Hartford.
November 21 Music Operators Inc. (MOAI). semi-monthly mecting. Indianapolis Athletic Inc. (MOAI), semi-monthly mecting. Indianapolis Athletic November 21 - Amusement Machine Operators of Greater
Baltimore (AMO), semi-monthly mecting. Mandell-Ballow Restaurant, Baltimore. Music Merchants Guild (MMG), semimonthly meeting, Narragansett Hotel. Providence.
November 23 - California Musie Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento. Sacramento. Pools and Beaches (NAAPPB). annual convention and trade show, Hotel Sherman, Chicago
November 27 - Phonogr
monthly meeting, Broadview Hotel, East St. Louis. Ill. (POA).
November 28 . Automatic Musiction ( November 28-Automatic Music Operators ${ }^{\text {A Assoeiation, lnc. }}$
(AMOA), monthly meeting, Park Sheraton Hotel, New York. (MSSLA), dinner discussion Self-Serviec Laundry Association

December $4,-$ Illinois Amusement Association (IAA),
December 6 , Coin Machine Operators' Assoclation of Harris County (CMOAHC). Chamber of Commerce Building, Houston monthly meeting. Hotel 2400 . Washington. Operators' Association
December 7 - Summit County Muslc (SCMOA), monthly meeting, Akron Hotel. Akron.

$$
\begin{aligned}
& \text { December } 7 \text { Cleveland Phonograph Merchants' Ass } \\
& \text { (CPMA), monthly meeting, Hollenden Hotel. Cleveland. }
\end{aligned}
$$

monthly neeting, Hollenden Hotel. Cleveland.

## FOR SALE

保 ington. Dember $14-$ Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Buildmeeting, Hotel Essex House, Newark. N.J. J. (MGA), quarterly scheduled meetings information to The Bithoard, 188 West Fandolph Street, Chicago 1. for listing in this calendar.)Special Bargains




## 

CIIRES
soo st. Voul strest Company


Rebound Scoring 2, 3 or 4 Playe Now Yoking Orders!

DAVE LOWY 5 CO.

## 



## DAN STEWART COMPANY

NE:W. CA,ASEE IDUTS, STIAL, IN SHIGIINAL CIRATE
 USEID MEACIIRNES-GBECONIDI'TISDNEID

| Gop. Ank Ball … 8150.00 | 83.00 | Eox-3peak |
| :---: | :---: | :---: |
|  | Ex. Date cun | miovorr wailiow 75.00 |
|  |  | Pleymor Woll mon 15.00 |
| Got. cinderetio .... , 48.00 | Mu. Drive Mobile ${ }^{\text {M }}$ M 100.00 | 450.00 |
| Ex. Jeanto - .....: 163.00 |  | Serbury 14.M. ${ }^{\text {che }}$ 400.00 |
| cioveraon . . . 125 | Unver |  |
|  | Uny, Twin eowler: 10.00 |  |
| Un. Summer Timos 30.00 | Chit ceomiling | \$0c Golden Fails. 40 c5:00 |
|  |  | 10\% Ejack Chtry, |
| Thret Fepthera ... 75.00 | Wn. Eowlor ...... 75.00 | 258 Jowel 801 1, $56 . .105 .00$ |
| 111 ${ }^{15} 9$ | 50.00 | Sot Erown front : 90.00 |
| No-Finith | Kron cfawnlar ..... 90.00 | S0, black Oold, 30, 145.00 |
|  |  | $\bigcirc$ |
| Commpion, F.P: ${ }^{2500.00}$ | seabure sear cuor 374.00 | lor spd. Chiff |
| E. Citotifon, FiFf: ${ }^{\text {250.00 }}$ | Solam | ${ }^{56}$ Soluxetiont up 11500 |
| 60.00 | -11, s-10-25 | 10\% Peluxe Lidnt Ue 115.00 |
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| 135 | is Arow Eoil, 308.00 | Mischilantóus |
| 45.00 |  | Wators Auto. Pipmium |
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| 123.00 | Constolla | - |
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| -T | osit on all ororder. | - |



PLENTY OF MILLS SLOT MACHINES

## 41 GOLDEN FALLS $5 \mathrm{~S} \quad \$ 17.50$



Sterling Novelly Co., Inc.

> OF COIN MACHINES

Great Buys In Music



BUCKLEY
DE LUXE
DIGGERS
EXPERTLY REBUILT

## \$350.00

DISCOUNT FOR QUANTITY pURCHASES
M \& P SALES CO. 210 W. Alder St
Missoula, Mont.

## FOR SILE

Entire Route of Slots, Consoles, Pin Games, Phonograples and Cigar. ette Machines, located in Lonisiana. Operation extends in four Parishes Apply BOX D-454 The Billboard, Cincimuati 22, 0 .
Bowling Games-Used-*

W. B. Dincributern. Ine1012 morket sit Et, Louts. Miseouri,
$\begin{array}{ll}\text { Atlas Novelty Sets Up } & \text { Calif. Firm Moves }\end{array}$
Chi Premium Displays
CHICAGO, Nov. 4.- Because
of the high interest in premium
merchandise. Atlas Noveity Com-
pany has set up a separate pre-
mium rom in its headquarters.
Eddie and Morrit Ginsberg, own-
ers. announced this weet.
matic


 penser ins southern caitornia and
Arizona.

## 

 HANKIN DISTRIBUTORS \& AMUSEMENT VENDING COMPANYDistributors for Leading Manufacturers
HAVE MOVED TO A NEW BUILDINC at 1307 Spring Street, N.W., Atlanta, Georgia

## SPECIAL REMOVAL SALE

| 2 proromaric, deluxe. vetast Eech | - UNITEO SHUFFLEY ALLET . As.0 <br> With thont.up plaztice pint <br> I ABC BOWLER |
| :---: | :---: |
|  |  |
|  |  |
| 3 modilicus sick siries .... 235.00 | GOWLERE EOWULETE |
| Wratiobis spar sikitis. . . . 135.00 |  |
|  | 1 CANASTA ${ }^{\text {CMAMPN }}$ |
|  | 1 OENCOMERCURY', |
| YFiold. Tom Thumb, chromtum 63.0 |  |
|  | 2 ${ }^{\text {20UTH FACNFIC }}$ |
|  |  |
|  | BAT , 它M ...................... 143.00 |
| SOO PERSONAL USED MUSIC BOXES | 250 PERSONAL MUSIC EOXES $\$ 4.50$ |
|  | Never Opened-Original Crat |


AL EOUFPMENT IN FIRST-CLASS SHAPE-READY FOR LOCAIION
WE GUAREANTEE EVERETTGING WE SELL
Hankin Distributors $\&$ Amusement Vending $C_{0}$.

## WANTED

USED MILLS SLOT MACHINES HIGHEST CASH PRICES PAID! BAKER NOVELTY COMPANY

1700 WASHINGTON BOULEVARD
KEEPING PATTII with EUINOPEAN OPERATOLIS
As Europe's Largest Distributors of coin machine equipment, we are in a position to promise delivery on all of the new products of these fine American manufadurers within two weeks of their intro duction in the U.S.
Order With Confldenc
IMTERMATIONAL AMUSEMENT CO.


QUALITY ERUIPMENT AT ATSAVING: cleaned! PHONOGRAPHS AND ACCESSORIES FEEBURG COLONEL Selection) SEEBURG 8200, 8800 . 9800
ROCK-OLA PLAYMASTER



Murray Resterithal
Minerray Ros

## Coinmen You Know

## Chicago

and are composed of both line personnel and omice slaffers. One whose hrother John is expected.
to be fighting it out with Ben
Ho Hogan. Sam Snead. Bobby Locke
and the other leading profes sional golfers within a couple o
seasons. Despite material problems,
production continues steady at
Bell-o-Matic, according to Vince Shay, President Boit Vince, and Grant Shay, vice-president and diwere busy last week greeting op-
erators who were in lown for the Music Operators of Amerca nieet-
ing at the Palmer House. Many ing at the Palmer House. Many
of the ops took advantage of their
irip her to diop in at the BelloMatic headquarters to say liello.
Midge Ryan also was on hand to see the visitors.
Monarch Coin Machine Com-
pany thru Clayton Nemeroff is pany thru Clayion Nemeroff is Corn Sez machine sale with but
a few of the large shipments left.
Don Calkins, La a few of the large shipments left.
Don Calkins, La, Porte, Ind., shuf:
fieboard op, wrote Nemerof that fieboard op, wrote Nemeroff that
antion thru the thir week of the
Lha Porte league has local popuLa Porte league has local popu-
lace shumeboard-minded. The cash kity continues to build up
and is now at the $\$ 190$ mark. Washington
Anong Washingtonians plan-
ning to attend the National Automatic Merchandising Association convention in Chicago this month
are Aron Goldman and Meyer Gelfand, president and sales meynager of the G. B. Macke Corpo-
ration and Sidney Lotenberg, of the Westway Vending Company. Cludes the fact fhat they Macke inoperating at Camp Pickett, Blacksione, Va., which was reopened
following ine Korean crisis. The camp had reopened briefly a few
years ago but shut down quickly. gum machines on location there. its first teevee advertising, with
afternoon spots boosting
the premium coupons available in commercials are unique in ciga
rette advertising because the appear on ani afternoon women's program rather than on a night-
time slot. Macke is using teevee to show many of the gifts obtain-
able thru Thank-U premiums. A picture of the cigarette machine
with its identifying Thanksticker, is also featured. The gifts
shown include household items and other things.
Arthur E. Selnick. record manager for the Kaurmann-
Washingion Company, Decca dis tributior, entertained, Dor singer
Dick Haymes. who was in town playing an engagement at the that the singer's "Thinking o along with the Mills Brothers
"Nevertheless" and Evely Knight's "Lucky Lucky Me." For Decca are betting on the twosided "A Crosby Christmas" fea-
turing a medley done by Bing and his four boys

Hirsh-Masont being installed Corporation includes a safe and coin counters. A new phone sys-
tem also marks the tem also marks th
modeling program.

## New York: <br>  <br> Airrch. Managerer Asooi <br> Ansement wahincory <br> atars are visiting Dase sim <br> Sam sick kete skee -. sies <br> wek on shockhnine machirn <br> kes locally under his own nameney Island A Avenue, Brookion onEnihony Caruso, president of Eastern Electric, came in from New Bedrord Massfor confabs with Jim Teahan, vice-president, and Lewsales manager: and Low Jaffa, <br> MAYFLOWER SPECIALS



## ${ }^{\mathrm{s}} 139^{\mathrm{s}}$

BRAND NEW
ROL-A-TOPS
5c-10c-25c PLAY
WAILING MFG $\mathbf{c o}$
Csicaco 44.12

$m_{\text {ayflower }}$ Distributing $C_{0}$
 The American Red Cross Is Your 24-Hour Friend in Disaster and Misery


## PIINSH なoivp

IN THE N A THDN:
Do not confuse our Recondi-
Honed Equipment with socallod "Close-Ours" or Whs is" Equip-
ment. Every machine we sell is
ln
Beautiful Shape, Ready for Localion SHENFLE GAMES

 SPHFFLEE GAMIE





PIN GAMIES
$\qquad$

Scott-Crosse Co
1423 Spring Garden Sireet Philadelphic, Pennsylvonia Infantile Paralysis Is a National Enenny. Stanp It Out With Your Contribntion to the National Fund.

## Trade Directory

| Changes of Address | mpany. Chicago. |
| :---: | :---: |
| S. Le, Stiebel Company, Inc., | Twin Bowler Deluxe Two- |
| Street. | dustries, Inc., Chic |
| Chicago, moved to 650 S . Clark | game-Universal .ndustries, Inc., |
| Automatic Enterprises, Los Anles, moved to 2307 West Pic |  |

## Distributors

## Bally Manufacturlng Company <br> Ine., Wheeling, W, Va, to cover the West Virginia territory. Como Manufacturing Company, Como Manufacturing Compo, appointed Bineo Distrib uting Company. Fort Wayne, Ind. distributor for Hollycrane. Como conversion unit for the Bally Shuf-

 Boy units. Detroit. appointed Empire Coin tional distributor of a conversion Play-Write Corporation, Akron pany, Chicago, the Illinois dis pany, Chicago, the Illinois disWis., appointed direct factory sales representatives: Harvey Smith to Alabama. North and South CaroSchmitz to cover Pennsylvania. pany, Chicago, named Leo Dixon. Youngstown,, , to cover that area.
Shipman Manufacturing Company Los Angeles, named Ajax clusive distributor for the Shipman Gum and Life Saver vender Enterprises. Los Angeles, to cover Merger

$$
\begin{aligned}
& \text { Lieberman Music Company and } \\
& \text { Hy-G Music Company, both of }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Minneapolis. Firm to be known } \\
& \text { as Lieberman Hy-G Music Com- }
\end{aligned}
$$ pany, located at Plymouth Ave-

Illinois Mechanical Candy Sales 1148 West Van Buren Street, Chi-

New Equipment Needles-Permo Point GC (use
in AMI, Rock-Ola, Evans), matched in AMI, Rock-Ola, Evans), matched
jewel points and mateched osmopoints (Sceburg) and nylon loud
tone-Permo, Inc., Chicago. J. Select-o-Matic $100-45$ r.p.m.-Skee-Alley - Shuffle game Chited Manufacturing Company, Speed-Coat-Wax polish cleaner for shuffleboards - Slick Shine


## Chicago. - five-ball - Exhiblt Sup

## New Firms

565 Fifth Avenue, New York-to manufacture electric cigarette ma National Vending Machine Loca-
tion Service 30 W Street, Chicago-to service vend

## New Offices

Bert Lane, Inc, New York, opened an additional showroonn
and office at 580 10th A venue, retaining offices at 316 W . 57 th .
Dave Lowy \& Co. New York, Dave Leny ar Cofich at ork,
Beverly Road. Brooklyn. Beverly Road. Brooklyn,
Rudd - Melikian, Philadelphia,
opened a branch office at 10 N . Clark Street, Chicago.

## Irving B. Ackerman, Detroit named member of the Board o

 Supervision of Wayne County,Automatic Products. New York, named Howard Pretzel sales reprerritory, headquartering in Chicago. Dirst Distributors. Chicago, appointed Dave Landifield as sales
representative. D. Gottieb \& Company Chicago,
appointed J. Skibell as traveling representative, in the South and
Southwest areas of the United States and Elky Roy as senior National Vendors, Inc., St. Louls, Malkin-Ilion. to represent firm in New York and New Jersey, headquartering in New York City and Vendors, Inc, in the New York-
New Jersey area, to cover Ohio, New Jersey area, to cover Ohio, replacing Lou Kantor, who re-
signed. Permo, Inc, Chicago, appointed
Bert B. Davidson as advertising and sales promotion counsel. Herber M. Singer was elected Mittee, Pepsi-Cola Company, New Rudolph Wurlitzer Company, North Tonawanda, N. Y apphonograph division
of Carbonated Beverages' Bottiers

## Heavy Output <br> On Oasis Game Set by Exhibit

CHICAGO, No: 4.-Production game Oasis were placed on a Exhibit Susis this week by Manager Frank Mencuri has an nounced. Firm is also in pro-
duction on the Dale Six Sliooter gun game
Designed for stepped-up action playfield which includes bobble bumpers, saucer kick-out pockets and regl-over switches, a bonus and regular scoreboard and a new play just as they appear to be headed for the outhole.
exceeds $8,000,000$ points.
Key bumpers include an A-B-C D series which, when made by di-
rect hits or by the spot principle, open up the game for extra blocks of points. Points are stored on the the playfeld and are collected by dropping a ball in either of two
special kick-out pockets. Equipped with a centrally located pair of for simplified servicing.
Philly CM Tax Income Shows 9-Month Drop
spite of NELPHIA, Nov. 4.tions, levy on coin machines stil represents a healthy income for Altho still far behind the 1949 receiver of taxes W, Frank Mar the reported this week that for chines brought in $\$ 128,060$ in tax
$\qquad$
Alvin Beaman, Nashville, presi-vice-president; Joseph Lapides Baltimore, treasurer, Directors Wrank Roberson, Washington, N. C
Frell, Jacksonville, Fla and A. B Henn, Columbia, Ga. John Balk named manager of the Brandt Distributing Company Des Molnes.
pointed Marvin Lighton office manager to succeed Larry Sha ice.
Candy Manufan joined Banne New York, as executive in charge ators and theater concessionaires


## BOWLING GAMES



## REPLACEMENT DONORS

United Shuffle Games
doictiod Stati wink nowi complert

- FOOLPROOFABT SLIOE-TYPE
- STRONC, STUROY PLYWOOO
- COMPLETELY WIREDANOAO
 a Dep.: Bat. Co.0
U. S. DISTRIBUTING CO




## HELP-WE NEED SPACE





## EVERYONE AGREES

## The Billboard Is

## Better Than Ever!

AND NOW, BECAUSETHENEW FORMAT MAKES IT POSSIBLE TO BRING MORE BILLBOARDS TO MORE READERS

## NMMMMAL <br> A SPECIAL <br> introductory DFFER.\#

## 1 <br> 

,

D

,N BIG 25\% ISSUES ampo

## Ypapay for 4- Yaugat 4 FREF

Here's where your dollar buys some old-time value. Think of it- 8 big issues, including such "specials" as Cavalcade of Fairs, Christmas and other specal numbers-at half the single copy cost. You save $\$ 1$.
Why this special offer? To introduce the first really NEW Billboard in 56 years. EVERYONE whose time, talent or moncy is invested in the amusement business should use the NEW Billboard.
The NEW Billboard is NEW from cover to cover. Tiry it Buy it. Save $50 \%$. Mail coupon with $\$ 1$ cash.



YOU CAN HELP COMHAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

The "Champagne" of Pin Game Play! Bell Tax Now ovilliams Pinky

## $\$ 150$ Per Year

Sensational New Playfield Layoul Sparkling with Punchy ACTION!

SEE ITBUY IT AT Yonir DISTRIRUTOR TODAY:

## ax on coin-operated gaming de

 tax on coin-operated gaming de-vices rose to $\$ 150$ Wednesday (1)
under terms of the recently en ander tax bill. Already, howe
acted
Treasury and congressional acted tax bin. Already, however
Treasury and congressional tax
experts are considering a furthe experts are considering a furthe revenue bill.
Rates discussed so far are $\$ 200$ (D., Colo.) has a pending bill to shoot the tax to $\$ 1,000$, but this is considered to be an atternpt to tax the machines out of existence
rather than to raise Unele Sam's income.

## Premium Biz

- Continued from page
alloted premiums by Limpire Coin in recent weeks, and Purveyor.
First Distributors. Coin Machine Service Company, and several
other orgs in this vicinity have other orgs in this vicinity have
added personnel as well as space
exclusively for the premium phase
exclusively for the premium phase
of their set-up. Perhaps the most important
factor in the premium picture factor in the premium picture
today is availability. All distrib today is availability. All distrible
contacted sald they had been able to amass ample stocks of the mos popilar premiums, and, with ad-
dition of warehouse space, were in a position to All orders as fas as they were received-and to re order merchandise with assur ances of
facturers.

Hi-Scoring Shuffle - Continued from page 77

1,000 points and can be accornplished by making a perfect sho In reviewing the steps that led 10 the ultimate design of High
Score Bowler, Ryan stated that it Score Bowler, Ryan stated that it
actually combines the leading feaactually combines the leading teawith shurfle play Me explained With this ineludes the incentive to
make all key plays with a minimum of shots with exira points for the better plays, plus the player control teatures on shutfle games Ryan stressed that such a game is in ract a composite idea or versal's engincering staft

## \$50 Mil Govt.

- Continned from page 77 Act became law in 1946, Unele Sam has contributed some \$140. put up by States and municipalities. These funds have been spent on building or improving 1.729
separate airports. The money has separate airports. The inoney has
been used for projects ranging been used for projects ranging
from construction of New York's Irom construction port to building a new runway for a small field at Stan


## N. S. Churches

shuffleboard is the Baptist Chyreh of Dartinouth. Arrangements have been completed for a contest be-
tween teams representing the two tween teams representing the twn
churches. The Grace Church Men's Club has been taking the initiative, not only in shuffleboard. but in promolion of carpet bowlins and volleyball.
Several churches on the Halifax side of the harbor have been con-
sidering following the lead of sidering following the lead of shuffleboard for the current winter season.

## Bally Intros Hook

bound plus the game high-spee totalizer and immediate pin re setter eliminates players
for their following shots.
Built ior dime play, HookBowler can be played by one or two players. It was constructed to make servicing on location sim ple and speedy.

Plan CM Licenses
ROSEVILLE, Calit., No
Plan to set a license fee of $\$ 20$ anment devices and $\$ 5$ on juke boxes is being considered here by the city council. An ordinance to this effect was recently given its firs reading, with the second sched

## EVANS' 1951 <br> \title{  STRIIK STRIIK <br> <br> TEN

 <br> <br> TEN}Original and Still Greatest of Bowling Games!

REAL BOWLING!

All
SKIIL!
 -


BETTER THAN EVER-FVERY WAY:
NEWt High Dial prolector Scoring up to 150
improveo! Pin Setting Devic
improvements for faster play
PERFECTEOI When pins are knocked over, perfected Automatic PIn Boy Manikin Bowler is adjustable by the plear for next ballt Perfected part of the alley! Adds more skill to playl
WEALISTIC! Clomeat thing to real bowithg and Just an thrilling! Player controls ball action and makes strikes and sparea by atiliful play! Five bowling. Fully automatict Bug-free, trouble-proof
For equipment that pays profits sooner-faster-longer. buy Evana STRIKES are still in operation and still producing profitable TEN Ingn....proof poaltive of top appeal and quality! 1951 TEN STRIKF. the flnemt Rame of akill for amiusement only. Is gillt-ddge! if you are tired or "bo-Day wonders" on which you have to write your juvestment. get mearted with the game that pays dividende. not monthe. but for vears

II. C. EVANS \& C©.


## ALLEY GAMES--Ready for Location



*The House that Confidence Bufli"

## SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

Badger Sales Co., Inc. Badger Novelly Co.
2151 WEST PICO ELVO
LOS ANGELESG, CALIF
MILWAUKETM STAE

## TIMING... that's it! TIMED RIGHT

 and that is really how money is made . . . .
## Let's briefly explain

The PLAY-WRITE machine took six long years to design, patent and develop-and during those years it was hard, hard work. But one thing we did NOT realize during the development of this Sensational PLAY-WRITE was that: IT WAS TIMED RIGHT-and that means that when it was first delivered to operators a couple of months ago the PLAY-WRITE was enthusiastically acceptedBECAUSE IT WAS IUST WHAT OPERATORS WERE LOOKING FOR AT THIS TIME.
A MACHINE THAT CAN BE OPERATED ALMOST ANYWHEREA MACHINE THAT GETS BIG PLAY-A MACHINE THAT IS HERE TO STAY and NOT just another game. THE PLAY-WRITE IS A NEW LASTING TREND.
OPERATORS who now have PLAY-WRITES on their locatigns-SAY!
BOY-THIS IS IT-We always had a hunch somebody, someday would really make a NEW machine, built for the OPERATOR so that he could operate it in almost any territory and any location.

The PLAY-WRITE is iust finl of COME-ON interest:
The PLAY-WRITE requires NO Federal License!
The PLAY-WRITE is economicat in price! CHECKED:
The PLAY-WRITE can be ACCURATELY CHECKED:
The PLAY-WRITE and it positively cannot be altered!
The PLAY-WRITE can be oplayed for anywhere in the Worid!
The PLAY-WRITE $10 c$ or $25 c$ playl!
The PLAY-WRITE is precision made and will stand up and take hard usage:

The PLAY-WRITE sets convenicnlly. on any counter-ir is $10{ }^{1 / 2}{ }^{\circ}$ high, 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 PLAYWRITES with shipping tags to many territories in the United States and Foreign countries ind it you want more information, just wrice them in some of your locations-then in a fow days your PLAY-WRITES will prove So you that they are FAST ACTION. Then you can order more, BUT De FIRST in your territory.

## The Price Is Only \$169.50f. O. B. Akron <br> 1/4 down deposit required. Balance C.O.D.


"The PLAY-WRITE machine is patented in the United States \& Canada."
Play-Writs CORPORATION

It's the Old West . . . brought to life again with the Rootin'-Tootin'-Shootin'


## xublits DALE SIX SHOOTER

## with, REALISTIC LIVE-ACTION TARGETS

meres the olo wist cone mooran



## 

HEADQUARTERS for all models of Mills Bell Machines
BOUGHT, SOLD AND EXCHANGED * SEE OUR FLOOR DISPLAY NOW!

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Esablishad milis



DSA Nominates '51 Officers
DETROIT, Nov. 4.-Nomination of officers for the second year of its existence occupied the top spo
in the agenda of the Detrolt Shupnleboard Association's monthly $\left\lvert\, \begin{aligned} & \text { meeting. Election date will be set } \\ & \text { later, with "ample time given the }\end{aligned}\right.$ later, with "ample time given the
membership between nominations membership between nominations
and elections so thai the ablity of
those nominated according to Fred Chiopan, execu tive secretary
of An urgent plea for full support
of the industry on the part of
every operator was voiced by
Chlopan. "Your local association
is the only weapon which can do an effeetive job to elliminate injurious trade practices, act as a clearing house for information for
its members, and provide a central organization for all members to protect them against the few who
jeopardize the business for all."

## Ky. Firm Chartered

Coin \& Novelty Company or thi oity, has obtained a charter from the secretary of state to deal in
coin - operated amusements and vending machines. Authorized capital stock is. $\$ 5,000$. The incor
porators
werc
C. R Doris Ellis and Clarice Ruth Pol-

Charter New Firm
ALEXANDRIA, La. Nov. ${ }^{4}$. inc., which proposes to operate amusements, has obtained a char ter from the secretary of state at
Baton Rouge. Authorized capital


CCTIVE AMUSEMENT MACHINES COI



Chicago COIN $\begin{gathered}\text { matanins } \\ \text { compant }\end{gathered}$




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## NEME Player's Choice Idea attracts record-smashing play

 loud tie fights for Odds. The guy with the glasses goes for Selections. His buddy gets a bang out of Double Scores. The Feature-fancier drums tunes on the Pennaine-lutton. The result is complete playet-satisfaction and the greatest continuous carning-power in pinball history.

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 UNITED A Great Now automatic Scoring shuffle - Type Came vises- Skill Shots Galore

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## P

Fun for Everyone ${ }^{5}$ Great for Como

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lections
(

+ 78 RPM


[^0]:     shown in this thart other avaliatie records of tunes tisted here will be found to the Honor POSITION
    Weeks I Last ithis

    104 HADBOD IIGHIS
    
    
    
    145 6. CAN ANYONE EXPLAIN?....... Ames Bros. $\qquad$
    is Churchill, Arco 1259; R. Anshony ork, Cap 1131; V. Demome, Mer
    S474: L. Green-Money Drtemers, V20-3902: D. Hayman, Dock 27141;
    

    127 7. ILL NEVÊR BE FREE ............ Starr-Tennessee Ernie (E. Fhageralu-L, Jordan, dec 27200 ; J.indig.J. Pleis Ork, London AsA;
    
    
    246 8. BONAPARTES RETREAT . . . . . . K. Starr
    
    
    
    5 10 9. HARBOR IIGHTS.
    .G. Lombardo
    $6 \quad 13$ 10. ORANGE COLORED SKY....... King Cole-S. Kenton ....................
    II 11. AL MY LOVE. .

    16 9 12. SAM'S SONG G. Lombardo.
    … . . . . . . . . . Gary-Bing Crosby " (45)9-27112-ASCA
    
    
    

[^1]:    COIN BIG MONEY

