

# Show Business's Greatest Talent Hunt in the Making

# **Smart Package Handlers** Also Sorely Needed

Even Some Ready Made & Sold Shows Are Going Begging

NEW YORK. Nov. 4.—Tele-vision has done a lot of strange things to show business, but indi-cations 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 producer-manager-agents to go around. This may sound nextive hiddeness.

agents to go around. This may sound pretty ludicrous to talent excess of some of the TV networks, but it's anything but laughable to some of the talent and talent-package owners who are encountering increasing difficulty in arranging adequate, to say the least, representation. Looked at from this aspect, the situation isn't eo funny. eo funny.

Typical Instance A typical instance involves a show on one of the video networks for almost two years. The show originally was sold to the web by the star, who owns the package. (Continued on page 9)

# Decca 30% Up **Over Last Year**

New YORK, Nov. 4.—Decca Records' consolidated net earn-ings for the first nine months of the current year are running about for the same period last year. Decca's third-quarter profits this were the earnings for the same three months last year. Diskery's excess anticlpate that its last-quar-ter earnings will at least equal last about the tast when the same base of the same period of the 1949 figures.

Net carnings thru September totalled \$553,814 after a provision (Continued on page II)

# Sponsors Woo CBS

## AW, WHAT'S THE USE DEPARTMENT

NEW YORK, Nov. 4.—Ad Schneider, manager of the NBC-TV news and special events operations, galloped to the RCA Building newsstand this week to buy a copy of The Billboard in its first new format appearance. He com-mented to the news dealer that the paper had a new face. "Yah," said the unimpressed newsie. "Everything's gone to hell."

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 phone calls, letters and telegrams within 24 hours after the first is-sue of the publication in the new format reached newsstands and subscribers. Some of these tele-grams are printed here. Many more will be found in other de-partments of this issue.

partments of this issue. Frank M. Folsom, president. Radio Corporation of America: Heartiest congratulations on the interesting and attractive new format of The Billboard. The larger size, with so much news on the front page, plus the bolder, easier-to-read typography, are a great improvement and show that you fellows on The Billboard are alert to the modern touch. Best wishes as always. . . Samuel J. Briskin. Paramount production executive: Congratulations on the (Continued on page 2)

# **Billboard Backstage**

- by Joe Csida

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

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

Now that the baby's here, and a week old, we've got another happy task. We asked show business—agd in many, many cases didn't have to ask—what they thought of our new baby. The answers in phone calls and personal conversations, in letters and telegrams poured in. Hardly knowing how to present them, we divided them up roughly as The Billboard's departments are divided and ran them under the (Continued on page 49)



HOLLYWOOD, Nov. 4 .--- Glitter of Gotham's tele gold is being i blamed for the talent drought en-veloping the West. Nitery ops wanting names find agency lists steadily slimming of talent avail-able to the Coast. Particularly hard hit is Las Vegas, Nev., where competition for top talent has al-ways been keen. Spots which heretofore avoided repeating per-formers more than once a year, must now bring back available talent two and three thmes a year. For example, Frank Fontaine was set to play Las Vegas' Thinder-bird Hotel, but a lush teevee deal signed with CBS will keep the comie in the East. Similarly, Sammy Kaye was to play Las Vegas and Hollywood Pailadium. (Continued on page 43) of Gotham's tele gold is being

'NEW YORK, Nov. 4.—Unless radical refinancing is accom-pli'd before May 1 of next year, it is more than possible that the current scason will be the swan song of opera at the old Met. Chairman of the board of the Metropolitan Opera Association (MOA), George A. Sloan, an-nounced this week that the op-eration deficit for 1949-1950 was \$430.502, the highest in the or-ganization's history, and predicted that the current season would show a comparable loss. While the chairman's statement called the past season "an out-stading artistic success, with virtual capacity attendance." the fact remains that a gross of \$3.061,095 was thrown for nearly (Continued on page 46)

Agents Beat the **Bushes for All** Kinds of Acts

> Decline of Vaude. **Burly & Stock Now** Hurting Plenty

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

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

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

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

Video Is Responsible The revitalized search for tal-ent stems directly from television. (Continued on page 9)

### **Rail Hikes** Hit Circuses And Carnivals By Tom Parkinson

By Tom Parkinson CHICAGO; Nov. 4.—By season's end, owners of rail-transport d circuses and carnivals will have picked up tabs totaling an esti-mated \$1,500,000 in railroad charges for moving their 15 shows. That bite out of decreasing revenues threatens to highball the shows off the rails and onto 'ucks. Showmen, with rcd lnk creeping into their books and rail bills 72 per cent higher than in 1947, already have taken some counter measures and more may be forth-oming. These include pruning the length of jumps and whittling the number of cars in their trains. (Continued on page 51)

# **Radio Doing OK** In Spite of TV

WASHINGTON, Nov. 4.—AM broadcasting Is in a healthy state, despite the invasion of TV, a sur-vey showed this week. Tho TV competition is far greater than last year, fewer standard stations are going off the air, and the rate and price for transfers are hold-ing to the pace set in 1948 and continued last year. Federal Communications Com-mission (FCC) records show that (Continued on page 9)

# **4 Sponsors Nibble at "Peter** Pan"; a 200G Video One-Shot NEW YORK, Nov. 4 .- The most

expensive one-shot commercial TV program yet undertaken was in For Sam Levenson NEW YORK, Nov. 4.—Several sponsors this week entered their ring Sam Levenson, the new romic who clicked so strongly in his quarter-hour TV show for Wildroot last week. The humorist three more 15-minute starzas to follow Jack Benny's 45-minute video presentations. Wildroot has already offered to buy a half-hour show with Lev-mson, but the probabily visual to the producer of the tab, with rights and talent alone running close to \$100,000. Exact time of the broadcast has the works this week, involving the

hours, and will originate at the audience, likely including special St. James Theater, where the show is now playing. Instead of the usual paying customers, the tele-cast would have a special invited

# Motorola Takes Four Star Intact NEW YORK, Nov. 4.--Motorola

Wildroot last week. The humorist which probably would cost a total is under option to Wildroot for close to \$200, '10 over-all, in picking up the solution of the spectrum of

Negotiations were begun indi-viduall, by DuMont and NBC. each of which took the initiative in approaching Lawrence. Which-ever web comes up with a sponsor making the best offer will get the rights, with betting heavily on NEC. Chevrolet is known to be one of the four bankrollers mull-ing the deal.

ACTS TAP VIDEO

Reap 250G Annually as Studios,

Networks Clamor for New Talent

GENERAL NEWS

Off 2 Mil Pre-

**Xmas Promotion** 

**Buy Before Yule** Is Ruthrauff &

Ryan Ad Theme

# Washington Once-Over

#### By Ben Atlas-

By Ben WASHINGTON, Nov. 4. — The lid is ready to pop at the Pentagon, where a feud over control of the Defense Department's radio-TV operations has been bottled up for months. The cavernous building is buzzing with expectations that the blow-off will be loud enough to draw a full-dress congressional inquiry into armed forces unifica-tion, which apparently is being slowly and methodically hatcheted by desk brigades of brass. Despite the one-big-happy-fam-rily look dictated by unification, traditional rivalry among the serv-ices has never been dizzler. A typical current gag at the Pentagon is about a wapish navy typist who keeps a paper-wad arsenal handy for her goldbraid boss, whose neighbor is a hostile army colonel. Brunt of the Pentagon warfare

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

Atlas
 Meanwhile, they're gunning to un seat their civilian chiefs, who were given the driver's rein in unifica tion's move to check inter-service ing feuding.
 The battle for script yardage ha caught Public Information civilian at the Pentagon squarely in the middle. They're under a stead fusillade from uniformed bureau crats who appear to have nothing better to occupy their time that meditate fresh campaigns agains their service rivals.
 Plans to expand radio-TV in pace with the growing defense set up are being held back, pending a from the office of the Secretary of Defense. Some of the brass an glecfully predicting that the report will bring their fondest dreams of grandeur to fruition. They're talk, ing in terms of bigger and costlie bureaus, with brass replacin mutit chiefs.
 Orchids & Blushes

Orchids & Blushes D, C is still jumpy from the as sassination attempt at the Blai House, but some of the coldes (Continued on page 49)

# Phil Politicos Amen Bans on Sunday Shows

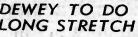
Since only about 1,000 acts, in-cluding repeats, were screened during the past 12 months, the per capita take adds up to a nifty \$250,000, a highly satisfactory haul when it is remembered that the re-hearsal-performance time involved averages less than a day. Acts, leery at first, are now anxlous to participate in video.

SUILIDELPHIA, Nov. 4. — Gendidates for State office in next week's elections are overwheim ingly in favor of keeping present restrictions on professional sports and other paid entertainments of the eandidates for governor and more sports of the sentiments of the eandidates for governor and more sports of the sentiments of the eandidates for governor and more sports of the sentiments of the eandidates for governor and more sports of the sentiments of the eandidates for governor and more sports of the sentiments of the eandidates for governor and more sports of the sentiment of the fuestion after of the sentiment of boot half favored proposal of a bill for confiscation of monies col-staged sundays where it was in violation of the Sabbath blue laws. State laws allow local option on sports of the sentiment of the sentiment sports of the sentiment of the sentiment staged sunday where it was in violation of the Sabbath blue laws. State laws allow local option on sports of the sentiment of the sentiment sports of the sentiment of the sentiment staged sunday movies; but stageshows, sitter in the states of night clubs, are expressly forbidden.

# 23 MIL PEAK Oct. Showbiz Construction Hits '50 Top

WASHINGTON, Nov 4.—Show-biz construction starts hit a 1950 peak of \$23,000,000 in October, the last month of unrestrieted building, the Bureau of Labor Sta-tistics (BLS) reported this week. Meanwhile, National Production Authority (NPA), which halted new showbiz starts last week, Issued a "relaxing" order amount-ing to a promise that it will try to avoid halting projects already started if future orders are issued. The promise would apply to any

started if future orders are issued. The promise would apply to any order eurbing the building of radio-TV stations, hotels, office buildings and the like, which are non-defense but were left un-touched by the amusement ban. In its amusement order, NPA in-(Continued on page 50)



LONG STREETCH NEW YORK, Nov. 6.—Gov. Tom Dewey is encroaching on Unele Milite's patented pro-motion today (Monday) by turning in an 18-hour mara-the station's 66th Street studios from 7 a.m. to mid-night and will be on the air a heft portlon of that time, including a straight run from 0:30 p.m. till closing. He is skedded to speak, answer questions and generally ad lib is way thru the hours in one of the most unusual campaign stunts since TV's advent. In addition, when not actu-lis to be available to the pub-ic. He will personally answer phone calls at the studio, taik with anyone who calls him and chat about any political sub-pert tossed at him.

NEW YORK, Nov. 4.—Outdoor acts are supplementing their regu-han a quarter of a million in TV dollars. According to current trends, the figure might well be doubled within a year as the de-mand for alfresco turns becomes accelerated. Since only about 1,000 acts, in-cluding repeats, were screened

1,000 OUTDOOR IV Mfrs. Kick

cording to bookers. TV 55 Welcome The pay-off has been okay too, with the TV earnings representing found money for the most part, slace the alfresco brethren as yet have not found their usual mc-diums dwindling in the face of television competition. Talent making TV appearances is usually laying off not too far distant from the cameras. The increased scheduling of out-(Continued on page 51)

# MINDY "WANTS TV XMAS" ON SPECIAL DISK

SPECIAL DISK SPECIAL DISK NEW YORK, Nov 4.—Part of the TV receiver industry while to seel black and while video seel black is a special in spin box box of a tune called 1 back of a tune called 1 back of a tune called 1 back a special of a tune called 1 back a special of a tune called 1 back a special of a tune ca

THANKS FOR THE ORCHIDS!

Ryan Ad Theme Ryan Ad Theme NEW YORK. Nov. 4.—A \$2,000,-000 ad and publicity compaign to sell the education and family val-ues of television gets rolling Mon-day (6) with RCA Victor, Admiral, Philco and Motorola putting up heavy chunks of dough to under-write the campaign. While ads will make no refer-ence to controversial subjects, the drive is plainly geared to offset whatever dent the color issue, ex-cise tax and credit regulations may have made or will make in the set market. Branch names will not be used in ads, each will be signed by "The American Television Dealers" & Manifacturers." Developed in the Ruthrauff & Ryan agency, the campaign was first hown to Motorola prexy, Paul Galvin, who took it to the other top set producers. Other Keing In After the "big four" decided in the dub the fund. How extensive is dependent upon the amount of money the rest of the industry will rate. Thene will be "Buy TV Before Christmas," and will stress the need for a video set in every home. Educational names will be used to extol the values of TV to chil-der. Media plans call for full-page *(Continued on page 50)* TALLUH ON WAX BANKS ON JOE

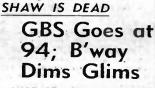
NEW YORK, Nov. 4.—Tal-lulah Bankhead bowed as a recording vocalist this week with a pair of sides for Co-lumbia Records. She etched You Go To My Head and I'll Be Secing You, with Joe Bushkin's swing-string ork. The diskery has an option on her services for future dates. That it stipulates that any diskings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

Brings Them 72G NEW YORK, Nov. 4.—The din-ner by the Friars Friday (3) as a testimonial to Joe E. Lewis started very somberly, blew up into some of the biggest yocks heard in the Waldor?'s Grand Ballroom and ended with tears. The saga of Joe E Lewis." In a deep, well-rounded voics Frank Gallup (using an offstage mike) set the scene. When the E. Lewis." In a deep, well-rounded voice Frank Gallup (using an offstage mike) set the scene. When the well-mannered Gallup proclaimed --"And it didn't do him a god-damn bit of good"--those who recognized the voice howled widh glee. The sketch had Sophie Tucker as Lewis's mother, Myron Cohen as the old man, and Berle as Lewis The first blackout ended with Tucker offering to feed the baby the old-fashioned way.

FLOWERS FOR THE LIVING

Friars' Lewis Fete

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



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

His condition had been growing (Continued on page 50)

# SHE'D RATHER BE SO-O WRONG

<text><text><text>

# More Bigs Peter Lind Hayes opened with "I just spoke with my mother (Grace Hayes). She told me, 'Get even with the Friars for break-ing up my marriage to Charley Foy.'" Then the DeMarcos, fol-lowed by Al Kelly with Berle in a double talk. Ella Logan walloped across a couple of songs, and on came George Burns, Grace was out front, The Burns worked beauti-fully. He described some of Lewis's more fruity adventures, always (Continued on page 50)

More Bigs

# Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson Publishers

Editors Depois C. Sida - Editor in Chiel New Y C.R. Schreiter. Coin Machine Editor, Chie Herb Doltenier. Coin Mudor Editor, Chie Wm J. Sachs. Exec. News Editor, Cinchin Bon Atlas - Chief Vestington Bur

Managers and Divisions E. W. Evana, Gen. Mar. Cineinnaud Main Office & Printing Division 2160 Patterson St., Cineinnaut 22, Ohio Phone: DUnbar 6450

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- M. L. Reuter, Gen. Mar. Western Divisio. 188 W. Randolph St., Chicago 1. 11. Phone: CEntral 6-8781
- Sam Abbotl, Gen. Mgr. West Coast Divisio 6000 Sunset Blvd., Hollywood 28, Calif. Brhone: HOllywood 9-5831 F. B. Jeerling, Gen. MKr. Southwest Division 390 Arcade Bidg., St. Louis 1, Mo. Phone: Cliestnut 0443



		tirs Industry
· Continued from	page 1	in the future. Regards and good
new Billboard. It	is another ad-	luck Howard Duff: The big
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been a leader in	show business	my leg last Sunday was seein
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success in the com Frank Freeman, vie	ing years	uons and good luck for continue
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Corporation: Cong	ratulations on	your "new look." I think its
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Bouquets Pile in as BB's

# TELEVISION-RADIO

THE BILLBOARD

# WNBT PLANNING DIAPER STYLE FASHION SHOW

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

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

to get a heavyweight champ for the talent line-up. Aimed for Kids The program will aim primarily at kids, with such acts as Kukla, Fran and Ollie; Tex and Jlnx and their two youngsters; Howdy Doody and others. Also on the WNBT future list are two fashion shows for kids, to be produced in co-operation with Parents magazine and Senior Program. The first will be a baby fashion show and the second a teen-age clothes-horse parade.

# **TVATHREATENS WALKOUT IN \$ HASSLE WITH NETS** Nov. 10 Set for Final Meeting; Union, Webs \$50 Apart on Issues

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

Y&R Asks CBS

# **CBS-TV WON'T HAVE** COKE IN YULE SOCK **Clearing of Time Has Outlets Disgruntled**

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

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

NEW YORK, Nov. 4.—Loss of the Christmas afternoon Coca-Cola business by CBS-TV this sidelight of that network's recent victory on color TV. The Walt Disney full-hour film is only the most recent piece of business which CBS has been un-able to hold due to inability to clear sufficient stations. This dif-ficulty has been many times mul-tiplied ever since CBS got the color nod. Reason is fcar that a bankroller will step out a la Coca-Cola as a result of maneuverings by rival webs. When word gets out that a webs. When word gets out that a slot to be vacated by Magnavox sponsor is signing, the competing Theater at the expiration of its webs all go to work on affiliated stations, seeking to block out were to produce a show in that clearances, in hope of shaking the slot it would mean that the agency client loose for them to sign. (Continued on page 8)

For Option **On Goodyear** Seeks Friday Spot

To Be Vacated By Magnavox

NEW YORK, Nov. 4.—Young & Rubicam this week asked CBS-TV for an option for Goodyear on the alternate week Friday night 9-10 slot to be vacated by Magnavor. Theater at the expiration of its numeric if Varine & Bubicas

. TVA and the networks are \$50 apart on the two most important money Issues—how much the ac-tors should be paid for half-hour and full-hour shows. There's also considerable variance between the number of hours of rehearsal TVA wants to include in these two cate-fories and the number of hours number of hours of rehearsal TVA wants to include in these two cate-gories and the number of hours (the networks are demanding, but it is unlikely that this problem would persist should an agree-ment be reached on the money question. The networks are offering \$125 for half-hour shows with 24 hours of rchearsal. TVA wants \$175 and 15 hours. The web offer for hour shows is \$175 and 40 re-hearsal hours, against TVA's de-mand for \$260 and 25 hours of rchearsal. Virtual agreement has been reached on quarter-hour shows, The webs have offered \$70 with eight hours rehearsal to TVA's demands for \$75 and four hours shearsal. So far TVA has been negotiating with personnel heads of the video webs, but as an indication of the gravity of the situation, the union has been told that top-level brass will participate in next week's meeting. The union insists, how-

will participate in next week's meeting. The union insists, how-

ever, that unless the basic ques-tion of fees is settled, "there will be a little trouble." Other aspects of the TV per-formers' contract are not being dis-cussed until agreement is reached on fees. TVA has been empowered to call a strike, with the Coast, New York and Chicago branches hav-ing voted this authority within the past two weeks. Since then the union has been setting up strike plans and committees and making other necessary arrangements

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

#### **Five Nibbles Result From** New Plan

New Plan NEW YORK, Nov. 4.—NBC fi-nally hit pay dirt this week with its "operation tandem," and the strike may develop into a full-fiedged gold mine. Five substan-tial new nibbles have resulted for the "tandem" plan as the result of setting RCA Victor and White-hall Pharmacal (Anacin) into par-ticipations on five shows airing on as many different nights. Shows involved thus far include the first half hour of The Big Show (Sundays, 6:30 to 8); first half of NBC Symphony (Mondays, 10 to 11); first half of Screen Directors' Playhouse (Thursdays, 10 to 11); Duffu's Tavern (Fridays, 9:30 to 10), and The Man Called X (Sat-urdays, 8 to 8:30). Resulting from the initial "tan-dem" success is one of NBC's heaviest. mid-season schedule shake-ups. Radio Program Vee-pee Bud Barry Friday (3) bought Sam Spade from the Larry White-Manny Rosenberg combine, and will solt it into the 8:30 Friday period starting next week (10). (Continued on page 8)

cision as "a threat to the American way of life." Resulting from the initial "tan-dem" success Is one of NBC's heaviest. mid-season schedule "bidden-ball trick" employed in an ad "to deceive and frighten the public." The idea, wrote Coy, is "pretty contemptible." He de-elared that the ad forgot to men-tion the entire hearings procedure (Continued on page 8)

# Coy Blasts Hallicrafters for "Smear"; FCC Asks RCA Lend "Tube" to CBS Color Developments Fill Capital Air With Unrivaled Activity Outbreak

WASHINGTON, Nov. 4.—As the November 14 court showdown on color-TV approaches, color de-velopments filled the Washington the color issue. air this week in an outbreak of activity unrivaled since the deci-

ber, the account mey with 62 stations. The show, titled One Hour in Wonderland, combines Disney cartoon characters with appear-ances by Edgar Bergen and Charlie McCarthy, Bobby Driscoll and Dis-mey. Film will air at 4 p.m. in all time zones. Another aspect of the situation finds TV exces at all networks suddenly taking on an unseemly modesty, due te this same con-tract proviso covering station clearances. Where they used to let all Madison Avenue know that a sponsor had been bagged, they clation (RTMA), quietly prepared method to the the situation (RTMA), quietly prepared the structures and the color decision decision of the the color decision decision of the situation the structure to the situation (FCC) Chairman Wayne Cox wrote all Madison Avenue know that a sponsor had been bagged, they clation (RTMA), quietly prepared the structure of Radio-tract CTCDV. RY WSYR

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

# Narrower AM Band Separation

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

#### By Jerry Franken

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

#### **CBS Color Post** Goes to Danzig

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

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

TELEVISION-RADIO

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

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

New YORK, Nov. 4.—The NBC-TV film department this week rec-ommended to the web that in-stad of bicycling kines from one station to another, with a limita-retwork send out individual prints. Kines. This would not only elimi-nate tardiness in forwarding by the first station, but would make print two weeks after the original after two weeks and the second after two weeks and the second

# **RE NEW BILLBOARD** Kind Words From Some **Good Friends**

NEW YORK, Nov. 4.—While no netual count was taken, The Bill-board received more than 1,000 phone calls, letters and telegrams within 24 hours after the first is-sue of the publication in the new format reached newsstands and subscribers. Some of these tele-grams are printed here. Many more will be found in other de-partments of this issue.

Tramed Solution in other departments of this issue. Frank White, president, Mutual Broadcasting System: I have just seen Billboard's new look and would like to add my congratula-tions to those from your many other radio friends. . Allen B. DuMont: Congratulations on your new format and increased cover-age of television news. . Niles Trammell, chairman of the board, NBC: Congratulations on the new Billboard. After reading it, I'm convinced your second 56 years will be just as successful. Regards. . . William S. Paley, chairman of the board, Columbia Broad-casting System: I like your new format. It's attractive and lively looking. Good luck. . Uncle Mility: Love your new style edi-tion, know it will be even greater than ever if that's possible. Just keep spelling the name Berle right. . Lewis Titterton. v.p. in charge of radio and television, Compton Advertising, Inc.: Con-gratulations on turning out so eminently readable and news-worthy a publication. I was par-tularly pleased at your ex-panded TV coverage. and will, (Continued on page 6)

#### Hecht To Open Con Man TV Package

NEW YORK, Nov. 4.—One of the top literary figures in America, movie writer Ben Hecht, this week agreed to script a half hour TV package based on the adventures of a confidence man. Up for con-sideration to star in the show were several, top actors. Julian Colman, of Talent Associ-ates, handle the deal.

#### AND THEY CALL THIS "WORK"

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

now to cover baseball via video. Seems that because the Cubans are so daf(y about baseball, they want to get the benefit of some American suvvy, and Garden's chore is to show them camera set-ups, pick-up angles, etc. This will take 11 days or thereabouts. Since this onerous assign-ment is obviously too much work for one man, Garden is taking an engineer with him. Reports that he is having trouble getting volunteers for the job are emphatically denied. ne job

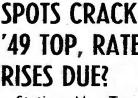
#### Process Control

Process Control The reason for the time variance is that NBC-TV has its own lab-oratory where it processes its neg-atives for better control of the product. CBS-TV uses outside processing facilities with the result that the job is done faster. The average cost of the finished kine print to NBC-TV after it has reached its destination is about \$464. To CBS-TV the cost for the same item is \$300. Indications are that CBS eats some of the kine processing and shipping costs. NBC-TV sends out 550 prints a

**WWJ Divorces TV From Radio;** New GM's In

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

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



# Stations May Try Plug Boost Recoup On Cut Net Bills

NEW YORK, Nov. 4.—Because of the terrific mational spot busi-ness this year, expected to be 10 per cent better than 1049—the previous peak year—spot rates are expected to go up shortly, accord-ing to top authorities. What the hike will be is not known, but many stations undoubtedly will try to compensate for the loss of network billings by raising the spot rates. spot rates.

of network billings by raising the spot rates. Among most station representa-tives billings arc up even more than 10 per cent than in 1949. Frank Headley reports spot busi-ness 12 to 15 per cent better; Don-ald Cooke, at least 20 per cent higher, and Edward Pefry, ac-cording to trade information, a minimum of 15 per cent more. Undoubledly the chief reason for the sensational spot business is the fact that some sponsors, having left network radio, find the sup-plement to their video coverage is to buy radio spots. An obvious ex-ample is Bordens, which last year spent 900G on both spot and net-work radio. Their billings for AM and TV spots in 1950 is expected to be around \$1,000,000. Cara Heaviert

#### Gars Heaviest

taking the helm of the television station, and Don DcGroot, former public affairs chief, as manager of AM and FM activities. Kirk Knight, former manager of wEXL at Royal Oak, Mich, was named troyam director of WWJ. TV. W. Norman Hawkins for-mer assistant sales manager, was placed in charge of TV sales. The new division probably sets a model for a dual operation, with all activities separated except the public relations departments. James Eberle, former program di-rector, takes on the public affairs assignment, and John R. Gnau, forre assistant, bcomes publicity falled the speed in the radio of the sales westing radio spots to put their sales message over. The newly formed chief. Bill Lane, who was/pub-sales, with Dick Spencer, his pred-cessor, upped to assistant sales manager in radio.

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

NEW YORK, Nov. 4.—ABC, CBS and NBC are racking up strong spot gains on their owned-and-operated stations this year. NBC and CBS are expected to be up at least 10 per cent over 1949, and ABC figures to hike its take 5 per cent this year. WNBT, New York, grossed more from spots during October than any other month in its history. CBS reports that spot business at several of its outlets is up 45 per cent over 1948. The belief is that those substantial gains were registered at KCBS, San Francisco; KSL, Sait Lake City, and WRVA, Richmond, Va. Representation of the last two was taken over by CBS this year. A partial reason for the heavy CBS spot business is the pay-off on its NBC takent raids which strengthened its programing hand and so made its availabilities desirous.

#### **NBC** Impressed

NBC Impressed NBC found its spot picture especially impressive in TV markets where former network advertisers bought spot radio as second choice. Such advertisers also concentrated heavily on specific markets, for example, the one-station TV towns where the video listening is still limited. In spite of the terrific increase in TV spot business, ABC found that its radio spot business more than held its own. ABC is able to make comparisons because it has radio and TV outlets in the same cities—New York, Washington, Chicago, Detroit, Los Angeles and San Francisco. Of its total spot business, TV accounts for 40 per cent and radio 60 per cent.

# SPOTS PUT STARS IN ADMEN'S EYES New, Old Clients Go Heavy for Plugs, Drape Them With Stars

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

AM, but AM, and but AM

TV's Influence At first Chevrolet's three-min-tite spot met with some opposition but since then the Association of try Set Dealers and Manufac-turers has followed suit with no complaints from the outlets. The probability is that TV in some masker it do an even better is the visual medium increasingly use of such stars, because spots in the visual medium increasingly use top name talent. Surprisingly enough TV has been responsible too for the fact that many advertisers who never used radio are going into AM. These

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

# **Radio Kitty**

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

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

#### **CBS Execs See** Lee Carroll as Femme Groucho

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

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

NEW YORK. Nov. 4.—There are about 1,100 people employed in New York by the Baiten, Barton, Durstine & Osborn (BBDO) Agency, and at some time or other they all seem to have been work-ing on the new Lucky Strike con-mercial, radio and TV's most some of broadcasting's most irri-diting pitches to one of the catch-lest is an amazing saga of team-work at the agency.

taiked-of plug. The switch from shogans into a gigantic modern campaign. Target is not irri-fating pliches to one of the catch-lest is an amazing saga of team-work at the agency. The net of the catch-work at the agency. The net of the catch shows and the second to the catch shows the so fond of the still holds down that fort in addi-tion to his other outles. As such, he not only headed the job of draming up the new stance, but now serves as watchdog over the dozens of jingles that are ground the secality time. Inspiration for the new approach war - worrying, nerve - wracking the secalities and the feeling, that the current war - worrying, nerve - wracking the secalite at the second the secalite at the secalite at the second the second the secalite at the second the sec

acters at BBDO contributed a stray clef here and there in developing the melody. Its success is evi-denced by the pending deals for its publication as two separate mu-sical numbers, one embodying the theme and the other built from the trumpet riff.

Poetry Critic Poetry Critic Close to 70 copywriters are in-spired by their BBDO pay checks and the notorious sensitivity of the client to compose deathless verses for the jingle. These verge on be-ing artistic creations, for again mind potential use: Radio, TV spot or production. Foreman serves as poetry critic and editor at the agency. Ifingh Rogers heads BBDO's TV production department, which now is servicing some 50 clients. Work-ing under Rogers is Dan Louns-bery, who handles production on the Amarican Tobacco live plugs. On the film spot side, Bernie (Continued on page 9)

Poetry Crisic

- man men the standard management with the states the states of a present

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5

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



Greater New York's favorite station for music and news

1130 ON YOUR DIAL

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

NEW YORK October, 1950	CLEVELAND	* Also Wed., Thurs. and Fri. PHILADELPHIA	eliminated the strike possibility	s for senior news and continuity writers was also included in the settlement. It provides that if
	October, 1950 Evening Program Bating View.	October, 1950 Evening Program Rating View,	have crippled the networks on the eve of elections.	the raises to bring them up to the minimum are less than those sums,
<ol> <li>Toast of the Town (WCBS)</li></ol>	Evening Program Bating View, 1. Talent Scouts (WEWS)47.7 2.8 2. Milton Berle (WNBK)46.9 3.3 3. Godfrey and Friends (WEWS) 40.7 2.9	1. Milton Berle (WPTZ)	start at \$95 and go to \$130 at the	s they get the larger increment; if they are over minimum scales, they get the same \$15 or \$20
6. Man Against Crime (WCBS) 31.0 2.1 7 The Goldberg (WCBS) 34.0 2.1	4. Tonat of the Town (WEWS) 38.9 5.4 5. Hepslong Causidy (WNBK) 38.8 4.3 6., Truth or Consequences	4. Show of Shows (WPTZ)	and \$103 previously. News edi	they get the same \$15 or \$20 raises.
8. Mama (WCBS)	(WEWS) 7. Firewide Theater (WNDK)	7. Tonsi of the Town (WCAU) 7. Man Against Crime (WCAU)	Kind Word	ds From Friends
The state of the s	Daytime Program	9. Lights Out (WPTZ)	• Continued from page 4	
<ol> <li>Hewdy Doody (WNBT)</li></ol>	<ol> <li>Gene Carol Show (WEWS). 22.6 2.9</li> <li>Howdy Doody *2 (WNBK). 22.1 3.0</li> <li>Gene Autry (WNBK)</li></ol>	Daytime Program 1. World Series*	more than ever before, be looking forward each week to reading The	hattan" with Billboard J: L.
	5. Super Circus (WEWS)	(WCAU)	Billboard. Gabriel Heatter, Mutual Broad- casting System: Have just seer	general manager, WWDC; Con-
BALTIMORE October, 1950	COLUMBUS October, 1950	4. Frontier Playhouse (Sun.) (WPTZ) 18.9 3.1 * Also Thurs., Fri. and Sat.	Billboard's new newspaper for mat. May I add my personal congratulations to those of your	gratulations on your new Bill-
Bygning Program I. Talent Scouts (WMAR)	Evening Program Rating View. 1. Milton Berle (WLW)60.5 3.2	<b>PITTSBURGH</b>	many radio friends for continued	ler, national executive secretary.
<ol> <li>Arthur Godfrey and Friends (WMAR)</li></ol>	3. Talent Scouts (WBNS) 39.9 2.8 4. Godfrey and Friends	October, 1950 WPTV Rating 1. Millon Berle	president, Calkins & Holden, Car- lock. McClinton & Smith: You new make-up reflects Billboard's	Television Authority: Congratula- tions on Billboard's new face. I
5. Man Against Crime (WMAR) 5. Man Against Crime (WMAR) 5. Sola 3.0 5. Philos TV Playhouse (WBAL) 5. Sola 2.9	5. Stop the Music (WTVN)	2. Toast of the Town	well-known ability for keeping one step ahead of changing times	board I can do as well with mine. Bob Poole, Mutual network:
7. Stop the Music (WAAM)	7. Ken Murray (WEN8)         32.7         3.4           8. Firèside Theater (WLW)         .30.1         2.9           9. Long Ranger (WTVN)         .20.4         2.9           10. Martin Kane (WLW)         .29.2         2.3	5. Godfrey and Friends	With television booming and radio keeping the pace, all the news from these fields will be so much	tabloid-size is a lot easier. To
10. Big Town (WMAR)	Daytime Program 1. World Series (Sat.)*	Ruper Circus	more readable R. A. Sugg. WKY: Your new format most ef-	board staff I just want to say con-
2. Super Circus (WAAM)	6. Football (Notre Dame vs.	* Also on Wed., Thurs., Fri, ST. LOUIS	fective. My congratulations on your very excellent publication Regards. Danny Thomas: Id	ville, N. C., wishes for success for
<ol> <li>Football (Noice Dam)</li></ol>	5. Howdy Doody (Multi-weekly average) (WLW). 15.6 7.4 * Also Wed, Thurs. and Fri.	October, 1950 KSD-TV Evening Program Bailar	could be as successful for me as	Billboard. We think it's not only
*2. Multi-weekly average. BOSTON	DAYTON October, 1950	I. Milton Berle	it has been for you I would have my nose fixed tomorrow. Con- gratulations—you're beautiful Hubbell Robinson Jr., vice-presi-	good luck Lawrence Low-
October, 1950	Evening Program Rating View. 1. Milton Berle (WLW)	5. Kraft TV Theater	Hubbell Robinson Jr., vice-presi- dent, Columbia Broadcasting Sys- tem: Congratulations on the new	format is an exciting improve-
1. Milton Berie (WBZ)	41.0 3.5 4. Stop the Music (WLW)	1. World Series (Sat.)	Billboard. It's faster, easier to read and should command real	chairman, American Broadcasting
4. Fireside Theater (WBZ)	7. Tosat of the Town (WHIO) 35.1 3.7	4. Super Circus	attention	new make-up of The Billboard
7. Kay Eyser (WB2).         41.6         2.7           8. Versatile Varieties (WB2).         41.5         2.8           9. Philce TV Playhouse (WB2).         41.3         2.8           10. The Clock. (WB2).         40.5         2.7	<ol> <li>Man Against Crime (WHIO).33.4 2.9</li> <li>Lone Eanger (WHIO)</li></ol>	October. 1950	and old know-how. E. E. Hill, Station WTAG:	success. First issue in new for-
Daytime	Daytime Program 1. World Series (Sat.)40.5 2.5 2. Auto Eaces (WLW)24.5 3.5 3. Football (Purdue vs. Notre	Evening Program Bating 1. Milton Berle	Have read with considerable interest the revised Bill- board. This publication has	of new make-up but because of editorial copy. Best regards. James E. Hanna, vice-presi-
2. Super Circus (WNAC) 29.7 4.4 3. Howdy Doody (Multi-weekly average) (WHZ) 20.4 2.7 4. Baseball (Red Sor vs. Yanka)	6. Zoo Parade (WLW)	8. Toast of the Town	long been making important strides, especially in the radio	editorial copy. Best regards. James E. Hanna. vice-presi- dent in charge of radio, N. W. Ayer & Son. Inc.: Congratu- lations on the new format. All of us at Ayer thing it fine and wich all of you the heat
(WBZ)	DETROIT October, 1950		and TV fields, and all the impor- tant news which you regularly cover now has a more fitting dis-	of us at Ayer thing it fine and wish all of you the best.
weekly average) (WB2)14.0 3.5 • Also Wed., Thurs. and Frl. BUFFALO	Avg. s Evening Program Rating View 1. Milton Berle (WWJ)	4. Roller Derby	play. Good luck Theodore C. Streibert, president, WOR: Con-	WJPS, Evansville, Ind.: Congratu-
October, 1950 WBEN	2. Fireside Theater (WWJ)40.0 2.9 3. Talent Scouts (WJBK)	WASHINGTON October, 1950	gratulations on the new format of The Billboard. Its make-up, is lively, and the expanded news	
Avg. s Evening Program Rating View. 1. Milton Berle	(WXYZ)	Avg. # Evening Program Rating View. I. Miton Berle (WNBW)	coverage ought to make the paper of increased value to everyone	ward to receiving the first copy of Billboard a la new format. Flanagar's "Billboard March" is going strong locallyFrederic Gregonublic relations director.
5. Mama	8. Stop the Musle (WXYZ)	4. Godfrey and Friends (WTOP)	Talent and Show Tips Depart-	WKRC, Cincinnati: I have just
Daytime Program 1. World Series (Sat.)*	Distince Program 1. World Series (Wed.)*	6 Long Ranges (WHAT) 878 99	ment, are excellent Adolf N. Hult. vice-president in charge of sales. Mutual Broadcasting Sys-	Billboard. Congratulations! It has plenty of snap, typographi-
2. Super Circus (Sh.)	Dame (WJBK)	8. Fireaide Theater (WNBW)	tem: It takes but one look to see that Billboard's new look is char-	Billboard. Congratulations: It has plenty of snap, typographi- cally, and 100 per cent more read- ability. "Never Idle" could be Billboard's slogan, too. Inci- dentally, I would like very much to have a conv of your souvenit
CHICAGO October, 1950	· Also Thurs., Fri, and Sat.		this in minu, I am sule you will	to mare a copy of your near the
Avg. #           Evening Program         Rating View.           1. Milton Berls (WNBQ)	October, 1950	3. Bowdy Doody (Multi-weekly avg.) (WNBW)		issue if there is one about the shop at this late date. Regards. Michael J. Foster, CBS: Looks
8. Talent Scouts (WBKB)	1. Milton Berle	* Also Wed. Thurs and Fri	Jr., vice-president, Munual Broad-	alathas" Bast Orrig E Dun.
(WBKB)	Prepared for The Billboard by publishers of	Jay & Graham Research, Inc., Videodex.	for the new newspaper format	one of your "dear friends and
<ul> <li>8. Phileo TV Playhouse (WNBQ) 31.9 3.4</li> <li>9. Wayne King Show (WNBQ) 31.4 2.6</li> </ul>	RWG Swamps '	Undersigners '	years be as successful for Bill- board as the past 56 Charles	the new dress of Billboard. It is a vast improvement in every way and Lam sure you will never be
10. Man Against Crime (WBKB) 		ondersigners,	dent, National Broadcasting Com- pany: My very best wishes for	gentle readers, congratulations on the new dress of Bilboard. It is a vast improvement in every way and I am sure you will never be sorry you made the change. You now have real flexibility for the presentation of interesting head- lines and stories across the five columns.
1. World Series (Sat.)*	Votes Ira Mario	<b>I OS FFCXY</b> all from the same slate, includes	success on the tabloid Billboard. Regards Syd Eiges. NBC Press: The newspaper format for	lines and stories across the five columns.
4. Gene Autry (WENR)	NEW YORK, Nov. 4. — Ira : Marion, senior staff writer at ABC, was elected national president of 1 the Badia Writers' Could (BWG)	Jim Hart, Bob Cenedella, Sam	Billboard certainly makes your publication extremely readable	Jerry Fairbanks: Billboard can well be proud of its new modern
(WENE)	the Radio Writers' Guild (RWG) I Thursday (2). Marlon's election, s and the choice of the Guild council to serve in his administration, was (	senting news writers. Alternates are Sig Miller, Addie Richton,	wishes for a great future William F. Brooks, National	format. Congratulations to the oldest publication in the amuse- ment field for an even bigger and
October, 1950 Avg. s	to serve in his administration, was a interpreted as a stinging rebuke in the RWG faction known as "we	Freed.	this bold new step by Billboard, re-	always has been, devoted to the
1. Milton Berle (WLW)	The "undersigned." The "undersigned" group, via a	Marion, the latter winning by about a two-to-one vote. Nearest	Sylvester L. (Pat) Weaver.	best interests of the industry. Every best wish for your con- tinued success. Arthur Pryor
WKRC)	tration, precipitated a bitter battle within RWG ranks over a question	was Erick Barnouw, who came in with six votes below the lowest	The new Billboard is a swell job.	Jr., vice-president, Radio and Television, Batten, Barton, Dur-
(WCPO)	Korean situation. The group pro-		your continued success. Jo- seph McConnell, president, NBC:	tions to the staff on Billboard's new look Ben Duffy, presi- dent, Batten, Batton, Durstine &
8. Lone Manger (WCPO)	ers declaring this could not be done			
Dantime Program	constitutionally. This led to accusations of Com-	vision this week (7, 8, 9) when he Academy of Radio Arts (a raining institute) meets to dis-	Madden, National Broadcasting Company: I just finished reading	keeping step with the times. I particularly appreciate the extra space and greater detail your new
3 Football (Putdue rs Noire	munist domination, which now are to vitiated via the elections. Marion's of first step as RWG president was to			
4. Hepsiong Cassidy (WLW)15.3 3.9 5. Fifty Club (Multi-weekly	to sign a non-Communist affi- davit.	n ceting. CBS's Worthington Miner, Gilbert Seldes, Rudy Bretts and others are already programed	enjoyable and easy to read. Re- gards Ed Herlihy: Congratu-	the new format wears as well as the other did for the past 56 years. Perry Como: Just want you to know how much I like your new format. Best wishes.
	And Council elected with Marion, 14	and others are aneady programed.	autons on your new lormat. I've	format, Dest wishes.
			a dan	

# 9. Wayne King 10. Man Against

#### CINCINNATI October, 1950

vening Program	ating	View
1. Milton Berle (WLW)		3.5
2. Fireside Thester (WLW)	.36.8	2.1
3. Stop the Music (WCPO)	.36.6	2.9
4. Kraft TV Theater (WLW).	.33.3	2.5
5. Godfrey and Friends		
WKRC)	.29.6	3.0
6. Pulitzer Prize Playhouse		
(WCPO)	.28.9	2.8
7. You Bet Your Life (WLW).	.28.7	2.4
8. Lone Ranger (WCPO)	.28.0	3.2
9. Philco TV Playhouar (WLW	5	
		2.6
0. Break the Bank (WLW)	.27.4	2.6
aytime Program		
I. Woeld Series (Sal.)*	4.2 12	3.2
t. Baseball (Reds vs. Pitts.		3.4
(WCOP)	20.8	2.8
5. Football (Purdue vs. Netr	149.8	4.0
a rootowe trutture th, Note	e .	

# 28% Wage Increase Ends Writers' Strike Threat

NEW YORK, Nov. 4. — The threat of a strike of staff news and continuity writers at ABC, CBS and NBC ended this week when the Radio Writers' Guild (RWG) and the networks came to terms on increases for writers. Negotiations on other points in-volved in the new contract are continuing, but an average increase of 28 per cent in salaries ellminated the strike possibility. Had the RWG gone out, it would have crippled the networks on the rease of leatcons. New news writer minimums tart at \$95 and go to \$130 at the end of two years, compared to \$84 and \$103 previously. News edi-

#### Kind Words From Friends inued from page 4

# The Billboard **TV** Talent & Show Tips

Each week. The Hillboard staff ra-views shows in all media. From fields ether than television, reviewers select acts which scem particularly suitable and/or outstanding for video. Since it is impossible to keep a uunning rcc-time or another made TV apper all one it is probable that acts will be listed, occssionally, which have already made ene or more video appearances. Allso insude in this column, from time to ruled from media other than video which may prove practical and useful for TV whow producers.

#### **Kiddie Holiday Songs**

Kiddie Holiday Songs The major record companies, without exception, have recorded a unnes of interesting new holi-(and some adult) program bits south the season, for example, is south the south of the south of the south of the season, for example, is south of the south of

#### Seers and Haymer

#### Noonan and Marshall

#### Lou Walters

# **KOWL Jock Moves** Into San Fran Area

The hor week. The Billboard staff register of which seem particularly suitable<br/>set of value acts which have at one<br/>week of all acts which have at one<br/>the probabile that acts will be hister at a star will be hister<br/>atter of most which have at one<br/>the probabile that acts which have at one<br/>the probability of hist of the probability of hist of

# Air Checks

Brief but important radio news

#### **Cassidy Leaves Crosley**

Cassidy Leaves Crosley James J. Cassidy has resigned as public relations director of Crosley Broadcasting Corporation, Cineinnati, effective November 15, to join Hill & Knowlton, Inc., public relations counsel, in New York. He will take up his new duties last this month. Mrs. Cas-sidy (Rita Hackett). Cincinnati Post columnist and WLW-T per-former, and the ir children, Claudia and James Jr., will join Cassidy in New York later. Cas-sidy joined Crosley as a writer in 1938. He was successively special events director, director of international broadcasts and, dur-ing 1944-45, a war correspondent for WLW and later NBC. He was named head of Crosley Broad-casting's public relations depart-ment in 1946.

#### WGCB Bows

A new daytime radio station, WGCB Bows WGCB, Red Lion, Pa., launched its first regular broadcasting op-erations last week. The 1,000-watter is owned by the Rev. John M. Norris. New station personnel-includes John H. Norris, manager; George Kiensle, formerly with WHP, Harrisburg, and WLAN, Lancaster, program director; M. F. McDowell, chief engineer; Vin-cent A. Freeman, commercial manager; N. Carl Kitchen, con-tinuity director, and Sarah E. Kitchen, traffic.

#### Flacks Merge

Mack Millar, flack for Bob Hope and Frank Sinatra, has merged with the Hollywood pub-lic relations outfit of Henry C. Hogers and Warren Cowan, un-der the title, National Public Re-lations Associates. The firm will headquarter in Beverly Hills, Calif, but Millar has opened of-fices in New York, and the three partners, along with associate Milton Weiss. will commute to Manhattan on a rotation basis.

#### WFDR's New G.M.

Lou Frankel, director of special events and public relations for WFDR-FM, New York, last week was upped to general manager. At the same time, Guy Wallace, the station's chief announcer, was named production manager, fol-lowing the resignation of Pro-gram Manager David Harris. Frankel was formerly with the Rural Radio Network and WHCU, lthaca. N. Y.

#### Lux on Lux

Lever Bros. has started spon-soring a Sunday night radio show called "Festival Lux" in Europe, via Radio Luxembourg and Radio Monte Carlo. The variety-styled airer, which originates in Paris, features French movie actor Francols Piter as emsee and Wal-Berg's 50-piece "Grand Jazz Sym-phonique."

#### TELEVISION-RADIO

# Short Scannings

#### Brief but important video news

#### Sao Paulo Audience

PRF-3-TV, South America's first TV station now operating at Sao Paulo, Brazil, has a potential 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 week.

#### Stern, Parks Alter

Bill Storn will emsee the new CBS-TV daytime series which is to alternate with the Bert Parks series. The new show, packaged by Lou Cowan, is called "Remem-ber the Day" and is an audience participation stanza. The orig-inal intent, to feature Bill Good-win on the alternate days, feil thru. The Stern show starts Thursday (9).

#### Rainbow Ahead

Noel Madison. Hollywood TV producer, last week signed War-ner Baxier 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"

RAILS TO SELL SHOWS

Simms has just returned from a simms has just returned from a two-week jaunt around the tele circuit, during which he succeeded

# Peter Paul Axes McCune

NEW YORK, Nov. 4.—Peter Paul for its Mounds division this week canceled its Hank McCune show effective after the comple-tion of its 13-week cycle December 9. The program is currently being relecast Saturdays 7-7:30 pm., NBC-TV.

NBC-TV. Unless the candy company can find a big hour show directed at an adult audience, it may bow out of TV. Maxon, Inc., is the agency.

flicker. In anticipation of color TV, the Baxter series will be filmed in kodachrome.

NEW YORK, Nov. 4.—More ad agencies are finding it imperative to set up TV "station relations" departments in order to get their clients' shows on the air in im-portant markets (The Billboard, November 4). William Esty Agency this week hired Jack House to work full time on this project, while time buyer Raymond C. Simms, of Erwin Wasey, likewise has been assigned to the task of getting shows onto stations.

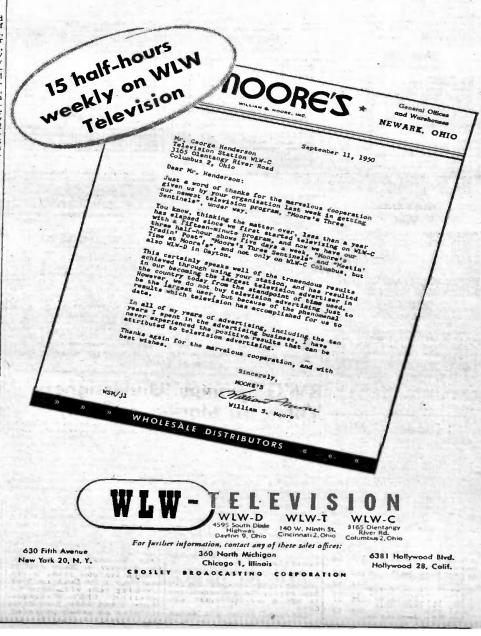
7

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 spot entirely de-voted to woolng tele stations.

#### Crime Fotog Folds on CBS

**FOIDS ON CBS** NEW YORK, Nov. 4.—Formerly sponsored by Philip Morris and now a CBS-AM sustainer, Crime Photographer will fold Novem-ber 9, when the web drops the package. Moving up into the 9:30-10 slot Thursdays will be the Hallmark Playhouse. The Lincup, another CBS pack-age, will go into the open 10-10:30 p.m. time Thursdays. CBS is developing Crime Photographer into a TV stanza.





024.08 18.31 THE BILLBOARD

#### POST STORE PADE TELEVISION-RADIO

# Two C. & P. **Clients Set** To Give Up

NEW YORK, Nov. 4.—Two Cecil & Presbrey clients are about to throw in the video towel. The electric products division of Syl-vania is rendy to cancel Beat the Clock on CBS-TV, Friday even-ings, 10:30-11, after the expiration of its current cycle. The program is having difficulty with its sta-tion clearances.

Nescafe is also about to give up on Take a Chance, starring Don Ameche on NBC-TV Sunday nights, 10:30-11 p.m. This audi-ence-participation show received bad untices and here neuror scally bad notices and has never really shaken itself down int the pack-age it figured to become.

## **Another Look**

Brjef criticism and comment re tv shows previously reviewed in detail

### The Faye Emerson Show CBS-TV Network Thursday

CBS-TV Network Intersect The Faye Emerson Show (CBS-TV, Tuesday, Thursday and Satur-day, 7:45-8 p.m.) continues as one of the better parlor Interview segs extant, thanks mainly to the poise, charm and good looks of Miss Emerson. Her plugs for Pepsi-Cola have more bounce to the chant, thanks mainly to the poise, chant and good looks of Miss Emerson. Her plugs for Pepsi-Cola have more bounce to the ounce, because of her ability to weave the product informally into the entertainment and keep it con-stantly and appetizingly in the viewer's sight.

viewer's sight. On the show caught, two song-writers, Sahmy Fain and Redd Evans, were the guests, and illus-trated once more that tune-making is a fascinating business. Fain, who clefted such hits as 1 Can Dream, Can't 1?; I'll Be Seeing You and That Old Feeling, demon-strated the process at the piano, with considerable ald from Evans, a surprisingly good performer. with considerable ald from Evans, a surprisingly good performer. Evans practically walked away with the show by virtue of his personality, spontaneity and potent salesmanship. Evans's singing 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-pearances have been fairly fre-quent of late, merits a fling at a show of his own.

Y&R Asks CBS • Continued from page 3

would be competing against it-self in that it already has 9-10 p.m. Fridays on ABC-TV for the Pulit-zer Prize Playhouse. However, with prime video time at an ab-solute minimum, the agency had no alternative.

no alternative. Young & Rubicam is submitting a variety show to Goodyear, with Douglas Fairbanks Jr. as its emsee, and Charles Laughton on for oc-casional Bible readings. The pro-gram is an MCA package. The other program up for con-sideration by Goodyear and pitched by its other agency—Kudners—

by its other agency-Kudners-stars Cecil B. De Mille and is also an MCA package. Both agencies are in slugging against each other and, at this monent, it is a toss-up as to which one will handle the show. \*

#### "Tandem" Hits • Continued from page 3

The same night at 9 Monty Woolley tees off in his new show, with Duffy's Tavern making a belated season bow at 9:30. Ed Gardner, now in New York, will fly back to Puerto Rica Monday and rehearse on Tuesday, and tape the show on Wednesday for Friday broad-east

**Television—Radio Reviews** 

#### **Jimmy Durante**

Reviewed Wednesday (1), 8-9 p.m. EST. Sponsored by Motobola Television via NBC, New York. Pro-ducer-director, Joseph Santiey. Pro-duction supervisor, Merritt W. (Petel Barnum, Associate producers, Hal Raywin and Phil Cohan, Television director, Doug Rogers. Technical di-rector, Jack Irving. Cast: Jimmy Durante, Donald O'Connor, Joyce Holden, Gwen Carter, Jack Hartley, Eddle Jackson, Jack Roth, Wells and Fournals, others.

Jimmy Durante made his TV Jimmy Durante made his TV debut on The Four Star Revue Wednesday night, and "The Nose" exuded enough natural hi-larity and genuine good fellowship to make Church-ill glad-hand Stalin. The over-all production had a few flaws, but Durante himself showed up as that rarest of all video types—a completely relaxed, uninhibited entertainer, with the amvibalent ability to project the intimate warmth de-manded by TV, while displaying sure-fire showmanship for the studio audience. It's a neat trick that few, if any, of today's video performers can duplicate with even a slight degree of success.

Tops Garroway

Tops Garroway The "Schnozz" topped Dave Garroway's mouse named "Niles" and, Fred Allen's sensitive vice-president, by having a character posing as an NBC executive, spon-sor-conscious, ulcer-ridden and all. This character, admirably under-played by Jack Hartley, was a perfect foll for Durante's lovable belligerency, and their scenes to-gether provided the best comedy spots on the show. In fact, their unique, bandling of a Motorola commercial was the highpoint of the entire hour. The classic simply consisted of the exee insisting that the comedian fulfill the small print demands of his contract and "do the middle commercial." demands of his contract and "do the middle commercial."

After a gravel-voiced protest ("Durante don't do no commer-cials"), he finally "compromised" by drying on a series of toupes and wigs, while the exasperated brace weight brass spieled a sample commer-cial. It was wonderful showman-ship and shrewd salesmanship.

ship and shrewd salesmanship. Production-wise, the show had its full quota of big-scale song-and-dance numbers. Teeing off with a film recording of Durante's journey from a Hollywood swim-ming pool to a typical New York ticker-tape welcome, the revue went "Ilve" with 'a flashy brass band opener, featuring Durante's famous ditty You've Got To Start Each Day W ith a Song. He cavorted happily about doing "the strutaway in his cutaway" and casting wholesale leers at the pretty fem chorus; teamed up with young O'Connor for a sock song-and-dance act That's My Boy, and closed the show via a nossong-and-dance act That's My Boy, and closed the show via a nos-taigic reproduction of the old days at the Club Durant when he was part of Clayton, Jackson and Durante. The latter number, of course, featured his ever-present buddies Eddie Jackson and drum-mer Jack Roth.

#### O'Connor Clicks

O'Connor Clicks Paired with his wife, Gwen Car-ter, O'Connor clicked nicely on a ballad, *it's Bigger Than Both of* Us, and Durante followed with a neat burlesque of same. He re-ceived a showmanly assist on the number from blond movie starlet Joyce Holden, who registered as personable, talented and a poten-tial bet for TV stardom on her own. The versatile O'Connor also shaped up as a good TV bet, and it's probable that this appearance has already cinched such a deal for him. has alre-for him.

From a production standpoint the show was good the certainly not perfect. The chorus gais first-act costumes were unattractive and in spite of their physical attrac-tiveness was often downright sloppy in execution. However, on Wednesday for Friday proad-tast. Hedda Hopper, now airing at 9 p.m. Saturday, is being urged to move into the 8 p.m. time on Sundays. If she agrees, Barry will show Dargerous Assignment in Hopper's old slot, to be followed with The Man. On Sundays Tales of Texas Rangers would make room for Hopper by dropping to 9:30, re-placing American Album of Fa-miliar Music which vamps to ABC November 26. Dufy's, in taking over the 9:30 Friday period, dis-locates Counterspy, which moves tiveness was critical to the security of the securety of the security of the security of the s

Reviewed Thursday (2), 2-2:30 p.m. EST across-the-board, Participat-ing sponsorship, via WOR, New York, Producers, Charles King Radio Pro-ductions and Hal Block; director, Ed Hanscom; writer, Stedman Coles; em-see, Gloria Swanson, Cast: Johnny Thompson, Airlin er s Instrumental group, Announcer, Mort Lawrence.

**Gloria Swanson Show** 

The all-time glamour girl, Gloria Swanson, is a hot property right now. Her sock performance in Sunset Boulevard is touted

for an Academy Award, and reams of publicity breaks in national mags have cre-ated a tremendous audience potential for the ex-silent

potential for the  $e\pi$ -silent screen star. In view of this advantageous set-up and Miss Swanson's own un-erring sense of vibrant showman-ship, it's unfortunate that this transcribed airer was erratically paced, none-to-smoothly integrated and downright dull in spots.

and downright dull in spots. During the half-hour the show made several graceless transitions from Miss Swanson's transcribed interview session aboard the S. S. American to the studio, where little or no attempt was made by the announcer to the up Johnny Thompson's warbling with the star. Not So Smooth

Not So Smooth As a result, the dialer was con-stantly called upon to acclimate his listening mood to the changing theme of the broadcast. However, Thompson has a pleasant enough baritorie and the series is probably much smoother when Miss Swan-son isn't gadding about on trips to Europe and such.

son isn't gadding about on trips to Europe and such. The idea of interviewing ship personnel sounds like a good one, but on this particular trek around of a particularly lifeless crew. The forceful femsee tried her darndest to whip up some interesting chat-ier, but even her brightest bon mots failed to evoke more than apathetic responses from the guests. The later include two mike-shy gal operators in the ship's beauty parlor and a few employees from the printing press room. Con-versation-wise, the airer only scored when Miss Swanson got to-gether with her daughter, Michelle Farmer, who seems to have in-herited Momma's vitality. The Swanson series is produced

herited Momma's vitality. The Swanson series is produced by Charles King, who also syndi-cates Rudy Vallec's transcribed broadcasts. It should be equally successful with today's nostalgie-minded audiences, once Miss Swan-son is provided with better guest material and the show itself is co-ordinated into a more harmon-lous whole. June Bundy.

#### **Beat the Clock**

Reviewed Friday (27), 10:30-11 p.m. EST over CBS-TV, Sponsored by Sylvania Electric, Agency, Cecil & Presbrey, New York, Style: Au-dience participation. Producers, Mark Goodson, Bill Todman; emsee, Bud Collyer; announcer, Bob Sheppard.

There's a thin but decided divid-ing line between fun and folly on audience participation broadcasts. The line is even slimmer on video, and it's to Emsee Bud Collyer's credit that he managed to stay on the funny side of the situation 90 per cent of the time last Friday night (27).

Friday night (27). Utilizing a telegenic assortment of clocks as props, Collye chal-lenged several pairs of contestants to enter a literal race against time, via the execution of suprisingly complicated stunts. These in-cluded such endeavors as tossing flour-filled balloons into a basket held by a man wearing a spike-encrusted mask, and the placing of records on a spindle phono by a gal who, at the time, was wearing the spindle on her head. Latter trick is difficult enough to pull off under normal circumstances, let alone at 30 seconds par in front let alone at 30 seconds par in front of a "we-dare-you"-type studio audience.

Show Moves Along Collyer moved the show along at a brisk pace, but preserved a convincing illusion of sympatico comradeship with the contestants and was still likeable, the visibly harried, at the close. The Sylvania Electric commer-

The'sylvania Electric commer-cials formed a rather indiscrimin-aterati of plugs Friday night (both ad lib and regular), plus the scenic blond model. June Bundy.

The Rootie Tootie Club Reviewed Saturday (28), 11:30-12 noon, EST, via NBC-TV. Pre-sented by Bruno, New York (RCA distributor), on behalf of RCA Vic-tor dealers, thru Arnold Cohan, Inc. Producer-writer, Steve Carlin; direc-tor, Alfred Scott; emsee, Todd Rus-sell; music, Gene Perazzo. Cast: Naomi Lewis, Frank Milano, Michael King King.

Pegged on two pert, winsome puppets, Todd Russell's affable emseeing and a magician-clown in guise of a Keystone cop, this fast-punching multi-faceted kiddie participation show is one of the best tot stanzas to come along since Kukla, Fran and Ollie.

Kukla, Fran and Ollie. Sovereign ingredient is Rootie Tootie, a button-cute small-boy puppet in the chacacter of a sport fan. Wearing floppy, oversizé football suit, he talks, sings, ges-ticulates, mugs and generally pre-sides as a lovable, shrewd gamin figure. His foil is Little Nipper, the familiar RCA dog re-created as a mascot puppet with a gamut of barks and movements resulting in a romarkable range of expres-sion and intelligibility. When the youngsters come un

When the youngsters come up for quiz questions, the puppets col-laborate with Russell in giving the questions and answers, thoroly beduestions and answers, thotoly be-musing the tots. Imaginalive use of situation and clever production and direction blend in a never-never climate where flesh and fan-tasy merge—the one big desidera-tum in kid shows.

tum in kid shows. In addition to all manner of business and gimmicks among the cast, the proceedings are integrat-ed with the small fry for a con-tinuous interplay between audi-encé and principals. One real attention getter, for example, was having Rootie "play" a miniature guitar and sing along with guet having Rootie "play" a miniature guitar and sing along with guest cowboy Jesse Rogers. With its warmth, mobility and

With its warmth, mobility and imagination and, no mean con-sideration, a liberality with prizes like a pedigreed cocker spaniel, a bicycle, record players, it's hard to see how the show can miss. It airs locally, but is being prepped for national sponsorship. '-Jerry Wexler.

#### Symphony on WNEW

Reviewed Sunday (291, 3-4:15 p.m. EST. Sustaining via WNEW. Producer, Dick Pack. Commentator. Benny Coodman.

In its direct pitch to capture the longhair listener long nurtured on the Sunday-at-3 habit of dialing in the New York Philhar-monic, WNEW has come up with a classleal disk jockcy session which should cer-tainly go at least a short way toward filling the bill. To lend the classy spin session both a touch of the unsophisticated and, of course, to grab some dial-worthy name power, the station made a smart move in spotting Benny Goodman as the seg's nar-rator. Goodman, whose musical prowess is noted in both jazz and classic circles, was a completely effable and down-to-earth deejay. Removed from his format was the snobby stuff-shirt dignity which is the earmark of the usual longhais verblage dispenser.

#### Good Bridge

Good Bridge Essentially B.G. made an effort, and to great extent a successful one, to verbally bridge the gap between classic and jazz music. He made use of just the proper per-sonal and light touches in his deliverkes—like referring to the composer as "Poppa" Haydn or to his clarinet teacher as "Reggy" Kell All told Benny tured out his clarinet teacher as "Reggy" Kell. All told, Benny turned out to be a surprisingly fluent long-hair salesman. Whoever it was that fashioned his script could hardly have done a better job to suit B.G.'s person.

suit B.G.'s person. Choice of music provided a good balance, with Copeland's Hoedown serving as the modern and opening selection, and a Haydn symphony, Mozart's Concerto for Clarinet in A Major and Bach's Passacaglia and Fugue in C Minor rounding out a satisfying menu. The donghair show was followed

Cov Blasts Hallicrafters For "Smear"

• Continued from page 3

sat around a desk and came out with a decision. "This again is fake vs. fact," said Coy. The chairman said he was making his letter public in hope that it "will reach some of the readers who may have been misled by your hit-and-run attack."

hit-and-run attack." The Coy letter is apt to be a focus of attention when the RTMA TV committee goes into a discus-sion of ar industry public rela-tions program. Whatever deci-sions the committee reaches will be aired before the RTMA board meeting November 16.

meeting November 16 On the court front, FCC was hoping to get the RCA-NBC suit tossed out early, but was prepared to defend its color verdlet all the way. Along with the dismissal motion, FCC General Counsel Benedict Cottone filed a brief attacking the allegations that the Commission reliced - the advice of an FCC engineer whose pres-tige was at stake because he in-vented an adapter switch for the CBS color system. Cottone said that NBC-BCA

Cottone said that NBC-RCA failed to allege either that the engineer broke any law or that FCC exhibited any bias or preju-dice. The counsel added that the switch patent-has been assigned to the U. S. government.

In writing RCA about the color tube, the Commission asked when the firm could get together with CBS to arrange for tests. FCC told RCA, "Your co-operation will be in the public interest."

# **Another Listen**

Brief criticism and comment re radio shows previously reviewed in detail

#### Fibber McGee and Molly

Fibber McGee and Molly (NBC Network, Tuesday) Fibber McGee and Molly's char-acters who once were so new and fresh are now as old as the Ameri-can Indian. They enter, the studio audience applauds, and the same tired gags come out of moth-balls. The epsisode caught told of a camera contest Fibber entered. Banks were robbed, fires started, Queen Elizabeth was presumed to arrive at the airport, but still Fib-ber couldn't find any subject matter to photo. Even if Fibber were a cretin, he would have found something to snap. But he's not normal. He's a radio comedian which means the listen-ern are invited to suspend credulity. Does the sponsor program un-believable commercials? As a specimen of the so-called humor. Fibber saws "I meant it"

As a specimen of the so-called humor, Fibber says "I meant it" to a pharmacist and the reply he received was, "How do you do Mr. Meant II. "Seconds later he asked for "box film" and was told "no but I'll wrestle you for it."

"no but I'll wrestle you tor a." Even the Kingsmen have a tired air. Their rendition of Dig, Dig, Dig was guaranteed to send listeners dialing disk joekey pro-

The Pet milk commercial told how the product was fortlifed with crystalized vitamin B. Might be a good idea if the writer used some.

#### Leon Morse

#### The Bob Hope Show (NBC Network, Tuesday)

(NBC Network, Tuesday) Bob Hope lent an air of the spectacular to his initial airer of the new season by setting off his barrage of gab and gags from Uncle Sam's armcd forces base in Okinawa. Playing to an appar-ently wildly enthusiastic batch of service guys, Hope let fly his ma-chine-gun delivery of local and timely gags to set the pace for a fairly tight knit half-hour set in the familiar format of the Hope show for these many years. Straight man-announcer Hy Aber-bach and Les Brown's ork, regu-lars of the Hope show, fell into the production pattern and kept the pace at the zestful level. Mari-lyn Maxwell, the movie star and thrush who is working the Pacific tour with Hope's troupe, guested on the airer and came off engag-ingly with her song and in the subsequent skit based on the life and anguish of Col. Robert Hope.







RELAX

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Complete dinners from \$1.65 up







# Air Checks

#### Brief but important radio news Plymouth Shopping

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

#### "Rod-Gun" Renewed

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

#### Hover Over

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

#### New Ziv VP's

Frederic Ziv last weck named two new vecpees and a new treas-urer. Herb Gordon becomes vec-pee in charge of production, and M. J. Rlikind, vecpee in charge of sales. Joseph L. Moore takes over as treasurer.

#### Short Takes

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

# **4** Sponsors Nibble

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

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

• Continued from page 1 14 standard stations were deleted in the first three quarters of 1950 as compared with 25 for the com-parable 1949 period. For the same periods, abandoned AM construc-tion permits totaled 24 this year as compared with 34 in 1949.

as compared with 34 in 1949. The rate of transfers so far in 1950 is almost identical with that for the proceeding two years, hit-ting 305 for the first nine months of 1950 as compared with approxi-mately 340 for each of the full years of 1949 and 1948. As com-pared with earlier years, the trans-fer rate has been high, but since it is not increasing with TV ex-pansion, it is apparently due more to the postwar rate of business activity than to a rush of standard broadcasters trying to unload be-fore a deluge.

• Continued from page 1

Fewer Standard Stations Seen

Going Off Air; Prices, Rates Hold

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

Continued from page 3
 cill passed it agaln, WSYR then revealed that a sceret meeting had been held at which an attempt was made to assess city employees— who had been promised raises if the tax went thru. The referen-dum was finally held, and the tax measure killed by a 2½-1 vote. New Slamt
 On September 18 Corcoran pro-posed a 1 per cent sales tax—the referendum had specified only a 2 per cent levy—and business in-terests gave the proposal major support, favoring a consumer-paid rather than business-paid levy. Vadeboncoeur then went on the air and stated that a prominent banker had called some of the councilmen into his office and read the riot act to them over their op-position to the tax. A few days later, after an all-day session, the council defeated the proposed 1 per cent measure.
 Back in August Vadeboncoeur had provosed a non-partisan com-

Poll Shows AM Broadcasting

In Healthy State Despite TV

1947 was less than 60.

THE NEXT VOICE YOU HEAR ... tions.

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

Show Business's Greatest

Talent Hunt On, Due to TV

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

# **Kyser Flunk** Seen Comina In TV College

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



· Continued from page 4 Haber, as executive film producer, is the take charge guy.

#### Time Consumer

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

Snooky Lanson, who are featured in the plugs. Besides their regular work in *Hit Parade*, where they also do the commercials, they make the radio and TV plugs, and also have to show up for the live productions on such American Tobacco shows as the Robert Montgomery alter-nate-weck dramatic series, *This Is Shoubusiness.* and the new Jack Benny TV show.

position to the tax. A few days later, after an all-day session, the council defeated the proposed 1 Back in August Vadeboncoeur had proposed a non-partisan com-mission and in September he went is to work on this idea in carnest. writing, illustrating, timebuying, Shortly after, the council passed otharged with the responsibility of that all these guys seem to have reporting next February, is now evaluating the entire Syracuse fi-tancial structure, with an especial eye toward future needs.

#### Continued from page 1

The average manager or agent ge mai just so ma he has many attracepresents After tions. After he has submitted these same attractions to the net-works, Independent stations, ad-vertising agencies, packages, et al., in video five or six times—he has either placed them (if they're the better performers) or been told to get lost.

to get lost. Unless he comes up with some-thing new he wears out his wel-come with the increasingly im-portant video buyer. On the other hand, the handler who constantly pitches something fresh and worth-while at these same buyers finds himself building an entree, which proves invaluable to him in many ways. ways.

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

stanzas. The price here isn't too important. If the kid clicks big he's sure to make what has come to be the circuit in video, the aforemen-lioned vaude type segs, plus a multitude of, others. But in be-tween dates, before the iconoscope, Doakes sends the kid out on the road to play clubs, theaters, etc. Kid's price Is easily upped be-cause—just as in the old days, there was dollar value to the buyer in such billing lines as "direct from the Paramount Theater, New York"—today the same moolar magic is contained in the billing, "direct from the Teraco Star Thea-ter NBC network television show." Thus the agent-manager is in a solid position to keep a substan-tial number of acts working, to get them the sorely needed experi-ence and earn the act and himself a nice steady pile of loot while learning. There is, too, of course, always the chance that the agent will come up with something that will click and make him a real bundle.

bundle

Another, tho not quite as com-mon a facet of the quest-for-per-formers situation, is that some of the more frugal networks and stations have upon occasion called tions have upon occasion called one or another agent, offered him a substantial chunk of time (15 minutes up to as much as an hour) for free if he would just build a show for the web or station in that time. Several managers and agents who have been offered this deat

Several managers and agents who have been offered this deal have been forced to turn it down because their better acts were al-ready working in TV at good sal-arles, and they realized they could only produce an omelet with the leftovers. A guy who'd been doing a solid job of bush-becating, of course, might have a chance with such an opportunity tossed at him. Most agents, who have been scouting the hinterlands, incident-ally, report that a good act, like a good man, is hard to find. In this situation the great hole left by woeful decline of vaudeville, bur-lesque, legit, stock companies in

lesque. legit, stock companies in the last several decades, is being sorely feit. There have just been too few proving grounds for new acts.

PHOTOS IN MILLION



HOWARD PHOTO REPRODUCTIONS No Order Too Smull or Too Large Enlargements mounted. 2020,0 82,000 Photo 2020,0 82,000 Photo Status Status Status Status Status Status Status Status Mull orders rosat to coast. Write, Call. Free Sample Kit. QUANITIES Howard Photo Service, Dept. 8

station of \$495,000. Stations in smaller, non-TV citles have also been bringing good prices. KGKB (250-watts), Tyler, Tex., sold for \$100,000; WJXKN (250-watts), Jackson, Miss., had a price tag of \$38,500, while a 15 per cent chunk of WVOT (2 kw.), Wilson N. C., went for \$7,500.

activity than to a rush of standard broadcasters trying to unload be-fore a deluge. **1948** Plenomenon The 300-plus rate was a 1948 phenomenon, as it more than quad-supled the 1947 pace of 78. The yearly average from 1939 thru

1947 was less than 60. Prices received for stations this year compare well with those of previous years, even in locations where TV is going ahead. For ex-ample, the 1-kw. KRSC, Seattle, brought 512,500; KFWB, a 5-kw. station in TV-saturated Los An-geles, soid for 3530,000, and WDAS, r Philadelphia 250-watter, brought a near-record price for that size station of \$495,000. Stations in smaller non-TV

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

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

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





· Continued from page 1

• Continued from page 1 With renewal time coming up, he now wants a package producer-agent, figuring he can get a bet-ter deal that way. However, altho the act has braced several top package han-dlers, and altho he's in the enviable position of working--thus elimi-nating a selling chore for his handler--he can't get taken on by any of the leaders. This is no reflection on the act involved. What it means is that the nature of video is so different from other forms of show busi-ness that the 'package producer-agents can't take on strings of shows.

shows. Service Exacting The servicing of a TV show re-quires infinitely more work than a radio show or a film deal, get-ting into all phases of production which do not even exist in other fields.

elds. This is further complicated by

This is further complicated by the fact that so many talent of-fices bave turned to packaging, and the multiplicity of detail in-volved in producing these shows limits the time available for sell-ing and developing new proper-tion

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

Syracuse Story

• Continued from page 3

fields.

ties

## SET MERCHANDISING ions to 1564 Broadway, New York

Jack-Equipped

NOVEMBER 11, 1950

# GRUNT & GROAN Wanna Sell Video? **Sponsor Wrestling**

THE BILLBOARD

NEW YORK, Nov. 4.—Any time four female wrestlers get tossed around the mat in a tag match, a families will decide to buy a re-for a new one. That's been the sperience of the Sunset Appliance chain spending as much as \$4,000 Stores, local TV-radio-appliance chain spending as much as \$4,000 Stores, local TV-radio-appliance chain spending as much as \$4,000 their telecasts. This week the chain signed a new 13-week contract with WATV to sponsor the Eliza-beth, N. J., Arena. After buying such varied sports

10

beth, N. J., Arena. After buying such varied sports tevents as wrestling, boxing, hockey, basketball and baseball, sunset exec, Joe Rudnick, has found that the grunt and groaners have the family appeal that makes people call up for a "free home demonstration." The femme vtres-tlers usually pull twice as many phone calls as any other sport. Second in pulling power, are dwarf or midget wrestlers and any kind of tag match. Boxing and basket-ball pull the least. The more usual wrestling matches

or midget wrestiers and any knu of tag match. Boxing and basket-ball pull the least. The more usual wrestling matches calbre of the bout and the mat names involved. After sponsor-ing bouts from the smaller arenas, Sunset exces insisted in having a say in booking wrestlers. Present a clause which gives the chain an out if the promoters fail to come up with a continuous stream of name wrestlers. That video money is becoming increasingly important to promoters is borne out by Sunset's "name wrestlers only" clause. Sunset excess reason that a sports order to sell TV sets or major ap-pliances. "The whole family," says Joe Rudnick, "discusses the merits of buying appliances—it's never decided only by the man or woman of the house." The store has con-cluded that baketball draws too young an audience, boxing draws an audience of single men, and hockey doesn't have the family appla. All Sunset sales pitches are based nome demonstrations. The suc-cess of the advertising keeps busy an outside selling crew of 30 men.

# G. E. Plugging New Black and White Video

**High Definition** Monochrome Brief **Filed With FTC** 

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

Filed With FTC WASHINGTON, Nov. 4. — Fur-there complicating the TV receiver outlook, General Electric Company (GE) is plugging before Federal communications Commission (FCC) a new high-definition monochrome system which would acquire an addition of four tubes to sets. GE outlined the system in a brief filed with FCC this week. According to GE, the system al-lows "an appreciable improvement in picture detail." Tho requiring more tubes than present sets, the company said the system is "per-tectly compatible" with present TV standards. The worked out, said GE, is how for produce "a minimum effect on present receivers." The GE sys-tem seraps the horizontal inter-tecter. Horizontal inter-tecter, CHORED and Stopper

Pay rates by Pay rates by set makers con-tinued to edge upward in August, the Bureau of Labor Statistics (BLS) announced last week. Av-crage weekly earnings totaled \$52.81 as compared with \$52.46 a month earlier. The number of hours worked per week declined slightly to an average of 40.5 hours in compared with 40.6 hours in July. CHICAGO, Nov. 4. — Erwin, Wasey & Company will replace Kudner Agency in handling Ad-miral Corporation TV shows, now budgeted at ovcr \$1,000,000 a year. The change will become ef-fective "In a few weeks," said Seymour Mintz. Admiral advertis-ing director.

**RELIEF FROM Urge Congress** 

Reduce Excise Profits Cut

Keduce Excise Profits Cut
 WASHINGTON, Nov. 4.—Radio-Television Manufacturers' Associa-tio (RTMA) this week appealed to Congress for relief from the pro-posed excess profits tax. A spe-result committee appointed by RTMA.
 Prexy Robert C. Sprague submitted recommendations to congressional difference of the proper submitted recommendations to congressional difference of the proper submitted recommendations to congressional difference of the proper submitted recommendation in come tax.
 The tax issue will be studied further along with other major subsets, including TV allocations and a three-day meeting of officers, directors and committees in New York November 14. More than a door. Astoria Hotel. A precensor to this will be a meeting of the RTMA TV committee at the Wal-dorf-Astoria Hotel. A precensor to this will be a meeting of the rest with the board at the Wal-dorf-Astoria Hotel. A precensor to this will be a meeting of the rest at the RTMA board-committee sessions November 14-16 are the following: A public relations pro-proceedings before the FCC, a pro-proceed excess profits tax; miti-ting ethics for the TV industry; the propoced excess profits tax; miti-ting wage Act to the radio-TV; manufacturers in dustry; appli-cation of the Walsh-Healey Milin-mut wage Act to the radio-TV; manufacturing industry; appli-tion of the Walsh-Healey Milin-tar traditional manufacturer-windexiler - cease, would prohibit the sorting of the two the traditor.

Pay Rates Up

Video Sets The following list of (elevision sets equipped with phono jacks was supplied by the manufac-furers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk depart-ments hu promotin a jackwho support their disk depart-ments by promoting jack-equipped sets. Combination models which include record chaugers are not listed because of space limitations.

of space limitations. Andrea Saybrooka, Mayfleid, Sutton and Nor-minity models. All sets Benoin All sets Capehari All sets Capehari All sets Freed Modela 197-105, 10C-106 and 24C-301 Hallieratter Management All sets Hoffman All offs and and an all sets all sets Markets Markets Mercury All sets Olympic Diffst and Broadmoor models. All sets RCA Vitor All sets RCA Vitor All sets RUA III. All acta Regal Models CD36, 16T36; 19C36 Models CD36, 18736, 19038 Sect All acts all acts Trice King All acts Video Products Corporation All acts Video Products Corporation All acts Aradicy nuclei

RE NEW BILLBOARD **Kind Words** From Scme **Good Friends** 

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

more will be found in other de-partments of this issue. Benjamin Abrams: Congratula-tions on your new format and best wishes for continued success. John S. Meck. John Meck Industries. Scott Radio Labora-tories: Billboard's new format is streamlined, modern, easy to read. Just what your readers need in this fast-moving age. Congratu-lations. S. T. Seaman. Web-ster-Chicago Corporation: The new format gives Billboard all the publishing field—immediacy, vitality, legibility, compactness. Congratulations on a progressive stop and best wishes for centuries of scruice: ... Philip Lesly, the Philip Lesly Company, public re-lations. You have achieved a big step forward in modern com-munications. Billboard's new for-mat has clarity, consciseness, bal-ance. Congratulations on prog-ress for yourself and the indus-tries you serve. Martin P. Bosenblum, television and radio celitor, Retalling Daily: Best of luck with your brand new format. It looks a heliuva lot better than the old one.

Walter L. Stickel, national sales manager, receiver sales division, Allen B. DuMont Laboratories. Inc.: Congratulations on new f mat. Informative, easy-to-re it's a short cut to complete formation on the industry.

# People, Products and Prices

#### New Capehart Set

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

#### **Receiver** Records

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

# New Video Excise **Booms TV Traffic**

New "Discount" Gimmick Seen in Promotional Dealer Ad Barrage

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

# **Dept.** Store Set Sales Up

WASHINGTON, Nov. 4.—Fed-eral Reserve Board's post-Korca report on department store sales of radios, phonos and TV sets showed this week that July sales jumped 177 per cent over the pre-ceding July for the top 1950 mark. The increase pulled total sales for the first seven months of 1950 to a peak 104 per cent above the same period last year. The TV-radio department of the stores led all others in percentage of increase. Over-all department of the store sales were 24 per cent above July, 1949, while the first seven months of this year showed no change over the same 1949 period.

Ing the total for the first 10 months this year to 5.777,610. Radio set production, including home, auto and portable receivers, was 1,413,-563 sets, bringing the 10-months total to 11,461,823. New Belmont Price Policy Belmont Radio Corporation, manufacturer of Raytheon tele-vision, has adopted a new retail include the new federal excise tax and a one-year warranty on warranty."

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

#### New Discount Gim

New Disconter. New Disconter. Trade observed also see the tax as the newest "discount" gimmick in the industry as dealers fight for the consumer's video dollar. Tip-off came-in an ad placed by one of the biggest chains in the city. Somewhal ambiguously, the astingthered of the second second the same low prices as before. Department stores were silent. Manufacturers, on the other hand, found the November 1 tax in teal opportunity to up set prices generally. More than one set producer raised prices from \$10 to \$50 on their lines, including set producer raised prices along with increased costs of compon-tor. Added to the list of manufac-for any their minds last week (The Billboard, November 4). Oympic deeided to lump the tax has which the warranty charge, widle the warranty charge, widle they who included the tax in mew hist prices are Magnavox. Air King, Placeh Playa Fair

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

# Min. Wage Law Affects Mail Order

WASHINGTON, Nov. 4. — Tho employees of most TV set and disk stores remain exempl from minimum wage and overtime re-quirements under an interpreta-

disk stores remain exempt itom minimum wage and overtime re-quirements under an interpreta-tion of the Fair Labors Standards Act issued by the Labor Depart-ment this week, those working in stores with large mail-order sales may be covered. A bulletin put out by the agency's wage-hour division stated that an employer in the retail business field must "show affirmatively" that more than 50 per cent of his sales are within the State where his store is located. If the dollar yolune of sales outside the home State is larger than intra-State sales, then the employer must com-ply with all the provisions of the act.

#### **Confab** Goes Over 2-Way Coax Relay

X-W dy COdx Relay
 NEW YORK, Nov. 4.—Television's first two-way conference using the coax cable and microwave relay system was held this week when DuMont web exect explained their views on the cable allocations and color TV to station execs around the country. Ironically, the facilities of the American Telephone & Telegraph Company (AT&T) were used to bland the division of cable time given the webs by AT&T.
 Web Director Mortimer W. Loewi also opposed the CBS color standards, and urged adoption instead of an all-electronic, compadible system.

## MUSIC Communicatio

# PINKY HERMAN HIRES HALL FOR BIG CONFAB

NEW YORK, Nov. 4.—Pinky Herman, American Society of Composers, Authors and Publishers' (ASCAP) one-man gang has gone and hired a hall. The hall is at Nola Studios on Broodway: the time 8 p.m. next Thursday (9); the purpose, as Herman puts it, "to clear the air of all the wild talk and confusion and to get suggestions for a workable way out of the terrible mess." All writer members of ASCAP, including the directorate, are invited to the confab, and anyone with an idea on the writer distribution system is welcome to speak his piece. "All I want to do," Herman said, "is to trace the history of this 60-20-20 plan, going back to 1940 and bringing the thing up to date in a chrono-logical sequence of events."

#### No Rant Sesh

No Rant Sesh Herman said that he does not intend this meeting as a rant-and-cant session. His prime purpose is to help preserve ASCAP, to which he has complete allegiance. He is strongly against individuals or groups complaining to the Justice Department. "Let's settle this among ourselves. If we come up with any-thing, let's take it to the board, to Harbach. Otto Harbach is owed a great deal by every one of us for assuming the presidency in the middle of the toughest time ASCAP has ever faced. He's had some terrible problems dropped in his lap and is doing a swell job, remarkable job at his age."

#### Own Program

Herman's own program revolves around these four premises:
(1) Suspend the present plan at once as it now operates.
(2) Keep the 60-20-20 formula, but limit seniority credits to 30 years.
(3) Make the 60 per cent pay-off on the basis of the class members last were in, not on the class to which they were dramed.

dropped.

(4) Limit the super-dreadnaughts to a 1,000 point top. The Irving Berlins and Cole Porters would still take home more than the other "AA" men by virtue of the 20 per cent current per-formance slice.

# **Oberstein on Carpet** Before 802 Board

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

or didn't he? According to the local. Oble's appearance followed his applica-tion to the AFM for a license to record. The international exec board apparently was chary about granting the license without first clearing up the question of his activities during the ban, and asked the local to investigate.

# U. S. Enters Drever Suit Vs. 440 Music

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

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

on the Cudahy label. Dreyer contends that this was an infringement of an exclusive license granted to Biltmore for an arrangement of You Can't Be True. Dear, based on a copyrighted German waltz, rights to which resided in the Alien Property office. The Biltmore tune became one of the season's hits subse-(Continued on page 40)

## Manana Suit Adjourned

NEW YORK, Nov. 4.—The in-fringement action agrinst Peggy Lee and Dave Barbour over their ditty, Mamana, was, adjourned this week until Monday (6). Suit by Walter C. McKay, alleges that he wrote a song titled Laughting Song prior to 1912. McKay says that his cong was

prior to 1912. McKay says that his song was unpublished and alleges that his ditty was infringed upon by Miss Lee and her husband, Barbour, in the composition of Manana. The couple also published the song which was a hit two years ago. Case will be tried in New York Supreme Court before Judge Is-idor Wasservogel.

NEW YORK, Nov. 4.—En Ober-ein, ex-a. and r. topper at RCA ictor who went into the 39-cent sk business during the record an, was on the carpet this week fore the exec board of Local 802, merican Federation of Musicians AFM). The \$64 question was: iddn't he? According to the local. Oble's on to the AFM for a license to made. made.

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

RCA VICTOR'S "THING" JUST ONE BIG TEASE

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

NEW YORK, Nov. 4.—RCA Victor regional managers. field men, distrib record man agers and some disk jockeys have been driven slightly daf-fy in the past weck with fac-tory promotion on *The Thing*, tune written by RCA Victor artists and rep director Charlic Grean and recored by Phil Harris.

wires

Three consecutive

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

motion push on The Thing. In the meantime, jockeys teased by Victor and pub-lisher. Howie Richmond, to whom the tune was assigned, starting spinning the platter and teasing their listencrs. Victor, in the meantime, has pressed 200,000 copies of the platter and reports early dis-tributor take on The Thing around 100,000 right off the bat.

# ASCAP MEMBERS STILL SEEK PAY-OFF ANSWER 60-20-20 Deal Poses Problem As Directors Look for Way Out

in the Society. The writer-directors are sched-uled to meet today (4) in an un-precedented Saturday session to explore possible solutions, and Pinky Herman, ASCAP's Irrepres-sible independent, has hired a room at Nola Studios here for next Thursday and invited all comers

Col'bia Lingo

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

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

#### Other Purchase

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

Issued December 18. The diskery's international LP program, according to Avakian, will call for an average of two disks per month. Artists to be included are Edith Piaf, Carlo Buti, Damy Simon, Trio Los Pan-chos, Frankle Yankovic and Walt Solek. Some Mexican-cut mambos will also be listed.

# 'Rudolph' High **On Sheet Sales**

NEW YORK, Nov. 4.—Rudolph the Red Noved Reindeer, last year's runaway Christimas leader, is off to a merry gallop for the forthcomto a merry gallop for the forthcom-ing year, having sold over 110,000 copies of sheet music since August for writer-pubber Johnny Marks. Marks has added three new edi-tions of the tune, for concertina, steel guitar and children's accor-dion bringing up his total to 29 separate forms in which the tune may be bought. The Gene Autry disking on Co-

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

Autry Five Ways The Autry disking is being sold five ways at Columbia: As a regu-viny edition for kids, as a seven-inch LP pop, as a 78 r.p.m. kidisk and as a 45 r.p.m. The tune (Continued on page 40) To tents a share of the roots of becas stock. September period, which included The 1949 earnings for nine months the waxery's 50 per cent discount inventory sale, racked up earnings of 5 cents per biare. **45's Helped** Diskery's third quarter, goosed this year with the introduction of a 45 r.p.m. line which is moving

AS Directors Look for way out New YORK. Nov. 4.—While the first furore in the American So-ciety of Composers, Authors and Publishers (ASCAP) whipped up by the new 60-20-20 pay-off to writer members has simmered to a slow boil, efforts to find a way out are being made at both the official and rank-and-file levels in the Society. The writer-directors are sched-uled to meet today (4) in an un-precedented Saturday session to explore possible solutions, and Pinky Herman, ASCAP's Irrepres-sible independent, has hired a room at Nola Studios here for next Thursday and invited all comers

have been far less dislocating than the current one. The Meyer plan (after Director George Meyer) was torpedoed by the Young Turks after it was sub-mitted to the Justice Department because they felt it would give free rides to too many pensioners. It is ~ 60-20-20 plan also, working as follows: 20 per cent is allotted for current performances and 20 for seniority. The two are aver-aged and the resulting figure de-termines the classification and the disposition of the remaining 60 per cent. Because of the use of these two percentages to detennine the 60 per cent, Meyer's critics (and some of his friends) say that the plan is actually a 50 per cent seniority. 50 per cent performance deal. The objection here is the heavy emphasis on seniority. The old hands are dubious about the prospect of a change in the mear future, however. As one of the writer board put it: "You can bet that we won't ever go back to the old system, for one. Sec-ond, too many of the real active pros-have tasted blood—they dou-bled and tripled their checks this quarter, and they're going to put

**Cleffers** in **D.J.** Jitters **On Pay Gim** 

SOUND & FURY

NEW YORK, Nov. 4.—Big ques-tion along the Brill Bullding-Lindy's axis is how the Justice Department feels about the sound and fury evoked by the new ASCAP writer pay-off. The best information is that the department is indifferent. It is known that Sigmund Tim-berg, D.J. autorney thru the con-sent decree maneuvering, has been contacted by ASCAP toppers and by Pinky Hermans. He has re-portedly indicated that ASCAP must work its own way clear. The glan now in use was conceived by ASCAP; any modification that gets unanimous consent of the membership might get a hearing, with nothing promised. Herman, who asked Timberg if the D.J. would agree to immediate suspen-sion of the current plan and re-adoption of the old plan pending efforts to work out a better sys-tem, got a flat no on this proposi-tion.

11

# 2-Bit-Racket In DJ Disks Is **Developing**

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

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

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

# Col Price-Cut **Trial Reset**

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

day (b). The case, originally skedded for Thursday (2), then postponed to Friday and, subsequently to Mon-day, was held up pursuant to set-tiement of a prior case by Justice Wasservogel.

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

#### · Continued from page 1

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

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

NEW YORK, Nov. 4.-

**Section Buys** 

More Masters

MUSIC OR MACHINE

London Signs

**Cincy Ork** 

# **AFM To Collect on Oldies** In Fresh "Official" Pact "Soundie" Firm Also Agrees To Pitch In for Music on New Ones

NEW YORK, Nov. 4.—Official music performance trust fund for Films, the lkc Levy TV film those strips using music. This enterprise which is primarily marks the first known paet landed founded on the complete library of "soundies," this week signed an agreement with the American to harvest royalties from TV music. The second portion of the Ofagreement with the American Federation of Musicians (AFM) which, in addition to the standard terms prescribed in previous TV film-AFM contracts, made pro-vision for royalty payments for old films.

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

Official's prime mcrehandise of the moment is a weighty stock of "soundies," whose vintage dates back to the carly 1940s. Accord-ing to terms of the new pact, Official has agreed to pay 8

# **SPA Re-Elects** 7 Council Members

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

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

# 802 Meets on **AM-TV Work**

NEW YORK, Nov. 4.—Local musicians' concern over the em-ployment crisis in TV and radio (The Biilboard, November 4) has been mounting, pointing toward the special official meeting set for Monday (6) at Palm Gardens. Another in a series of informal meetings was held at Nola Studios Monday (30), attended by a hefty turnout of staff and single-engage-ment tootlers. It was decided to form a committee composed of reps of the staffers and outside men to work with the Local 802 exce board in the fortheoming AM and TV negotiations, which are slated to begin sometime next

The purpose of the committee is to see that the interest of both staff and outside musicians are served, and to keep llaison with the membership on the negotia-tions.

# **AFM Blacklists Monogram Films**

NEW YORK, Nov. 4.—Vaughan Monroe is cutting down his per-sonal appearance schedule to two days a week in order to properly fulfill his video and radio com-mitments. Orkster, who kicked off his TV show three weeks ago, has been working four days each week. HOLLYWOOD, Nov. 4 .--- Monoweek. Beginning next week, Monroe will work only Friday and Satur-day dates. The orkster's decision forced his agent, Willard Alex-ander, to cancel out a number of dates and turn down a flock of others. HOLLYWOOD, Nov. 4.—Mono-gram Pictures was placed on the American Federation of Musi-cians' (AFM) national unfair list, becoming the first major studio to face such action. Studio spokes-men were unable to explain why AFM had taken such action. At present, Monogram has only one flick awaiting scoring, Navy Bound but is apparently in no hurry to get it soundtracked. Other film, Bowery Battalion, now in production, will be next to need scoring.

AFM had taken such action, At present, Monogram has only one flick awaiting scoring,  $A \circ V$  is tringent demands for preparation Bound, but is apparently in no hurry to get it soundtricked. Other film, Bowery Buttation, now in production, will be next to can be employed by the lot until pan is lifted. It is believed that, possibly some of Monogram's pix made before the TV ban had spilled over into video release.

The second portion of the Of-ficial-AFM agreement covers roy-

RE NEW BILLBOARD

Kind Words

From Some

B'casts Cut

Monroe P.A.'s

**Good Friends** 

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

per cent of the gross. The deal for new productions, incidentally, marks the first in-dication that Official intends to go into new production of TV film subjects. New production is strictly in the blueprint stages, but it is anticipated that much of the new stuff will be of a musical nature. Negotiations between AFM and the industry-wide TV film com-mittee continue to be stymied.

TUNES ON RACK NEW YORK, Nov. 4. While no actual count was taken, The Bill board received more than 1,000 phone calls, letters and telegrams within 24 hours after the first is-sue of the publication in the new format reached newsstands and subscribers. Some of these tele-grams are printed here. Many more will be found in other de-partments of this issue.

NEW YORK, Nov. 4.—Tunes in the Music Dealers Service (MDS) "Christmas rack" this year will be Rudolph the Red Nosed Rein-deer, Santa Claus Is Coming to Town, Here Comes Santa Claus, Frosty the Snowman, Winter Won-derland and You're All I Want for Christmas. The standing rack order for Christmas tunes is 28, 000, as compared with 85,000 for pops. Reorders are the exception rather than the rule, tho Rudolph has had 18,000 additional copics in the rack after the initial place-ment.

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

# L-A WK. DEALS NEW YORK, Nov. 4.—Ty-ing in with acting Mayor Impellitieri's proclamation of November 18-25 as Latin-American Week, Ben Selvin, general manager of Southern Music, set a dcal with Muzak and Associated whereby the latter will emphasize per-formances of Southern's Latin and Associated whereby the latter will emphasize per-formances of Southern's Latin-American catalog during that period. Associated is sub-scribed to by approximately 500 stations, and Muzak has hundreds of additional out-lets.

SOUTHERN SETS

# RELIGIOSO **Choir Music On Upbeat** For Youth

**FOIL TOURN** NEW YORK, Nov. 4.—A new field for pubbers of choral music is on the upbent in the form of material for youth choirs, repre-sentatives of standard pubberies and the standard departments of pop pubberies were told at a lunchcon given by Roy Anderson, editor and publisher of Choir Guide, at the Roosevelt Hotel Monday (30). Representatives from Leeds, Wit-mark, Carl Fischer, Harold Flam-mer, A so oci at ed. Boosey & Hawkes, Bourne, H. W. Gray were told that youth choruses are on the rise, what with thousands of churches thruout the country set-ting up choir programs to interest youngsters in church altendance. Choir music publication for this market is practically a virgin field; dult choral arrangements ean' to volcings. Arthur L. Becker, prexy of Bibletone Records, spoke on the need for demonstrating choral music via records, so that choral directors and teachers might have an idea of what music is avail-able. He suggested that the pub-

an idea of what music is avail-able. He suggested that the pub-bers have their choral lines waxed on LP's for distribution to poten-tial customers.

To Waxing NEW YORK, Nov. 4. - London, Records, local wing of the large British Decca diskery, has signed Brilish Decca diskery, has signed its dirst American symphonic or-chestra, the Cincinnati Symphony. Remy Farkas, London's classical artists and repertoire chief, ne-gotiated the two-year pact with the ork and its conductor, Thor Johnson. Recordings will be made with Johnson and a number of guest conductors, as yet unan-nounced. The orchestra according to Far-

guest conductors, as yet unan-nounced. The orchestra, according to Far-kas, will, begin cutting for the label in April, at which time the diskery will bring over its own British recording engineers and FFRR cutting equipment. London's signing of its first large American ork signals a departure from the current LP diskery trend to cutting in Europe for American consumption. Waxings by this American ork will get wide dis-tribution in most European coun-rites thru British Decca and its many affiliates. London has pre-viously issued a number of record-ings by American vocal and in-strumental soloists cut in Europe. Several of these, including Rug-giero Ricci, Eugene Conley and Ellabelle Davis, are exclusive Lon-don artists. **Cut Longhuir Here** 

#### Cut Longhair Here

Cut Longhair Here Cut Longhair works here, 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-fustrating 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 diskcry more than \$15,000 in American money. The conduc-tor alone is asking \$9,800, plus a 21-cents per disk royally. 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 royaltics—all figured in addi-tion.

# RECIPROCITY **Canada Disk** Interchange Snags English, U. S. Pubs

NEW YORK, Nov. 4.-Reciprocity between English and American music publishers is at an all-time high, but the full beneficial effects of a complete interchange of the musical cultures is being ham-strung by the impasse existing be-tween the American Federation of Musicians (AFM) and the British Musicians' Union (BMU). This thesis was elaborated this week by Lou Levy, Leeds Music chief who recently returned from London, where he set plans in motion for the operation of Leeds' Plekwick branch. Levy, staling that\_Spike Jones and his band had just been refused permission to ity between English and American

that.Spike Jones and his band had just been refused permission to play dates in England, claims that the situation is not only unfor-tunate from a cultural standpoint, but also from an economic one. Not only would American bands do well there, he points out, but their appearances would measur-ably increase the sale of disks and sheet music, thereby giving Amer-



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

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

ican publishers and writers a bet-ter break.

#### Leaders Only

Leaders Only It is known, for instance, that on the Continent, where the Benny Goodmans, Duke Ellingtons and others occasionally tour, disk sales are favorably affected. Band lead-ers without their bands are per-mitted to play England with plek-up muscicans, but such ventures have been unsuccessful.

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

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



**Prices Settled** 

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

to 65 cents. The 85-cent labels now include Decca, Victor, London, Columbia, and MGM. London's special French-Canadian scries stays at 75 cents. Mercury, which bowed in at 80 cents this year, still maintains that tag.

# **Esy Morales** Dies at 34

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

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

HOLLYWOOD, Nov. 4.—To satisfy growing demand for musi-cal shorts, Paramount Pictures is re-releasing its technicolor Musical Parade featurettes. Pix, produced several years ago

# 

#### LIFE WITH FATHER

# Davis Guided Kids Plenty, Circa 1917

By Paul Ackernan NEW YORK, Nov. 4. — The vagaries of the musician, his per-onality foibles and departures from the norm, are considered part of the standard trappings of the show business, But the toolter of today, as compared with his prede-cessor of some 35 years ago, is probably a more independent in-dividual, better prepared to cope with the pressure of business and social life. This much is evident from a social lite. This much is evident from a

# "B" MAKES GOOD 'Tenn, Waltz' Cracks Thru From Flip

From Filp NEW YORK, Nov. 4.—Patti Page's disking of Tengessæ Waliz, which this week broke wide open in Philadelphia and instantly spread in a number of other key "B"-side-makes-good stories. The "B"-side-makes-good stories. The 'B"-side-makes-good stories. The 'B"-side-makes-good stories. The une was a last-minute selection to round a disking date which adistributor's request. Harry Rosen, Mercury's Phila-distery's Eastern veepee and at distery's Eastern veepee and the diskery's Eastern veepee and the distery's Eastern ve

Hunt Backing

Hunt Backing A session was arranged for the Boogie and, failing to find suitable material for the backing, Carlton and Patti's manager, Jack Rael, took off on a frantic search for a fill-in song. They got wind of an Erskine Hawkins disking of Waitz, released on Coral Records, and agreed to take a fling at this country hit of a couple of years ago. Rosen, in the first 10 days of shipment on the record, already has ordered 71,000 copies of the disking on the strength of Waitz. The diskery's distribs in Detroit, Cleveland, St. Louis and Chicago cach have ordered at least 15,000 disks initially.

# **Disk Biz Pace** Shifts to Low

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

he obtained to a dearl of a solution the solution of the solut

# Leeds Concludes

Deal With Small NEW YORK, Nov. 4.—Leeds Music has concluded a deal with Edward Small Productions for publication of Tiee Valentino Tango, theme tune of the Co-lumbia picture, Valentino, sched-uled for release in the spring. Disks are being set now. Pic, in technicolor, is budgeted at \$2,000,000. Jack Lawrence and Heinz Roemheld wrote words and music for the tune.

the label's sales and distribution forces. Bradley also switched Tower distribs in New York and Balti-more. Cosnat will replace Major as the New York distributor for the line, while Schwartz Brothers, Washington, will replace General Distributors for the Baltimore area.

glance at the Manual of Instruc-tions furnished by Meyer Davis to all employees of his organization back in the lush days of 1917. Those were the years of the First World War. The United States was not yet in the fraces, and Meyer Davis's business of supply-ing bands for high-class social fundions was already a major show business manifestation. Davis had a flock of bands, maestri, band secretaries and assorted sidemen under his wing—people who knew their instruments, perhaps, but who were only wayward children when it came to facing up to the facts of life. Perhaps they were not addicted to tee or grass, but they needed curbing nevertheless. Knowing this, Uriel, Meyer's brother, pub-lished his Manual of Instructions, advising the toolers to restrain their billiard-playing proclivities, to cease dabbling in oil and min-ing stocks, and to get enough fresh air.

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

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

# **NBS** Working **On Standards** For 'Talk' Bks.

For 'Talk' Bks. WASHINGTON, Nov. 4.—The National Bureau of Standards (Nats) is working on standards (or talking books, which may have strictly voice recordings. At the voice spread application for all strictly voice recordings. At the strictly voice recordings to the book phonegraphs and is now test-ing recording techniques and now the strictly set up tempo-book phonegraphs and is now test-ing recording techniques and ind wide variations among man-graphs and the play-back needle, recording techniques and ind wide variations among man-graphs and is now test-tone-arm force and loud-speaker standardization in the talking book men's with two of the largest producers for a co-operative study of the play-back needle, response. Feeling the need for whighting upon manufactures, but of onger by the agency will not be will be accepted by the Library of congress, the nation's largest build any talking book maker whose product fails to come up to NBS findings could easily be adapted to production of disks play excerpts, poeiry and the like. WBS engineers doubt that the cur-rent project will have any particu-tar value for musical disks.

**Halonka** Sets

NEW YORK, Nov. 4.—Dick Bradley, Tower Records' topper, this week appointed former Decca Branch Manager John Halonka as

Branch Manager John matchika as assistant sales manager for the label in charge of the Eastern territory. Halonka's appointment was one of several changes which Bradley is making to strengthen the label's sales and distribution forces

**Tower Post** 

#### 'CALL ME MADAM' IN 3 SESSIONS

N 3 SESSIONS NEW YORK, Nov. 4.—RCA Victor's cast-and-Dinah Shore waxing of Call Me Madam will be made in three sessions, Monday (6), Tuesday (7) and Thursday (9) at Manhattan Center. Hugo Winterhalter will supervise the date, and Jay Blackton will conduct the show's pit ork, augmented by studio sidemen to 36 pieces. Album will consist of the songs in the show plus se-lected dialog, the latter edited by Howard Lindsay and Rus-sell Crouse, the writers of the book.

He Chose Dinah for

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

mer ..." Berlin wrote The Billboard this week, objecting to this portion of the story. His letter, in full fol-

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

an even hastur correction of your erroneous statement. "In this week's Billboard you state that I am unhappy about Dinah Shore doing the Call Me Madam album with the original cast. Nothing could be further from the truth. "I chose Dinah Shore for this album. It may interest you to know that Dinah Shore's record-ing of Doin What Comes Natur'lly from Anaie Get Your Gun sold well over 400,000 records. The al-bum of Anaie Get Your Gun, with the complete original east, sold between 150,000 and 175,000."

Sincerely, Irving Berlin

# "Streetcar" **Clangs** With **Triple Suit**

I TIPLE SUIT NEW YORK, Nov. 4.—Roy J. Carew, doing business as Tempo Music, filed suit in Federal Court this week against Irene M. Selz-nick, legit producer; Ella Kazan. director, and Lehman Engel, con-ductor, for alleged infringement of his tunes, Winnin' Boy Blues and Buddy Bolder's Blues in the play. A Streetcar Named Destre. The aetion seeks an injunction, damages and an accounting of profits. According to the com-plaint, in 1939 and 1940 Carew copyrighted the tunes as unpub-lished works, and in July 1950, copyrighted them as published works.

release the popular songwriter from an obscurity that is unde-served in the light of his contribu-tions to the daily life and enjoy-ment of millions.

#### Pre-Tested

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

autor, a former newspaper man, magazine editor and advertising ageney executive. Burton in the early days of radio produced Old Gold on Broad-way, the first show to be broadcast direct from Stemes. And then wrote, directed and an-nounced the Acousticon Hour. This featured the songs popular at the century's turn, and intro-duced on the air for their network premieres such stars as Sophie Tucker, McIntyre and Heath, Julia Sanderson, Six Brown Brothers, Joe Howard, Jaek Norworth, Shelton Brooks, Joan Schwartz, Lina Abarbanell, Blanche Ring, Victor Moore and Donald Brian. Printed on slick paper and carrying 50 or more illustrations, The Blue Book of Tin Pan Alley will retail for \$7.50 in the regular edition, and at \$10 in the special de luxe edition. This latter edi-tion, limited to 500 coples, will be autographed by the author, carry facsimile signatures of the out-spanding songwriters on the end pages, and incorporates such sup-plementary features as a listing of the film songs that have won the oast songwriters, and the songs of writers who are credited with but a single hit.

## MCA Signs Pact With Bernie Mann

Bernie Mann NEW YORK, Nov. 4.—Music Corporation of America (MCA) this week inked a standard term management contract with orkster Bernie Mann. Agency, according to band department exec Johnny Dugan, is planning to put its full promotional weight behind the new Mann ork Blueprints for the build-up are being geared to push the Mann ork Blueprints for the build-up are being geared to push the Mann ork Blueprints for the focused heavily on the orkster's feccntly inked wax deal with Tower Records. The disking plan is being rounded into shape by Tower topper Dick Bradley in conjunction with Mann and the agency. Flack Arthur Pine has been hired to start the pro-motional ball rolling for the band. Dugan, comparing the build-up scheme for Mann with the Flan-agan push, added that the agency will support the drive with special TV ideas and a number of other devices.

# **Dorr-Potter** Suit Settled

NEW YORK, Nov. 4.—Musie salesman Eddie Dorr and com-poser-arranger Harold Potter dropped their, suit against Ben and Jack Edwards, of Edwards Music, this week when the pubbery set-tled out of court for a sum re-portedly in the vicinity of \$500. Dorr and Potter filed against Edwards last year for \$10,000 in royalties and commissions al-legedly due them. They claimed to have brought the pubber ar-rangements of some 22 public do-main tunes; Potter was to have received a composer's royalty, and Dorr, who was to sell the numbers in instruction books and folios, a salesman's commission.

in instruction books and follos, a salesman's commission. Settlement, made after a jury had already been impanelled in New York Supreme Court, also called for accounting on future royalities and inclusion of plain-tiffs' names on copies as writers of the arrangements. Abner Greenberg represented Dorr and Potter; Philip Barbaneli was counsel for Edwards.

# Interim Tariff on TV

Asked by CAPAC. TORONTO, Nov. 4.—In filing tariff schedules with the Canadian Copyright Appeals Board, CAPAC the Canadian ASCAP, has asked to an interim tariff for television "so as to be prepared should TV begin as planned in 1951." Broad-cast Music, Inc., has maintained last if an ratio station. "CAPAC in wishing to Ileense this point. They do not know whether TV domestic receiving sets are, or do they know whether

MUSIC



NEW YORK, Nov. 4. — The Honor Roll of Popular Songwriters, a weekly feature of The Billboard since January, 1949, goes between hard covers this fall when Jack Burton's articles on the country's top composers will be published under the title The Blue Book of Tin Pan Alley by Century House, of Watkins Glen, N. Y., a firm that specializes in books on Americana. While the forthcoming book is based on The Billboard articles, additional material has been add-ed. This includes a section on the songs America sang during the first 100 years of the nation's history, the events that inspired their writing, and the background of those who wrote and sang them.

them:

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

#### First in Human Interest

First in lluman interest Unlike previous books on popu-lar music that have been designed primarily for reference, Thé Blue Book of Tin Pan Alley is the first to be approached from a human interest angle, and is designed to

Cleffer Opens **Court Suit on** 'Begin' Rights

NEW YORK, Nov. 4.—Dorsey Brothers Music, Inc., and writers Eddie Sciler and Sol Marcus this week faced a suit in New York Federal Court brought by Al Kaufman over the song, It All Begins and Ends With You. Kaufman claims to have col-laborated with Marcus and Seiler in composing the tune in 1947. He charges that, In June of this year, Marcus and Seller assigned all rights to Dofscy Brothers with-out his consent. Kaufman has asked the court

an rights consent. Kaufman has asked the court to declare him co-owner and co-author of the tune and to clarify further his rights to the tune and his legal relationship to Marcus and Sciler. He also has asked that the court enjoin Dorsey Brothers from further publication of the song and from paying royalties to Marcus and Seiler. The plaintif further asked for an accounting of all monies made from publication of the tune and that the defendants be directed to amend the application for copy-right to include his name. The copyright application names

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

copyrighted the tunes as unpub-lished works, and in July 1950, copyrighted them as published works. The complaint charges that the infringed by causing the tunes to

THE BILLBOARD TUNESMITH THESAURUS



# NOW recording EXCLUSIVELY

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

15

# 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" (FROM "OUT OF THIS WORLD")

COLUMBIA RECORD 39056 OR 7-INCH LP 1-911 OR 45 RPM 6-911

With Orchestra Under the Direction of Paul Weston

# Columbia Records FIRST, FIN

# **Prades Bach Festival Recording To Go on Sale**

New YORK, Nov. 4.—One of the moior longhair wax items of the postwar period, the recording made at the Prades Festival in commemoration of the 200th anni-versary of the death of Johann Sebastian Bach, is being readied for shipment by Columbia Records. The Prades recordings, which the return to the wax scene of Pablo Casals in the dual capac-try of conductor and cellis. To mark the significance of the 10 disks. Package will be spe-cially stamped, boxed and num-bered and will sell for \$50. Only 1,000 sets will be made up for this eduitable singly for general sale. 27 Included

16

RARE ITEM

Available singly for general sale. **27 Included** Twenty-seven J. S. Bach works are included in the Festival disk collection, with a complete record-ing of the six Brandenburg concerti, conducted by Casals, a highlight. Interesting sidelight is that Casals made use of a soprano saxophone in the second Brandenburg con-certo instead of the conventional trumpet. Another major segment of the Prades recordings is Casals' performance of three Bach cello somatas, with Paul Baumgartner at the piano. Among the prominent longhair artists who appear in the

Christman C-H-R-I-S-T-M-A-S THE MERRY CHRISTMAS POLKA For the Winter Scason FROSTY THE SNOWMAN HILL & RANGE Songs, Inc., N. Y. THE LITTLE GENERAL We're blowin our horn for TUBBY THE TUBA" RECORDED ON ALL MAJOR LABELS GENERAL MUSIC 400 Modison Ave., N. Y. C., PL 3-7342 "SO LONG, SALLY" Perry Como Johnny Desmond Formy Dorsey Jan Gerber Eddy Howard Lurt Massey Al Morgan Denny Yaunhan Vaughan. Paul Weste OXFORD MUSIC CORPORATION

"DREAM A LITTLE DREAM OF ME" 7 Great Records!

CATHY MARTICE DINAN SHORE C. GIBBLE, CROSBY JACK OWNNS ELLA PITZGERALD LOUIS ARMSTRONG FRANKIE LAINE VAUGHN MONROE ......Coras Decce Oecca ercury Victor Words & Music, Inc.

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

# Kicks Ocarina Into DC To-Do

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

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

on it," said Klaven). Teen-age listeners apparently got delirious about the ocarina notes, and conveyed their enthu-siasm to The Washington Times-Herald, which has a regular teen-ager section. The Times-Herald teen-age editor informed Pfans-tichl about it and latter arranged to load the counters of 400 local People's drugstores with ocarinas at 49 cents apiece, each with a slik screen heralding the fame of Klayen. Klaven

Klaven. Pfanstiehl, enthulastic over the project, said he had difficulty getting ocarinas into volume pro-duction, but he finally located the Fred Grietsch Manufacturing Com-pany, Brooklyn, which hasn't enjoyed such an ocarina bonanza in years. Pfanstiehl plans to stage ocarina parties, ocarina contests in years. Pfanstient platte ocarina parties, ocarina contest "and maybe ocarina omelets."

Three Flames Back at Col

NEW YORK, Nov. 4.—The Three Flames this week returned to the Columbia diskery line-up with a new term deal. Group formerly had waxed for the label but left several months ago for a brief fling with the MGM waxery. Flames will cut their first Co-lumbia sides under the new deal early next week with Benny Carter conducting the band on the date.

#### New LP Platter Packages 'Voices'

Packages 'Voices' Washington, Nov. 4. — In a we venture, a 12-inch two-sided LP platter with actual voices of notables since the year 1901 is being readied for volume pro-venture of the since the year 1901 of the year 1901 of

# Concert Hall **Sets New Label**

MUSIC

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

number of new releases, sells at \$4.85 and \$3.85. The new Gold Label disks, like Concert Hall's special subscription series, will be pressed direct from matrixes and will be packaged with special artwork. They'll be sold thru regular distributors, with four new releases monthly. Two unusual items will head the company's first release. One will be the entire Opus 8 of Vi-valdi, including 12 violin concerti -all played by Louis Kaufman with the Winterhur ork of Switzer-land, conducted by Clemens Da-hinden. Eight of these concerti are released here for the first time on disks. The other item is the entire set of Becthoven's Prome-this have been waxed previously. Both of the above sets are on two 12-ineh disks.

12-inch disks. Other, Lined Other works listed on the first release, most of which are new to wark, are by Dellus, Robert Russell Bennett, Bruckner, Cou-perin, Hindenith, Arriaga, and Scarlatti. Walter Gochr, conduc-tor of the British Brondcasting Company orchestra and cleffer of such film scores as Great Expec-tations and Statuway to Heaven. is making his debut on the label. Cellist David Soyer, harpsichordist Ralph Kirkpatrick, and the Guilet Quartet are other featured artists. Concert Hall's artistic activities are supervised by President David Josefowitz. Richard Strunsky is in charge of public relations.

## Sacred Using Soap Gimmick

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

dealers. Campaign kicks off as soon as a dealer installs Sacred's cabinet. Diskery will distribute three-way coupons, redeemable on specific dates, offering a free Sacred plat-ter with purchase of one or more of its waxings, 15 per cent discount on any Sacred disk and one of label's kidisks free with purchase of another of its moppet line. Sacred, first to offer religious plat-ter departmentalization, asks only its 20-cent pressing costs per rec-ord on the giveaway disks, and 10 cents on the tot items. Regular disks retail at \$1.05, with kidisk at 35 cents. Dealors will pay \$225 for the

at 35 cents. Dealors will pay \$225 for the display eabinet and will receive 75 records of their choice, free of charge. The Lord's Prayer, backed by Bless This House, will be the giveaway disk, because of selec-tions' wide acceptance.

#### Green, Schneider Set Up Jet Label

NEW YORK, Nov. 4. — A new rhythm and blues diskery, Jet Rec-ords, has been organized in Brook-lyn as a partnership between Sam Green and George Schneider. The outfit has inked four distributors in the East, and is currently mov-ing for national coverage.

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

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

# **Mercury Sets New Catalog** For Dealers

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

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

# Jerome Rushes London Wax

NEW YORK, Nov. 4 .---- Use name dance bands at several disk-eries to cover hit tunes previously name dance bands at several disk-eries to cover hit tuncs previously established by vocal artists will now be instituted at London Rec-ords. Following the pollcy set by Guy Lom bardo (Decca), Sammy Kaye (Columbia), Ray Anthony and Jan Garber (Capi-tol), London's artists and reper-toire chief, Joe Delaney, is alert-ing the Henry Jerome band for rush waxings. In line with London's accele-rated service program, Jerome will cut two top pops on Monday (6), with distributor shipments of the actual disks skedded for Wednes-day (8). First tunes to be cut, according to the plan, are I Guess I'll Have To Dream the Rest and Bushel and a Peck. Jarome's disks will feature ar-rangements in the style of the late Hal Kemp. Ray Whetzel, trumpeter-vocalist formerly with Stan Kenton, has joined the Jerome crew, currently holding forth at the Edison's Green Roem.

# 802 Wallops Hard Vs. WINS

NEW YORK, Nov. 4.—Local 802, American Federation of Mu-sicians (AFM), is lauching an ex-haustive promotional and pub-licity campaign to bring Station WINS back to employment of live musiclans.

licity campaign to bring Station WINS back to employment of live musiclans. Local Secretary Charles Iuccip candidates informing them that WINS had lecked out musicians, and asking their co-operation in not utilizing the station's facilities for their campaigns. He received assurances from the candidates that they would steer clear of the picketed station. Similar wires have been sent to 53 sponsors currently buying time at WINS. In addition to a picket line in front of the station, the local is going to picket the How-ard Johnson Restaurant on 57th Street, from which a WINS disk jockey show remotes. Union has plarmed a campaign using newspaper ads, radio spots, and as many news and column breaks as can be mustered. The theatrical press agents union met with local reps this week and promised full support in the drive.

#### Citation Set for Bow In Reorganization -

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

Col. Sales Adds O'Boyle, Trifero

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

Tom sales slots with Capitol Rec-ords. O'Boyle replaces Paul Wexler as Middle Atlantic overseer with headquarters at the Stuart Louch-heim Company, Philadelphia dis-tribber for Columbia. Wexler was recently upped to the waxery's sales managership in charge of distribution. The New England area, formerly headed by Terry Southard, has been divided into two segments— Southard will henceforth cover distributes in Albany, Syracuse and Buffalo, with Trifero han-dling Portland, Boston and Hart-ford.

# Clamps Won't Hit

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

clamping the lid on charge accounts. Both the tliming and details of the order are still uncertain, but it is expected that FRB will an-nounce restrictions around the first of December, requiring all customer-charged items to be paid off within 60 days after date of purchase. Radios, phonos, and TV recei-vers will not be affected by the charge account order since they are already covered in Regulation W, which prescribed terms for installment sales.







MUSIC

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5	PEC	LS			
			_	_	 _

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

\*Indicates 45 RPM Version

# NEW RELEASES-singles

Timeless Longing RUSS MOI	FT VC by R RGAN and Nie Orch	USS MORGAN and	ADRGAH and Trio The Morganaires 55 and *9-27265
Indian Love Ca My Moonlight		estra Decca 272	DORSEY and His 66 and *9-27266
I Don't Mind E (When I'm A (I Get A) Fun	lone With You	)	Voc. with Guitar MILLS BROTHERS 67 and *9-27267
Button Up You I Wanna Be Lo Rhy	ved By You 'T	Both featured hree Little Words. RPHY Decca 272	
La Malaguena Candeiro	Su		BANDO DA LUA 69 und *9-27269
King For A Day Sing You Sinne TEO	rs LEWIS and His Orch	FT VC by TED LEW	VC by TED LEWIS /IS and Ensemble 70 and *9-24970
Hey Joseph (H Jedny Syn(Only RYMANOWSKI B	ey Yusef) y Son) Polka VC by ROTHERS Polka Orch	Polka VC by Al ALEX RYMANOWS iestra Decca 451	iKi Sung in Palish
The Lightning Sweet Mama B	Express ues Singing	with String Band	ng with Inst. Acc. MERVIN SHINER 72 and *9-46272
A Kiss In The I Got Two Arms (Waiting Fo	and the second	Charles and the second	THE RAY-D-VACS 81 and *9-48181
Hold That Trai I'm A Fool	in, Conductor' J Both Blues Singing	with Inst. Acc.	PRINCESS GILBERT PRINCESS GILBERT 82 and *9-48182
Sleigh Ride Promenade		Series) Unbrenkeble.	00 and *9-T6000
	*Indicates 45	RPM Version	

#### NEW RELEASES--ALBUMS

SING A SONG OF CHRISTMAS

ERNEST TUBB and RED FOLEY focal with Instrumental Accompaniment

Selections Include: HERE COMES SANTA CLAUS (Right Down Santa Claus Lane)-OUR CHRISTMAS WAITZ-WHITE CHRISTMAS-BLUE CHRISTMAS -FROSTY THE SNOW MAN-RUDOLPH THE RED-NOSED REINDER-CHRISTMAS ISLAND-C-H-R-I-S-T-M-A-S.

Deccs Album A-791 - Four 10-inch 78 RPM Records - Price \$3.75 ccc Album 8-38 - Four 45 RPM Unbreakable Records - Price \$3.35

Organ Solos with Instrumental Accompaniment Selaciton include: THE TUBA Y THE TUBA SONG-MONKEY ON A STRING --WEDDING OF THE FAINTED DOLL-ETHEL'S BIRTHDAY PARTY-MARCH OF THE TOYS-THE DERAM EXPRESS-PARADE OF THE WOODEN SOLDIERS --THE TEDBY BEAR'S PICNIC. Decca Album S-102 \* Four 10-inch 78 RPM Records • Price 53.75 Decca Album S-102 \* Four 45 APM Unbreakable Records • Price 53.25 DL 3283 • 10-inch Long Plary Microgroove Unbreakable Record • 52.85

All Album Records Are Available As Singles

# BEST SELLERS

o	PULAR

Goodnight Irene	GORDON JENKINS
Tzeng Tzeng Tzeng	Dects 27077 and 99-27077
Play & Simple Melody	GARY CROSBY AND FRIENO
Sam's Song (The Happy	Tune) Decca 27112 and *9-27112
Harbor Lights	GUY LOMBARDO
The Petite Waltz (La Peti	to Valse) Decca 27208 and *9-27208
Thirsty For Your Kisses	Mills BROTHERS
Nevertheless	Decca 27253 and *9-27253
Thinking Of You	DON CHERRY
Here in My Arms	Decca 27128 and *9-27128
Harbor Lights	BING CROSBY
Beyond The Reef	Decca 27219 and *9-27219
Daddy's Little Boy	MILLS BROTHERS
I Still Love You	Decta 27236 and *9-27236
Our Lady Of Fatima	RED FOLEY
The Rosary	Decca 14526 and *9-14526
I'm Forever Blowing But	bles ARTIE SHAW and GORDON JEHKINS
You're Mine, You!	Decca 27186 and *9-27186
Beloved. Be Faithful	RUSS MORGAN
You Dreamer You	Decta 27006 and *9-27006
Life Is So Peculiar	LOUIS ARMSTRONG and LOUIS JORDAN
You Rascal You	Decca 27212 and *9-27212
T. D.'s Boogie Woogie	TOMMY CORSEY
Opus Two	Decca 27211 and *9-27211
l Cross My Fingers	BING CROSBY
La Vie En Rose	Decca 27111 and *9-27111
All My Love	GUY LOMBARDO
The Swiss Bellringer	Decca 27118 and *9-27118
	COUNTRY

(Remember Me) I'm The One Who Loves You I Need Attention Bad	ERNEST TUB Decca 46269 and *9-4626		
Our Lady Of Fatima	REO FOLE		
The Rosary	Decca 14526 and *9-1452		

America's Fastest Selling Records

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

ETHEL SMITH'S TOY PARADE

Organ Solos with Instrumental Accompaniment

#### SEPIA

Besame Mucho	THE RAY-O-VACS
You Gotta Love Me Baby Too	Decca 48162 and *9-48167
Going Back To Jesus	SISTER ROLETTA THARPE
Little Boy "How Old Are You"	Decta 48177 and *9-48177
A Kiss in The Dark	THE RAT-O-VACS
Got Two Arms	Decca 48181 and *9-48181
Can Anyone Explain	LOUIS ARMSTRONG - ELLA FITZGERALD
Dream A Little Dream Of Me	Decca 27209 and *9-27209
Everybody's Somebody's Fool	LIONEL HAMPTON
September in The Rain	Decce 27176 and *9-27176
*Indicates 43 RPM Version	

#### THE BILLBOARD

LINGO DISKS

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# Firm Uses **Phone Line** For Sales DETROIT, Nov. 4. — Separate

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

chosen, his been strategically Stock includes imports from all foreign countries. Over 20 lan-guages are represented, with Polish, German and Italian the leading sellers. Other popular groups include Serbian, French, Hungarian, Spanish, Greek, Croa-tian, Finnish, Swedish and Danish. Surprisingly, English, Scottish and Irish records—which are properly classed as International—tind a good sale also. Russian songs were formerly stocked. The department specializes in

were formerly stocked. The department specializes in music of the folk type from various sources, and includes Victor and Columbla imports in this class. Among instrumental music, var-ious Balkan countries, Czecho-slovakla, Mexican and Spanish melodies are leaders.

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

# Modern Inks

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

#### HERE'S CORRECT RMNGT'N. LIST

In The Billboard, September 30 Issue, several Remington Records were inadvertently listed incorrectly in the Ad-vance Classical Record Re-leases. They should have ap-peared as follows: Schubert: The Trout Quin-tet. The Boshovsky Quin-tet. (Mozart: Diverti-mento). Remington (33) RLP 149-5 Mozart: Divertimento in D Major. The Remington Chamber Ork-E. Findler, Cond. (Schubert: The Trout). Remington (33) RLP 149-5

149-7

Waltzes . . . Viennese Sym-phonette . . . (Strauss: Gypsy Baron) . . . Remington (33) RLP 149-7

# **Music As Written**

MUSIC

#### Gibson, Caps on RCA

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

#### **Kenton Ankles Concerts**

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

#### Aladdin Goes to LP

Aladdin Records is the latest rhythm and blues diskery to break into the LP field with the release of four 33½ albums, Aladdin line, up to now, has been strictly 78 r.p.m.'s. First album, tagged "Bat-tle of the Saxes," features the work of Illinois Jacquet and Les-ter Young: second, "Blues After Hours," has Amos Milburn, Wy-nonie Harris. Calvin Boze and Helen Humes; third, "Mood Mu-sic," yocal-piano offerings of resen numes: third, "Mood Mu-sic," vocal-piano offerings of Charles Brown, and final album, "Boogie Woogie," 10 selections by Amos Milburn. LPs retail at \$3. Move into LPs, according to Leo Mesner, came as result of dealers' requests.

#### **ASCAP's TV Stretch**

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

#### Arena Inks Hale

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

#### Gala Goes "Hop"

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

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

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

town for the day October 27. Clark Dennis, Capitol Records' tenor, now in the East on TV and AM appearances, opens at the Statler Hotcl, Washington, No-vember 13. . . Lou Levy, Leeds Music topper, in from Europe last week. . . Eddie Salecto. of the Selectones, set to cut his own tune, "Dollars to Doughnuts," for the Joe Logue Music Company, Philadelphia. . . World Broad-casting has signed Tereya Lee, folk singer, and Three Beaus and a Peep, for the transcription li-brary. brary.

Bobby Kornheiser, recently moved from Simon House pub-bery's professional staff to join the Fanous-Paramount plugger crew. He replaces Marty Poll, who left F-P to take a partner-ship in Syndicate Broadcast Pro-ductions, a TV casting-production and personal management office run by Jack Spencer and Elliot Wexler, ... Cecil Gant was signed to a term exclusive disking pact by Decca Records.

#### Chicago:

b) Decca neorods.
Chicago:
Bob Ehlert, Assoclated Booking Corporation's cocktail chlef, has arranged the first of what may be a series of dates by jazz combos in Venezuela. The Tiny Davis Sextet, all-gal Negro group, is currently on an extended swing thru the Latin American country. Lorry "Strangers" Raine, the London disking chirp, starts her first p. a. junket No-vember 13 at the Copa, Pitts-burgh, followed by a week at a new St. Louis Theater Novem-ber 23. The new St. Louis vauder is the renovated 400 Club, once a major nitery.
Jim Crum and Cliff Parman, local tunesmiths, have started Clifford Music, a BMI affiliate. ... Jimmy Palmer plays a return date at the Mill starting January S1. ... Dave Ducey, ex-publicity man at GAC here, has joined the Hallicrafter's Radio press wing.
Milt Furgaich replaces him at GAC. ... Premium disks have inked Mickey Carter, Northwest-ern University coed.
Treddy Martin Jr.. son of the orkster, got publicity in the pa-pers recently as start tackle on a California junior college squad. ... Joel Cooper is opening Tell Music Distributors, 1260 South Michigan, this week. The new distribbery will handle Coral, re-placing Remco, and Neptune and Aetina. Firm is a partnership with Rolf Vogelin and Herb Borbe, who operate Tell Music, Madison, Wis.
Eddie South has been released from a local tuberculosis sana-

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

Bob Nossett, chief of Victor's rec-ord distributorship here, copped first place in the recent. Victor Cindereila window display com-petition. Best window was one produced at the L. L. Kimball store, which also received a prize.

#### **Philadelphia:**

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

#### Hollywood:

the new Bar-Six. Hollywood: Jim Conkling. Capitol's artist-repertoire veepee. Bast on vace-tion-biz trip. Will stop over in Chicago to wax Benny Strong ork... Ambassador Hotel's Coco-nut Grove, which in the past played top name bands, will go to local music crews. Les Brown and ork back from Korean tour with the Bob Hope troupe, returns to the road for one-nighters, playing Amarillo, Tex.; Manhattan, Kan.; Iowa City, Oklahoma City and El Paso, from November 15-19. Modern is releasing Hadda Brooks's waxings of "White Christmas" and "Silent Night." Diskery's Joe Bihari back from Eastern sales junket. ... Paul Scheibmar, formerly with Crystalette label, now heads sales and promotion for Cormac Rec-ords. ... Specialty's Art Rupe waxed Roy Milton on "Oh, Babe" with Milton's "Christmas Time Bues." ... Diskery Gillespie, re-conds. ... Discovery's topper Al Marx will wax Hed Norro in Chicago. ... Ford dealers will sponsor Alvino Rey's ork on a TV series via San Francisco's KRON-TV.... Seymour Heller, of Gabbe, Luzia An Heller, personal man-agement firm, faces the wedding music January 14 when he ex-changes vows with Billie Reyn-olds, for two years secretary in the G. L & H firm.

#### Hartford, Conn.:

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

#### On the Sound Track:

Ray Anthony's ork inked for a Universal-International featurette Starlighters, vocal group, and

NEW PUB COMBO

# Six Cleffers Set Up Hub Firm in Hwd.

NOVEMBER 11, 1950

Firm in Hwd. HOLLYWOOD, Nov. 4.—Six cleffers have pooled resources to form their own pubbers. Idea is to build up their own tunes to a point where other pubberies will take them over at a solid function of the solid solid solid solid function of the solid solid solid solid webster and Ben Oakland, all partners in the firm. Eddle traubner will be its business manager, with Red Doff handling record exploitation. Participants in the Hub enter-not solid solid solid solid solid solid record exploitation. Participants in the Hub enter-not solid the cleffings thru the firm. However, tunes that are turned over to Hub will be worked on for disks and performances. Clef-ling must have a disking to go into the Hub catalog. Hub will hold the copyrights on the tunes it promotes and then will transfer the copyright to pubberies wanting to buy its song wares. Partners will team with them-solves on cleffing. Partnership a first will be limited to the original six, but the firm will be original six, but the firm will be pened to others as its activities expand.

# **Cleffers' Show** Key Men Set

NEW YORK, Nov. 4. — Some key personnel have been set for Songwriters' Hall of Fame, Tin Pan Alfey show which will plug sheet music and which de-buts today, 12-12:30 p.m., over WNBC, and other owned-and-operated NBC stations. Writer will be Leonard Saftr. Kenneth Banghart will be interlocutor. Arnold Shaw will produce. Ted Cotf, WNBC manager, with whom Shaw worked up the show, has arranged for the NBC owned-and-operated outlets to carry the program via transcription. The program will be offered for sale by NBC.

# **Finburgh Out** Of Bourne

NEW YORK, Nov. 4.—Lee Fin-burgh, professional manager of Bourne, Inc., is leaving the pub-bery Friday (10). He is currently negotiating with several other publishers, but will not announce his new affiliation until he bas taken a vacation. Finburgh, who resigned on amicable terms, was brought in from the Coast in April, 1949, to manage the Bourne opera-tion. Previously l.e was West Coast manager of Bregman, Voco & Conn for 11 years.

# Al Pollack Dies at 38

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

#### LONGHAIR HUNT *QUITE FRUITFUL*

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

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

under the direction of





of the HOUR OF CHARM ALL GIRL ORCHESTRA on Ed Sullivan's "Toast of the Town" Sunday, November 12, 8 P.M., EST

CBS-TV

78 rpm 47-3920 45 rpm 20-3920

CAR.

"Toast of the Town" Sunday, November 12, 8 P.M., EST

of the

Ed Sullivan's

no

CBS-TV

20



# with the ALL-STARS HE CAN COME BA backed by

SINGING

"YOU'VE GOT ME CRYING AGAIN" NO. 795 NO. 45795 78 rpm 45 rpm VDO RECORDS 



# Lesi This Week Week

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#### 1. Ilarbor Lights

A. By Jimmy Kennedy and Hugh-Williams—Published by Chappell (ASCAP) RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 54e1; R. Flanagan Ork, V 20-2911; K. Griffin, 'Col 38689; S. Kaye, Col 3869; (43)6-784, (33)1-784; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington J. Carvell Ork, Mer 5488; T. Papa Ock, Tower 1488; Shep Fields Ork, MGM 10823; J. Caly-S. Fisher, MLTon 315.

H-Tone 315. ELECTRICAL TRANSCIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank asters, Associated; George Wright, Thesaurus.

#### 2. All My Love

All HY LUVC By Paul Durand, Mitchell Parrish and Henri Contel—Published by Mills (ASCAP) RECORDS AVALLABLE: M. Babbitt, Caral 60290; B. Cresby-J. Alexander Chous-Voung Ork, Dec 27137; X. Cugat Ork, Cel 38933; D. Day-C. Dani Ork, V178326 3870, (453)47-3870; P. Falth, Cel 389138; E. Grank, Cabe 1183; G. Lombardo, Dec 27138; P. Page-H Geller Ork, Mer. 5455; R. Case Ork, MGM 30792; J. Smith, Cel 39006; J. Francois, Polydor-Vox 5860,095. ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Heimes-Johnny Cervo, Asse-Clated; Betty Chappelt; Desaurus; Joe Reichman, Stendard; Guy Lombardo, Zieg Ralph Norman, Muzak; Henry Jerome, Lang-Worth.

#### 3. Goodnight, Irene

By Nuddie Ledbetter and John Lomax—Published by Spencer (BM1) RECORDS AVAILABLE: J. Allison, Cap 1122; Alexander iBrothers, Mer 5440; R. Poley-E. Tubb, Dec 46255; Guinter Lee Carr, Dec 48167; J. Shodk-D. Bradley Guintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinata, Col(78)36032; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mul-Incan, King 866; G. Autry, Col(70368, G332-767; E. Grant, Cep(78)1580; (45)F-1136; Harmony Bells Ork, Dana 706; Mad Man Manwell, Discovery 5245; ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Antheny, Lang-Worth; Clauder Gordon Ork, Capilot; PMI Brilo, Associated.

#### 4. Nevertheless

IN FOR LITUICAS By Harry Ruby and Bert Kalmer-Published by Chappell (ASCAP) From the MGM film, "Three Little Words" RECORDS AVAILABLE: R. Anthony, Cap 11907 R. Flanagan Ork, V(78)20-3904, (45)47-3904; F., Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; Mills Brathers, Dec 27253; P. Weston Ork, Col 38982; F. Sinata, Col 39044. ELECTRICAL TRANSCRIPTION LIBRARIES: Glawde Gordon Ork, Capitol; Trdoy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desmond-Hugo Winterhalter, Ork, Thesaurus.

#### 5. Mona Lisa

NUILI LISM By Jay Livingston and Ray Evans—Published by Famous (ASCAP) Fröm the Paramount film, "Capitain Catey, U. S. A." RECORDS AVAILABLE: Devnis Day-H, Rene Ort, V 20-2733; H. James Ort, Co(179)38768, (331-386; N. "King" Coet-L, Batter Cherus & Ort, Cap 1010; A. Lund-L. Holmes Ort, MGM 10689; C. Spikak Ort, London £18; V. Young Ort, Dec 27048; B. Cole, Capitol 1103; L. Noble, Cora to 60250; Atsander Brother, Mercury 54437; M. Mullican, King 886; J. Wately, Cap 1131; R. Flanagan, V 20-3868; "T" Texas Tyler, 4 Star 1514; F. Culley Ort, Atlantic 918; S. Jaworshi Harmony Beils Ort, Dana 706. ELECTRICAL TRANSCRIPTION LIBRARIES: Norman Cloutier's Ort, Thesaurut; Oran Hudson, Lang-Worth; Dick Jurgens, Associated.

#### 6. Thinking of You

By Harry Ruby and Bert Kalmer---Published by Remick (ASCAP) From the MGM film, "Three Little Words"
 RECORDS VAILABLE: Bobby Synce Ork, Coral 60298; D. Cherry, Dec 27128;
 Morton-P. Weston Ork, Capital 1106; M. Tilton, Caral(78)60279, 14519-60279;
 S. Yaughan, Col 38925; E. Fisher, V 20-3901.
 ELECTRICAL TRANSCRIPTION LIBRARIES: The Salisfiers, Associated; Richard

7. Bushel and a Peck. A

DUSING UHU U TCUN, A By Frank Lesser-Dulished by Susan (ASCAP). From the musical "Guys and Dolls RECORDS AVAILABLE: P. Como-B. Hutton-M. Ayres Ork, V 20-5936; O. Duy, Col 39008; J. Oersmod-T. Notolo Drk, MGM 10800; C. Hainer, Caral s0308; Kitty Kallen-R. Hayes, Mer 5501; M. Whiting-J. Wately, Cap 1234; Andrees Sister-V. Schoen Ork, Dec 27252. ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Welk, Standard.

#### 8. Play a Simple Melody

By Inving Berlin-Published by Twing Berlin (ASCAP) By Inving Berlin-Published by Twing Berlin (ASCAP) RECORDS AVAILABLE: G. & B. Grosby-M. Mellech's All Stars, Dec 27,12; G. Gibbi-B. Crosby Ork, Corla 50227; P. Hanris-W. Schait Ork, V(45)47-3737; D. Shore-M. Zimmernan Ork, Coll2BJ30837, (33)1-68c; J. Stafford-The Starlighters-P. Weston's Olale Eight. Cap 1039; R. Page-J. Certer Ork-R. Charles Quartet, Admiral 108. ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

#### 9. An Orange Colored Sky

By Milton DeLugg and William Stein-Published Bp Frank (ASCAP). RECORDS AVAILABLE D. Hutton, V 20-3906; Nat "King" Cole-S. Kenian Ork, Cap 1104; Page Cavanaugh Trio, Col 38980; J. Brace, King 15081; R. Guinian-J. August Ofk, Ner 5504; J. Lester, Corat 60325; O. Kaye-P. Andrews-V. Scheen Ork, Dec 27261. (No information on electrical transcription libraries available as The Biltboard goes to press.)

#### 10. Our Lady of Fatima

6. By Gladys Golfahon-Published by Robbins (ASCAP) RECORDS AVAILABLE: T. Bennett, Col 30926; F. Elliott, London 752; R. Foley-A. Kerr Singer, Doc 14526; Frieling Sisters, King 15057; R. Hayes-K. Kalleo, Mer 5466; B. Kenny-G. Jenking Ork, Dec 27256; K. Roberts, Ceral 64053; S. Sweetland, McM 10737; L. Vincent, Pearl 600; P. Spitalny, V 20-3920; The Mariners, Col 30042; (Intermediate and Control a

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THE BILLBOARD

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MUSIC

# THE BILLBOARD Music Popularity Charts

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 Records Most Played by Disk Jockeys

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

Records listed here in numerical order are those played river the greatest number of record shows. List is based on replies from weekly survey among diss lockeys through the country. Unless shown in this chart, other available records or lones listed here will be loum in the Monor Rell of Hits, Musk Popularity Chart, Part 1. (F) Indicates tune is from a film: (M) indicates tune is from a legit misical POSITION Week | Last | This to date/Week/Week 

Developmentersex.

14		1.	Mercury(78)5455; (45)5455X45-ASCAP
8	4	2.	HARBOR LIGHTS S. Kaye
6	2	3.	NEVERTHELESS
18	7	4.	GOOONIGHT, IRENEG. Jenkins-Weavers
23	3	5.	MONA LISA Nat "King" Cole
6	10	5.	HARBOR LIGHTS
4	6	7.	BUSHEL AND A PECK
7	9	8.	HARBOR LIGHTS
7	5	9.	ORANGE COLOREO SKY King Cole Trio-S. Kenton
4	17	10.	NEVERTHELESS R. Flanagan
16	14	41.	SIMPLE MELOOY
8	8	12.	I'LL NEVER BE FREE
2	12	13.	TO THINK YOU'VE CHOSEN ME E. Howard
11	11	14.	CAN ANYONE EXPLAIN? R. Anthony
2	-	15.	NEVERTHELESS
1	-	16.	NEVERTHELESS F. Laine
2	-	17.	ALL MY LOVE
21	13	18.	BONAPARTE'S RETREAT
8	28	18.	ALL MY LOVE
1	-	20.	BUSHEL ANO A PECK Doris Oay
2	15	21.	ONE FINGER MELOOY
10	20	21.	OREAM A LITTLE OREAM OF ME. J. Owens
1	-	21.	THINKING OF YOU S. Vaughan
1	-	24.	OH BABE!
7	19	25.	I'LL ALWAYS LOVE YOU D. Marfin
4	21	25.	OUR LAOY OF FATIMA R. Hayes-K. Kallen
12	27	25.	CAN ANYONE EXPLAIN? Ames Bros
3	29	28.	ALL MY LOVE
4	26	29.	THINKING OF YOUE. Fisher-H. Winterhalter.
2	29	29.	HARBOR LIGHTS

# **XOX JOX**

#### **Trend Talk**

Trend Talk Eugene Tobaben KSMI, Sem-inole, Okla., writes "Disk re-guests here have recently swung from Western to pop. Listeners in this area really seem to go for 'I'll Never Be of the parallel fifths, I don't think it's any different from any other number." Hal Roche. WCSI, Columbus, Ind., is "attempting to revive Harry James' This Is Al-getting many requests for rec-ords as a result. How about i jockeys? Let's get together and revive this one. It's a beauty." Jack Ryc, KTSM, El Paso, Tex., pens, "Have re-cording of 'Halls of Ivy' theme than from any other form NBC's promotional re-cording of 'Halls of Ivy' theme than from any other disk in a long time. Somebody should get sharp and put a chorus rendition on the com-

12

10

Platter Palaver Big Joe Rosentield. WINS, New York, has tramed up with a local fight promoter to dis-tribute Thanksgiving turkeys to the blind, via a special "con-tribution" match next week. ... Matilda Kraus. Miami, in New York this month to round up wax material and guests for her fortheoming d. j. show in Miami. Jill Herson. WBC is math

up wax material and guests for her fortheoming d. j. show in Miami.
Jill Herson, WRC, is mak-ing Confederate money legal tender for the first time since the 1860s. He's offering a ra-dio-TV set award to the lis-tener bidding the highest num-ber of Confederate bills.
"Thanks for the wonderful D. J. Supplement," writes Martin A. Cullpepper. WGA1, Elizabeth City, N. C., "It will be respon-sible for a week's special pro-graming on my '560 Club' along with the everyday use it offer a weak's special pro-graming on my '560 Club' along with the everyday use it offer a way gets." Walter (Doc) Yaughan Jr. KFTV, Paris, Tex, drew 1,000 cards and let-ters in one day, following a broadcast of "Doc's Record Room." KFTV is Texas's new-stradio station. Jerry Kirby, WKBB, Dubuge, Ia, Grant, Deanne Barliett, Mar-in Drager, Jim McCarthy, Syl-ton Goins and Ben Bornstein. "Who sparks the attempts weise here. Their service is appreciated by any little guy music souliret-cage. MGM has bributos in this area, and we're Bran-New Sales in Des Moines -guy named Bob Newgard."

Ad Lib Cutting and a store of the second store of the second store and t

	Best	Selling	Sheet	Musi
•	Best	Selling	Sheet	Musi

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

Unes listed are the national best sheet music seliers. "List is based on reports received each week all the nation's sheet music pobbers. Songs are listed according to greatest number of sales; noicates two is in a film. (M) indicates two is in fegit musical; (R) indicates two is available

00 +80	ords		s in a min; twy motules lone is in logic monum, the instance care of anti-
	OSITIO		
	+ Last		Publisher
6	2	1.	HARBOR LIGHTS (R)Chappel
.17	1	2.	GOOONIGHT, IRENE (R)
15	3	3.	LA VIE EN ROSE (R)
10	5	3.	ALL MY LOVE (R)
5	-7	5.	NEVERTHELESS (F) (R)Chappel
22	4	6.	MONA LISA (F) (R) Famou
7	6	7.	OUR LADY OF FATIMA (R)
8	8	8.	THINKING OF YOU (F) (R)Remid
1	100	9.	WHITE CHRISTMAS (R)Berlin

1	-	9.	WHITE CHRISTMAS (R)Berlin
\$	_	10.	RUOOLPH, THE REO-NOSEO REINOEER
4	10	11.	AN ORANGE COLOREO SKY (R) Frank
		12.	PATRICIA (R)Bregman-Vocco-Conn
1	_	12.	HERE COMES SANTA CLAUS (R)
		14.	PLAY A SIMPLE MELOOY (R)Berlin
í.	_	15.	BUSHEL AND A PECK, A (M) (R)Susan
1	_	16.	SANTA CLAUS IS COMING TO TOWN (R)
i.	-	17.	WINTER WONOERLANO (R)Bregman-Vocco Conn
1	_	18.	FROSTY, THE SNOW MAN (R)
Ż	14	19.	OREAM & LITTLE OREAM OF ME (R)
		20.	CAN ANYONE EXPLAIN? (R)
			the appearance of Christmas standards on the popularity chart, we are listing more popular songs.

# • England's Top Twenty

	SITIO			
	L.ast elWeek		Enatisi -	American
6	2	1.	GOODNIGHT, IRENE Leeds	Spencer /
13	5	2.	HAVE I TOLO YOU LATELY? Leeds	Duchess
15	ĩ	3.	SILVER DOLLAR	Hampshire House
11	4	4.	SAM'S 50NG	5am Weiss
9	.8 .	5.	MONA LISA	Famous
12	6	6.	IF T-WERE & BLACKBIRD	Leeds
21	7	7.	REWLITCHED Chappell	Chappell
13 .	- 9	8	CENTIMENTAL ME	. Knickerbocker
17	. 8	9	IF I LOVED YOU	Williamson .
22 .	9	10.	DADDY'S LITTLE GIRL	. Beacon
12	11	12.	TZENA, TZENA, TZENA Leeds	Copyright in dispute
2	20	13.	RUDOLPH, THE REO-NOSED	
-			REINDEER	St. Nicholas
8	12	13.	ASHES OF ROSES	. Laurel
6	14	15.	COUNT EVERY STAR	. Paxton
2	16	16.	BIBBI01-80881DI-800 Disney	Disney
	15	17.	I ONLY HAVE EYES FOR YOU Feidman	Remick
1 4	-	18.	HOME COOKIN'	. Famous
	12	18.	A DREAM IS A WISH YOUR HEART	
1	1.00	10.	MAKES	Disney .
2	17	20	MAMBO JAMBO Latin-America	Peer

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

The Richard Hamber (RH) fele-Log is backo on the monitoring of all programs talecast by the American Broodcasting Company, Columbia Broodcasting System: OutKom and National Broodcasting Company network stations in New York mid Chargo Point totals are derived in the following manner: Every time a sing is performed stations in receives 10 uonits, when done instrumentally or access a creati of 5 points; when performed viscaling the receives 10 uonits, when done instrumentality on a commercial then if receives 15 points and, when done vocally-on a commercial show it gets 20 points. Week of October. 26 to November 1

		PCS.
		175
1.	Punky Pumpkin-Paxton	140
2.	Thinking of YouRemick	120
3.	All My Love-Mills	95
	La Vie En Rose-Warms	75
5.	Goodnight, Irene-Spencer	85
	Orange Colored Sky-Frank	80
7	Patricia-B. V. C.	80
8	A Marshmallow World-Shapire	. /2
9	Mona Lisa Parampunt	13
10	Rest Thions for You Berlin	60
11	Orean a Little Oream of Me-Words & Music	. 60
12.	She's a Lady-Exclusive	60
13.		50
12.	Just Say I Love Herman, D. C.	50
19.	Tzena, Tzena, Tzena-Copyright in dispute	50
15.	A Bushel and a Peck-Morris.	45
16.	A Bushel and a Peck-Morris	
17.	Sam's SongSam Weiss	
18.	Dream Awhile-Miller	
19.	Harbor Lights-Chappell	
20.	If 1 Were a Betl-Morris.	
21.	Life 1s So Peculiar-Burke-Van Neusen	
22.	Bonaparte's Retreat Acuff-Rose	. 30
23.	I Love the Guy-Shapiro.	30
24.	I'm in the Middle of a Riddle-Robbins	. 30
25	It's a Lovely Day Today-Berlin.	. 30
26	Rainbow Gal-Jafferson	. 30
27	Autumn Leaves Capital	. 20
20	Belavid Be Faithful—Pickwick	. 20
20.	If You Were My Girl-Duchess	. 20
	IT TOU WERE MY GIRL-DUCIESS	

jockey" in The Cleveland Her-ald's recent poll. Mary Holt. also of WSRS, ran Brooks a close second with 121,450 votes as compared to his 147,770. Other Cleveland spinners scor-ing on poll include Lamar Wil-son. WJMO; Bill Hawkins. WSRS and Andy Franklin. WJMO. .

#### Preems

Fred Rawlinson. ex-WJEJ, Hagerstown, Md., has joined WFMD, Frederick, Md.... Bob

# Sonas With Greatest Radio Audiences (ACI)

fune-listed nave the greatest audiences on programs neard on network stations in New York. Chicago and Los Angeles. List is based upon John G. Pestman's Audience Coverage Index. The Index is projected upon radio tog: made available to Pestman's ACL by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is encounderantly liser 60 per conti alive.

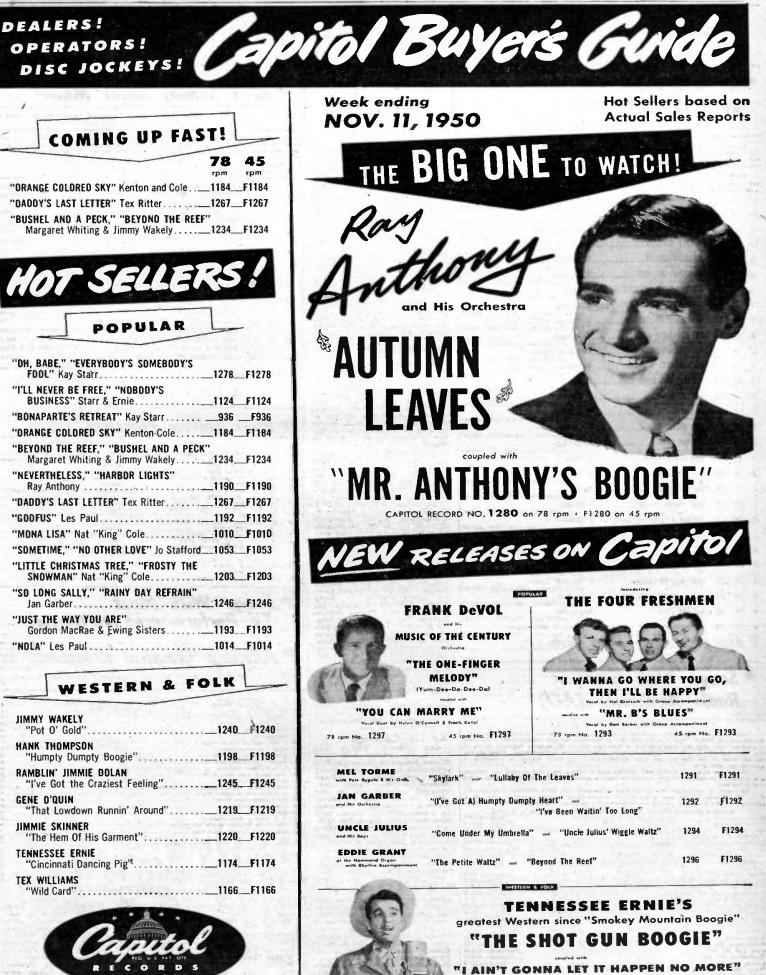
Vors, Radio Checking Service in Unicago, salas Checking Johnson in the mask of the intermediate of the seconderantly ris music checkes is areconderantly of or central allower of the second se

	permitted; no radio broadacast utilizing this information may be aired infringement will be prosecuted.
	(Beginning Friday, October 27. 8 a.m., and ending Friday, November 3, 8 a.m.)
	PERWICK ASLAP
	Berlin-ASLAP
	Buchal and a Dath A (M) (P)
	Valando-ASLAP
	Present a Lissia Dream of Me (P)
	Contra (D)
	Marken Linking (D) Chappell-ASLAP
	Mana Comes the Eatlest Man in Town (R).
	E Dou'l Chun If the Sun Dou'l Shine (R)
	Famous-ASCAP
	the in the Middle of a Riddle (R)
ł.	hat Say & Lova Har (R) ABC-ASCAP
	La Via En Rock (R)
	Robbins-ASCAP
	t lie is So Peculiar (F) (R)
	Lombardo-ASCAP
	Mamba (amba (B)
	Marchmatlow World & (R) Shaoiro-Bernstein-ASCAF
	Paramount-ASCAP
	Nevertheless (F) (R)
	Ocasion (M) (D)
	Brance Colored Sty (R)
	Duchess-BM
	Bucky Puppie (R)
	Rudoloh the Red-Nosed Reindeer (R)ASCAI
	Sometime (R)
	Thinking of You (F) (R)
	Tonight Be Tender to Mc (R)

MUSIC

THE BILLBOARD

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78 rpm No. 1295

45 mm No F1295

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MUSIC

# **Music Popularity Charts** THE BILLBOARD

Best Selling Pop Singles

... based on reports received November 1, 2 and 3 Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Bilibaard's weekly survey among the 1,400 largest dealers, representing every important manual area. Survey returns are weighed according to sure of market area. Records listed numerically, according to greatest sales. The "B" slice of each record is also listed.

according to greatest sales. The "B" side of each record is also listed.						
Weeks (Last   This to date/Week						
19	1	1.	GOODNIGHT, IRENE G. Jenkins-Weavers Tzena, Tzena, Tzena HARBOR LIGHTS. S. Kaye			
10	2	2.				
23	3	3.	MONA LISA. Nat "King" Cole.			
12	7	4.	FLL NEVER BE FREE. K. Starr-Tennessee Ernie			
.11	4	5.	ALL MY LOVE P. Page Research Remind Me of You Mercury(78)5455: (45)545: (45)565: (45			
16	5	6.	SAM'S SONG			
16	6	. 7.	Sam's Song Dec(78)27112: (45)9-27112-ASCAP			
5	9	8.	HARBOR LIGHTS			
8	13	9.	THINKING OF YOUD. Cherry. Here in My Arms			
22	8	10.	Here in My Arms			
14	10	11.	CAN ANYONE EXPLAIN? Ames Bros. Sittin 'a' Starin' 'n Reckin' Corait/Bio253; (45)9-60253 ASCAP OUR LADY OF FATIMA R. Hayes.K. Kallen.			
10	14	12.	OUR LADY OF FATIMA R. Hayes-K. Kallen. Honestly. Love You Mercury(70)5466; (45)5466x45—ASCAP NEVERTHELESS P. Weston			
3	23	13.	NEVERTHELESS P. Weston Belowed Be Failuful ORANGE COLORED SKY. King Cole Trio-S Kenton			
7	11	14,				
2	. 22	15.	BUSHEL AND A PECK. B. Hutton-P. Como. She's a Lady V(78)20-3930; (45)47-3930-A5CAP			
11	12	16.	Yill ALWAYS LOVE YOU.     D. Martin.       Baby. Obey Me     .Cap(78)1028: (45)F-1028—ASCAP       All MY LOVE.     G. Lombardo			
5	15	16.	ALL MY LOVE			
2	23	16.	NEVERINELESS K. Anthony. Harbor Lights Cap(78)1190; (45)F-1190—ASCAP			
5	19	19.	Autor Liphis Cap(701190; (45)F-1190—ASCAP All MY LOVE B. Crosby. Friendly Islands Dec(78)27117; (45)9-27117—ASCAP All MY LOVE P. Faith			
0 5	· 18	20.	ALL MY LOVE P. Faith. This is the Time Cal(78)38918; (33)1-752—ASCAP THINKING OF YOU E. Fisher-H. Winterhalter.			
15		22.	IN TANING OF TOULE. TSUEFIA. WINEFIAIDE If You Should Leave Me			
13.		22.	LA VIE EN KOSE			
. 7.	16	24.	Goodnight, Irene			
3	26	24.	ALC Inf LOVE WIRDOW (45147-3870-ASCAP PATRICIA P. Como. W(78120-3905; (45147-3870-ASCAP PATRICIA P. Como. W(78120-3905; (45147-3870-ASCAP PATRICIA P. Como. W(78120-3905; (45147-3905-ASCAP PATRICIA P. Como. PATRICIA P. Como. P. Com			
7	20	26.	Nevertheless Cap(78)1190; (45)F-1190-ASCAP OUR LADY OF FATIMA R. Foley.			
		26.				
3	-21	28.	Nosary Decroitada; (559-14360-ASCAP NEVERTHELESS Mills Brothers Thirsty for Your Kisses Decroit27253; (4519-27253-ASCAP NEVERTHELESS R. Flanagan			
2	29	29.	Red We Want Is the Red We've Got V(BS2D-3904; (45)47.3904—ASCAP HARBOR LICHIS R. R. Flanagan Singing Winds V(BS2D-3911; (45)47.3911—ASCAP			
5	-	30.	LA VIE EN ROSE Bing Croshy			
1	-	30.	HARBOR LIGHTS Binn Crosby			
-	-		Beyond the Reel Dec(7B)27219; (45)9-27219ASCAP			

# DEALER DOINGS

#### **Trade Talk**

Trade Talk "What with three speeds and we're hoping for something swe're hoping for something she're hoping for something humbers before they get west Allis, Wis. "It we sell on the something a mistake west Allis, Wis. "It we sell on 's sell-buit 78 ables."-Bet Music Company, Oakland Call. "We have no hop shi or something a mistake welling tricks. A ready smile, a willingess to please and sug-fub Bub Record Shop. Cleve shad. "We heed more shidowing who find that the 45 product hat the Christmas sea-nistory of the record business."

#### "We Need-"

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

Last Week 2

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#### Selling Tips

Selling Tips Paramount Record Shops, Philadelphia, taking full ad-vantage of the extra traffic re-sulting from acting as advance ticket sales agency for local concerts and fashion shows.... Music Makers. Bronx, N Y, set up a special Al Jolson memo-rial window, displaying all of the late artist's disks and al-bums.... The Record Shop. North Bend, Orc., suggests to customers that they leave their RCA Victor record bonus books in a special file at the store. It's convenient for the cus-tomer and builds constant traffic for the store.

#### Teen Time

Teen Time According to Bob Boyle, disk department manager for the bostom Store, Milwaukee, the store's Saturday ayem radio show, "Teen Time Turntable," is the most successful promo-tioh attempted in years. Orig-inally 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 fa-vorites, with the winner get-ting prizes and a guest appear-ance with Joe Dorsey's "Wire Request" show on the station. Mail pull for the show is ter-rific, reaching 1,600 letters in the program's third week.

#### **News and Chatter**

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

			are those records selling best in the nation's retail record stores (dealers), according weekly dealer survey. Records are listed according to greatest sales.
Weel	051TID	This	
39	1	1.	CINDERELLA (Two Records) I. Woods and Others
6	2	2.	TWEETIE PIE (One Record) M. Blanc-B. May Cap(78)CAS-3074; (45)CASF-3074
35	3	3.	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks Cap(78)CBX3058; (45)CBXF305B; (33)HX3059
.9	4	4.	BUGS BUNNY MEETS HIAWATHA (One Record) M. Blanc-B. May
4	6	5.	B020 ON THE FARM (Two Records) P. Colvig-B. May
12	.4	6.	TREASURE ISLAND (Two Records) B. Driscoli
4	8	7.	HOPALONG CASSIDY AND THE SQUARE OANCE HOLDUP (One Record) B. Boyd
3	11	8.	FROSTY THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER (Dne Record) G. Autry
1	-	9.	RUDDLPH THE RED-NOSEO REINOEER (One Record) G. Autry
5	9	10.	OAFFY DUCK MEETS YOSEMITE SAM (One Record) M. Blanc-B. May
125	9	11.	LITTLE TOOT (One Record) Wilson-The StarlightersCap(78)DAS-80; (45)CASF-3001; (33)HX-3065
45	14	12.	HOWOY DODDY AND THE AIR-O-DODOLE (Two Records) Bob Smith-H. Rene
54	23	13.	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records) M. Blanc-B. May
50	. 7	13.	80ZO AND THE BIROS (Two Records) P. Calvig-B. May
9	-	15.	SNOW WHITE AND THE SEVEN OWARFS (Two Records)

Best Selling Children's Records

. based on reports received November 1, 2 and

# Best Selling Classical Titles

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

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

- 1

#### Best Selling 45 R.P.M.

- -4
- 1
- 5. Rimsky-Korsakov; Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor V(45)WDM-920

# Advance Classical Releases

based on reports received November 1, 2 and 3

 Chopin:
 Noctures:
 Album-J.
 Jonas
 (1-10")

 Cei(33)ML-2143
 Schumann:
 Carnaval
 Album-C.
 Arrau
 (1-10")

 Gain-Carlo
 Menotit:
 The Consul
 Album-Driginal
 Schumann:
 Carnaval
 Album-C.
 Arrau
 (1-10")

 Guind:
 Arrau
 Album-Driginal
 Schumann:
 Carnaval
 Album-C.
 Arrau
 (1-10")

 Guind:
 Arrau
 Album-Driginal
 Schumann:
 Carnaval
 Album-C.
 Arrau
 (1-10")

 Guind:
 Arrau
 Consult:
 Arrau
 (1-10")
 Dec(330L-7502
 Schumann:
 Carnaval
 Album-C.
 Arrau
 (1-10")

 Moret,
 Cond.
 (Golifenbach: Scinitile)
 V(45/49-1361
 Verdi:
 Cond. (Oral Carlos, Act 4)--Tialo Tayle:
 Carlos, Act 4)
 Act 2)--Ciber
 Cond (Con Carlos, Act 4)--Tialo Tayle:
 Carlos, Act 4)
 Cond (Con Carlos, Act 4)--Tialo Tayle:
 Cond (Con Carlos, Act 4)--Tialo Tayle:
 Carlos, Act 4)
 Cond (Con Carlos, Act 4)--Tialo Tayle:
 Carlos, Act 4)
 Cond (Con Carlos, Act 4)--Tialo Tayle:
 Carlos, Act 4)
 Cond (Con Carlos, Ac



# Best Selling Pop Albums

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

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

# Best Selling 33 1/3 R.P.M. 1. THREE LITTLE WOR

1

		Doris Day-H. James
5	5.	ANNIE GET YOUR GUN
-	100	B. Hutton-H, 'Keel
6	6.	SUMMER STOCK
		Original: Cast
8	7.	VOICE OF THE XTABAY
		VOICE OF THE XTABAY Yma Sumac
7	8.	GUY LOMBARDO TWIN PIANO
		Guy Lombardo
	9.	YOU'RE HEARING GEORGE SHEARING
		G. Shearing Quintet
	10.	GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE
		G. Lombardo Dec(78)A-762; (33)DL-523
		Best Selling 45 R.P.M.
2	1.	ANNIE GET YOUR GUN (Four Records)
		B. Hulton H. Keel
1	2.	THREE LITTLE WORDS (Four Records)
		THREE LITTLE WORDS (Four Records) Original Cast
3	3.	SUMMER STOCK (Four Records)

- S. SUMMER SILLK (Four records)
   J. Granda G. Reily
   MGM(78)MGM-56; (45)K-36
   GUY LOMGARDO-THE TWIN PIANOS, VOL. 1 (Three Records)
   Dec(78)A-512; (45)9-11
   Dec(78)A-512; (45)9-11
- TOAST OF NEW ORLEANS (Two Records)

- 9. YOU'RE HEARING GEORGE SHEARING (Four Records) G. Shearing Quintet. 10. VAUGHN MONROE SINGS A MEDLEY OF COLLEGE SONGS (Four Records) V. Mouroe. V. V(TBIP-299; (45)WP-299

MUSIC

Guy Irene"

THE BILLBOARD 25

# se Say Goodnight To The THE UNITED STATES OF AMERICA VS. YOU KNOW WHO-

to

-25

This week's

New Keleases **RCA** Victor ... on

Relense 50-15

Ships Coost to Coost, Week of November 12

#### POPULAR

DENNIS DAY and Henri Rene and His Orchestra Christmas in Killarney I'm Pr: ying to St. Christopher 20-3970-(47-3970)\* TONY MARTIN and FREDDY MARTIN and His Orchestra Tambarina Once Upon a Rhumba 20.3972-(47.3972)\* RAY MCKINLEY and His Orchestra Sam. Dou't Slam the Door Mana's Gone. Good Bye 20-3973-(47-3973)\* HENRI RENE and His Orchestra Always Yon

Bubble, Bobble, Bubble (Pink Chum-pagne) 20-3975—(47-3975)\*

#### COUNTRY

CHET ATKINS and His Guitar Pickers The Birth of the Blues Confusia" 21-0402-(48-0402)\* **ROSALIE ALLEN and The Black River Riders** I've Got the Craziest Feeling One and One is Two, Baby 21-0403-(48-0403)\* HOMER and JETHRO Oh Baha!

#### Disk Jackey's Nightmare 21-0404-(48-0104)\*

#### POP-SPECIALTY

ERNIE BENEDICT and His Polkateers Eachd Polks Midnight Waltz 25-1179-(51-1179)\*

NEW ALBUM

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

045 Fpm Nos.

The stars who make the hits are on



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

20-3925---- (47-3925) \*

9	Mommy, Won't You Buy a Baby Brother?
	Spike Jones and His City Slickers
9	The Golden Rocket
a	Hank Snow and His Rainbow Ranch Roys21-0100(48-0400)* I'm Movin On
9	Hank Snow and His Rainbow Ranch Buys
6	A Bushel and a Peck
	Perry Como and Betty Hotton
5	Patricia Percy Como
a	Please Say Goodnight to the Guy, Irene
9	Ziggy Talent
-	Our Lady of Fatima
-	Phil Spitalny, Hour of Charm All-Girl Ork 20-3920-(47-3920)*
5	Thinking of You
-	Eddie Fisher with Hugo Winterhalter's Ork
\$	The Love Bug Itch
-	Eddy Arnold
9	Spike Jones and His City Slickers
5	You're Just in Love
_	Perry Como with the Fontane Sisters
5	A Rainy Day Refrain
-	Mindy Carson
50	Rockin' With Red Piano Red



Billboard, Nov. 4th. **NEVERTHELESS** Raiph Fianagan 20-3904—(47-3904) No. 21 Best Seiling Pop Single, Billboard, Normber <sup>4</sup>, <sup>1</sup>Payed Disc Jockey Record, Billboard, November 4. No. 17 Most Played Juke Box Record, Bill-board, November 4.

TIPS

indicates records which have enjoyed better than averand stand an excellent chance of entering the top selling hit category The trade is advised to watch these records. carefully in order to maintain stock con sistent with demand.

A MARSHMALLOW WORLD Vaughn Monroe 20-3942-(47-3942)-Picked by Billboard, Nov. 4th Issue. MARRYING FOR LOVE Perry Como 20-3922-(47-3922)-Picked by Cola Operators and Reisilers, Billiboard, Nov. 4. I CAN'T GIVE YOU ANYTHING BUT LOVE Buddy Morrow 20-3947---(47-3947)\* No. 5 Disc Jockey Pick, Billboard, No. Vember 4.

by Phil Harris 20-3968-(47-3968)\*



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

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

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

Fred Fletcher, WRAL, Raleigh, N. C., and onc of the nation's top deelays, is increasing his al-ready high Hooper by making daily announcements of new ar-rivals at the city's hospitals while plugging Spike Jones' smash hit, MOMMY, WON'T YOU BUY A BABY BROTHER.

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

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

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

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



NG

MUSIC

26 THE BILLBOARD	MUSIC	NOVEMBER 11, 1950
OTHER LABELS	<sup>2</sup> Music P	opularity Charts
SID.000 PEE 100 SB3.000 PER 1,000 With order, balance C. 0. D. Soo Different Standard and HIT Yunes VEDEX COMPANY 574 10th Ave. New York 19. N. Y. PLOSE 7.0010	thm & Blues ses	THE BILLBOARD Music Popularity Charts
Complete Inventorios Bought Over 1,000 Salistied Customers Ain't You Kinda Lonesome-B. Byrant (I'm MGM 10838 Bad, Bad, Whitkey-A. Milburn (I'm Going) Ala	traight time becca sourt	
(With orders, that is) (With orders, that is)	Oh, BabelW, Harris-L, Millinder Ork (Silent) King 4413 Please Open Your Heart-L. Millinder Ork (Tear- dermo) King 4419	- Dest Jel
"When You Kiss A Stranger" McMara Fold About You B. Bryant (Ain't You McM 1083) McM 1083 A Million (B)	Silent George-L. Millinder Ore ton, Date: Finny So 4418 So Long, Goodhye Blues-E. Hawkins Ork (Down u) Beat) Coral 60323 Teardroos From My Eyes-W. Harris-L. Millinder	haved on reports received November 1, 2 and 3
and "Cuban Love" Song" Better Ger in the Swim Apollo No. 1170 Low Plotter E. Slay? T. Rhodes (Belle Is	ter at) 4 Star 1535	.special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.
APOLLO RECORDS. INC. 457 W-sil 457h \$1. New York 19, N.Y Modern 20.785		POSITION Weeks Last   This to date:Week!Week 6   1, ANYTIME, ANYPLACE, ANY-
PUT YOUR MONEY ON - AMOS MILBURN	HOLLYWOOD, Nov. 4.—Floyd Dixon, ex-Peacock label warbler, was signed by Aladdln Records to a seven-year contract. Diskery	3 6 Z. TEARDROPS FROM MY EYES Ruth Brown
BAD, BAD WHISKEY AL 3068 CHARLES BROWN AGAIN AL 3066	also purchased eight Dixon mas- ters from Peacock at recording costs plus profit to the Texas firm. Aladdin will kick off with two Dixon disk releases. One will	3 4 3. PLEASE SEND ME SOMEONE TO LOVE
CALVIN BOZE LIZZIE LOU AL 3065 WATCH FOR THESE NEW ONES!	be the newly recorded pairing, Telephone Blues and Real Lovia Mama. Other disk will be Pea- cock cuttings, Sad Journey and	12 2 4. BLUE SHADOWS L. Fulson
FLOYD DIXON TELEPHONE BLUES AL 3075	She's Understanding. Discovery Takes	1 — 6. WEDDING BOOGIE Little Esther-M. Walker-J. Otis Far Away Blues I Preston 8 Evans
TEXAS BLUES AL 3071 CALVIN BOZE STINKIN' FROM DRINKIN' AL 3072	2d Kidisk Fling	8 5 8. LOVE DON'T LOVE NOBODY R. Brown DeLuce 3306-BMI Dreaming Ellers Deluce A Milburn
Aladdin	covery Records takes a second stab on kidisks in issuing its pre- viously released Molasses and con- verted cover to a kid folder on 45 room Diskery also has tune of	Z 10 10. MILLION DOLLAR SECRET. H. Humes
	78 r.p.m.'s. This is second ventur- into the tot field by Discovery Label released Pat O'Brien' Christmas album last year. Lenn Carson and the Whiz Kids arc fea	<ul> <li>Most-Played Juke Box</li> </ul>
Another Hit By	tured on the platter, which is backed by Everybody Clap Hands	s. based on reports received October 25, 26 and 27
FATS DOMINO	RECORD MATRIX WORK For Monut "Flurers of Phonopraph Records MATERS., MOTHERS. STAMPER Low rates, complete processing, daily air express shipments. We serve many of the basiling record commandies, in the busiliness.	Records listed are thythm and dues records that purjed to practors whose locations require rhythm special weekly survey among a selected group of juke bos operators whose locations require rhythm and blues records.
"EVERY NIGHT	experier artismanship hich fidelity reproduction mirrur-like appearance to your plates. Write today for our mile cardiantes Brkapt COMPANY	Weeks Last This to date Week Week 14 1 1. BLUE SHADOWSL. Fulson
ABOUTTHISTIME"	Los Angeles 27, Colif. OLympis 2901 RECORD PRESSING	WHERE J. Morris
ORDER NOW FROM YOUR NEAREST DISTRIBUTOR	<sup>2</sup> Originators of the NON-SLIP FLEX (Pat Pending) Research Craft Co.	TO LOVE
6425 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.	1037 NO. SYCAMORE ST. LOS ANGELES 38, CALIF.	3 5 5. I'M GOING TO HAVE MYSELF A BALL T. Bradshaw King 4397-BMI
		23 - 7. EVERYDAY I HAVE THE BLUES. L. Fulson
NO TACROSS THE NATION		2 7 9. I'LL NEVER BE FREEL. Jordan-E. Filtgerald
"ANYTIME		
		SURE FIRE HITS!
ABYWHIERE		SENSATIONAL SPIRITUAL SONGETRESS OF THE SOUTH MARY DELOACH
(with FOE MORRIS and LAURIE TATE)	SALL SUL	"Our Father   "I'll Ride On A
HO. 5 -	THE STAL GOING UP	Loves His Son" Cloud With My Lord"
	MY FYFC	REGENT RECORD, INC.
AILANIIU	BOTH SUSAWAY	The American Foundation for The Blind Lights the
RECORDS 301 W. 54th Street, New York		Way for Those Who Walk in Darkness

	• Rhythm & Blues Record Reviews	HAL SINGER ORK Rock Around the Clock MERCURY Blob—Formula good-rocker gets lost before it gets started, as entemble chanting and instrumental work are muddled,	Esterna starz
	Ruy chin & Dides Record Reviews	Fine As Wine 73737274 Boys straighten out here with a rocking, socking blues. Singer's chanting	
<text></text>	ARTIST TUNES	GRANT "MR. BLUES" IONES	Swing Jime
<text></text>	LABEL AND NO. COMMENT	DECCA 48179—Jones chants a line old blues by Roosevelt Sykes with style and feeling, with band chording blue underneath.	
<text></text>		Here's another familiar blues, this one by Clarence Williams. Not as	THE SIGN OF THE
<text></text>	CORAL 60313-Harris warbles the great hillbilly torch waits in a	WYNONIE HARRIS-LUCKY MILLINDER ORK	RECT CELLED
<text></text>	would think they're listening to a Foley or Arnold warbler here.	KING 4418Wynonia is somewhat overshadowed by the band in this production treatment of the novelty riller. It's a big, hard-hitting job,	DEST SELLER
<text></text>	Skippin' and a Hoppin' Instrumental twing riffer moves. 737274	Silent George 717171	
<text></text>	BETTE McLAURIN (C. Hopkins Ork) Cryin' My Heart Out for You 40-40-40	Myra Johnson pipes this so-so rhythm Itom with verve. Sounds a	
			NOW A
	Bary has quality, but there's nothing in turke, arrangement, or orking		
	to sell the side.		SWIDIG TIME
	Time Out for Tears \$2\$282 MERCURY 5503-Tune was an r & b click a couple of seasons back	the new format adopted by The winner, Charlie Tobias: Like Billboard. It is a great step for- your new Billboard very much.	5T 234A+
	with big and pretty orking.	newspaper, one that is part and Ray Evans: Billboard has always	
	Thrush doesn't get much moxie into this current pop ballad.	business along with the rest of our songs will go or are doing. As	LINAKLES DRUWN
	It Shouldn't Happen to a Dream	gratulations on Billboard's new would still consider it the tops in	SINGING HIS ORIGINAL
	Hodges solos up-tempo on a bright riffer, cleanly orked by a star	Patti and La Verne-the An- format, we give it four silver	
	JULIAN DASH QUINTET	1 job in dressing up the new Bill- congratulations on the new for-	
	SIGNATURE 32025-The ex-Erskine Hawkins tenorist blows a moody reading of the revival from out an echo chamber. In keeping with the	board. You and the boys cer- mat. Particularly since it means tainly deserve four stars for ef- the paper reaches us two days	
	Creamin' 65656466 Teddy Wilson's "Blues in C Sharp Minor" forms the pattern for this	and everyone's best wishes. Best of luck on the paper with	Backed by
	medium blues go by tenorist Dash. Good beat for dancers.	lations, new format very effective. Best regards.	LOST IN THE NIGHT
	JUBILEE 5040-Sock reading of the Johnny Parker ballad should score	mat. Didn't think Billboard could show business journalism. Loved	ST 238A
	I Cross My Fingers Neat r & b treatment of this pop hit rounds out one of the best	Best wishes Lou Levy, Leeds show stopper Gordon Mac-	*
	EDDIE DAVIS QUINTET	board is an exciting, attractive this crossroad in Billboard's his-	
	SIGNATURE 28129-Tenor sax, guitar and plane solos in hom A	publication. You and the boys years of service to entertainment.	
	A little more bite here, as tempo picks up and combo works a	producing this new format. All sic: Cheers for the new format of	
	RED MILLER	Glenn Wallichs, president, Cap- itel Records Inc. Heaviest con- are as attractive as TV's animated	SANTA CLAUS
	KING 4406—Miller chants a dull ballad. Warbling and trio backing are ordinary.	and your associates on the new sic biz, it's a smash. Sincerely.	
Include Construction       Include Construction <td< td=""><td>Miller chants the pretty ballad warmly, with tenor tay obblighten</td><td>at Capitol join in wishing you all new Billboard. It's pleasant read-</td><td></td></td<>	Miller chants the pretty ballad warmly, with tenor tay obblighten	at Capitol join in wishing you all new Billboard. It's pleasant read-	
	JOE THOMAS ORK Harlem Hop 67-67-66-68	Congratulations on your new for- approve of Billboard's new for-	THAT AIN'T THE
	king hyprimide so conder priver, reaturing tener sak sole.	gratulations to Billboard on its wish Billboard the best of luck	WAY TO LOVE
	LONNIE JOHNSON	it look like a real comer for a news dress Arr laimadge,	
Nextor     Citcle Color     Citcle	KING 4411-A real standout ballad here, and Johnson sings his heart out in his direct, old-fashioned style, plus his strong guitaring.	Think the new Billboard is sensa-	· · · · · · · · · · · · · · · · · · ·
Therefore       Partners       Spandbar       Spandbar <t< td=""><td>Nothin' Clickin' Chicken 73-73-71-76</td><td> Elliot Lawrence: Billboard Mindy Carson and Eddie Joy:</td><td>LOWELL FULSON'S</td></t<>	Nothin' Clickin' Chicken 73-73-71-76	Elliot Lawrence: Billboard Mindy Carson and Eddie Joy:	LOWELL FULSON'S
Nakajabi-Tras kings austik sing som i bina garenge kingt.       72-72-72-77         Nakajabi-Tras kingt.       72-72-72-77         Nakajabi-T	ARBEE STIDHAM ORK	lication Hugo Winterhalter: is greater than ever. Keep up	XMAS KELEASE
The Mig Sorr       72-72-72-75         CHARLES FORW       74-74-74-75         Merry Chrismes Bay       74-74-74-75         Charles form the statute in the	V 22-0101-The blues warbler sings badly out of tune on this slow	and your old dependsbility and Lester Santis: No industry	
CHARLES COLVER Softed standards and the standard Contrast at the standard and the standard at the standard at the standard and the standard at the standard at the standard at the standard and the standard at the standa	You'll Be Sorry 727272	mat. It's alive, it's readable, it's the kind of vital, interesting pres-	See you'r leas) Distrikyter eo ysite diwet
Conder stream and streams. The stream and streams. The stream and	Merry Christmas Baby 747474	sic editor. coverage and features have long	
Addel Schwart Andre in Reichard, making come from the         Madel Schwart Andre in Reichard, making come from the         Madel Schwart Andre in Reichard, making come from the         Madel Schwart Andre in Reichard, making come from the         Bogie Woogle Same Chang         Swink Tit 23-m-fitting and the reichard, making come from the         Mark I is wonderful, Cating from the system in sevent meet the sevent meet from the sevent from the sevent from the sevent meet from the sevent from the sevent meet from the sevent m	Could get some seasonal attention.	sional manager, Broadcast Music. Phil Spitalny: The new format	1 2 2 2 2 2 2
<ul> <li>Minister 2. Voll eige Sarte Chang</li> <li>Bill-Bill-Bord</li> <li>Bill-Bord</li> <li>Bill</li></ul>	Another fine Blazers record is re-released; masters come from the folded Exclusive waxery.	format. It's wonderful Cathy trade-paper I have ever seen. I Mastice: Congratulations on the spent more time reading your	Suina Timo
Hitrich lat zer an the new dedruct Excluse plates.     Turk and the tawn of the Way Trans and bester things ahead for Bills     and betree things ahead for Bills     and presented with real journals     and presented sta	Boogie Woogie Santa Claus 81-81-80-87	bigger and better paper Kappi spent reading any other paper.	audig suite
Analysis reside.       And the reside.       And the reside.       Analysis reside.       A	attention last year on the new defunct Exclusive label. Disk didn't - reach all regions last year, has a good market potential.	and better things ahead for Bill- and presented with real journal-	I KELIKI
HAPPY JOE LEWIS       82NS8387         Perfy Line       62NS8387         Not by Lowis and memole to a week-moning body text. To obter the alkey?       66646668         He's a Mean, Mean Man (Litte Mider? The Carter Mean Man (Litte Mider?)       66646668         He's a Mean, Mean Man (Litte Mider?)       66646668         He's a Mean, Mean Man (Litte Mider?)       66646668         Pice a Open Your Heart Nills - Mider Manage Schulpting is traceled hure.       76777676         Victor Mider M	Another re-issue, this one a swinging novelty lyric set to a catchy	Burt Taylor: Congratulations bins: I have always considered	
<ul> <li>Not by Levis and ensemble to a keep-moding boogie last. Too but fight process the set of the set</li></ul>	HAPPY JOE LEWIS	mat, Morris S. Price, Mercury paper. This new format puts it Record Corporation sales director: way out in front. Congratula-	
He's a Mean, Mean Man       66646668       in mailed corp of the new Billing       in mailed corp of the new Billing <td>* STAR 1528—A standout humorous double-entendre blues is infectiously sold by Lewis and ensemble to a keeps maving boogle beat. Too blue</td> <td>its name Jimmy Phillips, power in the music-record field</td> <td>3427 So. San Pedro Ave.</td>	* STAR 1528—A standout humorous double-entendre blues is infectiously sold by Lewis and ensemble to a keeps maving boogle beat. Too blue	its name Jimmy Phillips, power in the music-record field	3427 So. San Pedro Ave.
<ul> <li>steelal here.</li> <li>UCKY MULLINDER ORK (Lee Richardion)</li> <li>Please Open Your Mean</li> <li>New Your Mean</li> <li>Please Open Your Mean</li> <li>Atta - Richardions Eckstyling is expecially impressive in a cick.</li> <li>The advance Richardions Constructions on your new format. Very attantist even your new format. Very attantist.</li> <li>CHUCK MERPILL</li> <li>Churck MERPILL</li> <li>Churck Merpitch Ingressive at the big band here, but theold do tome builnest with his tout coverage of the big band here, but theold do tome builnest with his tout coverage of the big band here, but theold do tome builnest with his tout coverage of the big band here, but the offering is still too sanitary in matter and conception.</li> <li>THE BLENDERS</li> <li>Merk of bails - Gar-ration.</li> <li>Simer's Praver</li> <li>Diver withing for Strand build make take a big item in the South.</li> <li>Simer's Praver</li> <li>Old Time Shudiffie Blues.</li> <li>Old Time Shudiffie Blues.</li> <li>Old Time Shudiffie Blues.</li> <li>Biner's Praver</li> <li>Clower Life Blues at worderful with the conting wate with a blug item in the South.</li> <li>Biner's Praver</li> <li>Clower Blues the blow is a blug item in the South.</li> <li>Biner's Praver</li> <li>Clower Blues at the fifte Blues.</li> <li>Biner's Praver</li> <li>Bi</li></ul>	He's a Mean, Mean Man 66646668	air mailed copy of the new Bill- nized by all of us. I'm sure you'll board. It is a revelation and cer- go to new heights in this modern	Los Angeles 11, Calif.
Piezze Open Your Heart       76777676         KIMG 413Rickardson's Exityling is expecially impressive in a rich butted offseing.       76777676         On your new format. Very attractive. Good luck.       Dewey Bergman. Your new format is terrative. Good luck.       "Ireact open Weight the big band here, but should do some business         Winnel Karrist., Millinder Ork)       Marcis the forcet of tight the big band here, but should do some business       61616062         Offuice Merstill       61616062       61616062         Best Woman In Twn       67686767         Finc warbier tets loose a little here, but the offering is still too sanitary in matter and conception.       6162686767         DecCA 48193Charengtion.       81828080         Bine 828080       81828080         Sinner's Prayer       81828081         Sinner's Prayer	special here.	to trade journalism. Best wishes, tions.	
Teardrops From My Fyes       76767677       rific. Glad to see that even your factors it is good to find the new with his hout coverage of the blues tube.       Facts to fight the big band here, but should do some business       for something big is the power of the blues tube.         CHUCK MERFILL Loncords: It's good to find the new with his hout coverage of the blues tube.       61616062       61616062       Billboard on the stands a day of the disk business.       NEW YORK, NCV 4. Good the form of blue is the blue stands.       Announcement will be mean of the form of blue is the blue stands.         Best Woman In Town Fice warbler ets tops a filts here, but the offering is still too sanltery is new ballad hil gets a wonderfully smouth worder of stands.       61616067       616267       67686767       NGM Records: The new tabilits of the blues a little here, but the offering is still too sanltery is new ballad hil gets a wonderfully smouth worder of stands.       61727077       The BLNDERS       NEW YORK. NCV 4. Good the factor of the disk business, has not repertoire directors. The new tability or ide ballad hill gets a wonderfully smouth worder of stands.       New YORK. NCV 4. Good the disk business, has not repertoire directors.       Announcement will be now instement.       Announcement will be now instement.         OECCA 4812300-rrushing new ballad hill gets a wonderfully smouth worder is they to rise ballad hill gets a wonderfully smouth get a divertising man's eye, the new to the blue tables arecover atestals.       NEW ELL ANDERS NEGS <td>Please Open Your Heart 76777676</td> <td>on your new format. Very at-</td> <td></td>	Please Open Your Heart 76777676	on your new format. Very at-	
<ul> <li>Harris L. Millinder UN2</li> <li>Harris L. Millinder UN2</li> <li>Harris L. Millinder UN2</li> <li>Harris K. Sides provide mark take ability for its likely to ride behind the contex for the states.</li> <li>Harris K. Sides provide mark take ability for its likely to ride behind the contex for the states.</li> <li>Harris M. Sinner's Prayer</li> <li>Sinner's Prayer</li> <li>Sinner</li></ul>	ballad offering. Tcardrops From My Eyes 767677	wife Clad to see that were	
CHUCK MERFILL       Intervention Blucs       61616062       Billboard on the stands a days       MBW YORA, NCV 4Gooder       Spectral         MGM 10830-Bary bles warbler essays a eliche-filled, synthetic hunk       61616062       Billboard on the stands a days       might in the new york       might interne, published by Spectral         Bort Woman In Town       67686767       67686767       For womber lets loss a little here, but the offering is still too sanltary       67686767       For matter and conception.       MBW YORA, NCV 4Gooder       Amoustneement will be annown the stands a days         THE BLENDERS       67686767       For matter and conception.       67686767       For matter and conception.       For matter and conception.       Billboard on the stand repertoire director, mGM Records: The new table.       June to react of the disk business, has	Harris is forced to fight the big band here, but should do some business	times. Blue Barron, MGM Fast on Disks	We've got a few hit tunes eizsting on
d bloet-ballad in competent fashion. Bort Woman In Town File warbler lets loose a littli bree, but the offering is still too sanitary in matter and conception. THE BLENDERS I'm So Crazy for Love DECCA 48135On-truthing new ballad hit gets a wonderfully smooth group go here, the It's likely to ride behind the Lonnie Johnson version. What About Tonight? TI-72-70-727 Sinner's Prayer SWING TIME 237-Fulson's heart-and-seed chanting and a great backing job by rhytim combe bould make this & big item in the South Old Time Shuffle Blues Old Time Shuffle Blues Blu	CHUCK MERRILL	Billboard on the stands a day night, Irene, published by Spencer	
The BLENDERS in more reading by the first black a wonderfully smooth group so here, the it's like it is a wonderfully smooth group so here, the it's like is black and a great back is black and a great	MGM 10830—Bary blues warbler essays a eliche-filled, synthetic hunk of blues-ballad in competent fashion.	Congratulations Harry Mey- the fastest-selling records in the	
THE BLENDERS       Imore competing reading than the gets a wonderfully smooth group so here, the it's likely to rise behind the Lonnie Johnson version.       B1828080       B1828080       Sold Competing reading than the gets a wonderfully smooth group so here, the it's likely to rise behind the Lonnie Johnson version.       B1828080       Sold Competing reading than the gets a wonderfully smooth group so here, the it's likely to rise behind the Lonnie Johnson version.       B1828080       Sold Competing reading than the gets a wonderfully smooth group so here, the it's likely to rise behind the Lonnie Johnson version.       B1828080       Sold Competing reading than the gets a wonderfully smooth group so here, the it's likely to rise behind the Lonnie Johnson version.       Deck of the remaining Decca disks on the time. is expected to hike to our last advertisement.       2829 B0STIC-HOUSTON 16. FEX.         LOWELL FULSON       71727072       B383838383       B383838383       B383838383       Billy Eckstine. MGM Records: To by January 1.       Subert and sone lesser material.       Sheet music sales on the tune have hit 400,000.       Sheet music sales on the tune have hit 400,000.       Sheet music sales on the tune have hit 400,000.       Sheet music sales on the tune have hit 400,000.       Sheet music sales on the tune have hit 400,000.       Sheet music sales on the tune have hit 400,000.       Sheet music sales on the tune have hit 400,000.       Sheet music sales on the tune have before.       Sheet music sales on the tune have before.       Sheet music sales on the tune have before.       Sheet music sales on the tune have before. </td <td>Finc warbler lets loose a little here, but the offering is still too sanitary in matter and conception.</td> <td>tor, MGM Records: The new tab- loid size Billboard makes even figure on the Decca Gordon</td> <td></td>	Finc warbler lets loose a little here, but the offering is still too sanitary in matter and conception.	tor, MGM Records: The new tab- loid size Billboard makes even figure on the Decca Gordon	
DeccA 48133On-rushing new ballad hit gets a wonderhilfy smooth group op here, the life likely is noted to hit works. What About Tonight? Fine rendition of some lesser material. DOWELL FULSON Sinner's Prayer Swillog Ib by right could build make take a big item in the South. Old Time Shuffle Blues Clogd Ginner Guison Unit) B1-81-81-81	I'm So Crazy for Love 81878080	old. Congratulations on a fine the end of the year the disk, plus idea Sol Handwerger, adver-	2829 BOSTIC-HOUSTON 16, TEX.
Fine rendition of some lesser material. LOWELL FULSON Sinner's Prayer Swilk G Tilke 237-Fulson's heart-and-some chanting and a great backing job by rhytim combe should make this a big item in the South. Clogd Ginner Sutan Unit) Sinner's Prayer Swilk G Tilke 237-Fulson's heart-and-some chanting and a great backing job by rhytim combe should make this a big item in the South. Sinner's Prayer Swilk G Tilke 237-Fulson's heart-and-some chanting and a great backing job by rhytim combe should make this a big item in the South. Sinner's Prayer Swilk G Tilke 237-Fulson's heart-and-some chanting and a great backing low protocol and the South and the South Sinner's Prayer Swilk G Tilke 237-Fulson's heart-and-some chanting and a great Billy Eckstine. MGM Records: The new format makes Billboard is more effec- by Jane Billoard is more a faith Steet music sales on the tune before. Mark me down as a faith Steet music sales on the tune by Jane Billoard is more effect- by Jane Billoard is more effect- by Jane Billoard is more effect- by Jane Billoard is more a faith Steet music sales on the tune before. Mark me down as a faith Steet music sale on the tune before. Mark me down as a faith St	DECCA 48183-On-rushing new ballad hit gets a wonderfully smooth group go here, the it's likely to ride behind the Lonnis Johnson version.	tising manager, MGM Records: To tune, is expected to easily hit the an advertising man's eye, the new 2,000,000 mark. Sides put out by	
Swill of Time 237-Fulson's heart-and-soul chanting and a great 838383 backing job by rhythm combo should make this a big item in the South. Old Time Shuffle Blues (Liord Ginn Fulson Unit) B1-81-81-81	Fine rendition of some lesser material,	modern Billboard is more effec- tive than ever. Accept my best the total sales figure to 2,500,000	RECORD PRESSINGS
Old Time Shuffle Blues (Llord Glenn Fulson Unit) 81818181 before. Mark me down as a faith- June 19 and, by Labor Day, 81	Sinner's Prayer 838383 SWING TIME 237—Fulson's heart-and-soul chanting and a great	Billy Eckstine, MGM Records: Sheet music sales on the tune	ShelfatVinyilteFlag 78 RPM45-351/3 L.P.
Gienn knocks out an irresistible medium boogle 88 solo on the Teddy Wilson "Blue in G Sharp Minor" bass figures: Rhythm support is tops.	Old Time Shuffle Blues 818181 (Lloyd Glenn Fulson Unit)	even better reading than it was Jenkins-Weavers disk came out before. Mark me down as a faith- June 19 and, by Labor Day, 81.	Smell or Large Quantity. Labels Processing Masters
	Gienn knocks out an irresistible medium boogle 88 solo on the Teddy	ful weekly reader , George days later, had hit the million Pincus: Congratulations on your mark.	SONGCRAFT, INC. 1650 Broadway New York 10, N. V

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THE BILLBOARD

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0201 // 0016754165 NOVEMBER 11, 1950

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NOVEMBER 11, 1950

28	THE BILLBOARD		MUSIC
8	Duddut	MO	
	IOR and his C.	RO Inchestra	
5 Barris	"I CAN	T GIV	
	A	ANY	
	BUU	A REAL PROPERTY OF A DECK	ABET)
V	RCA NETOR Records	78rpm 20-3 45rpm 47-5	5947 3947
	Ref.	THE BEST TRO	MBONE WORK
		IN THE LAST	MBONE WORK

			BILLBOARD Music
			oularity Charts
			t Played
			-
	JU	Ke	Box Records
		_	bosed on reports received November 1, 2 and 3
e titk	of ea this	chart c	are those receiving the greatest play in the nation's juke boxes. List is been receiv survey among 3,558 operators in all sections of the country. Listed ender the most played records are other available recordings of the same tune. Unless ther arealiable records of tunes listed here will be found in the Honor Roal of Hits rt, Part 1.
PO	SITION Last		
date)	Week/W	/eek	GODDNIGHT IRENE G. Jenkins Weavers
0	4		GOODNIGHT. IRENE
			Col(78)38963; (33)1-784 ASCA
2   1	2		MONA LISA
	U		Mercury(78)5455; (45)5455; ASCA
16	3		SIMPLE MELODY
14	5	6.	CAN ANYONE EXPLAIN? Ames Bros
			<ol> <li>Churchilli, Arco 1259; R. Anthony Ork, Cap 1131; V. Damone, Mar 5474: L. Green-Honey Dreamers, V 20-3902; D. Haymes, Dec 27361; H. Ranch Oh, MGM 10777; Soft Notes, Mer Sa64; A. Morgan, London 766: E. Fitzgeraid-L. Armstrong, Dec 27209; O. Shore-H. Zimmerman,</li> </ol>
12	7	7.	Col(78)38927, (33)1-759P
			FILL NEVÉR BE FREE K. K Starr-Tennessee Ernle. 
74	4	0	
24	6	8.	Cap(78)936; (45)F9368
			Napoleon, Col 38891; L. McAulitte, Coltar20706, C772-004, C Krupa, V(78)20-3766, (45)47-3766)
5	10	9.	Dec(78)27208; (45)9-27208- ASC
6	13	10.	ORANGE COLORED SKY King Cole-S. Kenton
6	11	11.	ALL MY LOVE
16	9	12.	SAM'S SONG. 
5	12	13.	London Some A "Fingers" Car, Cap 9621 ALL MY LOVE. Bing Crosby
2	23	13.	and a second sec
6	14	15.	HARBOR LIGHTS
7	15	16.	PATRICIA
			(D. Jurgers Ork, Col 38965; E. Howard Ork, Mer 5491; Russ Morgan, Drc 27258; S. Kaye-Kaylets, Col 39030; D. Vaughan Ork, Coral 60316; L Lawrence, London 823)
3	20	16.	HARBOR LIGHTS
9	20	18.	I'M FOREVER BLOWING BUBBLESG. Jenkins-A. Shaw.
· ·		÷	LJ. Lee, Cap 1149; The Palmers, Tone 502; E. Howard Ork, Mee 5490; Mr. Geon Bones-B. Lantz-M. Fisher, Mer 5498; Shép Fields Ork, MGM 10823; Tune-Timers-R. Arthur Ork, Hi-Tone 317)
3	19	. 19.	THINKING OF YOUD. Cherry
1	-	19.	BUSHEL AND A PECK
- 1	-	19.	NEVERTHELESS
2	17	22.	NEVERTHELESS
6	25	22.	TIL ALWAYS LOVE YOUD. Martin Cap(78)1028; (45)F1028 ASI (D. Shore, Cal 38848; M. Tilton, Carel 60258; E. Wilson, D. Cherry,
3	20	24.	1 Dec 27244)
1	_		Col(78)38982; (33)1-813-45
			UH BABE
8	17	26.	Col 39045)
1	-	17.	-instant and state states Arris Davidson
. 1	-	27	(Milits Bros., Dec 27253)
1		29	AS
			<ul> <li>Mercary(78)5517; M515517; M5157517; M5155175517; M515517; M515517; M515517; M515517; M5157517; M515757517; M515757517; M51575757517; M515757575757575757575757575757575757575</li></ul>

(Tue Ten Baker, Mer 5527)

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# Once Again lf's REA VICTOR Records

Bringing You--Your Next

Vinah

# **"NOBODY'S** CHASING ME"

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

# "MY HEART CRIES FOR YOU" Soon To Be Released

Irving Berlin's

"CALL ME

MADAM

DINAH SHORE and the Original Broadway Company

45 rpm 47-3978 78 rpm 20-3978

hore

**RCA VICTOR Records**. CAR!

30 THE BILLBOARD	MUSIC	NOVEMBER 11, 1950
NATIONAL THE BILLBOAR	Music P	opularity Charts
<b>HITS</b> :: ***********************************	estern Records	• Best-Selling Retail Folk
	y Folk Disk Jockeys reports received November 1, 2 and 3	(Country & Western) Records
SCHOLL Records listed here in numerical order are Western disk jockeys. List is based on replies	those played most by the mation's leading Country and from weekly survey among a select list of over 400	Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase Country and Western records.
NATIONAL No. 9119 ""I'M CONNA Vester Weeks Laxt Tals to date/weekWeek	-	POSITION Weeks   Last   This to date (Week
1         1	V(78)21-0328; (45)48-0328BM1	19         1         1'M MOVIN' ON With This Ring J Thee Wed
7 3 3. LOVEBUG ITCH	E. Arnold 	11 3 3. (REMEMBER ME) I'M THE ONE WHO LOVES YOU
	WAYS.L. frizzell	10         5         4. CINCINNATI DANCING PIG         R. Foley         Sourcebay's Business But My Own         Capit/201124; (45)F-1124-ASCAP           10         5         4. CINCINNATI DANCING PIG         R. Foley         Dec/78/146262; (45)F-1124-ASCAP           10         5         4. CINCINNATI DANCING PIG         R. Foley         Dec/78/146262; (45)F-1124-ASCAP
THANKS, LOVE FROM ME	Н. Williams мсм(78)10760; (45)К10760—ВМ1 МЕ?Н. Williams	3 7 6. IF YOU'VE GOT THE MONEY I'VE GOT-THE TIME 1 Love You a Thousand Ways 2 9 7. (REMEMBER ME) I'M THE ONE
<b>FOREVER</b> 1 — 8. IF YOU'VE GOT THE N I'VE GOT THE TIME	Lefty Frizzelt	WHO LOVES YOU         E, Tubb           1 Need Attention Bad
FAITHFUL" 32 - 10. I'LL SAIL MY SHIP ALOI	MGM(78)10786; (45)K10786	35         8         9.         I'LL SAIL MY SHIP ALONE         M. Mullican           Moon's Time         Moon's Time         King 830-BMI           14         6         10.         GODNIGHT, IRENE         E. Tubb-R. Foley           Hilbility Fever No. 2         Dec(78)46255; (45)9-46255-BMI
NATIONAL No. 9133 (Country & W	Juke Box Folk estern) Records	<ul> <li>Country &amp; Western (Folk)</li> <li>Record Reviews</li> </ul>
SANTA CLAUS"	ecords most played in juke boxes according to The d group or juke box operators whosa locations require	ARTIST TUNES
SANTA, SEND SOMEONE TO ME"	Hank Snow	SHORTY LONG-NELSON KING Dan't Tell My Mommy 737570
	K. Starr-Tennessee Ernie	hopelessly sick lad. Plenty of effort here-pernaps too much. No Wars in Heaven Sacred material, effectively warbled by Long, has timely Interest. 77787775
	Cap(78)1124; (45)F-1124—ASCAP R. Foley-E. Tubb Dec(78)46255; (45)9-46255—BMI NEM. Mullican	Somebody's Crying 80807980 CAPITOL 1175Crisp, danceable vocal disking, with wailing harmonica, guitar, and fiddle for effects. Should do okay. Pubbov Love 78797877
		Cute, contagious novelty, with a toe-tapper beat. HANK PENNY I'm Conna Have My Picture Took KING 902-Penny chants a genuinely humorous down-home ditty that has the real country-byf Rover and Saver.
"SILENT NIGHT" 10 5 7. CINCINNATI DANCING P 1 - 8. IF YOU'VE GOT THE MI I'VE GOT THE TIME	DNEY Lefty Frizzell	Remington Ride         68686670           Swinging steet guiltar solo ranp.         68686670           TEX WILLIAMS (and His Western Caravan)         85858585
-OLOPHILIG STIRTING MODE LINGS TO LOT AND A STATEMENT 24 8 9. WHY DON'T YOU LOVE	Соктазиотзе; (33)2-770—ВМТ ME?	CAPITOL 1166-One of Tex's best since "Smake, Smake, Smake." He talk-chants the story of a country boy taken by a poir of riverboat sharpies. Combo work socks all the way. Tamburitza Boogie. 808080
Another Superb Recordation From	King 886-BMI	Ivries engagingly. REX ALLEN (and the Arizona Wranglers) Too-Lee-Rollum MERCURY 6286-Allen does a warm, vibrant job with 's nostaigle. 75757575
(Who gave you LAURA TROSO) and His 24 Singing Fiddles Western) Re	cord Releases	cowboy waitz. Honolulu Boogie Inconsequential bit of fluff gets a noble try. BUZ BUTLER 77-77-76-78
I'll GET BY Belowed, Be Faithful-M, Shiner-E, Crosby (Wat	reports received November 1, 2 and 3 k- I Saw You as You Walked Away-C. Ham (Moon- light Over) 4 Star 1533	The Rubber Ball Bounce MERCURY 620-Buller projects and combo swings on this boogle woogle novelty. The Medicine Show Unitempo hodown dilty about the professor and his medicine show. 72727074
TR 638 TEMPPO RECORD CO. OF AMERICA 3540 Super Little California 1024 Uncle Sam B, Scott (When I) D 1024	t) I Watched You Walk Away-C, Story (I Heard) Mer 6284	Good, saity downhome humor here.
Dear Little Girls—R. Foley (I World Decka 462) Devil Calls a Meeting—C. Robison (Texas Da MGM 10037 RECORD PRESSING AT LOWEST Golden Recket, The—H. Snow (Pering the) V 2	n) Wouldn't) Mer 6290 If You've Got the Money I've Gat the Time	By Johnny Sippel
	48182 (Remember Me) I'm the One Who Lowes You- C. Moody (I've Only) King 909	Wealey Tuttle (Coral) has been honored by the Kiwanis Club, for the National Barn Dance, Chi- tor the National Barn Dance, Chi-
New operating in our new and modern 146 W, 37th Place, Les Angeles 7, Califf, Owned by Trumpis Collar & Associates Consulting engineers to the record industry. Hold That Train, Conductor J. Shaw-Prince Gilbert (I'm a) Decca 48182 1 Oidn't Realize—Bob Wills Ork (Tater Pi MGM 10936- 1 Heard My Mother Weeping—C. Story (I Watche Mer 6284 Overlooked an Orchid—M. Shiner (If You'y	Martin (11 You) Mer 6290 d) I've Only Myself to Blame—C. Moody (1'm the) King 909 e) Lightning Express, The-M. Shiner (Sweet Mama)	prexy of the org after his first iols has become co-producer of ycar with the group Tennes- his Lazy H Ranch Boys weekly see Ernie had his son, Buck on TV show over WAAM, Baltimore. his TV show recently. Buck is The Associated Retailers of St. now seven months old The Louis will sponsor the 17th and the data and the seven months old The State Sta
CORMAC RECORDS	Decca 46272 Mississipol River Blues-Charlie (Peanut) Fair- cloth (Coffee) Decca 46271 Moonlight Over Blue Water-Claude Ham (I Saw) 4 5 Star 1533	now seven months old The Louis will sponsor the 17th an- Louvin Brothers. formerly in hual Folk Festival at Kiel Audi- Knoxville, Tenn., have moved to torium, St. Louis, April 4-7 Danville, Va Is Nathan, per- sonal manager of Kenny Roberts, moter, has sold out in Nashville reports that the Coral warbler and will probably move to Louis- wid Neuropher I and is set for ville.
presents Freddie Darian singing with Johnny Durhams' Orchestra	No Bed of Roses—R. Rogers-D. Evans (Yellow Bonnets) V 21-0399 Open Up That Door, Hiram—Prairle Ramblers (Wrangler Boogie) Mer 6283 Paving the Highway With Tears—H. Snow (Golden	That Hovember 15 and is set to The Masiers Family, formerly
THE CHRISTMAS I'VE BEEN DREAMING OF Why Can't It Be You No. 1154	Rocket) V 21-0400 Place Where I Worship, The—R. Foley (I Hear) Decca 15437 Prairie—Red River Dave (Searching for) MGM 10843	party work in and around Day- ton. O., starting December 15. He from WJHP, Jacksonville, Fla, to will also work Ohio theaters
I REALLY DON'T WANT TO KNOW 1 Still Love You No. 1155 FOLK SONGS – PUBLICATIONS	Searching for You, Buddy-Red River Dave (Prairle) MGM 10843 Sweet Mama Blues-M. Shiner (Lightning Express) Decca 46272 Take Back Your Heart-R. Stewart (Worried) King	RCA Victor. Gibson, ex-Mercury, J. G. (Goober) Buchanan, for is now heard over the Southwest the past five years at WSIX, Nash-
6000 SUNSET BLVD. HOLLYWOOD 28, CALIF.	907 907 'Tater Pie-Bob Wills Ork (1 Didn't) MGM 10836	band is called the King Cotton fuckians have started a new series



THE BILLBOARD

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MUSIC

New platters that mean new business	THE BILLBOARD Music Popularity Charts
FOR YOU FROM M-G-M	• The Billboard Picks
BOHNNY DESMOND JOHNNY DESMOND JOHNNY DESMOND SLEIGH RIDE A MARSHIMALLOW WORLD Avoilable 2 Record Speeds To RPM-MGM_JO827 * 45 RPM-MGM KI0827 To RPM-MGM_JO827 * 45 RPM-MGM KI0827	In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as untermined by entry into best selling, most played or most heard features of the Chart.         RUDOLPH, THE RED-NOSED REINDEER.       Gene Auty.       Columbia 26630         Last year's big seasonal smash looks like a sure-fire bet to bring in the coin answ from an order of connecting versions, with Bing Crosby's Decce plattering the theiliet for place money.       Autrum LEAVES.       Jo Stafford       Capitol 1248         AUTUMN LEAVES.       Jo Stafford       Capitol 1248       Capitol 1248         One of the low-liest ballads of the year stacks up as the kind of them which geness slowly but surgive with each hearing. Capitol has come p with theilikeits vocal in Je Stafford effect, which is not unlike her "No Other Low" in mode and feeling, as well as a potent dance slike in by the upcoming Antiony and. Der Bingle has a ware reading on Decta.       Victor 20-3968         A fresh mowily with the air of a Nighland tiling and the flavor of a tipb of ands betweend with ach by hard stats and punch by Harris Ork.       Wice 20-3968         A tresh mowily with the air of a Nighland tiling and the flavor of a tipb of ands b delibered with the proper romantic touch for his pop fans end should his strong in the r. and & mash.       MCGM 10856         This terlingtul e. and b. Initiated ballad fails right Into Mr. B's groove. Me hands the Hit.       Capitol 1278         Kay shakes it and breaks it as she propels her winning reading of this Louis Prima-initieted       Capitol 1278
ART LUND IF I WERE A BELL (from the musical production "Guys and Dalls") THE SONG OF DEsign and Dalls")	• The Disk Jockeys Pick
THE SONG OF DELILAH Avoilable 2 Record Speeds 78 RPM-MGM 10826 + 45 RPM-MGM K10826 A A A	PICKS that have appeared for three consecutive weeks or three times within a sla-week period are not reprated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:         1. OH, BABE
ASSES (It's ICKY ONE	• The Retailers Pick
MOLASSES, MOLZON VALENTINE ond GIUOP Vocol by JUDY VALENTINE ond GIUOP LOOKS LIKE A COLD, COLD WINTER Avoilable 2 Record Speeds 78 RPM-IMGM 10824 • 45 RPM-MGM K10824	PICKS that have appeared for three consecutive weeks or three times within a siz-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be: 1. TO THINK YOU'VE CHOSEN ME
GLENN MO	2. OH, BABE     Kay Starr.     Capitel 1276       3. OH, BABE     Ames Brothers     Coral 60327       4. MOMMY, WON'T YOU BUY A BABY BROTHER     For ME     Victar 20-9947       5. OH, BABE     Louis Prima     Robin Hood 101       6. A MARSHMALLOW WORLD     Vic Damone     Mercury 5496       7. Streps U. RIVER     Frankie Laine     Mercury 5500       8. TENNESSEE WALTZ     Patiti Page     Mercury 5500       9. TO THINK VOUVE CHOSEN ME     Ames Prothers     Coral 60327       10. MARRYING FOR LOVE     Perry Comp.     Victor 20 3922
I SOLEMNLY SWEAR GET ME THE WHA'CHA-MA-CALL-IT (Off'o The Thing-A-Mo-Jig) MGM Non-Breakable 10842	• The Operators Pick
YOUR LUCKY 7 BEST SELLERS! HONESOME FOR ME HANK WILLIAMS MGM 10832* MGM 10832* MGM 10832* MGM 10820*	PICKS that have appeared for three consecutive weeks or three times within a sh-week period are not repeated below. Based on a weekly survey among them on what the juke box aperators think tomorrow's hills will be:         1. LUCKY, LUCKY, LUCKY ME.       Evelyn Knight.       Decca 27182         2. MARNING FOR LOVE       Perry Como.       Victor 20-3922         3. THINSTY FOR YOUR KISSES.       Mills Brothers.       Decca 27182         4. BEYOND THE REEF.       Margavet Whiling and Jimmy Wakely.       Capitol 1234         5. A MARSHMALLOW WORLD.       Vic Damone.       Mercy 54%         6. THE PLACE WHERE I WORSHIP.       Andrews Sisters and Guy Lombardo. Decca 27202       Decca 27202         9. PLEASE SAY GOODNIGHT TO THE GUY. IRENE. Zigay Talent.       Victor 20-3922       Victor 20-3922
MOANIN' THE BLUES + NOBOOV'S too       LUKE FINE         IT'S A SIN + DON'T YOU BELIEVE HER       BLUE BARBON         NO, NO, JOE + HEIP ME UNDERSTAND       BLUE BARBON         YOU ARE THE IDEAL OF MY DREAMS       BLUE BARBON         YOU ARE THE IDEAL OF MY DREAMS       BLUE BARBON         YOU ARE THE IDEAL OF MY DREAMS       BLUE BARBON         YOU ARE THE IDEAL OF MY DREAMS       BULLY ECKSTINE         YOU ARE THE IDEAL OF MY DREAMS       JOHNNY DESMOND         YOU ARE THE IDEAL OF MY DREAMS       BULLY ECKSTINE         YOU ARE THE IDEAL OF MY DREAMS       BULLY ECKSTINE         YOU ARE THE IDEAL OF MY DREAMS       BOB WILLS         A BUSHEL AND A FECK - SO LONG, SALLY       BOB WILLS         FADED LOVE - BOOT HEEL DRAG       Aling prolitible	• The Country and Western Disk Jockeys Pick
THE GREATEST NAME IN ENTERTAINMENT	PICKS that appear tor three constantine weeks of these times which is a set on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be: 1. MOANIN' THE BLUES
M.G.M. RECORDS ARE BETTER THAN EVER !!!	JELT BEAR AGO VICTORY IN KOREA. Jimmle Olborne. King 908     MAIL IT NOW! If you have not yet mailed this weak's pop chart guestionnaire, please do it more

MUSIC

33



America's Fastest Selling Records

34

#### MUSIC

#### Music Popularity Charts THE BILLBOARD

Longing-R. Morgan Ork (Timeless) Dec 27265

# Advance Record Releases

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

#### POPULAR

Accidents Will Happen-Vera Lynn-B. Førnon Ork Just the Way You Are---P. Bergen-Carl Brandt Ork (And You'll) London 745 (1 Put) V 20-3958

tanu rou'll) London 745 Min't It Awful—The A. Van Damme Quintettç (Touch) Cap 1282 Just the Way You Are-S. Oliver Onli-R. Young (To Think) Occ 27262 TAIL By Myself-Glen Gray Ork-Eugenie Baird (My Stilling) Corat 60324 King for a Day-Ted Lewis Ork (Sing) Dec 24970" Kiss in the Dark-The Ray-o-Vacs (Got) Dec 48181

And You'll Be Home—Vera Lynn-B. Farnon Ork (Accidents) London 745 Before You Fall In Love-M. Towne-J. Gould Quartette (1'm) Franklt F-100

Beloved, Be Faithful-The Melodeons (Petite) MGM 10834 Best Things for You, The-Russ Cass Ork-C. Blake (You're) MGM 10845

Beyond the Reef-R. Ross Ork (Rainy) Coral 60322 Blue Christmas- Dottie Dillard-Jack (There's) Coral 64066 Shool

Boogle Woogle Santa Claus-P. Page-J. Rael Ork (Tepnessee) Mer 5534

Bushel and a Peck, A---Andrews Sisters-V. Schorn Ork (Guys) Oec 27252 Button Up Your Overcoat—R. Murphy (I Wanna) Dec 27268

Dec 27266 Ching-Ara-Sa-Sa — Andrews Sisters-D. Kaye-V. Scheen Onk (Orange) Occ 27261 Christmas Gomes-J Beaus and a Peep-Eim Siar Trio (Merry) Frannil 701 Christmas in Killarney-P. Faith-The Shillelagh Singers (Nerah) Col 39048 Christmas Time-A. Alcolt-The Carolers (Maybe

Singers (rotrain) for 500-0 Christinas Time—A. Alcott-The Carolers (Maybe You) Carol 1 Christinas Tree Angel, The—Andrews Sisters (I'd) Dec 2751 Oarling All My Own, A—W. Raymond Ork (It's) Calast

Oarting All My Own, A.-W. Raymond Ork (It's) Setsi Oiga Diga Doo-H, Grayco-M, Klein Ork (Or No) London 761 Olsteland Band From Santa Claus Land-J, Dorsey Ork (It's) Col 39035 Doncha Go 'Way Mad-Page Cavanaugh Trio (Escept) Discovery 527 Don't Be That Way-Lee Richardson Ork (I'm) De Lues 300 Con 200 Don't You Know or Don't You Care-Bill Farell-Russ Case Ork (Love) MGM 10840 Orean Awhin-MGM 10844 Embrujadge-L. Arcaraz Ork (Johnson) V 23-5252 Evenim-B, Martin Ork ('Hey') Coral 65041 Except (or Lowin Farchas-Calin Jone-The More Me (I Solemmi) MGM 10842 Funny Feeling-Mills Brothers (I Don't) Doc 27267 Get Me the Whai/Cha-Ma-Calin-Lu-G Moore-The Moore Me (I Solemmi) MGM 10842 Cabb (I Solemmi) MGM 10844 Cabb (I Solemmi) MGM 10845 Cabb (I Solemmi)

1285

Got Two Arms-The Ray-O-Vacs (A Kiss) Oec 48181

48188. Guys and Dolts-Andrews Sisters'-V. Schoen Ork (Bushel) Dec 27252 Hals of Lyv-R. Flanagan Ork-H. Prime (Ohl) V 20.39354 He Can Come Back Anytime He Wants To-T. Brever-Tite All-Stars (You've) Loadon 795 K-Soft Linds-D. Martin Ord (Ermin) Corell K-Soft

65041

65041 I Can't Give You 'Anything But Love, Baby—B. Greco-The Keys (You) London 855 I Don't Care—J. Long-Give Club-Long Shots (Once) King 15081 J Don't Mind Being All Alone—The Colemans (You)

Greec The Keys (You) London 855 Don't King 15081 Don't King 15081 Don't King 15081 Don't Mind Being All Alone—The Colemans (You) Regal 3297 Don't Mind Being All Alone—All Alone—Mills Brothers (frumy) Dec 2726 Gress I'l Haw To 30 ream the Rest—F. Sinatra (Gress I'l Haw To 30 ream the Rest—F. Sinatra (Formy) Dec 2726 Gress I'l Haw To 30 ream the Rest—F. Sinatra (Formy) Dec 2726 There Want & Sweethearl—E. Shuter's All Star "Reveliers" (Your) Goldband G-1019 Heat My Head in the Llon's Mouth—P. Bergen-Gress I'l Seel Col 2032 See a Million People—Cab Calloway-Palmer Brothers (Jsee) Col 39034 See a Million People—Cab Calloway-Palmer Brothers (Jsee) Col 39034 Should Nave Known—L. Shearin-C. Foster Ork (I Need) London 787 Solemity Swear—G. Moore-The Moore Men (Get) MGM 10642 MGM 10645 MGM 10645

Makih' Whoopee-Mel Torme (Dream) MGM 10844 Main whope: who turns (Jreans) who a source Maintaitan Mood Album-M. Gould Ork (1-10") Col(33)ML-2144 Big City Blues; Manhaitan Moonight; Manhaitan Serenade; Noclurne from "Two American Sketches"); Park Avenue Fan-tasy; Street Scene

My Shining Hour-Gien Gray Ont-Eugenie Baird Petite Waltz, The-The Melodeons (Beloved) MGM (All) Coral 60324 . 10834

(All) Coral 60324 Nornh—P. Fallh-The Shifletaph Singers (Christ-mas) Col 39048 Ohl Sabe—R. Flanagan (Halls) V 20-3954 Ohl Sabe—R. Flanagan (Halls) V 20-3954 Ohl Sabe—R. Flanagan (Halls) V 20-3954 One Finger Meidory, Time—F. Carle Ork-Main Simms (The Winter) V 20-3952 One You Finger Ming Your Cuy—J. Long Ork-K, Kreins (I Don't) King 15083 or No. Dire—H. Grave-M. Kirin Ork (Dia)

(I Don't) King 15081 Or No Dice—H. Grayco-M. Kirin Orh (Olga) London 761 Oranged-Colered Sky—O. Kaye-R. Andrews-V. Schoen Ork (Ching) Dec 27262 Orange-Colored Sky—J. Lester (Time) Coral 60325 Our Lady of Fathma—The Mariners (Resary) Col 39042 Pelite Watts. The Fred Grand Cole (Berling) Col

Petite Waltz, The-Erroll Garner Ork (Petite) Col 39043

Petite Waltz, The-Frankie Yaniovic and Yanks (Polkarina) Col 39046

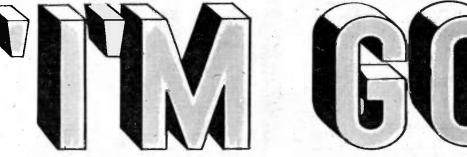
Petite Waltz Bounce-Erroll Garner Ork (Petite) Col 39043

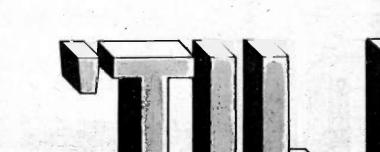
Los 37043 Polkarina, The—Frankie Yankovic-Yanks (Petita) Coi 39046 Rainy Day Refrain, A.—R. Ross Drk (Beyond) Coral 60322

Remember Me in Your Oreams-George Cates Ork-Ralph Blaine (Winter) Coral 60328 Rosary, The---The Mariners (Our) Col 39042

Rosy Apples-E. Knight-G. Lombardo Ork (I'm in) Dec 27279

Shake It and Break It-Pee Wee Erwin-The Vil-lage Five (Mashuga Over) King 15074 Silent Night-H. Brooks Trio (White Christmas) Modern 20-787





A NEW SENSATIONAL SMASH RU



MERCURY RECORD

CHICAGO, ILLINOIS

HAS

MERCURY RECORDS,

ONLY

Mashuga Over You Pee Wee Enwin-The Village Five-P, Dugan (Shake) King 15074

Maybe You Care-The Chimes (Christmas) Carol 1 Maybe You Care—The chimes (Linistmas) Cardi a Merry Christmas-Haopy New Year—M. Towne-3 Beaus and a Peep (Christmas) Franwill 701 Military Polta—L. Welt Ork (Tiger Rog) Mer 5529 Molasses, Molasses—K. Roberts (If You've) Corat 64064

Anss in the Olate--The Roy-o-Vars (Los) Dec 98181 (Strangers) Oec 27247 Love Locked Out--Bill Farrell-Russ Case Orla My Moonlight Madonna--T. Dorsey Orla (Indian) (Dori) MGM 10640

Music, Maestro, Please—T. Dorsey Ork-O. Cherry (Strangers) Oec 27247

Siman Continental; It als sectors
 The Continental; It als sectors
 Only a Paper Moon; Lover; My Blue Heaven;
 Only a Men Year's Smilling; You Oo Some:
 Simay, You Simers—Ted Lewis Ork (King) Dec
 24970
 So Long, Sally — A. Morgan (I'm Still) London 852
 So Long, Sally — A. Morgan (I'm Still) London 852
 So Long, Sally — A. Morgan (I'm Still) London 852
 So Long, Sally — A. Morgan (I'm Still) London 852
 So Long, Sally — A. Morgan (I'm Still) London 852
 So Long, Sally — A. Morgan (I'm Still) London 852
 Surange: In the City—F. Waren.H. Winterhalter
 Ork (I'll Know) V 20:3956
 Brange: J. Dorrey Ork-D. Cherry (Music) Dec
 97247
 Page-J, Raei Ork

27247 Tenestvee Waitz, The-P. Page-J, Rael Ork (Saogle) Mer 5534 There's No Place Like Home at Christmas-Jock Shork-Dottle Dillard (Blue Christmas) Coral 64060-

60066 Tope Rag—L. Welk Ork (Military Polka) Ner 5529 Time Takes Care of Everything—J. Lester (Orange) Coral 60325 Timeless—R. Morsan Ork (Longing) Dec 2226 Tomeless—R. Morsan Ork (Longing) Dec 226 Tomeless—R. Morsan Ork (Longing) Dec 226 Tomeless—R. Morsan Ork (Longing) Dec 226 Tomeless—R. Morsan Ork (Longing) Dec 200 Tomeless—R. Morsan Ork (Longing) D

To Think You're Chosen Me-Art Maaney Ork-B. Manning-Skylarks (1'll Never) MGM 10839

Silver Bells-G. Cates Ork (Jing-a-Ling) Caral Silver Bells-G. Cates Ork (Jing-a-Ling) Caral Sing and Dance With Frank Sinatra Album F, Sinatra-G. Skaro Ork (Jing') Golf320(C-613) The Continental; It All Depends On You; Iris, The-A. Van Damme Quintette Sinatra-G. Skaro Ork (Jing') Golf320(C-613) The Continental; It All Depends On You; Iris Sinatra-G. Skaro Ork (Jing') Golf320(C-613) The Continental; It All Depends On You; Iris Sinatra-G. Skaro Ork (Jing') Golf320(C-613) The Continental; It All Depends On You; Iris Sinatra-G. Skaro Ork (Jing') Golf320(C-6143) Use You: Imagination-Jo Stafford-P. Weston Sinatra-G. Skaro Ork (King) Dec Sinatra-G. Skaro Ork (King) Dec So Long, Sally -A. Morgan (I'm Still) London 852 So Long, Sally -D. Vaughan Ork (II's a Marsh-mation) Caral 60321

MUSIC

#### CHILDREN

Baby Snook: Album--F. Brice-B. May Ork (3-10") Cap OC-3061 Unisums: Boogle---"Sugar Chile" Robinson (Ru-dolph, the) Cap CAS-3065 Ostimation Moon--T. Rody-B. May (Parts 1 and

BOIDP, They Cap Lear-Supp Destination Monn-T. Reddy-Br. May (Parts 1 and 2) Capital (CAS-3080 De You Briver Im Santa Claus?--Santa Claus-Billy De You Briver Im Santa Claus?--Santa Claus-Billy May Det Claus (Santa) (Santa) (Santa) (I) With Cap 301315, Burnette-F. Scott Ork (I) With Cap 301315, Burnette-F. Scott Ork (I) With Somman-J. Marinev & Prosty-Billy May Ork (The Tubb) Cap CAS-3079 Gabby the Gabbier-Ken Carion-Billy May Ork (The Little) Cap CAS-3042 Hepalong Cassidy and the Square Dance Holdup

Album W. Boyd-B. May Ork (2-10") Cap CBX 3075

(Gabby the) Cap CAS 3082 Little White Duck, The—B. Ives-P. Faith Ork (Two Little) Col M/V-85 Punky Punkin—R. Quinlan-H. Geiler Ork (Stient Night) Mer MMP-74 Ritter, Ter, Sings Sundar School Songs Albums--T. Ritter (2-10)' Cap OBS-3070-Amay in a Manger; I'll Be a Sunbeam; Jesus Loves Little Children; Jews Loves Me; Little Feet, Be Care-Hel; Two Little Hands

CBX 3075 Hondy Doodr's Laughing Circus Album — Bob Smith-Norman Leyden 'Ork (2:10") V V-114 I Don't Want a Lot for Christmas—Sparky-B. May Ork (Do You) Cap CAS 3084 I Wish 14 Said That—S. Burnette-F. Scott Ork (Oonkey Engine) Cap 30131 I'm a Little Tea Pot F. Devid Ork (Teddy Bears') Cap CAS-3083 Little Ref Hen, The—Ken Caron-Billy May Ork (Gabby the) Cap CAS 3082

Mudpip, Two Little Hands Rudpip, the Red-Norde Reindeer—S. Burnette-F. Scatt Ork (Swiss Boy) Cap 30133 Rud-Nu hte Red-Norde Reindeer—"Sugar Chite" Robinson (Christmas Boogie) Cap CAS:3005 (IT Fue Little Dwis, C2Foobs Woods John—B. Ive:FP. Faith Ork (Little White) Can MJV-85 Sitest Night and Came All Ve Faithlud—Ding Domg Bell Singers (Punky Punkin) Mer BMP-74

Swits Boy, The-S. Burnette-F. Scott Ork (Ru-dialph, The Cap 30133 Teddy Baar', Pienko-F. DeVol Ork (I'm a) Cap CAS-3083 Tubby the Tuba Song, The-Jerry Marlowe and Tubby-Billy May Ork (Frotty, Un-) Cap CAS-3079

Tweetle Pie-M. Blanc-8. May (Parts 1 and 23 Cap CAS-3074

#### RELIGIOUS

RELICIOUS God Walks These Hills With 'Ma—T. Sosebec (Take Me) Coral 64065 Hide Mc, Rock of Asss—Lefferre Trie (Welcome tor Bibletone 7025 I Wanna Rest—Lefferre Trie (Thank God) Bibletone 1026 Hing 4406 Son Sake the Holy Number—Sami Stirrers (Welt) Well Aladdin 2035 Wat a Closer Walk With Ther—Lefferre Trie-Birg Jam Waits (Looking) Bibletone(45)7009 Looking for City\_Lefferre Trie-Birg Jam Waits (Looking) Bibletone(45)7009 Looking for City\_Lefferre Trie-Birg Jam Waits (Looking) Bibletone(45)7009 Shouling With Elder Beck (Leius 1) King 4408 Take Me, Lord—T. Sosebec (God Walks) Caral 64065

64065 Thank God I'm in His Care—Eva Mae LeFevre (I Wanna) Bibletone 7026 Welcome to Gloryland—LeFevre Tris (Hide Me) Bibletone 7025 Well, Well—Soul SLIrrers (John San) Aladoln 2035

#### LATIN AMERICAN

Canoeiro-Bando Da Lua (La Malaguena) Dec 27269 Cuban Mimbo Dana 27269 Dran Marmbo-Perez Prado Ork (Mambo Del) V 23-5225 ancling With You-Waya-Ricky Gardet Ork (Kiss Me) L'Echo E 1312 Oane

Me) L'Echo E 1312 Infamia A, Irnaga Ork (Que Hay) Dec 21323 Kiss Me-Naga-R. Gardei Ork (Dancing) L'Echo E 1312 La Milaguena Bando Da Lua (Canoeiro) Dec 27269 Mambo Del Papelero-Perez Prado Ork (Cuban) V 23-5225

V 23-5225 Oriental Hour-Ricky Gardel Ork (Yankee) L'Echo E 1310 Due Hum Del Ca Martin

Dec 21323 So Men-A. (znaga Ork (Infamia) Inkee Doodle Samba-R. Gardet Ork (Oriental) L'Echo E 1310

#### INTERNATIONAL

ey, Joseph-Rymanowski Bros.' Polka Ork (Jednyny-Syn) Dec 45120 dnyny Syn Rymanowski Bros.' Polka (Hey) Dec Hey Jednyny Syn Rymanowski sier. 45120 Mary (a Ball of Fire) Thrillwood Ork (Merry) • Thrillwood 106 • Thrillwood 0rk (Mary) Thrill-

\*Thrillwood 106 Merry Bachere, A.—Thrillwood Ork (Mary) Thrill-wood 106 My Sugar Lume.—Thrillwood Ork (My World) Thrillwood 104 My World is Made of Music.—Thrillwood Ork (My Sugar) Thrillwood 104

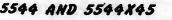
## Folk Talent

· Continued from page 30

• Continued from page 30 for a feed and milling concern. They will work shows thru the South for the sponsor. Personnel of the ork includes: Dixie Belle, bass; Ed Hyde, fiddle; Curley Shelton. Hawaiian steel; Hal Scott. 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 Mutual. ... Charlie Stone is now cutting for Mercury. Bay Smith, last with Columbia, has switched to London. ... Ernie Lee, WLW, Chrismati, is now warbling for Mercury. He was with Victor. ... Slim and Ruth Gang are in their Dude Ranch Gang are in their Dude Ranch Gang are in their 20th week at the Splot Cale, Philadelphia. Jimmy Myers, owner of Myers Music, reports that the Swigers are doing a daily d. J. show on WDAS. Philadelphia.

#### DISK JOCKEY DOINGS:

WDAS, Philadelphia. DISK JOCKEY DOINGS: Do Charchill has inked a man-agement pact with MCA. My Constraints and the second with Constraints and the second with Constraints and the second on the station. The Page KWKH. Shreve-onts is leaving the station. Hub Sutter, ex-vocalist with Jesse James (4 Star), is forming is own band, according to Alex Gifford, KTBC, Austin, Tex. With Wilkerson, WKLV, Black-stone, Va, reports that he will mase a part of the second an-nual folk music festival October 200 entertainers were expected. Deacon More, KXLA, Pasa-dena, Calif, reports that Chiffie Stone bas added the McOusig Twin Stuart Hamblen Colum-side and is again making ap-pearances, using a bear cub as-stone, KAMQ, Amarillo, Tex, has-stone, KAMQ, Amarillo, Tex, has-stone the station for a speli-ation force. Art Barrest, WSAP, Fortsmouth, Va, reports that he stirred up much listener in-terest with a batch of old Jimmis store that of the station for a speli-ation force. Art Barrest, WSAP, Fortsmouth, Va, reports that he has stirred up much listener in-terest with a batch of old Jimmis Reverst masters on the Montgom-ery Ward label, which were re-uisteners have given much farwa-able comment on Rodgers' work.



# TS ON NON-BREAKABLE RECORDS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Col 39045 What About Tonight?--Bienders (I'm So) Dec 48183 When You Kiss a Stranger-E. Fisher-H. Winter-hitter Ork (You Love) V 20-3955 Where, Oh, Where--b Stafford-P. Weston Ork (Use Your) Col 39049 White Christmas-H. Brooks Trio (Silent Night) Modern 20-787 White Christmas-A. Shaw Ork (Jingle Belts) Dec 27243 Winter Waltz, The F. Carle Ork (The One) v. 20-3952

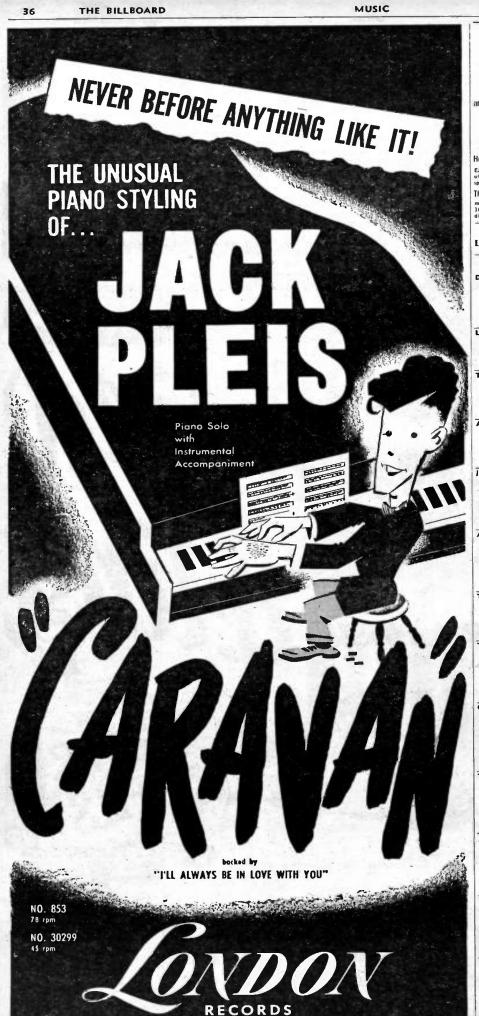




# SE THAT MOVES WITH A FURY!



V. 20-3952 Ure the One) Winter Walts, The G. Cates Drk-Melfomen (Re-member Mel Coral 6028 Winter Wonderland J. Mercer-Pied Pipers.P. Weston Ock (Goolvis) Can 1285 You Know I Love You, Baby Catemans (( One't) Regal 3297 You Love Me-E. Fisher-H. Winterhalter Orth You Love Me--E. Fisher-H. Winterhalter Ork (When You) V 20-3955



THE BILLBOAR	Mu:	sic
Popular	ity C	harts
• Record Revi	ews	90-100 TOPS 80-89 EXCELLENT 70-79 COOD 40-69 SATISFACTORY 0-39 POOR
low Ratings Are Determined Recorvalue such rating is on the basis of nine key ca f points within which new releases are	ds are rated four ways; for disk jockeys; (3) for r Legories. Each category is rated N.S. indicates	(3) over-alt; (2) as to their etailers, and (4) for operators, assigned a maximum number record is and writable for a
he Categories Following are the max of the nine categories of nent, 15; name value, 15; record quality (su 0; exploitation record advits—promotion istribution power, 10; manufacturer's produ		
ARTIST LABEL AND NO.	TUNES COMMENT	
	OPULAR	_ • • • • •
DENNY VAUGHN AND HIS ORM So Long, Salty CORAL 6032—Pfetty bailed has wrstows released well aheed of th effster shows considerable promise. Marshmallow World Name competition is powerful here	yet to arrive in stronger is one, but the planist-w	warbler-
FF SHEARIN (Chuch Easter Ort	1	
I Need a Girl LONDON 787—Fine warbler and sentimental ballad with considerable I Should Have Known	suyar band perform a feeling.	pretty, 67686767
Large talents have less to work with		
He Can Come Back Anytime H LONDON 795-The "Music Music Improved ballad singer, but this one You've Cot Me Crying Again Miss 8. criss effectively on the firm	" thrush proves herself a " no world-shaker, r revival, but fails to imp	59706869
several earlier versions. AL MORGAN I'm Still Without a Sweetheart LONDON 852—The pianist-warbier p	dam with relativity improve	73737372
So Long, Sally Morgan's coverage of the yet-to-arri-		
many Morgan regulars. OHNNY DESMOND Sleigh Ride MGM 10827—A tasteful rhythm p Anderson ditty should be up among	production built around the	87888686
A Märshmallow World Desmo and group work up another	lkely at this point. production bit with this p	86878586
seasonal item. An engaging waxing the count comes in. Makes a fine s ART LUND	a which should get a chui easonal coupling.	nk when
If I Were a Boli MGM 10826-Lund propels a gian rhythm piece from "Guys and D Arst rate. One of the best readings	olls." Leroy Holmes' or of the song.	rking is
The Song of Delilah A bit of exotica drawn from the s flicker is converted into a pretty A "sleeper" bet here.	core of the "Samson and ballad. Lund sings it :	81828080 Delliah" superbly,
TRUDY RICHARDS The Winter Walts MGM 10831-This adaptation of		65656466
sympathetically here. I'm Afraid To Love You Miss Richards, affecting a style a husky tones tastefully to this revived	kin to Jo Stafford's, app	74757373
TWO TON BAKER Please Say Goodnight to the Gu This satiric novely answer to "Go for the beer customers by Baker.	1. C.	72707075
tavern trade, Dingya D'Dingya (Two Ton Baker-Marmonicats)		57585657
A likely folksy tiem is misappro- taxily paced effort which lulls, GEORGE CATES ORK Silver Bells	priated nere as Baker e	74777471
CORAL 60326—This delightfully cl from "Lemon Drop Kid" is done a piece the the competition is pow	up attractively here. Sh vertul.	n baltad ould get
Jing-a-Ling, Jing-a-Ling The catchy retrain from the Disney tastefully and at a slightly slower that lyrics are sold strongly. A a shore.	"Beaver Valley" short is pace than connetitive we sound waxing which could	handled rsions so pick up
TOMMY DORSEY ORK-DON CH Strangers DECCA 27247-The refreshing "ne	w" sound of Cherry blend	75767574
with the veteran danceable sparkle waxing of this revival. Music. Maesteo, Please A throwback to the T. D. dance	-	and the second second second second
with a lovely muted tram, solo lead Tune's revival should ring up solid o IO STAFFORD	ing to the sincere vocal by	y Cherry.
Autumn Leaves CAPITOL, 1248Jo, with a lovel a completely captivating job with th a similar mood to her "Ne Other same forg haul success,	y Harold Mooney ork ass its guite beautiful new balls Love'' disking and could :	87888686 ist, does ad. Sets score the
Autumn in New York The thrush tackles a wonderful of style with vibrace. Fine deejay fai	die and treats it in her n re in this classy ballad.	73787071 nusicianly
RAY ANTHONY ORK Mr. Anthony's Boogie - CAPITOL 1280—Weil recorded, p blues spots a neatly swinging shul work. For the collegians and bank	recisely played instrumenta Nie beat as well as oock	77807577 al boogie ensemble
work. For the collegians and bans Autumn Loaves This lovely new ballad fits beauti Warbled effectively by Ronnie Deauvi could help spark the song.	ully into the Anthony dar	85868585
JOYCE INDIG The Best Thing for You	nys a dash of Judy Garland	66696466
the bar thrushing of the Berlin rough on the song and this disking d Groas My Heart This promising welts ditty is ha	indled somewhat deliberate	656565
mundition doesn't come to life the	the thrush makes a neat ti	ny. ontinued on page 40)
	J	124000



IN CANADA: Rogers Majestic Radio Corporation Ltd.

38

# THE BILLBOARD Music Popularity Charts

The Honor Roll of **Popular Songwriters** By Jack Burton

#### No. 77—ARTHUR SCHWARTZ (Part H)

#### · Continued from last week

Hollywood was the next stop on sorbing a year of California sun-Arthur Schwartz's musical itin-shine, he returned to the Broadway erary, his initial film commitments ealling for writing the scores for infere attraction at the Radio City three pictures in 1936—Under Your Center Theater in 1937, followed Spell, That Girl From Paris and by two main Stem productions, The Mark of Zarro, but after ab-Between the Devil and Stars in Four Great Songs for the Holiday Season!

The all-time favorite-

Your Eyes, and the New World's Fair spectacle. American Jubilee. Your Eyes, and the New World's Fair spectacle. American Jubilee. Since 1941, Arthur Schwartz has bren a resident of Hollywood where, in addition to writing both film scores and stories, he has served as a producer, first with Columbia and later with Warner Bros. With the latter he super-wised the shooting of Cover Girl, starving Rita Hayworth and Gene Kelly, and Night and Day, the film biography of Cole Porter. In 1948, however, his Inside U.S.A. brought him back to Broadway, and last year he added fresh bay leaves to his stage and film laurels by adapt-ing this musical for a television show, which has carned a high Hooperating and elevated Peter Lind Hayes and Mary Healy to TV stardom.

Lind Hayes and Mary Healy to 1v stardom. Arthur Schwartz's success story is matched by that of his Broadway collaborator and lyrielst. Howard Dietz. A native of New York City, where he was born September 8, 1896, and an alumnus of Columbia University. Dietz won a \$500 cash-prize in an ad-writing contest while attending college. This prompted him to turn to adver-ting in the United States Navy dur-ing the first World War, he as-sured himself of a steady income by working as an agency copy writer while gaining a foothold on that street of colossal gambles— Broadway.

· Continued, from last week

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release. Songs which have attained a sheet music sale of one million or more are marked with an asterisk (?). In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no pub-lisher credit. In listing of récordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

complete.

1945

In addition to writing the books and lyrics for several Broadway hits, Dietz has become an execu-tive of commanding stature in the motion pieture Industry and now holds the position of vice-presi-dent in charge of advertising and promotion for Metro-Goldwyn-Mayer. His full-color magazine pages, intriguing newspaper ads and erowd-stopping marquee dis-plays have been instrumental in establishing box-office records for many MGM films, but Howard Dietz probably will be best re-membered as the perpetrator of a classic kidnapping. He snatched the Columbia University mascot off the campus at Morningside Heights and made him the roaring shill for MGM pictures—Leo the Lion.

ARTHUR SCHWARTZ'S BEST KNOWN SONGS

AND RECORDINGS AVAILABLE

book and lyrks by Occar Hammerstein M and presented by a cast headed by Lety Monroe, Ray Middleton, pail heaton, be Jackbon, Wynn Murray, and Harton Joe Jackbon, Wynn Murray, and Harton Merch HOW CAN LEVER BE ALONE? WE LIKE IT HERE TENNESSEE FISH FRY JENNY LIND MY BICYCLE GIRL BY THE PEOPLE WE LIKE IT HERE ONE IN A MILLION THE FIREMAN'S SERENADE -PARK AVENUE PARK AVENUE

PARK AVENUE A satire with music on short-lived mar-riages and multiple divorces, with a book by George S. Kaufman and Nunnaily John-son, hyrics by Ira Gershwin, and presented by a cast leaded by Leonora Corbett, Arthur Margetson, Mary Wilkes, Raymond Walburn, Ray McDonald and Martha Stee-ars. Chappell & Company, Inc. T. B. Hanns Company. DON'T BE A WOMAN 1F YOU CAN TOMORROW IS THE TIME LAND OF OPPORTUNITEE SWEET NEVADA

COODE.BYE TO ALL THEAT -INSIDE U. S. A. A revue with Sketches by Arnold Auer-bach, Moss Hari and Arnold Horwitz, byrics by Howard Dietz and starting Beatrice Lillie and Jack Haley in a cest that included Valerie Dettis and John Tyers, Williamson Music, Inc. INSIDE THE U. S. A. LEAVE MY PULSE ALONE COME; OH, COME BLUE GRASS (Available on Columbia 38113 in C-164, PRODE ISLAND IS FAMOUS FOR YOU (Available on Columbia 38111 in C-162, Buddy Clark.)

RHODE ISLAND IS FAMIOUS FOR YOU (Available on Columbia 38111 in C-162, Buddy Clark, J HAUNTED HEART (Available on the following records: Ce-lumbia 38121 in C-162, Buddy Clark; Columbia 38053, Buddy Clark; Dece 24379, Bing Croby; Dece 24362, Guy Lumbarde; Ceptiel 15023, Ja Stafford; J MarSSAE(USETTS MERMAN)



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DERL Recorded by PERRY COMO (Victor) FRED WARING (Decca) JOHNNY MERCER (Capitol) GUY LOMBARDO - ANDREWS SISTERS (Decco) THE AMES BROTHERS (Coral) JAN GARBER (Capitol) **BUDDY CLARK** (Columbia) JOHNNY LONG (Signature) Already a hit-LOOKS LIKE A COLD, COLD WINTER MBARDO Recorded by BING CROSBY (Decca) MINDY CARSON (Victor) TOMMY TUCKER (MGM) GEORGIA GIBBS (Coral) And greater than ever-

SNOW ON CHRISTMAS Recorded by GENE AUTRY (Columbia)

A wonderful new novelty-

Recorded by GUY LOMBARDO (Decca)

JACK BREGMAN ROCCO VOCCO CHESTER CONN MUSIC



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New York 19, N.Y.

RECORDS

48 W. 57th St.

THE BILLBOARD

Record Reviews

ARTIST

Music Popularity Charts

## Life With Father

 Continued from page 13 "Smile! It costs nothing. Your facial expression is as important as your appearance." Again: "Use of profanity will not be tolerated."

Short shrift was given belliger-ent bandmen, the tootlers being advised to "report any argumenta-tive members to the secretary."

III.II DIST JOCKET

TUNES

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advised to "report any argumenta-tive members to the secretary." Meyer Davis's concern for the financial welfare of his employees was marked, as indicated by these excerpts from the manual: "We strongly encourage all em-ployees to save money." "Borrowing or loaning of money among employees is not approved . We cattion you against bor-rowing from loan agents. Do not advise any fellow-employee to buy, invest in, or otherwise become interested in securities of oil or mining ventures. " Too, employees who felt they were "forgotten or overlooked" were told to advise the main of-fice or secretary of the situation, "and you may be sure the matter will be carefully investigated." On another page, the manual stated "Mevit Will Win." The musicians, too, were en-couraged to suggest ideas for the improvement of the business: "We will give to any employee, with the exception of our secretaries, One Dollar for each suggestion made when. the suggestion in practicable." Also, librarians were given monetary awards-\$20 tops -for keeping music in good.condi-tion. Smiling Voices tion..

More new constraints will not chew gum.or "Musicians will not chew gum.or smoke while on engagements." "Musicians will not leave seats without permission of the leader."

Licorice O. N.? "Absolutely no drinking of spir-ituous liquors ...." "After playing a selection of any sort, instruments should emit no sound for at least one minute." "It is a musician's duty to know

"Th is a musician's duty to know how to properly pronounce names of any and all selections in the library." But to the secretaries, specifi-éally, is addressed the manual's pay-off statement: "The Davis Musical Organiza-tion is of the highest class." Frankly, its history thru the years would seem to bear out that contention.

#### "Rudolph" High • Continued from page 11

• Continued from page 11 will also appear in a forthcoming Autry Christmas album. Columbia has a hefty promotion going on the item, to bit a climax just before yule week. Meanwhile, arrangements have been made for a Rudolph float in Macy's Thanksgiving Day pa-rade. Oringinally, Rudolph was not to have appeared because of Macy's deal with Hill & Range for exclusive rights to Frosty the Snowman, but the department slore has apparently capitulated before the reindeer's impetus.

#### **U.S. in Dreyer Suit** Continued from page 11

quently. Dreyer is asking for \$25,000 and an accounting. The defendant avers in his answer that the German original is in the public domain, and that the U. S. custodian had no right to assign an exclusive license to any publisher.

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

	• Kecora ke	views		ARTIST LABEL AND NO.	TUNES COMMENT	TEL JOCH
			TH AL		POPULAR	
				A Bushel and a Peck	nomity from "Gues and Dolle" is	8383838
				brightly by the Andrews. S rough competition.	should grab a sizable share amid	it some
	TONE To Dry Ev'ry Tear	With a Kiss	414143	45 The show's title song is a	clever, calchy bit which should it a brick show-minded market.	8184807 pick up
	ay Nineties rendit	tion of a routine novelty tune.		ANDREWS SISTERS		7879777
		· · · · · · · · · · · · · · · · · · ·		DECCA 27251-The Sisters 1 "Crosby Christmas" disking f	or an effectively pert seasonal slic	ing.
<ul> <li>HERE VERSON</li> <li></li></ul>	_			New seasonal kidétty doesn'	t stack up as much against con	7070707
<ul> <li>A SURE-FIRE SUCCESS:</li> <li>MONT EVER LEAVE ME".</li> &lt;</ul>	6			JERRY BYRD Beyond the Reef	4	69-=69687
	-		· · · · · · · · · · · · · · · · · · ·	. MERCURY 5531—Gene Griff Ravored ballad adenuatoly as		mealian
<ul> <li>Filty Cost of the set of</li></ul>	in	0	- Contraction	Pagan Love Song Oldle which is being revived a		
	~	5 introduces		BILLY ECKSTINE	is potent nawarian steel guilde wor	8485838
<ul> <li>But sound on woice s @ n S a tion not be and the set of t</li></ul>	5			MGM 10825-Rich lovely " somely by Mr. B. The sor	ng should be a long pull in the	d hand- making
<ul> <li>and voice sensation at the use and the use are the use at the use at</li></ul>		111	1	- I've Never Been in Love I	Before	8485838
<ul> <li>Multis Frite Aradesi.</li> <li>Multis Frite Aradesi.&lt;</li></ul>	and vo	sensa	tion ))	Song's a strong contender a sticing is strong enough to at	nd could score more rapidly. Ag ttract big action if the dity goes.	ain this
10. Set of the seto				Music By the Angels		7477737
				to this country, delivers a rich	warble of a cleverly conceived new	ballad.
ROY ROSS OK (10c) RADARS			See. 1	does a most affecting closin	or her effort with this revived balla g eight. Disking should make ne	d, She w Yank
Source is a starting start				ROY ROSS ORK (Don Rodr	ney-3 Beaus & a Peep)	74 74 74 7
Ya-74-74				CORAL 60322-The catchy ' Ross, Rodiey and the group.		eatly by
R*A MATION Y ORK       737571         Andreas Have and under Step and a factor and a step and a				Beyond the Reef	over disking, this package of tale	7474747
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76-80-72         Andrew Mark Bard Robert Strate St				CAPITOL 1249—Fine arrange of a-new, dity not unlike	"One for My Baby." Ronnie (	ecorded, Deauville
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Critics Say         Will Say         TERRIFIC!         Stuppendous!         Stuppendous in the stuppendous in the stuppendous in		F	Alle a	Strangers	t the set application attactor	7477731
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<ul> <li> TERRIFIC!</li> <li> COLOSSAL!</li> <li> STUPENDOUS!</li> <li> SENSATIONAL!</li> <li> SENSATIONAL!</li> <li> A SURE-FIRE SUCCESS!</li> <li> A SURE SURE SURE SURE SURE SURE SURE SURE</li></ul>	10	X	1	Once Upon a Time Toda VICTOR 20-3951Hugo's Las	Y Ly ork-choral cleffing makes a neat	777977
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Possible Yule Lune gets än okky jøb, but will doktiess oft lot in the builde. LUIS ARCARAZ ORK Johnson Rag ViCIOR 23-5252-4 great Mesivan dance or that isn't growed Miler. Dorsy of James, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some, but combines elements of each for a wonderful effect of its some. The its some its so	-			job with a sweet and pretty	ballad.	5757575
Johnson Rag       Bal-8681         VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         AT       VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         AT       VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         AT       VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         AT       VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         AT       VICTOR 25-252A great Mexima dance ont that Isn't grooved Mills       Bal-8681         MING 15087       FROM THE HIT SHOW "GUYS AND DOLLS"       Time Take Christons (Condecili)       Bile         NEVER BEEN IN LOVE BEFORE"       Nor Active Christons (Condecili)       Bile       Bile       Christons (Condecili)       Bile       Bile       Bile       Christons (Condecili)       Bile       Bile       Bile       Bile       Christons (Condecili)       Bile       Bile       Bile       Christons (Condecili)       Bile       Bile       Bile       Bile       Christon				Passable Yule tune gets an	okay job, but will doubtless get	lost in
Dorsey or James, but combines elements of eak for a wonderful rifect a pop winner a la Prade. AT	W O	N )) (53 5 5 6 6 6		Johnson Rag	-	8386821
AT       Properties       Provided       Pro	0			Dorsey or James, but combin of its own. Studio is superb	es elements of each for a wonderfi	ul effect
AT RECORDS RECORDS RING 15087 FROM THE HIT SHOW "GUYS AND DOLLS" NEVER BEEN IN LOVE BEFORE" RE'S JUST THE GIRL I LOVE" "DON'T EVER LEAVE ME" "COULD BE" RITE WIRE OR PHONE RECORDS, INC. 1940 BREWSTER AVE	2	Por		pop winner a la Prado. Embruiado		\$184804
(KING 15087)       FROM THE HIT SHOW "GUYS AND DOLLS"       (CARL 60325-Gordet The high-frying TV remit share out a 2 certify production of the happy novely difty.       787871         NEVER BEEN IN LOVE BEFORE"       (CARL 60325-Gordet The high-frying TV remit share out a 2 certify production of the happy novely difty.       626461         NEVER BEEN IN LOVE BEFORE"       (CARL 60325-Holiday tune that scored last year looks like a repairing of accelul weight danceable weight hold opy off.       828281         Never BEEN IN LOVE BEFORE"       (CARL 607 Cordetl)       828281         (For Could be?"       (Could be?"       (Could be?"         "DON'T EVER LEAVE ME?"       (Could be?"       (Could be?"         (Could be?"       (Could be?"       (Could be?")         (Could be?"       (Could be?")       (Could be?")         (Could be?"       (Could be?")       (Could be?")         (Could be?"       (Could be?")       (Could be?")         (Could be?")       (Could be?")       (Could be?")	AT L	MA DEC	ORDS	really bewitching mood treatm	snows the scope of this me bar nent. Visionary deepays could do th	emselves
KING 15087       FROM THE HIT SHOW "GUYS AND DOLLS"         NEVER BEEN IN LOVE BEFORE"       Time Takes Care of Everything       626463         NEVER BEEN IN LOVE BEFORE"       IAN GARBER (Ray Cordell)       828281         He'S JUST THE GIRL I LOVE"       What cfa Conna Get Me for Christmas?       717271         Wat cfa Conna Get Me for Christmas?       717271         Wat cfa Conna Get Me for Christmas?       717271         Wat cfa Conna Get Me for Christmas?       838481         "COULD BE"       Bainer, Inc.         Wire Or PHONE       Carlot 2128Kay's sock weal wrisin can mean morey I the try thin moving clicks. This metical by the fills. Some the weather and the some and morey I the try thind moving clicks. This metical by the fills. Some the weather and the some and mover I the try the fills. Some the weather and the some and mover I the fills. Some the weather and the some and mover I the fills. Some th		S		JERRY LESTER Orange Colored Sky		787878*
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Blue Christmas CAPTOL 1257-Holiday tune that scored last year looks like a repeater. This sweet, danceable writion should pay off. What Che for Christmas? Wocal trib cellers the inconsecutinal ditty. The mickey band maker "COULD BE" Wire OR PHONE RECORDS, INC. 1940 BREWSTER AVE			TELE MAD DOLL	Tom! Hunk of mater ai doe:	sn't come off.	
RE'S JUST THE GIRL I LOVE" "DON'T EVER LEAVE ME" "COULD BE" Wire or phone RECORDS, INC. 1940 BREWSTER AVE	NEVER	BEEN IN LOVE	BEFORE"	Blue Christmas CAPITOL 1257—Holiday tu	me that scored last year looks	\$282921
15088       "DON'T EVER LEAVE ME"         15088       "COULD BE"         15089       "COULD BE"         WIRE OR PHONE       CATIOL 3278-Kay's sock tocal wreion can be pienty.         WIRE OR PHONE       B2-83-85         Thush project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The meterial is likely for rhythm.       82-83-85         Diverse of the project superb feeling. The project superb feeling.       82-83-85         Diverse of the project superb feeling. The project superb feeling.       82-83-85         Diverse of the project superb.       10-90-90-90-9	1000			What cha Conna Get Me to	r Christmas?	717270
"DON'T EVER LEAVE ME" "COULD BE" "WIRE OR PHONE RECORDS, INC. 1940 BREWSTER AVE 1940 BREWSTER AVE	13 103	THE VIRE I	LUTE	it a bouncy, danceable side,	however,	
"COULD BE" WIRE OR PHONE RECORDS, INC. 1940 BREWSTER AVE Everybody's Somebody's Fool Truch projects suppr feeling. This material is likely for rhythme blues market, and could pick up pap action particularly with fam. Market and could pick up pap action particularly with fam. (Disaming of Broadway) Performed by American Top Artifue, Ricked by sacerts at THE size the well in the market and could pick up pap action particularly with fam. (Disaming of Broadway) Performed by American Top Artifue, Ricked by sacerts at THE size the well in the market and the market. Now soling Broadway in the Pan Alay. Amother Thefiliweed Thrillip List released: "MARY La BALL OF PIRE!"	5088	DON'T EVER LE	AVE ME"	Oh, Babe CAPITOL 1278-Kay's sock	vocal version can mean money	8384821
Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action particularly with fam. Blurs marter, and could pick up app action parting action parting acting acting action particularly wit		COULD BE"		Everybody's Somebody's For Thrush projects superb feet	of ing. This material is likely for	828380
1940 BREWSTER AVE				blues market, and could pl	ck up pop action particularly wi	th fars.
1940 BREWSTER AVE	12	RECORDS,	IN C.	by BAAL S TVB .		Thrillwood
1940 BREWSTER AVE	ing			Performed by American Top /	Artists, Picked by experts as T	HE sone that will THRILL Pan Allay.
Inkillwood, box 44, bioomingdale, New Jers	C			Another Enrillwood En	toice territory still evalable.	A BALL OF FIRE
		CINCIN		INKILLWUUD, BO	k 44, bioomingda	ie, new Jersey

LEDON 3510 111111 111110 11-111 ARTIST TUNES LABEL AND NO. COMMENT POPULAR SAMMY KAYE ORK Music, Maestro, Please COLUMBIA 39015—Tony Alamo and the ork get out one of their fine threat renditions of the standard revival. 83--83--83--83 You've Got Me Crying Again Another sterling mood production, with the Knydet's backing Alamor's another sterling mood production, with the Knydet's backing Alamor's ing this one back SY OLIVER ORK-RALPH YOUNG et the Way You Are DECCA 272b2-This catchy rhythm tune is Sy Oliver's dish, and Young gets off a vibrant warble, with nest Three Bases and A Peep veca 78--78--78--78 To Think You've Chosen Me Greatable try on the promising new torcher, but competition's two 71--74--70--70 HARCARET WHITING-JIMMY WAKELY Christmas Candy CAPITOL 1255-Swingy new Christmas police, a second cousin to "Here Comes Santa Claus," is done with bright charm by the smooth-working team 76--78--75--74 Silver Solls This Christmas tune's a real heart-grabber, and the duo really wring It dry. If ditty latches on, this version, one of many good ones, will score high. \$6--86--86--86 DANNY KAYE-PATTY ANDREWS (Vic Schoen Ork) Orange Colored Sky Decore (Vic Schoen Ork) DECCA 27251-Tune's a natural for the subtrant Kaye talents, and Patty matches him all the way in a real rousing rendition. 85--85--85--85 Ching-Ara-sa-sa (Andrews Sisters-Danny Kaye) Denny and a full complement of Andrews bet busy with a busy newelty In march time. 73--74--72--74 MIKE HERN-GEORGEANN GARNER Hog Wild HORACE HELDT, MS 1054—Hillbilly burlesque by boy-gal duo, with fiddle, steel guitar and rhythm is unsubstantial, doesn't impress. 50--50--50--50 Sweetest Little Girl 64--64--64--64 turns on a winning country bary on a so-so ballad. KATHRYN GRAYSON This is My Lovely Day MGM 30283—An arty ballad from a flicker gets an unrelien treatment from the thrush. 53--56--53--50 Always Thrush's wispy soprano and a fancy-dan orking do nothing for the ge Berlin standard. 62--66--62--58 HARRY LAMES ORK COLUMBIA 39024—A real raptime oldle gets a so-so swing instru-mental go from James & Company. The Horn's solo, by the way is a wistful attempt at bop style. 70--72--70--68 Is a wistful attempt. Luflaby In Booging (Am Struct Dick William) Metolowintempo novelity booging item with a boy-gal vocal on the slight lyric. Band works up some steam on this one. RALPH FLANAGAN (Harry Prime) I've Never Been In Love Before VIDTOR (45)157-3045—Band and Prime are in top form for a slow, without rendtiltion is tuneful "Guys and Dolist" battad. March 74--74--73--75 \$5--85--85--85 elaxed renotion or a work of Billboard March The instrumental rock rendition of the familiar musical satura 85--85--85--85 REGGIE GOFF-THE MITCHELL MEN (Bob Farnon Trio) CGUE COPPEND of lay LONDON 830—The British carbon copy sounds exactly like Vaughe Monroe in this universal anthem for collegiane. 68--70--68--65 Monroe in this universal Drink, Drink for perennial collegians regardless of allegiance. 66--69--66--65 LEE LAWRENCE (BRUCE CAMPBELL) Manon LONDON 821—The British bary-tenor essays a difficult ballad with moderate effectiveness. 64--66--64--60 Patricia Dradiuble performance of the oncoming tune has heavy name competition 71 -- 74 -- 70 -- 70 MYNELL ALLEN (Doc Dawson Trio) Mister Morty, Fat and Forty BIG NICKEL 1000-Mhythm novelty, unimpressive in Itself, suffers further from badly balanced disking. 42--45--40--40 Slap Happy Similar stuff in the outdated rhythm style of the '30s. 41--42--40--40 BUDDY GRECO-THE KEYS I Can't Give You Anything But Love, Baby LONDON 855-A bright revised at the oldie is done of gimmids derived from the "Rag Mop" era. Sh 78--80--75--80 You Meet the Nicest People In Your Dreams Greco goes it alone as he knocks out a pleasant rhythmic effort 71--72--70--70 EVELYN KNIGHT-GUY LOMBARDO ORK Bey Apples DECCA 27279—Novelty ditty with a folk flavor is perfect for Knight; she and the Lombardo ork turn out a very promising side. 87--87--87--88 The lilting welts' tune has been threatening to break thru-this admit I'm 86--86--86--86 waxing co d turn the trick. SYLVIA FROOS (Sid Bass Ork) Did I Remember? JUBILE 4009--The thrush does a pice seiling job on this way fine old ballad. Bass's orking is worthy. 73--73--73--73 I'm Still Crying for You Nothing much happens here. 63--63--63--63 Nothing much happens here. PATTI PAGE (Jack Raci Ork) The Tennessc Waltz MERCURY 5534--The high-flying thrush may have a real big one her buo-voice harmony on this hillbilly waitz sentimentalizer, a count hit not long ago. Patti sings both voices, via dubbing, natch. 91--91--91--91 net not iong ago. Fatts sings both voices, via dubbing, netch. Boogie Voogie Santa Claus Ehristmas nightm item stirred nythm & blues action via Mabel Scott's etching inst year Pattl does a great shout job, should make new friends with this one. 84--84--83--85 STAN KENTON ORK Viva Prado CAPITOL 1270—Kenton returns a compliment to Perez Prade for the Mexican mambo king's disking of "Mambo a la Kenton." This is a heavy bop mambo; best is muddled, not clean and sharp like Preders. 63--66--63--60 I'm So in the Mood (Jay Johnson) 56--58--56--54 warbler sings well in the Eckstine Farrelf groove. Turne's a plodding, Divery Karnes, Judy SAMMY KAYE (Tony Alamo, Judy Johnson) You Oughta Be In Pictures COLUMBIA 39036-Mo smash, perhaps, but this disking of a fine oldin, like Kaye's many fine, recent sides, should de pienty of business. 82--84--80--80 Te Think You've Chosen Me Neavily promising Benamin-Weis tune gets one of its top renditions Neavily promising Benamin-Weis tune gets one of its top renditions 86--86--86--86 Heavily promising Benjamin-Weits tune gets one of its top rem here—at a direamy, typical Kaye pace. JIMMY DORSEY (Konny Martin) it's the Dreamer in Me ODLUMBIA 39035—Fine old tune, by Dorsey himself, gets a monoph callad delivery by bary Martin, a Haymes-styled workler. Dixieland Band From Santa Claus Land (Pa 0 Conner) 71--73-70-70 64--66--63--63 Contrived little Dizie novelty is likely to got lost in the plottle of potent holiday specials,

(Continued on page 80)



EVERYONE AGREES.

The Billboard

MUSIC

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Al Newman Cuts 26 Sides in Two Days New YORK, Nov. 4. — A new record may, have been established recording when Hollywood cleffer-in two days (13 and 14). Newman is partner with John Hammond in a recording deal wherein masters



RECORD BIZ

# Music as Written

#### New York:

MUSIC

Mindy Carson is cutting a spe-cial disk joekey promotion plat-ter, recapping all the great "Rain" songs. to push her latest RCA Victor disk, "Rainy Day Refrain". After months of negotiations RCA Victor record department merchandising man-ager Bob MacRae has set the for-eign rights deals on Walt Disney's Cinderella diskings. RCA Victor International will handle.

Tommy Mercer, warbler with the Buddy Morrow, Victor record-

Tommy Mercer, warbler with the Buddy Morrow, Victor record-ing band, carded an ace at the sixth hole at the Mohansic golf course in Westchester last week. ... Al Porgie bought out Murray Wizell's interest in Porgie Music. ... Harry Belafonte's new vocal group will cut four sides for Jubi-lee Records. ... Gospel thrush, Mahalia Jackson, was guest of honor last week at the Columbia University Men's Faculty Club. ... Thrush, June Gardner, who opens at Radio City Music Hall as a featured soloist Thursday (9), has been term-pacted by Apollo Records. The Three Suns have been signed by Laurel Films for "Dou-ble for Della," which goes into production next month. ... Thrush June Hutton makes her New York debut at the Copa Thursday (16). ... Pegy Lee goes into the Coconut Grove, Los Angeles, for three weeks, begin-ning Tuesday (28). ... Larry Taylor is the new professional manager for Ruth Poll's May-pole Music. ... Florence Farell, Baltimore choir thrush, has signed with Jubilee Records for blues waxings. ... Eddle Fisher goes Into the Esquire Club, Montrch, Monday (6) for a week.

Monday (6) for a week. Spike Jones, in town last week on "vacation," spent the entire week visiting deejays... Victor thrush Lisa Kirk goes into the Waldorf's Wedgwood Room No-vember 30. ... Decca's Latin-American department has inked the Alberto Iznaga ork... Ber-rie Stein has taken over as rec-ord buyer for the entire Davega chain... Gramophone Enter-prises, Dallas, has opened a dis-tributing branch in New Orleans. The company, which handles London, Children's Record Guild London, Children's Record Guild London, Children's Record Guild London, Children's Record Stati-ritusting is headed by Ev-ereti Degolyer Jr. Jack Smith, Claumbia disk wabler, opened at the Riverside, Reno, Nev., on Thursday (2) for two weeks... A gement field, has signed new-tributing engagement at the Copa.

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

#### Pittsburgh :

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

**James Melton To Sell Real Estate to Partner** NORWALK, Conn., Nov. 4.— Prior to his leaving for Day! na Beach, Fla., the first stop on a concert tour, singer James Melton concert tour, singer James Melton who conducts a museum contain-ing ancient automobiles and a gigantic display of toys here, an-nounced that he is selling his Connecticut real estate holdings to his partner, Raymond E. Mar-quis, of Wilton, but that he will retain all of the museum exhibits now on display. Melton has completed negotia-tions for the construction of a \$500,000 showplace in Daytona Beach, Fla. He will continue to operate his museum in Norwalk until the new place is completed.

Named by 802

**New Slate** 

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

elections December 7. The following were named: Christos Vrionides, for president; Lee Kuhn, vice-president; David Freed, secretary, and Max Senofsky, treasurer. Also nomi-nated were nine members for the executive board, and nine for the trial board.

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

## National Inks New R-B Pair

NEW YORK, Nov. 4.—National Records this week inked a pair of new talents to boost their rhythm and blues roster. Diskery rhythm and blues roster. Diskery took on blues shouter Jimmy 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 Basie alumni. Charioteers last recorded for Columbia. Both deals are for three years

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

## Jazz, Dixie NG For WINS Jocks

For WINS Jocks NEW YORK, Nov. 4.—Progres-we jazz, bebop and Dixieland disks are NG at WINS, New York, according to Joe Tery, the station's new program director. From now on d.j. programing will be built around "middle - of - the - roaders like Percy Yaith, Morton Gould and Kostelanetz," says Tery, and Record Librarian Michael O'Don-nell will personally pick platters for every spinner on WINS, with the exception of Jack Lacey and Fredde Robbins. The latter two will be given more leeway, but O'Donnell will still reserve final decision on their selections. In line with this policy, O'Don-nell has devised a new index sys-tem for the station's library of 70,000 disks, and recently aug-mented it with the acquisition of the Associated Transcription Ser-vice. With the cxception of a few big names like Duke Ellington and Stan Kenton, WINS is limiting its library to middle-of-the-road records. Disks deemed unsuitable for broadcasting are given to local institutions and hospitals.

### **Robin Hood Sets** Oh Babe' Promosh

'Oh Babe' Promosh NEW YORK, Nov. 4. — Leo Rogers, proxy of Robin Hood Rec-ords, which started in business with a fast-moving Louis Prima waxing of Oh, Babe, has set up foreign distribution deals for the platter as well as building a pro-motion campaign for the disking here. Rogers hired Irving Shif-frin to handle the exploitation of Frima's disking. Shiffrin is noted for his promotion efforts on be-half of the Third Man Theme wax-ing by Anton Karas. Rogers set a deal with Eddle Kastner to produce and distribute the Prima disking In England, and made a similar pact with Gordon V. Thompson for Canada. Rogers also completed negotiations for Ferfection Records to press and distribute the Oh, Babe platter on the West Coast.

#### **Broughton**, Browne Form Fowler Music

Form Fowler Music Hollywood, Nov. 4. — Hy Broughton, who pubbed Senti-mental Me as Knickerbocker Music, has formed a new firm, Fowler Music, with partner Mort Browne. Broughton will head office on the Coast, while his partner will operate out of New York. First No. 1 plug tune is I've Got a Date in Paris, cleffed by Al Sherman and George Howe. Fowler is an ASCAP firm.



• Album and LP Reviews CLASSICAL

CLASSICAL BACH: BRANDENBURG CONCERTOS NO. 1N F MAJOR - The Sturtgen of the Start Start MAJOR - The Sturtgen of the Start Start London (33) LLP-22 Landon complets its Brandenburg's with this mag-nificent disting of the 1st and 5th. (See other review for motes on the 2d and 3d.) The 1st fea-tures the greatest diversity of 'concerting' instru-ments. As with the other Brandenburg's by the Stuttgart, the performers play with impectable technique, sensibility and teamvork. No. 5 fea-tures view forses and the concerto grosso.

ethers, a superb essay is the concerto grosso. BEETHOVEN: SONATA IN C MINOR, OPUS 30, NO. 2.-Max Rostal-Franz 68 Otgora (1-12") London (33) LLP-162 One of the lowelless of Beethoven's violin-piano smallas, hyrkal and full of meety context, is erquin-teen. Bastal's viola is in meety context, is erquin-teen. Bastal's viola is trick, mellow and close wp; Othorn's piano is a match in all respects. Neither dominates the other is this beeutifully comple-mented performance, which gets a wonderful re-cording. Columbia beat London and with the first LP of this somata several weeks ago with a Stypeti-Horszowski wersion; purchasers would do will be liste to both before they make a choice.

Tatter to cool brown they same a choice. A BORODIN: SYMPHONY NO. 2 1H 5 BALNING.-Moscow Philharmanic Ort-B. 63 Rakhing. Cond. (1-22') Colosseum (33) CRLP-103 Wared by the Moscow Orchestra, this dynamic, publicg symphony, no expressively Slank, is deem with appropriate fire and dank. It is to ear thowridop, the first LP version to fact, It is probably the best version mailable domestically. A Russian much. It has the mark of being per-formed by a good Rossian orth. The recording is bright encough, but might has had more shally and differentiation of mine.

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

POULENC: MASS IN G-Robert Shaw Chorale-Robert Shaw, Cond. (1-12×1) BENJAMIN BRITTEN: A CEREMOBY OF CAROLS-Robert Shaw, Cond. (a vora) Voices-Robert Shaw, Cond. (a vora) Notes-Robert Shaw, Cond. (a vora) Voices-Robert Shaw, Cond. (a vora) (a French recording for Columbia, has been de-letd for some years. The Shaw chorale of mixed voices sings with surely and skill under the know-ing leadership of the young conductor. Flip offers a wornen's chorus doing 11 delight(u carols writ-ten by Benjamin Britten. The pungent contrast of the Middle English Prices with the modern writ-ing of Britten makes for pleasurable listening.

RELIGIOUS SONGS—Rise Steven-RCA 85 Victor 074-Frant Black, Cond. (1-10\*) Victor 133 LM-(s)-36 Blact: Agnus Del; Mason: Nearer My God, To Thee; Fract: Panis Angelicus; Monit: Abide with Me; Adams: The Holy City; Steffe: Battle Hymn of the Republic.

Assemi: The Holy Lity, Statis battle reynm of the Republic. Miss Stavens bids for another best-setting standars package with this collection of religious songs Solont. They are sung with warmth the develop review of the Actoperate merch-songeno. From Black's supporting hand is beautifully accomplishes and founds out a collection which will make top metch family trade merchandise.

A PROMENADE CONCERT-London Sym-phony Out-George Weldon, Cond. 75 (0-10') HCM (53) E-525 Saint-Sarns: Dans Macabre Saint-Sarns: Bac-chanais; Rimby-Korskor; Cartege Des Nobles; Babiliver-Caeville: Islamsy, A werky of Ismiller Anther phone comprises the designed to bit in the addeta-brow machet in-cestomed to Pops efforts. The recordings, made in Empland, are top Amour. Readings by Weldon are lesianety but effective. Meak packaging should add the machanelising.

# **NIGHT CLUBS-VAUDE**

THE BILLBOARD

43

# AGAINST TALENT SNAG

NOVEMBER 11, 1950

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# STEM HOLDS HEAD AS GROSSES DROP

Roxy Breaks Rule With Sock 100G, But Other Combo Houses Drink Bitter Tea

NEW YORK, Nov. 4.—A further poorly for The Miniver Story, drop in grosses among the six Betty Bruce and Walter Dare Wall. Stem combo houses had the biz Take was so poor that bill goes holding its head. Last week's total out next week. New bill will have week's \$378,000, and that in the Gardner and King Solomon's face of new shows at two major houses. The Excention

Radio City Music Hall (6,200 seats; average \$123,000) opened

# RE NEW BILLBOARD **Kind Words** From Some **Good Friends**

NEW YORK, Nov. 4.—While no actual count was taken, The Bill-board received more than 1,000 phone calls, letters and telegrams within 24 hours after the first is-sue of the publication in the new format reached newsstands and subacribers. Some of these tele-grams are printed here. Many more will be found in other de-partments of this issue. Mrs. Murcatovd and Billy De

partments of this issue. Mrs. Murgatoyd and Billy De Wolfe: So the old gal finally got a new face. Best wishes for con-tinued success to overyone on Billboard, and thanks for the postes thru the years. . . . Sol Schwariz: Congratulations on your new look. It makes your complete theatrical coverage easier reading. . A. J. Balaban: Copy of Billboard was just placed on my desk and want to congratu-(Continued on page 50)

The Exception

The Exception Roxy (6,000 scats; average \$66,-000) is the shining exception as a terrific biz puller. For its third week with All About Eve plus Martha Stewart and the Black-burn Twins, take was a sock \$100,-000. It has already taken in \$90,-000 and \$115,000 for the two pre-vious innings.

000 and \$115,000 for the two pre-vious innings. Capitol (4,627 seats; average \$43,000) counted a so-so \$58,000 for its kick-off with Billy Daniels, Luba Malina, Pupi Campo's ork and To Please a Lady. Bill goes out next week.

and To Please a Lady. Bill goes out next week. Paramount (3,654 seats; average \$78,000) silipped way behind its usual second week's take even if the figure, \$50,000, doesn't com-pare too badly with the opener, a poor \$57,000. Bill had Morey Am-sterdam, Janis Page, Charley Ven-tura ork and Dark City. New show, reviewed this issue. has Ames Brothers, Georgie Kaye, Tex Ben-cke band and *l'il Get By.* Strand (2,700 seats; average \$41,-000) exited with a poor \$25,000 for its second and linal week as against a \$36,000 opener for Ella (Continued on page 50)

Blame N.Y. TV

For Act Aches

but video interest forced cancel-lation of both Western deals.

Coast Clubs

• Continued from page 1

MIAMI HOTEL SEASON UP Pittsburgh Talent Scene Is Smokier Than City Due to Newspaper Strike Major Clubs Report Lowest Grosses In Years as Walkout Hits 6th Week

In Years as Walkout Hits 6th Week
 PittsBurgch, Nov, 4. — The string of the open in talent buying and the ones back to hew York is sixth week with no relief in sight. All major clubs polled said ther talent nut was reduced from so to to so oper cent and the only 60 people turned up for her opening night. Chaleres urged to around that she was in town the obstant the strike. Some acts led the ops out whep they learned of the strike. Some acts led the strike compared to the week.
 Bank Renton's orchestra and the only 60 people turned to strike or and the only 60 people turned to strike or and the only 60 people turned to strike or and the only 60 people turned to strike or and the only 60 people turned to strike or and the only 60 people turned to strike or and the only 60 people turned to strike or and the only 60 people turned the was in town the tor back to a learned to be strike to strike the orther ones booked the some town and one. Sophit the strike the strike is over the strike or and the only 60 people turned to strike orther opening of the strike is over the strike orther opening of the postporement.
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**Battle to New York** 

Battle to New York CHICAGO, Nov. 4.—Entertain-ment Managers' Association, Mid-west chapter of Artists' Repre-sentatives' Association (EMA-ARA), vigorously Insisted that its trio of representatives to the No-vember 15 board of governors' meeting in New York oppose the recent American Guild of Variety Artists' attempt to put in force a new one-year exclusive agency pact (The Bilboard, October 21), EMA-ARA's determined stand apainst the AGVA attempt to re-place the present three-year pact with a three-year option was a highlight of the October meeting here Tuesday (31). Selected to make the Gotham Junket to rep EMA-ARA at the board of governors' conclave were: Jack Russell, Mutual Entertain-ment Agency; Freddie Williamson, (Continued on page 50)

# **Command Perf. Imports Seven American Acts**

NEW YORK, Nov. 4.—American acts will dominate the next com-mand performance at the London Palladium when it opens Novem-ber 17. The show, booked by Lew Grade, of Lew and Leslie Grade, London bookers, will consist of the following: Jack Benny, Dinah Shore, Alan Jones, Merry Macs, the Debonaires and two acts out of legit. These will be David Lober, ex-Greb and Lober, out of Touch and Go, and Jonathan Lucas also out of Touch and Go.

## FOR SALE

# **Danny Davis** Wails; Puts

engagement there, Barely Broke Even Bill Green had Smart Affairs of 1951 the past two weeks and barely managed to break on the date, and this was a show he had figured to be a top grosser. Green is now passing up any top priced talent. The Ankara has also cut its budget way down. The only newspaper here, The Daily Reporter, put out by Ameri-can Newspaper Guild employees who were put out of work by the

MINK COAT

# IN POLICY **SWITCHEROO**

Name Bands Out; Singer Books Harlem Talent

MINK COAT No Bar to Troupers; Lawb Vork, Nov. 4.—Ruth New York, Nov. 4.—Ruth Can Guild of Variety Artists (AGVA) topper, received an invi-tation from the Troupers to join. The troupers are wives of performers in their own right. The tother day, she wrote them again, inquiring if they had a non-resident membership. "I feel topportunity because I just bought

## MORE U. S. ACTS Yanks Comin' to London in Droves

The season, ending about Christ-mas, is over. While the major search continues to hinge on big names, preferably those with picture reps, smaller performers are also in greater de-mand than ever. The biggest buyers in point of numbers were Eustace Hoey and Harry Morris, who just wound up a flue-week visit here. They bought Dana Leslic, to open December 11; May Barnes and Garland Wilson for January 15; Mack Triplets, February 26, and Savannah Chure-hill and the Striders for March 26. Hoey and Morris operate two spots in London, the Colony and the Astor, both in the same building, and acts double to both rooms. Seeking Others Army Acts
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NEW YORK, Nov. 4. — More American acts will work in London the coming season than have worked there since before the war. And still more will be bought to start as soon as London's panto-mis, is over. While the major search continues to hinge on big names, preferably those with picture reps, smaller performers are also in greater de-mand than ever.

# **USO** Readies For New Run

NEW YORK, Nov. 4.—Rumbles of a reactivation of the old USO, with thousands of acts getting jobs again, were deniced by officials of that org last week. They admitted, however, that they were having a series of new meetings, and that the board of governors has been increased.

increased. The latest additions to the board (Continued on page 50)

JUDY CANOVA

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44

# **Night Club Reviews**

#### Balinese Room, Hotel Somerset, Boston

Capacity, 200. Price policy, \$1 cover. Owner, Hotel Somerset. Booking, Ruby Newman, Publicity, Al Longo. Estimated budget this show, \$1.200.

A quiet, attractive and unpre-tentious supper club away from the hubbub of the city center is the toney Balinese Room of the Hotel Somerset. Here the show seldom involves names, but usually young entertainers on the way up.

involves names, but usually young entertainers on the way up. Thus the show which featured Rey Rodell, French balladeer, pretty thrush Cece Blake and dancer Earl Barton offered easy, informal entertainment new and fresh in Boston. Rodell capitalizes on an ingenuous manner. In a full, round baritone he sings pops as well as a brace or two of French and Spanish folk tunes, accom-panying himself on the guitar. He does Begin the Beguine well. Some Enchanted Eventing he sings as tho he had been coached by Ezio Pinza, reproducing a good many of the Pinza vocal mannerisms. Such French tunes as Palace Pigale and La Seine he does with particular affection and sure effect. In his first two weeks here, his reputa-tion got around fast and he was held over to head a bill including Monica Boyar.

#### Barton Goes Over

Barton Goes Over Earl Barton started off the show with some plain and fancy danc-ing, all of a ballet troupe calibre. An unusual and thoroly effective routine is his condensation of Tchaikovsky's Nuteracker Ballet. It allows full rcin for his skill, as well as an extended piece which the audience took to at once. But between Barton and Rodell

the audience took to at once. But between Barton and Rodell there was a pretty slip of a lass who had a very personal way with a song. Cece Blake by name, one we probably should remember, since it is clear that she is going places. Her voice is of bigger size than most microphone thrushes, also of pleasanter quality. She sang I Didn't Know with the ma-(Continued on page 45)

Havana - Madrid, (Thursday, November 2)

Capacity, 325. Price policy, \$3.50-\$4.80. Shows at 3:30, 12:30 and 2:30. Operator, Louis Weinman. Booking: non-exclusive. Estimated taient budget, \$4,000.

Louis Weinman. Booking: non-exclusive. Estimated taient budget, \$4,000. The newly reopened club under a fresh management has a real show. If it now books an attentive audience, it may even make a buck with it. If the opening night jam-boree is any indication of what kind of a club this will be, word of mouth could be sufficiently dam-aging to keep people away. The acts, the line, the bands, worked hard. But no matter how hard they worked, the noise was so stifling it covered everything tike a blanket. The unruly crowd was, of course, a major fault. But contributory faults were a poor p.a system, plus the fact that no-body but ringsiders could see the acts. Spot used to have a raised floor that has been eliminated. So a mob, which couldn't hear or see, amused itself by shouting above the din. the din.

#### Pretty Line

Show started with a very pretty June Taylor line (8). Kids had routines and had rehearsed. But tiny floor was hardly big enough for two people, let alone eight. First act was Manuel and Marita

Rough on Kent Lenny Kent had the roughest time of all. They listened for two minutes and, from then on, Kent Lindy's. He showed some genuine-(Continued on page 45)

## Latin Quarter, New York (Sunday, October 29)

Capacity, 625. Price policy, \$4.85 mini-mum. Shows at 8:30 and 12:30. Oper-stor, Lou Walters. Booking, mon-exclu-sive. Publicity, Bayne-Zussman. Esti-mated budget, this show, 810.000.

mated budget, this show, 10,000. The latest of Lou Walters's pro-ductions, tagged Vive Les Femmes, is a cinch to make a couple of bucks. It has speed, some mar-velous productions, solid flash, plenty of epidermis for those who like to see the bare facts, and acts that do great jobs. Like in many of Walters's pre-vious shows, most of the acts double into the productions, mak-ing for big spectacles and added sight appeal. This one is built around the Arabian Thousand and One Nights, treated with a lav-

around the Arabian Thousand and One Nights, treated with a lav-ish hand. Costumes vary from the fantastic to the bizarre worn by some of the most beautiful girls the spot has had in a long time. To give heightened interest to one of the productions, a couple of great danes were used. First and were Les Zoris, a

The productions, a couple of great danes were used. First aot were Les Zoris, a French import. Male, a husky, well built chap, worked in leopard costume. Basically it's an adaglo act. But the speed and dramatic values displayed by the team make it a standout. Next were the Cristlani Troupe (three boys; two girls). Their work drew sharp gasps as they went thru involved teeterboard leaps, two and three high, involving full

thru involved teeterboard loaps, two and three high, involving full twists, one and half twists and all ending with shoulder stands. A series of lightning pin wheels, but-terfiles, ctc., were delivared with pin-point tuning for great finishes. Mile. Nirska showed one of the novel acts caught in a long time. Gal uses king-sized wings (two rods attached to shimmering while fabric) and goes thru wing flutters and gyrations with tre-(Continued on page 45)

#### La Martinique, New York (Wednesday, Nov

Capacity, 250. Price policy, \$3-84 mini-mum. Shows at 8:30; 12:30 and 2:30 Operator, Dario. Booking, non-exclusive Estimated budget this show, \$1,800.

min. Shows at \$30; 12:30 and 2:30. Operator, Dario. Booking, non-exclusive. Butinated budget this show, \$1.800. With a skeptical showbiz jury out front, Dario's reopened room had everything against it. But de-spite the handleaps of a typical jammed opening, a non-operating air-conditioning system—go figure a heat wave in November—the show came off way ahead. Here and there it seemed to be stretched too much, still it went off in better fashion than most of the wisen-heimers anticipated. Room has been redone. It has a new draped ceiling, the gaudy decor of the old club is gone, and quieter colors now rule. Show is a fast package, with some great dancing, fine singing and a pair of comics who show loads of promise. The routining can stand improv-ing. Bill has a boy production singer, Jim Hawthorne, opening with a line of girls (6) and then has him come back for a spot. This is followed by more singing, then a dance number; then more sing-ing until the comics come on, and they too do some singing. The fact that everybody does okay is be-side the point. There's just too much singing. Hawthorne can chant, he proved it In Soukh Pact-fic and also in his last job at 1 Fifth Avenue where he's been caught before. Swell Dancer Johnny Corrad, slightly hid,

#### Swell Dancer

caught before. Swell Dancer Johnny Conrad, slightly lad, showed a wonderful dance routine. Boy mixed up his taps with ballet and modern stuff for attention-compeling returns. In one routine he worked with three girls out of line for a counter-beat precision number (for which Lou Perry, in-die agent, took bows) for a thrill-ing finish. Jane Harvcy did a pleasant and competent job. Gal can sing bal-lads with the best of them, even if her too-frequent down tempi didn't sit too well with a yackety-yackety audlence. Were Miss Har-voy an Important name, this crowd would have paid attention, because she has the voice and style. As it was she came off way ahead even if she stayed on too long. The major surprise were Tom Noonan and Pete Marshall, two highly touted (and criticized) comics recently picked up by Abby Greshler on the West Coast. The boys are clean cut, good-looking lads who work well together, using the King's English sans mountain accents. Noonan's the conic: Marshal's

# **Vaudeville Reviews**

#### Palace, New York (Thursday, November 2)

Capacity, 1,700, Price range, 50 cents-\$1.20. Four shows daily; five week-enda, REO chain booker, Dan Friendly, Pro-ducer, Dave Benis. Show played by Don Albert house ork.

This one runs okay and, if the flick, Southside 1-1000, gets any fair notices, should keep the house in the black.

in the black. The Whirlwinds, standard roller skating act, opened with their cus-tomary fast work on their 10 by 10-foot mat, and finished to good hands. The Cappy Barry Boys, Charles Leighton and Harry Hale, showed a pleasing harmonica act for equally good applause. Box Bears working in one and

Showed a pleasing narmonica act for equally good applause. Roy Rogers, working in one and three, had a hard time getting to them with his opening chatter and belly-roller falls. But once he got them, he held on. His eating bits of assorted objects, ending in his gobbling of "goldfish," got him off to good hands and laughs. M. Choppy's act, recently caught at the Latin Quarter, consisting of painting caricatures on girl's bare backs, didn't do too well here. Major reason seemed to be lack of announcing. While the audience sat quietly enough and guffawed at the finale—the bride with the big "eyes"—act seemed slow be-cause there was no explanation of what his figures were supposed to represent. represent.

#### Boys Okay

Boys Okay Paul Seers and Johnny Haymer, a new double singing act with one lad on the piano, have many of the necessary elements that can make them another Cross and Dunn, or a Van and Schenk. Boys harmonize skillfully and do single novelty, standards and slight comedy, in good style. Both lads dress well and look good, finishing to blg ap-plause. plause. Anita Velez and her Carib Danc-

Anita Velez and her Carib Danc-ers, five persons, probably spent a lot of money on costumes and choreography. The girls, led by Miss Velez, look good and work okay. The weakness is in the boy, who doesn't look masculine enough nor dance virilly enough to make his role in the troupe be-lievable. Routines consist of mom-lio to modern ballet. Act finished with an exciting flash to pleasant hand elapping.

Rex Weber is better than ever with his dead panned-immobile lipped singing. The fact that Weber has a genuine voice is completely overlooked because of his novelty. Hc proved his voice in his classic Noverlooked because of his novely, Hc proved his voice in his classic Brother, Can You Spare a Dime. He sold that one with plenty, com-ing off to almost show-stopping hands. His wife comes on for one bit, an amusing number, that caught many of the audience by surprise. Renee and Jim finished the bill with their spinning ladder acro act Girl does most of the tricks, tho boy showed a fair for comedy of which he did too little and which the act can stand. Bill Smith.

## Oriental, Chicago (Friday, November 3)

Capacity, 3,200. Price policy, 50 to 98 cents. Five shows daily. House booker, Charley Hogan. Show played by Sherman Hayes' house band.

Hayes noise paint. Headliner Kay Starr should make many return visits locally, judging from reaction to her first vauder. Gal is strictly a rhythm singer with individual style, visu-ally and aurally. While every ally and aurally. While every number was a beat rendition, she number was a beat retuition, she varies the tempo nicely for pace, Dave Matthews, vot tenor sax star, conducting for her on this tour, does a fine job, but his fast, awitward walkon should be rem-edied. Miss Starr walked off to terrific hand after Bonaparte's Retreat.

treat. Rest Also Class Remainder of the bill is also class. Los Gatos, hand balancing trio who work in a j-bug format, received their usual top reaction. The Demattiazzis, a fine novely doll dance act, got a sock response. Artie Dann gets better with each visit. His new Battle of the Sezzes is standout. Bowed off to good palming.

is standout, trons palming. Sherman Hayes's house ork con-tributed a fine Hawaiian medley. Hayes is rapidly developing into a topnotch visual personage. Pic, To Pieasc a Lady. Johnny Sippel.

Princeton undergraduate type. For-mer has a pliable mug and deliv-ery that's a natural for comedy. (Continued on page 45)

## Paramount, New York

Capacity, 3,854. Price policy, 55 cents 15.50. Four shows daily: five. Salurdayy Chain booker, Harry Levine. Show player by Tex Beneke band.

without the Ames Brothers, the current bill would have been weak. The Coral Records' vocal group made the rest of the show, tho they shared billing with the Tex Beneke crew. Closing the bill, the four boys were near-terrific. The net is young-looking, musicianly, fast, and loaded with laughs in the right spots. Opening with Tzena. Tzena

the right spots. Opening with Tzena, Tzena, Tzena, the group went right into Can Anyone Explain? and Clancy Lowered the Boom—the latter two a pair of their disk hits. A change of pace, Because, sold exceedingly a pair of their disk hits. A change of pace, Because, sold exceedingly well. With their now famous Rag Mop rendition, they bowed off to a solid hand. Encores were Senti-mental Me, a current Ames platter, and an a capella version of the spiritual, Who Built the Ark?

mentai Me, a current Ames platter, and an a capella version of the spiritual, Who Built the Ark? Tex Opened Opening the bill was the Tex Beneke ork (8 brass, 5 reeds, 3 rhythm, and Beneke fronting and playing tenor). From their re-corded version of St. Louis Blues March, the band went into All My Love, sung by Beneke's new chirp, Eydie Gorme. The gal was little more than adequate. Gregg Law-rence, the band's boy singer, walked on to teen-age oohs and ans and effectively handled Dream a Little Dream of Me. Later on in the bill, Beneke himself handled the vocal on Chatanooga Choo-Choo. His playing of the Glenn Miller version of In the Mood, a hunk of nostalgia, got the Joes thouse reaction. Joe Glibert and Arlene Russell, ayouthful dance team with an in-gratiating manner, exhibited a solo stating the honors with his costumed, they ran thru their act a fast clip. Each did a solo spot, the boy taking the honors with his comedy patter by talking too fast stem house. He drew little more than giggles, partly because his gas have been tossed at this same audience by a half-dozen other contex by aking the on four signs have been tossed at this same audience by a half-dozen other contex. Best were his psychiatrist routine and a short take on four when spiliting a restaurant check. The Beneke band did a competent show-backing job. Pic, I'll Get By. Joe Martin.

Pic. I'll Get By. Joe Martin.



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for two people, let alone eight. First act was Manuel and Marita Piera plus their two monkeys. Act, caught before at the Palace, got solid yocks when the monks did their hilarious takes. Mary Small got some attention with her first eight bars. The gal is one of the best deep-toned sell-ers in the biz, with material to back it. If the mob had paid at-tention, they'd have heard a great performance. She started with a bright You Can't Take It With You, then came a wonderful torch, I Don't Want Him; and a new one by husband, Vic Mizzy, Slcepy Old River, a thrilling song, Ring-siders wanted her to stay on, but the nolse from the back forced her off.

A good boy dancer, Ray Kirk, was completely lost. In another room he'd be a stand-out. He can tap, twirl and sell. This mob just wasn't buying.

# **Burlesque Bits**

by Uno E viewed spot at the Hudson, Un-ion City, N. J., week of October 22 and returned to the Swing Rendezvous, New York, where Paul Lester has her set for an in-definite stay... Marlena Mason St. Louis dancer, has signed a 15-week contract with the Hirst Cir-ruit... Eddie Shafer has left the Roxy, Clevcland, to manage the Casino, Pittsburgh. Jack Beck and Eddie Lynch continue in charge of the Roxy. Vice March, have forsaken burty to set-the in Washington, Pa, where fuiste's Castle... Eileen Hu-bert threw a surprise birthday party for her husband, George Murary, at the Casino, Boston, Destingtion, Boston, Bittisburge, Jack Stater, Schults is the house straight, and the Casino, Boston... Pinzy En-kove kense the Ringto, Romer, Hausen and Alice Kenned March, Wasefield at Union Clivy, N. J., week of October 22.... Mike Sacha and Alice Kenned, Baltimore, to the Rialto, Chicago, for two weeks... Charthe Schults is the house straight, and the Casino, Boston... Pinzy En-kore commended a change of cli-nas recommended a change of cli-tate. CAM COHEN flew from his new

SAM COHEN flew from his new home in Encino, Calif., to Union City, N. J., to be present at a testimonial banquet in his honor at Louis's Restaurant No-vember 4, sponsored by Robert E. Kennedy Post. 38th Street Vet-erans. The occasion also cele-brated his fareweil as manager of the Hudson, Union City. . . . Mac D. Ferguson. comic, is en route with the Hirst Wheel with his wife, Vivien Keenan, strip-talker, with both doing good jobs. . . . . Scurvy Miller is recovering



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SHOWTIME MATERIAL Titles, Squelchers for . Special Material writer special Material writer MANNY GORDON

MORRIS ZAIDENS, who became assistant general manager of Cincinnati Gardens, November 1, after 14 years as manager of the Gayety Theater, Cincinnati, was tendered a farewell backstage party October 31 by friends. Among guests were Arihur Clam-age, head of the Clamage & Roth-stein theater chain, who presented Zaidens with a check for \$1,000 in appreciation of his years of serv-ice to the C & R chain; George Hotopp, of the Internal Revenue Department; Rose LaRose, dancer, Gus Uchtman, veteran Gayety stagehand; Dave Hamill, Zaidens's successor, and a number of Cin-cinnati business and professional men, in addition to the showfolk playing there. playing there

## Latin Quarter

• Continued from page 44

mendous dramatic impact. The lighting given her was ingenious. But tho act was outstanding it could stand minor cuts.

could stand minor cuts. Senor Wences was his old sleek ventriloquistic self. His hand-doll dummy and face-in-the-box was better than ever. The chit-chat between Wences and his dum-mies was delightful. Wences is one of the few ventriloquists around who is not only a skillful work-er but what is more important, has solid material to go with it.

Jean Carroll, headliner, was a welcome switch from the rest of welcome switch from the rest of the show. She's neither Parisian nor Arabian, but she can get the laughs. Her male-like gag deliv-ery got yock upon yock as she went thru her race tout and "my husband" routines. Miss Carroll's fault was her timing. When she threw a gag and it didn't hit, she waited too obviously for her laughs, instead of keeping right on. She was still good, but this wait-ing for laughs made her first few minutes awkward ones.

Gall Gall, had a field day with his now-you-see-it-now-you-don't routine. His chick bits, card tricks and other standard Gall Gall things, were solid attention getters

Mings, were solid attention get-ters. Mila Raymon, fiddle player, had a tiny spot which segued into a major production built around Strauss waltzes. This called for outstanding ballets by Wilson Morelli and Genia Mel; virile chanting by a Ben Yost Vikings group; solo singing by Earl Mac-Veigh and canarying by Sara Ann McCabe. Incidentally, Miss Mc-Cabe seemed to be in trouble most of the night. Either her voice was too high for the music or vice versa. In any case, she has done better when caught as a single. The Natascha Kamerova pro-ductions were all magnificent even if a few of the numbers were re-prises of others caught in the past. The freshness, the enthusiasm and magnificence of the costumes, however, placed this show high on any list.

any list. The musical arrangements by George Kameroff were expertly translated by Art Waner's band, who went thru involved cues with-out a hitch. Buddy Harlowe did the Inter-mission music in good fashion. Bill Smith.



NIGHT CLUBS-VAUDE

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HARRY USHER. who died of a heart attack in Los Angeles, October 29, with his wife, Frances. formed one of the most promi-nent mental turns ever to play the major vaude circuits. They had given up trouping some years ago and for the last 12 years re-sided in the Los Angeles area. The veteran Harry had a host of friends in magicdom who will mourn his passing. Jim Sherman, former Chicago magic dealer now residing on the Coast, in writing of Usher's passing, said: "We have lost one of the finest char-acters that God ever put on earth." . Another magical stalwart to pass on recently was Si Stebbins, veteran circus performer and magician and originalor of the Si Stebbins System for perform. HARRY USHER, who died of a

### Havana-Madrid

• Continued from page 44

• Continued from page 44 ly funny new material. It amused the ringsiders? The others? Well, they were having their own fun. When the mike again started up, Kent turned to one of the bosses at ringside, "Tony" he complained. "What's with this mike?" "Yah," bellowed Tony, "we gotta fix that goddam mike. ..." Jerry Cooper, emsee and front-ing an Instrumental sextet, with Cooper on the trombone, showed a potentially fine outfit. His mix-ture of Dixieland and modern made listening a pleasure. Jose Curbello's rumbas and mambos jammed the floor. Bill Smith.

#### **Balinese** Room • Continued from page 44

• Continued from page 44 ture feeling of a grown woman, but the fresh woice of a youngster. I Love the Guy was done with a throb in the volce not unlike the one which made Judy Garland famous. Unusual and attractive was har medley of three songs, favorites of entertainers she has worked with: Skitch Henderson, Eddie Cantor, Vaughn Monroe. As with all her work, they showed imagination as well as talent. Sammy Elsen's band turnishes musical backing for the show. Bill Riley.



by Bill Sachs

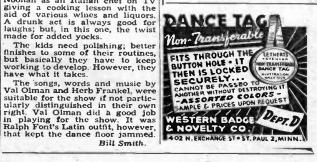


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THE BILLBOARD

46

# LEGITIMATE

## BOW IS BROKEN. BUT SHAFTS STILL STING

NEW YORK, Nov. 4.—A black-out of Broadway lights last Wednesday midnight was given as a parting salute by the theater to one of the greatest dramatists and wits of our time.

to one of the greatest dramatists and wits of our time. George Bernard Shaw single-handedly brought about great changes in the theater, not only by his prolific playwriting but by forcing the English-speaking public to accept Henrik Ibsen in the age of Victorian prudiantess. 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 confined to his play scripts. Of the United States, he once said, "I shall never say a civil word to the United States. I have scoffed at them as a nation of villagers and defined the 100 per cent American as 99 per cent idiot, but they adore me and will go on doing so until in a moment of sentimentality, I say something nice about them." 15% Classic

15% Classic He had much to say about himself and others in the theater. Of himself he said, "I am now a classic, but better than Shakespeare, because I am a classic for which 15 per cent royalties still must be paid." To Cedric Hardwicke: "You are my fourth favorite actor. The other three are the Marx Brothers." Of Saroyan, when he learned he had dedicated two books to him: "That confirms my point—which is that the young man's mad." To Gabriel Pascal, who promised to make his plays film-classics: "I will make you a millionaire." Advice to a producer: "As a profession, it is as precarlous as that of providing smoked glasses thru which to see eclipses."

#### He Knew His lee

He Knew His lee When Shaw learned of Freud's comment on him that he was "all intellect and no heart," he replied, "I've been to the movies and felt an irresistible desire to kiss Mae West." He had his own plans for his funeral: "I'd like my funeral coach followed, not by mourners but by herds of oxen, sheep, flocks of poultry and a traveling aquarium all wearing white scarves in honor of the man who'd perish rather than eat his fellow creatures."

The stories of his wit have been repeated the world over, and one jibe at us seems apt now—that America would'soon lose Shaw and would then be in a devil of a fix. But with the con-stant flood of revivals of his plays on Broadway, it will be a long time (if ever) before his crack to a young lad shaking hands with him comes true: "In years to come you will be very proud to say to people, 'I once shook hands with Bernard Shaw'—and they will say to you: 'Who the hell is Shaw?'"

# **ATWPS May Be Fixture**

NEW YORK. Nov. 4.—It may be possible that the American The-ater Wing Professional School (ATWPS), instituted four years ago to retain GI's-with previous professional experience, will be-come a permanent fixture. After benefits under the G.I. Bill of Rights are no. longer available, the project may be opened to non-veteran professionals in all de-partments of entertainment. It might even become our own equiv-alent of the British Royal Academy. Such was the project aim by

might even become our own equiv-alent of the British Royal Academy. Such was the project aim by Mrs. Martin Beck, chairman at a special meeting of the Wing's governing board this week. The plans calls for collaboration by management, unions and leaders in all branches of the theatrical trading program a permanent 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-ition fees, it would be subsidized by combined branches of the in-dustry. A resolution was passed that the wing's advisory and steer-ing committees as well as its pro-fessional program staff, plan toward a permanent set-up, and that the governing board give com-plete backing to its advancement.

Hotel Natural LANCASTER, Pa. Nov. 4.--Be lieved to be one of the few hotels

**Arena Legiter** 

if not the only one in the country where a local amateur troupe stages arena theater, Hotel Bruns-wick here reported three 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-

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 platform, playing to all four sides, with the audience scated within a radius of about 25 feet. Set con-sisted of only the simplest furnish-ings, leaving rest to audience im-agination.

The hotel's Colonial Room served as the theater lobby with bar serve-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 350 per performance in the hotel ball-room, and paid off financially for all concerned, according to hotel believes that arena theater can be a "natural" promotion for small-city-hotels.

# 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 phone calls, letters and telegrams within 24 hours after the first is-sue of the publication in the new format reached newsstands and subscribers. Some of these tele-grams are printed here. Many more will be found in other de-partments of this issue. Lee Tracy and Al Casey: Saw your new format Tuesday. Edi-tion wonderful. May you run as long as Man o'War... Olsen and Johnson: Votre nouveau journal est beaux. Magnifque! Pardon our French. ... Clarence Der-(Continued on page 47) **FDR Theater Out** The proposed \$3,000,000 Frank-lin D. Roosevelt Memorial Thea-ter in Washington, is out for the duration of the showbiz construc-tion ban even tho it would be built with federal rather than pri-vate funds. National Production Authority (NPA) officials ad-mitted this week that they are unable to see the faintest possi-bility that such a theater would aid the defense effort—the only loophole by which even Uncle Sam can get around the prohibi-tion against new amusement building.

'World,' 'Guys' Wow Philly in Advance Sales

PHILADELPHIA, Nov. 4. — Song-and-dancers are the hottest local buy in years. The premiere three-week run of the Cole Porter musical, Out of This World, is a complete sellout prior to curtain rise tonight at the Shubert The-ater.

rise tonight at the Shubert The-ater. Mail orders, in advance of box-office sales, brought in more than \$100,000, and total take to datc racks up to over 120G. Sale is con-sidered in view of the fact that three benefit performances pre-ceded the official unveiling, plus the grand rush for tickets on part of the public for the Guys and Dolls musical which added two weeks to its local run at the Er-langer Theater. The Erlanger, on the opening day's sale for the extended fort-night, sold a record \$22,000 worth of tickets in the one day. Produc-ers of Guys and Dolls, which cost \$200,000 to put on, had sent out a call to backers to toss in an addi-tional 25 per cent because of the many revisions necessary. But with the heavy ticket sale for what will be four weeks here, they now think that they will not need the extra \$50,000. Season in Fain, on Plays and a musical. Knickerbocker Holiday by Maxwell Anderson and Kurt Weill will open here toward the end of this month, starring Peter Walker and Stephen Garrett. Later in the season, the group will produce Summer and Smoke by Tennessee Williams, Born Yes-terday by Garson Kanin, and Death of a Salesman by Arthur Miller, It will also give the world premiere of In the Summerhouse by Jane Bowles. Now in its fifth production, ACT was started last year by Anne Ger-lette and George Voscovec. Since then their group has produced in Court of the Summerhouse by Jane Bowles. They are here and George Voscovec. Since then their group has produced Norman Corwin's Curly, Thornton Wilder's Our Town, and seven one-act plays, presented in productions, called Three in One and Four in One. They included plays by Tennessee Williams, Thornton Wilder, William Saroyan, and by the French playwrights, Georges Cour-teline and Eugen Labiche. Each of the four plays for the 1950-51 season will run 30 per-formances at Le Theatre Pavillon. ACT directors plan to sell sub-seriptions.

## **Benefits Set** For Equity

A similar operation this year with to \$7.00. Last year it was \$1.50 to to \$6.25. Some years ago the MOA plug-make it increasingly difficult for the Met to turn to its wealthy patrons for deficit help, its prim-clpal current aim is to have the government restore its former ex-emption from the federal admission for model allows and the net to the original exemption an opera fund with more than sion tax. Reginald Allen, business ad-ministrator for MOA, told The season in 1951. MOA has already of Met's contract with the Ameri-Billboard yesterday (3) that the productions skedded to open this subsequent increase to 20 per cent

# Sides and Asides

Brief but important legit news

"Rose" May Bloom

**FDR** Theater Out

Anne as Joan?

Anne as Joan? If Darryl Zanuek gives the no-tion the green light, Anne Bax-ter may come east to play the tille role in Shaw's "St. Joan." The New York City Center wants to put the revival on for two weeks either right after Christmas or in the spring. The pic star has told Maurice Evans, the City Center's artistic director of matters dra-matic, that she is willing. The deal hinges on Zanuck's permission, since he holds her film contract. Three plays will be put on for forinight runs at the Cen-ter starting December 27. A sub-sequent additional three will be unveiled in the spring. In addi-

**ACT Schedule** 

Set for Paris

PARIS, Nov. 4 .- For its second

PARIS, Nov. 4.—For 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

tion to "St. Joan," others on the list are. "The Petrified Forest," "Rain," "The Magistrate," "Road to Rome," and a Shakespearean revival. Provided that Cheryl Crawford can book a theater in Chicago, Tennessee Williams's newest, "The Rose Tattoo," will get its first unveiling there December 22. A four-week road break-in is planned before bringing it to the Stem.

#### Margo Tees Off

Margo Tees Off Margo Jones tees-off her fifth season in Dallas's state Fair Park Monday (6) with "Lady Winder-mere's Fan." Theater '50's sea-son will run thru June 2, 1951, and unveil five new plays and three revivals. November 27 preems William McCleery's "Play for Mary!, "Merchant of Venice" gets a refurbishing December 18; "The Willow Tree," new A. B. Shriffrin melo, showcases January 8; Edward Caulield's newie, "An Innocent of Time." gets its chance January 29; "One Bright Day," new drama by Sigmusd Miller, is next on February 19; "School for Scandal" revives March 12, and "We Ride a White Donkey" by Ethel Harris Gregory bows in April 2. Final weeks will fea-ture selections from the foregoing in the annual rep festival. "'Sum" Is Hot

NOVEMBER 1J, 1950

in the annual rep restival. "Season in the Sun" looks to make another Broadway record pay-off. Only 42 performances old on November 4, "Sun" re-turned 20G to its backers last week. As the comedy is clipping along at a \$7,000 weekly profit level, it should be off the \$60,000 production nut by mid-December.

# Met, TV Ease Attitudes to **Stagehands**

Staggenances NEW YORK, Nov. 4.—The cold war which has prevailed since the stagehands voide to strike in legit, operatic and TV fields Oc-friday (3) by peace overtures from two of the camps involved. The Mcropolitan Opera Associa-tion communicated its desire to Local 1 of the Theatrical Frote-tive Union to sit at table with the winon's executive board with a demands for a 10 per cent pay hike and an additional 5 per cent do-nation to its welfare fund. A wednesday (4) at the Met. Tractically at the same moment, the Thetworks requested a simi-for the same purpose. Exces from both sides will meet at Columbia Brues and a strike. Nor-will such action be immediately will such action be inserved to a strike. Nor-will such action be inserved to a strike. Nor-will such action be inserved to a strike to the same purpose. Exces from the same purpose at Local by the union's international trasson appeared eased at Local by the union's international trasson appeared eased at Local the scelved from the League of two the knock on our door, than for us to knock on theirs. "However, here Nock on our door, than for us to knock on theirs." However, been knock on our door, than for us to knock on theirs. "However, been knock on theirs." However, been knock on theirs." However, been knock on theirs. "However, been knock on theirs." However, been knock on theirs." However, been knock on theirs." However, been knock on theirs. "However, been knock on theirs." However, been knock on theirs." Howeve

## Straw Hatters Plan for 1951

<text><text><text><text>

Met Faces Closing Unless Uncle Relaxes on Admish Taxes in 1951 • Continued from page I

half-million-dollar loss

A similar operation this year will leave MOA's cash reserves ex-

the MOA. The price scale in 1941 was \$1.50 to \$7.00. Last year it was \$1.50 to

a half-million-dollar loss via has been substantially absorbed by another 350-400G in summer prep-salaries, new scenic appropriations, the MOA larations.

another 350-400G in summer prep-arations. Fund raising becomes harder each year, and all avenues for in-creasing revenue must be ex-plored. Radio, of course, is one. Some years ago the MOA plug-ged for listener contributions for an opera fund with more than considerable success. Some similar gimmick may be revived. Allen is particularly interested

## VA Lining Up Schools To Aid **Hospital Shows**

WASHINGTON, Nov. 4. — The Veterans Administration (VA) has lined up nearly 100 colleges to take part in a new plan to bring the living theater to hospitalized vet-erans.

Iving theater to nospitalized vet-erans. Sponsored by the American Edu-cational Theater Association (AETA), the program calls for students in drama departments of the participating schools to bring to veterans in 40 VA hospitals all forms of drama from play-reading to play-acting. Wherever possible, the veterans will be encouraged to take part, serving as actors, writers, scene painters, ocstumers and musicians in all-patient productions super-vised by the drama students.

#### Out-of-Town Openings

#### RING AROUND THE MOON

#### ed Wednesday, November 1) Shubert Theater, New Haven, Conn.

roemedy by Jean Anouith. translated by Christopher Fry. Staged by Gilbert Miller. Music by Francis Poulenc. Cos-Miller. Music by Francis Poulence. Cos-ing supervined by Rasmond Board. Choirs rapby by Ted Cappy. Company mon-ager. Harry Fasex. Press representa-tives. Rister Maney and Frank Good-lives. Rister Maney and Prank Good. Presented by Gilbert Miller. D. Ereat. Presented by Gilbert Miller.

Hugo
Frederick
Diana Messerschmann Neva Patterso
Lady India
Patrice Bombelles
Madame Desmermortes Lucile Watso
Capulet
Messerachmann
Romainvitte
Isabelle
Her MotherBrenda Forbe
A General
Footmen William Allan Bannets Martin

Ring Around the Moon may have Ring Around the Moon may have established all sorts of records in London and Paris for length of run, but it is to be feared that it will have no such reception here. Ring unfolds as a very poorly directed comedy of manners, with an antiquated plot, completely un-believable dialog, a confusing series of exits and entrances, and little or no real comedy. Its only saving graces are evident in an extremely lavish production and the performances of two of its lead-ing characters. Its life will likely be short on the Stem, as this is not the type of show that Broadway can appreciate. Its the story of identical twins

Its the story of identical twins (played rather capably by Den-holm Elliot) but makes no at-tempt at a Comedy of Errors ap-proach. The author makes it plain that one of the twins is a nice guy while the other is a schemer.

Cliches The wicked brother imports a

#### BROADWAY SHOWLOG

## Performances Thru November 4, 1950

149

36

224 652

220

56

269

269

Opened	Perfs.
Alfairs of State 9-25, '50 (Royale)	47
Angel With Red Hair 10-19, '50 (Blackfriars' Guild)	20
Arms and the Man 10-19, '50 (Arena)	20
Black Chiffon. 9-27, '50 (48th Street)	29
Death of a Salesman 2. 1, '49 (Morosco)	724
Hilda Crane	5
Mister Roberts 2-18, '48 (Alvin)	1085
Mrs. Warren's Profession : 10-25, '50 (Bleecker St. Playhouse)	13
Season in the Sun 9-28, '50 (Cort)	44
The Cocktail Party 1-21, '50	332
The Curious Savage 10-24, '50 (Martin Beck)	. 15
The Day After Tomorrow 10-26, "50 (Booth)	12
The Giaconda Smile 10- 7, '50 (Lyceum)	33
The Happy Time 1-24, 'SO (Plymouth)	327
The Members of the Wedding 1- 5, '50 (Emoire)	348

MUSICAL
Call Me Madam 10-12, '50 (Imperial)
Gentlemen Prefer Blondes 12- 8, '50 (Ziegfeid)
Kiss Me, Kate 12-30, '48 (Shubert)
Les Ballets de Paris 10- 8, '50 (National)
Michael Todd's Peep Show, 6-28, '50 (Winter Garden)
Pardon Our French, 10- 5, '50 (Broadway)
Prter Pan 4-24, '49 (Imperial)
South Pacific 4-7, '49 (Majestic)
The Barrier
Tickets, Please
COMING UP
(Week of November 6)
The Lady's Not for Burning, 11+ 8, '50

The	Lady's Not for Burning, 11+ 8, '50 (Royale)
The	Country Girl
	OF COMP.

	CLOSED	
Daphne	Laureota 11. 4, '50	
	usic Box)	
	Opened 9-18, '50	
Legend	of Sarah 11- 4, 50	

(Barrymore) Opened 3-15, '50

## **Equity Sets Fund Decish**

NEW YORK, Nov. 4.—A meeting Thursday (2) Louis -At t a Simeeting Thursday (2) Louis Si-mon, exec secretary of Actors Equity; James Reilly, manager of the League of New York Thea-ters; Rebecca Brownstein, Equity attorney, and Milton Weir, at-torney for LNYT, the supervising committee for the newly set-up Equity welfare fund, decided that only one member of the board of trustees will be selected from outside of the industry.

The number had originally been set at five. The fund's board of trustees will therefore comprise five members repping Equity and Chorus Equity and an equal num-ber from the League, plus one representative from the other side of the footlights.

#### BREAK-IN SCORES NEW HAVEN, CONN.

BOSTON

# Beti, Book and Candle... Yes' No Cent Plymouth Theater 5 0 100 Ogenet Monday, October 30 Post, Elliott Norton-"11 if were all as good at the best of it, it would make an en-rchanted rvening. Heraid, Eleanor Hughes...", ... An riegant evening's entertainment." Globe, Crus Durgin-...", ... Looks as if Irene Seitnick has a fulf-sized hit. American, Pegoy Doyle...", Seems des-tined to give its author additional Manhattan success."

Traveler, Helen Eager-"The first act is wonderfully comical.

ballet dancer to his mother's grand ball in order to make his good brother fall in love with her, so he can grab off the latter's flancee for himself. The author has added a few sub plots, the customary comedy butler, the much over-worked grand old dowager with the acid tongue but heart of gold, and an assortment of characters evidently intended to add comedy but who succeed only in adding confusion.

Lucille Watson, as the dowager, makes by far the strongest con-tribution to the play and handles the role capably. She does the en-lire characterization while seated in a wheel chair, and brings about the only breath of realism to the production. Oscar Karlweis falls to live up to expectations-being hampered by a poor role as of opening night and a rather faulty memory. He is never quite able to project his character and, as a re-sult, he is never completely moti-vated. The rest of cast can be termed adequate, with responsi-bility for their apparent shortcom-ings placed either on the trans-lator or the director. Lucille Watson, as the dowager,

lator or the director. Miller's direction leaves a lot to be desired. In an attempt to get pace, he has sacrificed flow and grace, and his characters seem to move about more like puppets than humans. It is merely a case of "two actors go off right—two enter left" or "three actors up-stage—two en-ter downstage"—there is no real molivation, merely exits and en-trances in the accepted high school dramatic club manner.

Raymond Sovey has built a lav-ish set, and the Castillo costumes are quibe brilliant and completely in period. But *Ring* Round the Moon heralds a quick eclipse. Sidney Golly.

#### Kind Words

• Continued from page 46 Our French. . . Clarence Der-went. president, Actor's Equity: In its new dress, Billboard will be even more useful to all sec-tions of entertainment industry than it has been thruout its long life. Congratulations. . Saint Subber and Lemuel Ayers: We wish to congratulate you upon the new format of Billboard magazine. We believe Billboard in this new streamlined form to be one of the entertainment world. . . Lou Schonceit: Congratulations on Your fine, new York newsstands. Long life to You. . . David Heilweil and Der-rick Lynn-Thomas, the arena in the Hotel Edison: The new Bill-board will look at home on any theatrical desk. Best wishes for · Continued from page 46

LEGITIMATE

## Off Broadway

MRS. WARREN'S PROFESSION (Opened Wednesday, October 25)

#### **Bleeker Street** Playhouse

comedy by Bernard Shaw. Staged by John Reich-Baxter, Seta sad lighting by Mordl Gastner. Costumes by Ruith Mor-ley. Company manager and press reo-restrict the Saud Richman. Stager man-restrict the Saud Richman. Stager man-teries and the sauding state of the Theater Veniure.

resentative, Saul Richman, Stage man-treer, Robert Sargiyn Presented by Prased Robert Sargiyn Presented by Prased Control Robert Sargiyn Presented Diolmes Mra. Warren Estelle Winwood Sir George Crofts John Loder Robert Sargier Crofts John Loder Robert Sargier Crofts Sargier Sargier Robert Sargier Sargier Sargier Sargier Robert Sargier Sargier Sargier Sargier Robert Sargier Sargier Sargier Sargier Street in a converted ancient movie house. The group did some nice things, but internal dissension wrought an untimely demise. Now a similar effort comes to life again as Theater Venture, in the same spot and under the aggis of Nor-man Rose and Ben Grauer. And the first venture is a revival of Mrs. Warren's Profession, last seen locally over 30 years ago. As far as this revlewer is concerned, Pro-fession can lie dormant for another equal Span. In fact, if nobody thinks of ever reviving it again hereabouts, it will be quite all right.

hereabouts, it will be quite all right. According to the old maestro. Bernard Shaw, his 1894 piece about the conflict between a lady brothel-keeper and her stuffy respectably brought-up daughter, has been a matter of continuous controversy. Nobody is going to question that statement insofar as this latest revival is concerned. Some few there may be, who will bow and worship at the hardy perennial shrine. But there will be a host of others who will won-der why a matter like Profession was ever taken out of the moth balls as Exhibit 1 of the re-acti-vated group. Presumably, as in the past, there was the hope that the project might move uptown into Stem competition. In this case, the hope is null and void.

#### Some Good Players

the hope is null and void. Some G.ond Players Some excellent players have in-volved themselves in the proceed-ings. It is understandable that Es-telle Winwood should be intrigued with the chore of the controverstal Mrs. Warren; a great many top actresses would doubtless feel the same way. But in all honest re-porting, it must be submitted that, either thru her own efforts or the direction of John Reich-Bax-ter, Miss Windwood's performance is over-mannered and over-acted. It is equally not understandable why an actor like co-star John Loder should let himself be caught up in an assignment such as the tilled, capitalistic procurer of her establishment. It is a dull part, at best, which provides him oppor-tunity for only one sharp scene. As a matter of faet, the best con-tributions to Shaw's fairly willess comi-tragedy stem from Louisa Horton's playing of the priggish daughter, and Jaek Manning's driving efforts to make something more or less congenial out of her suitor. Wendel Holmes's family friend is talkatively genteel, and Haskell Coffin's parson is as dull as Shaw probably intended.

as Shaw probably intended. However since every player con-cerned with Profession has proven highly competent in past perform-ance, defects in its projection must be primarily laid-up against its staging. Granted that Profession is completely out-moded and dated as a play, Reich-Baxter's stodgy direction has done nothing to put a glimmer of light into it. Mordi Gassner's sets show considerable imagination for a small stage. But otherwise, there's nothing in Bleeker Street to magnetize a trip downtown.

# **Broadway Openings**

#### HILDA CRANE (0)

**Coronet Theater** A drama by Samson Raphaelson. Staged by Hume Cronyn, Settings by Howard Bay. Genéral manager, Victor Sam-tock. Stage manager, Paul A. Poley. Press representative, Nat Dorfman. Pre-sented by Atthur Schwarts.

Clara Ann Sullivan Henry Ottwell John Alexander Mrs. Crane Beulah Bondi Hilda Crane der ndi ndy

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11111	• Cra	ne							Jess	tica	Tandy
Crs.	Ottw	ell .		÷.,					Evel	wn	Varden
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Cr.	Nordi	inge							Wat		White
[Iss.	Kenv	nev	۰.		•••	•••	•••		Frid	de	Altinan
									1.1.16	11.11	viciosu

Mr. Nordinger Walson Walson Walson Miss Keavney Fried Altman As is to be expected of Samson Raphaelson, Hilda Crane is a tidy and Ilterate play. Occasionally, it waxcs cloquent. It is meticulously staged and acted. But with all Jessica Tandy's taut brillinee In the title role, and the excellence of her supporting cast, Raphael-son's clinical dissection of a neu-rotie voman's tragedy leaves one pew-sitter curiously unmoved. . Somehow Hilda Crane's prob-lems and their resolvement or un-resolvement seem more trival as the play develops and, with the ex-eption of a cyclonic scene or two, impact is sacrificed to dialogic ex-position. However, there is little doubt that Arthur Schwartz has a hit with his first effort in straight play production. Women are go-ing to love Hilda Crane, and their lesser-halves will be told to buy the tickets. the tickets.

Ing to love Hild Crane, and their lesser-halves will be told to buy the tekets. Security V. Independence Raphelson's focus is the inner-conflict of a girl attempting to im-mure herself in security against the recurrent failures of immature independence. She returns from New York to her Midwestern col-lege town, after a couple of di-vores and an intermittent lover or two. There she finds an old fame in the person of a romantic college instructor with warmed-over wolfish intentions, and a solid lad, grown rich on making lawn-mowers, who wants jo marry her. Her mother, whose fetish is re-spectability at all costs, recom-ménds matrimony, counseling that love will come later. So the girl marries the kindly bore — not, however, without an acrimonious sene with a prospective mother-in-law who sees thru her com-pletely. The mother-in-law is a and a child, bring emotional frus-tration instead of contentment. The romantic professor re-appears, and the girl runs out to spend the night with him. Recognizing that she will never reconcile her indepen-dent viewpoint with the necessi-ties of conventional living, she kills herself. Mo better actress could be freator of the ill-starred Blanche of the ill-starred Blanche such scenes as the deflance of her such scenes as the de Security Vs. Independence

#### DRAMATIC ROUTES

**DKAMAILC KOULES** As You Like 1t. with Katharine Hepburn (Erlanger) Chicago. Angel in the Pawnabop (Seiwyza) Chicago. Angel in the Pawnabop (Seiwyza) Chicago. Bell, Book and Candie (Pyrmuth) Boston. Britigation (Colonial) Akron, O., 8; (Hart-man) Columbus 9-11. Carte, D'G'I). Opera Co. (Court Square) Springfield. Miasa, 8; (Metropolikan). Connul. The Shiner Boston. Come Back, Little Bheba (American) St. Louis. Desth of a Saleaman (Auditorium) E. Lanaing, Mich., 8; (Palace) South Bend, Ind., 9; (Quimby) Port Wayne 10-11. ) Chicago.

Dismond Li, with Nas reasons Chicago. Edwins (Majestic) Boston. Ours and Dolls Efficiency Philadelphia. Ours and Dolls (Efficiency) I Know My Love, with Lunk optim. (His Msjestys) Montreal. Innocents, The (Harris) Chicago.

#### THE DAY AFTER TOMORROW

47

### 100

### **Booth Theater**

Booth Theater A comedy by Frederick Lonadaie. Staged by the author. Settings by Edward Cherrie Company manager, Irving Barge manager, Bivard Mollouth Berard Ibrother to the Duke of Arlaiol Charles. Lord Crayne (his uncil) Charles. Lord (his uncil

Mary Flemin Beatrice Pearson Robert Flemin her father: Ribeart Barn her father: Dr. Shaw George Mitchell An Old Lady Eva Leonard-Boyna

Among Lady Exa Longdale has nover been particularly concerned with plot as it may interfere with smart Brilish parlor chit-chat, no real Londdale fan can find any great fault with his latest excur-sion into social aphörisms. His current effort runs true to form and is a harmless—tho, as usual, wity—comedy of manners. Day After Tomorrow is up to date in that it concerns a segment of wilt-ing and financially languishing British nobility hoist on its own aristocratically uncommercial pe-tard.

tard. This time Lonsdale's protagon-ists are spotlighted as an indigent, county family, about to be evicted from the ancestral estates via ex-essive bank loans. They are all extremely witty, in the Lonsdalian groove, and equally, extremely useless--except one younger son who would go forth to be a farmer and really go to work. Yank Heiresa To Rescue Into this escapist menage. Lons-

Yank Heirens To Rescue Into this escapist menage, Lons-dale drops an American million-sire and his daughter, and the lat-ter, of course, falls in love with nobility-turned-to-the-soil at the drop of a hat. From there on, what plot there is centers on whether the farm-minded lad will be se-duced by her millions, or whether she will go yeomanette on his acres. However, a motor ride and a fog combine to toss them logether overnight, and unless a reporter got the wrong notion due to a suddenly dropped curtain, the lad's principles went askew. At all

got the wrong notion due to a suddenly dropped curtain, the lad's principles went askew. At all events, -a nice compromise is reached before final curtain fall, altho by that time few pewsitters care much one way or another. It is doubtful that Lonsdale cares, either, since his whole charade is paper-thin and gaited solely to superficially amusing diog. The Messrs. Shubert have given the comedy an amiable produc-tion with pleasant sets by Edward Gilbort. They have likewise en-gaged an amiable east to play it. Melville Cooper gets all the best of the proceedings line-wise and gives another of his standard con-tributions of British witty under-statement. Ralph Michael is fine-as the lad who has principles up to a point and Beatrice Pearson is more restrained than in the past in the matter of scene stealing. In to a point and Beatrice Pearson is more restrained than in the past in the matter of scene stealing. In fact, if Miss Pearson keeps on as sche is going, she can easily be-come one of our better actreases. There are also good performances from Bramwell Fletcher and Jack Watling as stuffy and uninhibited members of the family, respective-ly. The rest of the cast are rela-tively satisfactory. Seldom has there been a Lons-dale comedy without chuckles, and Tomorrow is no exception. But when all is said and little done, the final curtain comes down on some

when all is said and little done, the final curtain comes down on some-thing that the West End likely could take heartily to its bosom, but that sums up to just so much brittle chatter over here. The switch during the road break-in to direction by the author may have helped some. But it is not enough to make Tomorrow more than a borderline entrant into this sea-son's Stem legit sweepstakes. Bob Francis.

Bob Francis.

International Opera Co. (Royal Alexandra) Toronto. Kiss Me, Kate (Paramount) Toledo. G. 9-11. Lost in the Stars (Great Northern) Chi-Kusa Loal in the Stars (Great Norum-Cago. Lend an Ear (Gayety) Washington. Mr. Roberta (WRVA Radio Thester) Rich-mond, W. Casa) Detroit. Out of This World (Shubert) Philadelphia. Ring Around the Moos (Columial) Boston.

# **RINKS-ARENAS**

## Cleveland Skatel'd, Rollercade THREE-NIGHT HALLOWEEN PLAN FOR AOW; PRIZE LOOT HEAVY

motion. As a kick-off, a radio interview with a skater from each rink was arranged to exploit contests being held at each rink a week in ad-vance of the film showing, and the rinks bought one-minute an-nouncements for six days that week to advertise prizes for the contests which were open to all.

### Hot Rod Promotion At Miami Biscayne

At Miami Biscayne MIAMI, Nov. 4. — A weekiy utomobile (hot rod varlety) drawing is the latest Jdea seized upon by Murray L. Rose, operator of Biscayne Skating Palace here, to build attendance and make regular skaters of new patrons. Beginning next month Rose, who is buying 10 old cars for sbout 550 each, will give one away each week. Each time a person enters the rink he will receive a number good for all drawings to be made during the promotion. Thus, says Rose, the more skating tickets a person buys the better chance he will have of winning one of the cars. Rose, who is working with a local newspaper on the deal, believes the promotion will more than pay for itself and produce new patrons, including adults. adults.

Now operating seven nights weekly in the downtown area, Bis-cayne is using 18-year-old Gilbert Wagner, daytime student at University of Miami, on the Hammond organ

Cleveland Skatera, Nonescuse In Click "Fireball" Promotion CLEVELAND, Nov. 4.—Skate-land and the Rollercade here made blick promotional tie-ups with the Warner Hippodrome Theater and Station WJW in connection with the recent showing of the Roller Derby film, Fireball, starring Mickey Rooney, reports Paul Richard Svee, ex-skater and dance instructor, who handled the pro-motion. As a kick-off, a radio interview with a skater from each rink was arranged to exploit contests being vance of the film showing, and

vertise the contests. Winners were selected each night for six nights at the rinks for final competitions, with finals winners being awarded trophies on a local disk Jockey program. Winners at Skateland were Evelyn Lavaitus and Bobby Jones, with Georgette Grabowsky and Steve Brodek runners-up. Dolores Cherconis and Harold Stack were Rollercade winners.

CHICAGO, Nov. 4.—Tie-in pro-motions by rink operators and skate dealers with the Roller Derby film, Fireball, is strongly endorsed by the Chicago Roller Skate Company, the firm calling it a "once-in-a-lifetime" oppor-tunity. Chicago has out an elaborate mailing piete to dealers in which ad-mat tie-ins are offered the trade, along with other helpful mats and literature.

#### NPA Nips New Rollery

BEAR MOUNTAIN, N. Y., Nov. 4. -National Production Authority's (NPA) announcement of its ban on amusement construction after midnight, October 26, negated on amusement construction atter midnight, October 26, negated plans to build a combination roller rink and bowling alley here. Bert-ram D. Tallamy, State superin-tendent of public works, said that low bids of \$797,398 had been re-ceived for construction of the low bids of ceived for building.

YOUR

**Box Office** 

OR AOW; PRIZE LOOT HEAVY ELIZABETH, N. J., Nov. 4.—Five Bulovs watches were given away at each of nine American on Wheels rinks in com-nection with the chain's three mights of Halloween parties, said General Manager William Schmitz at AOW headquarters here. Two men's and three women's watches at each rink were awarded during the parties. Watches wert to two boys and two girls for the best costumes, picked by a panel of judges. The third woman's watch was swarded to the girl taking part in the most mock marriages held at each rink, were held in all rinks on the same night. This year three nights were held in all rinks on the same night. This year three nights were held in all rows on the same night. This year three nights were held in all rows on the same night. This year three nights were held in other AOW rinks and win a prize. This idea adapts itself easily in the case of AOW rinks, since they are relatively close together. This year the management staged an afternoon party for children at each of the rinks on October 28, inasmuch as many are not permitted out at night. Prizes for costumes included leathercite skate cases, holster sets, novellies and Mickey. Mouse watches. ARENAS AND AUDITORIA Plan Year-Round Use Of Little Rock Bldg.

By Duphne (Dec) Poli LITTLE ROCK, Nov 4.—The Arkansas Live Stock Show As-sociation here recently added a roof to its open-air coliseum. Plan is to enclose the coliseum, put in a regular floor, install ice equip-ment, dressing rooms, ctc., with the projects to be completed by No-vember of next year. With per-manent theater seats and bleach-ers, total seating capacity is 5,975, with floor space of. 125 by 250 feet. The association is a non-profit organization, incorporated under the laws of Arkansas to aid and encourage breeding and rearing of livestock shows, and stage a State livestock show annually. With the enclosure, the coliseum will be used for circuses, hockey and sporting events. Son. Clyde E. Byrd, association secretary, han-dles all bookings. Piano Fete Scores MINNEAPOLIS — An unusual

E. Byrd, association secretary, han-dles all bookings. Piano Fete Scores MINNEAPOLIS.—An unusual two-day musical program was staged this summer in the Min-neapolis Aud, when a symphony of 100 planos presented two concerts under the sponsorship of the Min-neapolis Youth for Christ. The two concerts pulled 16,000 persons. The 100 planists were trained and directed by Don Hustad, head of the music department at Moody Bible Institute, Chicago, and Theo-dore Bergman, director of music in the Minneapolis Y.F.C. Music

### **Rawson Gadgets Aid** Teaching at W.P.B.

Teaching at W.P.B. WEST PALM BEACH, Fla., Nov. 4—Reba Chalfonte and Mr. and Mrs. W. D. Keeter, operators of Gayety Roller Rink here and users of Perry B. Rawson mechanized training aids for the teaching of fundamentals in skating, report the system a success and a distinct box-office aid. Miss Chalfonte and Mrs. Keeter teach children's classes on Saturdays and classes in fun-damentals on Wednesdays and Sundays for adults and children Considerable emphasis is placed on the booking of school, church and club parties by the operators. They are also hosts to regular monthly skating sessions for the school safety patrol and children of the county home. Children's and adult's Halloween partics were held October 28 and 31 at the rink. Prizes were at the events. Elimination of figure and free stylc skating during regukar ses-sions has resulted in an increase

at the events. Elimination of figure and free style skating during regular ses-sions has resulted in an increase in family trade, the operators re-port. Parents now get on the floor During the past summer the fear of being knocked down. During the past summer the rink's exterior was painted seal brown with Amalite, an American Asbestos product which is said to be especially effective in this cli-mate. Interior has been painted Frussian blue and new decorations unclude hand-painted, life-size pic-tures on walls of some of Gayety's skaters. The floor has been sanded. Charles Deganard, skate room manager, has been with Gayety since it opened in 1941.

DETROIT, Nov. 4.—Bill Holle-man, veteran rink organist, has taken over Arcadia Rink here from Orville Godfrey. Holleman con-tinues to act as organist.

was arranged by Emil Soderstrom, staff arranger of the National Broadcasting Company, "Chicago, and pianos, worth \$75,000, were donated by Twin City piano deal-ers and moved to the aud two days prior to the concert. Groups of 15 and 20 pianists practiced to gether in various music stores in Minneapolis, with the first dress rehearsal of the 100 pianists held the night before the concert's opening. The success of the event has sparked plans for a similar concert here in 1951. Local aud is located within two

Local and is located within two blocks of the city's business center. Financed by floating a bond issue, the building is municipally owned and is under council control, with a committee of five. George L. Adams is the aud's manager.

The lower elevation or exhibi-tion hall has 30,500 square feet of floor space. The main arena has 25,200 square feet of floor space and the stage 4,500 square feet. It has a seating capacity of 9,503.

The building has a divisional curtain with which to divide the main arena at any one of the ornamental celling beams and has

main archia al any one of the ornamental celling beams and has two 'small rooms on the second floor, seating 15 and 25 persons, and a larger room, seating 200. Spartanburg Builde SPARTANBURG, S. C.—Spar-tenburg's Memorial Auditorium is now under construction and is scheduled to be completed by Scp-tember 1951. The commission now is giving thought to employing a manager experienced in the audi-torium field with the appointment to become effective about the first of the year. Applicants or sug-gestions for managerships may write T. K. Hudgens Jr., chair-man, P.O. Box 102, Spartanburg, S. C.

### **Stockton Skatery Holds Dance Meet**

Holds Dance Meet STOCKTON, Calif., Nov. 4.— For the second consecutive time Dolores Cummings, with Larry Spada, took first place in the senior division in the October 22 dance of the month contest, the third to be held at the Rollatorium here, reports Paul J. Gilbert, man-ager. Teamed with Barbara All-man, Miss Cummings also came in first in the ladies' pair division. Results: Junior dancing, Jimmy Allman and Deana George, Nickie Granoski and Barbara Allman, and Walter Sanborn and Janice Mann. Senior dancing, B. Hugh Campbell and Jackie Cain, Carl Smith and Ann Wright. Senior dancing A. Larry Spada and Dolores Cum-mings; D. Rigg and Beverly Frick; K. Riggs and Marie Chamberlain. Ladies' pairs, Dolores Cummings and Barbara Allman; Jeanie Coul-ter and Carol Ferrie, and Marla Barrett and Marie Chamberlain.

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FOR QUICK SALE

WINFIELD E. BATES

# **School Parties Boost-Biz for** Hays' Pallomar

NOVEMBER 11, 1950

MILWAUKEE, Nov. 4.-

MILWAUKEE, Nov. 4.—A shift in emphasis of promotion tie-ups slanted toward the teen-age crowd is paying off in sold-out nights for Phil Hays, manager of Pallomar Roller Rink here. "So many of the boys in their 20% have jolned the scruces lately, that I've had to go after teen-age business stronger," says Hays. The attendance builder finding most success is a party plan idea which Hays sells to schools. He calls on school authorities and sells the school band, school newspaper, or even the PTA on the idea of taking over the rink one night and adding to its treasury by split-ting the amount taken in at the gate after a guarantee has been taken off the top for the rink. Schools signed have been going all-out in their promotions, result-ing in good profits for Pallomar and sponsors. Another beneficial result of the plan, says Hays, is the bringing of many patrons into Pallomar who have never skated before. They are becoming en-tususts. Appearance October 20-28 at Milwaukee's new Arena of Skat-

before. Incy are becoming en-thusiasts, new Arena of Skat-ing Vanities hypoed public interest in skating. Of 20 skaters who tried out for places in the show, the three selected were members of the Pallomar Figure Skating Club. They were Joan Stiem, Marcy Hanso and Giennetta Yule. Following the Friday night Vanities performance, the entire cast went to Pallomar for a party. Hays reports the recent opening of 10 skating classes by Tommy Deciceo, pro.

SKATE CASES AT A NEW LOW \* STEEL CASES (Maial Over Wood) \* STEEL CASES (Maial Over Wood) \* STEEL CASES (Maial Over Wood) \* ALL ALUMINUM CASE-'The "Fashbarweigh Champione.' Lish); dea construction of the state over the state of the state over the

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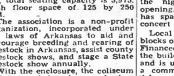
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Washington Once-Over

#### Continued from page 2

read them. We're proud and more grateful than anyone will ever know. Thanks and a Promise To General Sarnoff and Frank Folsom, to Bill Paley and Frank Stanton, to Joe McConnell and Niles Trammell and Frank White and Ad Hult and Ben Duffy and Bill Weintraub, to the brothers Harry and Jack Warner and Lee and J. J. Shubert, to Dick Rodgers and Osear Hanmerstein, to the Andrews Sisters and to Bob Hope and Bing Crosby and Milton Berle and Perry Como and Alan Ladd and Ann Blythe and Belty Hutton and George Harrid and Glenn Wallichs and Frank Walker, to Martin the Dean and Jerry Lewis and Olsen and Johnson, to Lee Tracy and Jo Stafford and Mindy Carson, to Frank Freeman and Sam Briskin, to Ted Wallerstein and Sammy Kaye, and Milt Rackmil and Guy Lombardo, to all those good Billboard friends (and I know I've omitted names here I shouldn't have) in all phases of show business, our deep thanks for the kind words. To all of you and to all The Billboard's readers everywhere, also our promise to continue to try to reflect the great industry of which we are all a part, and in the most honest, interesting and help-ful way we know how.

## **Roadshow-Rep**

DEPARTMENT OF DEFENSE, Washington, thru Its Office of Public Information is distributing "First 40 Days," a black and white l6mm. public information film,

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To all of you and to all the Billboards readers everywhich and go measure of the second and the second and the most honest, interesting and holes the second second and the most honest, interesting and holes the second second and the most honest, interesting and holes the second second and the most honest, interesting and holes the second secon

# Driving 'Round the Drive-Ins

<text>

HENRY FRIEDMAN, Philadelphia movie theater owner, planed to Puerto Rico November 7 to start work on the first drive-7 to start work on the marks the in in that country. It marks the first interest of Friedman in the outdoor theater field. Heading a syndicate of United States and The Bican business men, Friedoutdoor theater field. Heading a syndicate of United States and Puerto Rican business men, Fried-man, disclosed that the drive-in will be the first of what Is expected to be a chain of open-airers in the islands and in South America. It will accommodate 850 cars... Archie Adiman, who is doing the film booking and buying for East-ern Medina Enterprises, headed by Harry Appleman, served no-tice at all Philadelphia film ex-changes that first-run pictures are desired for the Medina Drive-In, which has been operating with second-run pictures. He revealed that he has a permit to build a second-run pictures. He revealed that he has a permit to build a 1,000-car drive-in in New Bruns-wick, N. J., adding that he wil extend his activities to Philadel-phia and New York in the spring. ... A pioneer in the drive-in field, Adinah had been with Loew's, Inc., for 25 years. He left the thesizer communy to pro-Loew's, Inc., for 25 years. He left the theater company to open the Mcdina Drive-In Theater. To

lecturer, recently and he's doing well and has a good set-up."... W. J. McDonald is in the 15th week of his coast-to-coast junket. W. J. McDonald is in the 15th week of his coast-to-coast junket. He's been playing Arkansas towns in recent weeks. . . Henry Moss-man has been out with a flesh and pic trick for the past two months around Jasper, Tex., to good busi-ness. Mossman had a platform show the past summer, but has been working halls of late. He plans to present a store show in one of the larger Texas cities for the Christmas holdays. . R. R. Hawley pens from Orifino, Idaho, that "I was much interested in a tecent item that pointed out that one must have more show than formerly for small towns. It must be even better than one can find in the large towns, but if you have it the patrons will come out."

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#### 50 THE BILLBOARD

#### NOVEMBER 11, 1950

# The Final Curtain

## GEORGE BERNARD SHAW

George Bernard Shaw, one of the world's greatest dra-matists, died November 2 at his cottage in Ayot St. Lawrence, England, at the age of 94. Shaw fell in his garden September 10 while pruning a tree and broke his left thigh. Complica-tions resulted from the injury and he lapsed into a coma a day before his death.

George Carr Shaw, his father, from whom he often said hc inherited "practically nothing," and Lucinda Elizabeth, a singer who often performed in amateur operatic productions, resided in Dublin, where George Bernard first worked at the age of 15 in a local banking firm.

At 20 he ran away to London and joined his mother, who was teaching music for a living. During that time he worked as a literary hack and finally, in 1885, he landed a job on The World as an art critic. Shaw later became a music critic on the same publication, and then joined The Saturday Review as drama critic.

His early writing brought him \$50 in nine years. From 1880 to 1890 he wrote five novels, four of which later found publication—Immaturity. Cashel Bryon's Profession, The Irra-tional Knot, Love Among the Artists and Unsocial Socialist.

#### Just a Sideline

Just a Sideline While still a journalist he became a mcmber of the Fabian Society (1894) and spoke on street corners and halls. Also as a side career he was a playwright. His first recognition as a dramatist came in Vienna, and in the U.S. in 1894 with a production of *The Devil's Disciple* with Richard Manstield. In 1898, at 42, he suffered a breakdown. The same year he married Charlotte Frances Payne-Townshend, who helped him thru his illness and continually supported him in his career until her death in 1943.

career until her death in 1943. Shaw began to blossom in England as a playwright in 1905, with the production of Man and Superman under the man-agement of T. E. Verdrenne and Granville-Barker. Associa-tion with these men brought forth a flood of plays until World War I, when his pacifistic philosophles made him highly unpopular.

popular. His Religious Philosophy Recognized as an important contribution to literature and modern thought was his Back to Methuselah, in which he ex-pressed the iden that, thru creative evolution, man might reach a state of longevity which resembles elernal life. In his three plays, Heartbreak House, Scint Joan and Back to Methuselah, Shaw crystallized his religious philosophy—"Life Force (God) is an imperfect power striving to become perfect." The Nobel Prize was conferred upon Shaw in 1925. He im-mediately rejected it, but finally, when he was persuaded to take the money involved, he accepted it long enough to turn it over to the Anglo-Swedish Literary Alliance. The year 1933 brought some departures for Shaw. He

it over to the Anglo-Swedish Literary Alliance. The year 1933 brought some departures for Shaw. He made a break with the Socialists, and also visited the United States, one thing he had vowed for 30 years never to do. A speech in the Metopera House, New York, April 11, 1933, did little to encourage relations between the American people and Shaw. The early 1930s also revealed his romantic correspond-ence with, actress Ellen Terry, in a book of 300 letters ex-changed between them from 1892 to 1928.

#### Reaching for the San .

Changed between thein trom 1892 to 1928.
Reaching for the San.
A sun worshipper. Shaw spent his days in his garden or in a swivel so that it could be turned with the sun, Always caustic, his comments on the times were constantly repeated. On the other is of the torate, saying: "The worst is yet to come." And on his 90th birthday, when a gala dinner was being staged in New York in his honor, he at first refused, later relenting with the comment that the only good a birthday is for is so that others can have fun. In 1942 he stated that he stated that he between the stated that he between the set of the stated that he about Shaw, including GBS 90, a compendium of authors' opinions on the dramatist, and more of his plays heave run simultaneously on Broadway than any other playwright's. But his own output is his real mark of greatness; a list of his plays reads like 50 years of the theater's hits, for which he received the fat royalty of 15 per cent and a small fortune for movie rights.
Tributes from all over the world poured in at his home, including expressions of regret from President Truman, Sir Cedric Hardwicke, Winston Churchill, J. B. Priestley and Clement Attlee. The League of New York Theaters and the Broadway Association dimmed the Hights in the theat district for the second time at 8:30 Thursday (2) night. And pipelain the were york boards, Arms and the Man and the splays on the New York's WQXR presented a 55-minute program of classical wins: Kaurday evening (4) interspersed with com-

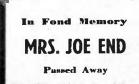
Mrs. Warren's Profession. New York's WQXR presented a 55-minute program of classical music Saturday evening (4) interspersed with com-ments made on the music by Shaw when he served as a music critic. The climax of tribute awarded him is being considered -his burial in Westminster Abbey. A cremation ceremony, with only close friends present, was held Monday (6).

-his burial in Westminster Abbey. A cremation ceremony, with only close friends present, was held Monday (6).
Shavian Literary Output/
Plays: Widower's House, 1892; The Philanderer, 1893; Mrs. Warren's Profession, 1893, but produced privately by the Stage Society in 1902 when the government refused permission on moral grounds; Arms and the Man, 1894; Candida; Devil's Disciple; Caesar and Cleopatra, 1898; Man and Super-man, 1903; John Bull's Other Island, 1904; How He Lied to Her Husband; Major Barbara, 1905; Captain Brassbound a Conversion; You Never Can Tell; Man of Destiny; Doctor's Dielenma, 1906; The Shouging Up of Blanco Posnet, 1907; Getander, 1910; Franny's First Play, 1914; Covernied, 1912; Androcles and the Lion, 1913; Pyomalion, 1914; Heartbreak House, 1916; The Millionairess; Hans Herzeniled, 1920; Back to Mehnwelah, five plays in one, 1921; Saint Joan, 1923; The Apple Cart, 1930; Too True To He Good, 1934; The Simpleton of the Unexpected fises, 1924; On the Rocks; Geneva, 1938; In Good King Charles's Golden Daya, 1939; Far Fetched Sables, 1950, and The Lady She Would Not, at the time of his death. He wrole over 50 plays.
Essays: Among his best known are The Quintessence of Ibsen, 1891; The Sanity of Art, 1895; The Perfect Wagmerite, 1898; The Intelligent Woman's Guide to Socialism and Captalian, 1928, and Everybody's Political What's What, 1944. Novels: 'Immaturity, Cashel Bryon's Profession, The Irrafonal Knot, Love Among the Artists, Unsocial Socialist, and The Adventures of the Black Girl in Her Search for God, written in 1933.

CRLEY Biells Rdns, 70, member of the Ladies' Auxiliary of the Miami Showmen's As-sociation, October 35 in Miami. Bur-yised by her husband, Anson, Burial In Bouthern Manorial Cemetery, Miami.

KLEN W. J., 68, owner of the Allen Theater, North Wilkeaboro, N. C., October 29 at Wilkea Jiospital, that city. Survived by two sons.

CHITMAN Mrs. Marge, 52, wife of Harry B. Chip-man, former circus agent and now oper-ator of the Circus Inn. Yukima, Wash. October 31 in Seatlle. Burial in Show-men's Rust, Los Angeles.



#### Sunday, Oct. 29, 1950

ARRAR lietbert Naah, 72, company manager of the Souring company of "Oklahomal". October 24 in Montreal. During a 50-year career he had managed productions for Charles Prohman and Kinw & Br-Innger, among others, and for the pass 27 years had been associated with the Theater Ould in that espacity. His widow, a stepdauphter and a safer sur-vire.

GRADY Relile, 56, carnival operator, October 29 in Florence, Ala, Burial in Plorence October 31. (Details im Carnival De-partmeat.)

HOLBROOK Charles B. 49, president of the While Mountain-B Bronk and the Commany and Bronk Bronk and Commany and Berlin, N. H. He had been associated with ABC before purchasing Station With OBC before purchasing Station WMCU in Berlin. His widow and a son survive.

ORALES DRALES Eny. 34. Latin-American orchestra leader. November 2 in New York of a heart st-tack. (Details in Music Department.)

POLLACK POLLACK Al. 38, former manager of Fran Warren, singer, and the Cinude Thornhill and Mel Powell orchestras, in New York No-vember 2 of pneumonia contracted after a minor operation October 31.

hensiveness of the first tabloid is-sue of Billboard bowled me over. Congratulations on an eye-pop-ping job.... Tom Rockwell and the staff at GAC: Congratulations on new format. Should be big help to trade. Wish you continued success with publication. Sophie Tucker: The change in The Billboard is the nicest thing to happen in our show business. Good hick and kindest regards. ...Lou Walters: Congrats on your new format. I hope this doesn't have any effect on the size or the eulogy of our reviews. Wil-liam Morris: Congratuations on the new Billboard....Carl Timin. executive director, the Friars: The new Billboard is terrific. Friars have always been its avid read-ers. It is thru The Billboard that we learn how brother Friars are doing on the road, in clubs, thea-ters, pictures and in television. The Billboard was always a must for busy Friars. In its new cos-tume it becomes a pleasure. ... Heary Dunn, national administra-tion secretary, AGVA: Congratu-lations and best wishes on the new format of The Billboard. 1 think it's wonderful. **BINK** John C., 70, librarian and research specialist of the N. W. Ayer & Son ad agency, October 29 in Fort Washington, Ps. His widow and a son survive.

SANTLY Sylvia, 41, wife of Lester Santly, of the Santly-Joy Music Publishing Company. New York, Oclober 30 in that city.

Her son, the second sec

TRABER August Sr., high-wire artist, recently in Heidelberg, Germany. He was the head of the Traber high-wire dance troupe.

ZIMB 11.1ST Mrs. Margaret Zimbalist from Sam Zim-balist, film producer, October 30 in Los Angeles.

#### 23 Mil Peak Continued from page 2

• Continued from page 2 dicated it would stop other con-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 1950 total to \$205,000,000—some 7 per cent below the \$220,000,000 chalked up in the first 10 months of 1949. of 1949

of 1949. According to BLS statistics, the amusement ban is likely to do little to stop the drain on build-ing materials. So far, the 1950 amusement total amounts to only about 1 per cent of the national construction activity. Residential housing alone amounted to more than 10 billions during the first 10 months of 1950.

## Stem Holds

 Continued from page 43 Logan, Gil Lamb and Three Se-crets, New show has Henny Young-man, Carol Bruce, Al Morgan and Rocky Mountain.

nucky mountain. Palace (1,700 seats; average \$18,-000) finished the weck with \$16,-000 for Ben Wrigley, Sid Marion, six additional acts and Iroquois Trail. New show, reviewed this issue, has Nex Weber, Roy Rogers and Southside 1-1000.

#### **USO** Readies Continued from page 43

were Henry Dunn, American Guild of Variety Artists (AGVA), and Louis Simon of Equity.

and Louis Simon of Equity. Most recent confab, Thursday (2), according to James Sauter, USO president, was with the six orgs which were part of the ori-ginal USO that operated during the war years. These included the YMCA, YWCA, National Catholic Council, Jewish Welfare Board, Salvation Army and Travelers' Aid.

#### Pix and Legit

Prior to that meeting another (Tuesday, October 31,) was held in the projection room of the Roxy, attended by the wheels of various picture companies and legit pro-ducers, and was addressed by Abe Lastfogel, USO chairman of the heard board

The current plans, said Sauter, are to set up a framework of a USO to be ready in the event the Department of Defense declares an emergency and calls upon the org to start moving.

"We have no idea when that will be," said Sauter. "We are now only in the discussion stage."

One source claimed that talks with Washington officials were to get started in the immediate fu-ture. Sauter denied that any such talks were scheduled or even con-templated.

Kind Words

late you on your new format. It's great...Billy Rose: The compre-hensiveness of the first tabloid is-sue of Billboard bowled me over.

• Continued from page 43

#### Friars' Lewis Fete Continued from page 2 ducking the snappers with "I can't tell that here."

Eddie Cantor followed with the announcement: "Ida will be on TV mext week. I think she can hurd Sullivan." The shimmy number out of Peep Show, with princh-pals, chorus and band came next, to be followed by Jim Barton doing his doubt east his drunk act.

to be followed by Jim Barton doing his drunk act. Then came another blackout, this time the Stand-Jn. The cast had Sophie Tucker as the heroine; Tools Shor, the hero; Berle, the director, and Frank Sinstra, the sland-in. There was a switch for the finale, with Shor getting the pie in the kisser instead of Sinstra. The thing ended with Lewis on, while Berle gave him a life-time gold Friars' card and a platinum watch. They were joured by Sophie Tucker who sang a Benny Davis parody on stage broke into tears. When they re-gained their composure, Lewis re-marked, "I'm glad you guys didn't samed their composure, Lewis re-marked, "I'm glad you guys didn't wait till I was dead." Miss Tucker also got a Friar's card. Making her the first female honorary member of the club. The dinner beauty

The dinner brought the Friars \$72,000 the tickets 50G and the journal \$22,000.

# • Continued from page 43

veteran in the cafe industry and identified with cafes since the turn of the century. Charlie Johnson, who handled the managerigi chores at the Club Harlem for sev-eral decades, will also cone 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. How-ever, a room by, that hame was opened here only last month by Si Kaliner.

Si Kaliner. Appearance of the Click will be changed considerably. Since the emphasis will be on the production floor rather than on the bandstand, two of the room's many bars will be ripped out to make for much more table space. Originally opened by Frank Palumbo during the plush war years, Click was last operated by Nicky Blair, long identified with New York night life. Intil Singer moves in, the Click

New York night life. Until Singer moves in, the Click will carry on with its band policy. Stan Kenton, in currently will be followed by the King Cole Trio on Monday (6), to be followed by Yaughn Monroe for a two-day pitch on November 17 and 18. Lionel Hampton will be the last of the band names coming in Novem-ber 27 for two weeks to write finis to a long but faltering tenure for name bands at the Click.

## Shaw Is Dead

Associated Booking Corporation, and Sid Page, all of whom are EMA-ARA officers.

**EMA-ARA** Lines

Urge Board Change

• Continued from page 43

Urge Board Change A recommendation was made to investigate the possibility of add-ing two more members from the out-of-town membership of EMA-ARA to the local board of govern-ors. The suggestion will be dis-cussed with Jack Katz, national ARA legal counsel. A general discussion regarding the policing of the membership of EMA-ARA within the org, cul-minated in another recommenda-tion to the delegates to the No-vember 15 conference, whereby an attempt will be made to put more strength behind arbitration decl-sions made by ARA's grievance committee and the board of governors.



• Continued from page 2 and 1,000-line ads in 1,100 news-papers plus a radio spot cam-paign on more than 250 stations covering all TV market areas. Special promotions, like a Mindy Carson platter (see separate story) will be used. Ruthrauff & Ryan, Motorola agency, will handle the entire pro-motion, which is not the "official" Radio-Television Manufacturers' Association (RTMA) million-dol-lar color campaign.

• Continued from page 2 weaker since he had returned from the neighboring Luton Hos-pital a few weeks before. On September 10 he had fallen and broken his thigh while trimming a fruit tree in his garden and was taken to the hospital where he spent 24 days and underwent sev-eral operations. Death was due to the shoek to his system, ad-vanced age and an old kidney ailment. The first announcement came from his housekeeper who in-formed the press simply, "Mr. Shaw is dead." Later, a hand-written, unsigned bulletin mounted on red cardboard on the cottage gate read, "Mr. Bernard Shaw passed peacefully away this morn-ing November 2". Continued from page 2

ing November 2" There was a blackout on Broad-way at midnight as a tribute to one of the greatest playwrights of all time.

#### More U. S. Acts • Continued from page 43

• Continued from page 43 quent Palladium shows. Tho there are exceptions for a command per-formance at the Palladium, under the British rules, a house can't use more than three foreign acts on an eight-act bill. This quota system, which is being attempted in the U.S. thru Ameri-can Guild of Variety Artists (AGVA) Intercession, may erupt into a problem in London as well. British talent unions have a 70 per cent British and 30 per cent quota on the books. According to informed sources, the rule is 60-40 and in some cases it is 50-50.

Committee and the suggestion of - EMA-ARA, at the suggestion of Chuck Suber, GAC, decided to start its own newsletter, the EMA-ARA Bulletin. First confidential missive will go out to member-ship, following the board of gov-ernors' meeting.

Continued from page 2

#### **NOVEMBER 11, 1950**

# OUTDOOR

THE BILLBOARD

BITHE GILTERT

## TARIFFS FOR SHOW TRAINS SKYROCKET IN RECENT YEARS

CHICAGO, Nov. 4.—How railroad rates for circus and carnival show trains have increased is illustrated by a com-parison of 1945 and 1950 charges. The increases have come since 1947, but a total of six boosts ranging from 10 to 35 per cent cach have been made since 1919. each have been made since 1919. Following are sample rates from Fastern railroade:

	Cars		Cars	11-5	O CAPS
Miles 1915	1950	1945	1950	1915 .	1950
Up to 60\$147.00	\$ 761,00	\$ \$93.00	\$ 839.00	\$ 682.00	\$1,050.00
it-fill	839,00	6319,00	919.00	250.00	1.155.00
61-70 539.00	919,00	Tables, 1040	99%,00	818.00	1.260.00
71-80	981.00	631,00	1.076.00	878.00	1.352.00
81-98 616.00	1,050,00	670.00	8.142.00	938.00	1.444.00
91-100 617.00	1.102.00	705.00	1.207.00	980.00	1,528.04
101-200 930,00	1,054.00	1.063.00	1.811.00	F. 181.00	2.284.00
Per mile					
over 200 4.85	8.28	7.16	9.06	7.42	11.43

Southern rates generally are higher while those of the West ern roads compare with those in the East.

## LATE ACTION UPS MARTIN ACT BIZ Park, Cele, Fair Seas Increase; **Outlook for '51 Equally Bright**

# **Newberry Sets New Thrill Org**

CHICAGO, Nov. 4.—Speedway Champlons, a new thrill show, has been organized here by Earl Newberry and Leo Overland, both veteran thrill show execs. Newberry has been co-owner and one of the managers of the Jimmy Lynch Death Dodgers for the past five years, and Overland has also been associated with the same org as a unit manager.

BOSTON. Nov. 4.—An upsurge in business that gained momentum as the season progressed overcame a lethargie start and provided a bountiful season for the Al Martin talent agency. Owner Martin said that he expects the trend to con-tinue thru 1951. After contracting considerable fair business which promised ation tagency. Owner Martin said that he expects the trend to con-tinue thru 1951. After contracting considerable fair business which promised ationt said there was a def-inite slump in spring and summer. Early season bookings principally involve carnivals, celebrations and other special events. Show owners, skeptical of the season's possibili-

surged considerably ahead of last year. Martin's amusement park book-ings hit an all-time high. The in-crease was principally due to the addition of numerous new ac-counts. Fair bookings also in-creased to nicely space the use of Martin talent throuut the season. Martin said that his firm is con-stantly expanding its booking ter-ritory. During the past year, the agency furnished all talent used by the J. C. Harlacker Enterprises, an organization which stages special promotions thruout the country. Martin talent is also skedded for Harlacker's next big show, which will be staged in Houston, Decem-ber 6-9. Talent is already being con-tracted for next season, and con-trac

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

• Continued from page 1 Altho most show owners are making no threats of changing to motor transportation, that possi-bility exists, even for some of the biggest shows. Other ops may biggest shows. Other, call it quits altogether,

Rate Views

Rate Views Some owners believe continua-tion of the present rates could wipe out the last of the railroad shows in a matter of extremely few seasons. While railroad men maintain that lower rates would reduce their income, circus and carriers will have no income at all from shows unless rates are cut.

all from shows unless rates are cut. As it is, up to one-sixth of the overhead of one circus is the cost of rallroading. Some carni-vals report one-fifth of their costs come as railroad charges. The Ringling Bros. and Barnum & Bailey Circus plans for slicing 20 cars from its trains in 1951 to-gether with changes contemplated

for the show's layout on the lot comprise one of the most startling moves in recent show history. Railroad rates have been given as the cause for the reduction to 60 cars.

60 cars. Dailey Finds Biz Rough Dailey Bros.' Circus found business rough all season but came up with railroad money until Soptember- 21, when it closed carly and returned to quarters. Railroad contracts in excess of \$19,000, covering an additional there weeks' route, were canceled. Cole Bros.' Circus was one of the first to react to stiff rail costs.

The rates were among the reasons given when the show folded August 5. At that time, thought was being given to cutting the show in half to reduce railroad expense if the circus operated under canvas in 1951. Clyde Beatty Circus, fourth railer, has made no public state-ment concerning railroad costs.

51

Rates Reverse Trend Among circuses, the present level of rates has reversed the trend from trucks to rails which existed during the war. With the future of Dailey and Cole Bros. (Continued on page 59)

# Acts, Staffs Set For 2 Packs Units

St. Louis, New Orleans Runs Overlap; Baton Rouge Stand Skedded Dec. 5-6

Steinbeck will share announcing dutics. New Orleans unit will be staffed by C. W. (Bud) Hoeber and Jack A. Leontinl, both of the Packs office; Jack Cervone, bandmaster; Bob White, announcer; Marcy Ed-wards, vocalist; Howard Menz, rigging and props, and Jack Lehr,

Baton Rouge Stand Skedded Dec. 5-6 ST. LOUIS, Nov. 4.—Line-up was announced here. this week by Tom Packs for his winter indoor and Baton Rouge, La. The New Orleans Stand, under Shrine aus-pices starts November 23, and the St. Louis Police Circus starts Nov-cember 25. Both close December 3. Baton Rouge dates are De-the St. Louis Keil Auditorium and symphony and opera bookings at the St. Louis Laudi Auditorium and symphony and opera bookings at sisted by Bill Nelson. Izzy Cer-vone will have the band. Car-At St. Louis, Packs will be as-sisted by Bill Nelson. Izzy Cer-vone will have the band. Car-wallenda will be arena director, while Dlek Ware and J. Edward dutics. New Orleans unit will be staffed duble cannon act New Orleans unit will be staffed Angels, hand balancing: Farias Duo, rolla-rolla; Madsen Brothera (3). comedy acros: Aerial Milos, high act; Great Barton, equilibrist; Sonny Moore's Roustabouts; Great Wallendas, high wire; Flying Zac-chinis and Flying Otaris; Miss Rietta, sway pole; The Lone Ranger and horse, Silver, with Tonto, Indian; Novack and Fay, cecentric comics; Cathalas, acro Juggling; Risko and Nina comedy Juggling; the Freddys. Juggling; Packs's elephants with Mack and Peggy MacDonald; Aida. Star In the Moon, and Zacchini Sisters, double cannon act New Orleans performers will include Clyde Beatty, wild ani-mals; Joan Lewis and Hermeline Gregory, looping the loop Four Aurelios, acro jugglers; Miss Dag-(Continued on page 59)

## '51 OUTLOOK IS ROSY See No Travel Curbs, Industrial Areas Best

hampered by travel restrictions outdoor shows will have an excellent season in 1951 on the basis of lemi season in 1951 on the basis of all economic indicators. It appears certain that the average citizen, whether a rural or a urban dwel-ler, will have more money next year than at any time in history. As was the case during World War II, industrial areas will bene-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-'44, while wage rates have already

# Swenson Inks St. Paul, M'kee

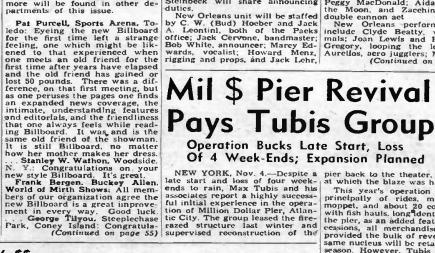
SHREVEPORT, La., Nov. 4.— The Swenson Thrillcade, recent addition to the ranks of auto thrill shows, has been signed to play three performances at the '51 Min-nesota State Fair, St. Paul, and one show at the '51 Wiseonsin State Fair, Milwaukee, Aut Swen-son, owner-manager announced here.

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

WASHINGTON, Nov. 4.—Unless passed the wartime highs, accord-ampered by travel restrictions ing to the Bureau of Labor Statistics (BLS).

hts (BLS). As many shows discovered, farmer income in 1950 was not high enough to leave much for enter-tainment. However, the Agricul-ture Department predicts that farm cash receipts will be 10 per cent higher in 1951 while net in-(Continued on page 56)

TALENT REAPS TV \$\$



NEW YORK, Nov. 4.—Despite a pier back to the theater, the point late start and loss of four week-ends to rain, Max Tubis and his associates report a highly success-ful initial experience in the opera-tion of Million Dollar Pler, Atlan-tic City. The group leased the fire-razed structure last winter and supervised reconstruction of the

at which the blaze was halted. This year's operation consisted principally of rides, major and moppet, and about 20 concessions with fish hauls, long dentified with the pier, as an added feature. Con-cessions, all merchandise wheels, provided the bulk of revenue. The same nucleus will be retained next season. However, Tubis said that crowd-attracting features are be-ing planned for the back end. The theater, which made money

The heater, which made money with stock presentations over a seven-week period, will again be used. The type of presentations has not yet been decided. A fishing (Continued on page 56)

# 546 Gross Dip At Sacramento

SACRAMENTO, Nov. 4.—Total revenue at the '50 edition of the California State Fair here amount-ed to \$875,119.35, a decline of \$54,-822.41 which is attributed to the 66,000 drop in attendance this year. Front-gate admissions this year yielded \$295,694.22, compared with \$336,719.62 in '49.

Figures released by J. A. Patter-(Continued on page 56)

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

· Continued from page 2

door attractions indicates their ready adaptability to the video medlum. Two major programs currently feature an alfresco format. They are the American Broad-They are the American Broad-casting Company's (ABC) Super Circus, grand-dady of this 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 annually use about 600 acts, including repeats. An estimated 400 acts with outdoor

ackground appear on other TV of the shows.

Big Top, which uses seven acts each week and has a budget averaging around \$2,000, is the principal offering. Talent is booked exclusively by Leo Grund, of the

program, which originates at WCAU-TV, Philadelphia.

Grund, long associated with the Grund, long associated with the circus-thrill-novelty type of at-traction. discredits the often-voiced belief that TV appearances hurt taient. According to Grund, whenever a good act has been screened on Jbip Top, a Saturday 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-land outdoor audiences, Grund says. Filling the talent requirements

Filling the talent requirements (Continued on page 56)

RE NEW BILLBOARD Kind Words From Some **Good Friends** 

CHICAGO. Nov. 4.—While no actual count was taken, The Bill-board received more than 1,000 phone calls, letters and telegrams within 24 hours after the first is-sue of the publication in the new format reached newsstands and subscribers. Some of these tele-grams are printed here. Many more will be found in other de-partments of this issue.



GENERAL OUTDOOR



## **OUTSIDE WHITE PAINT** Snow white hitanium lead and oil. Money-back guarantes not to pael, rub or wash off, or furn yellow, \$2.25 gal, in S-eat. Sample can Swow sold. Sample can, 500 postpaia. Snow-White Paint Co. 2545-B PARKWOOD TOLEDO, OMIO

# 10M's AT SAME DRDER, \$2.1 of wording and color add \$3.7 10.000 tickets of a kind and color

# **ROCK PLAYLAND** NIXES BLDG. PLAN **Federal Restrictions Cause**

### Shelving of New Projects

NEW YORK, Nov. 4.—First lo-cal park to report curtailment of new construction under the edic issued last week by the National Production Authority (NPA) in Washington was Rockaways' Play-land.

land. Funspot, which had a \$195,000 construction and renovation pro-ject slated for completion between now and the start of next season, will stop work on a new restau-rant and cocktail lounge building. The Boardwalk at the park, which was about to be repaired, will also remain as is Both actions are at remain as is. Both actions are at the direction of park Prexy A. Joseph Geist.

the direction of park Prexy A. Joseph Geist. Renovation of an Arcade build-ing which houses a bar and grille will proceed, since work on the 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 adjunet at Rockaways which was operated by the park this scason and has been acquired outright for next year, also will go by the boards due to the NPA announcement, Geist said. Brighter Side On the brighter side for the park was the fact that Universal-Inter-national (U-I), film makers are definitely set to shoot footage of the park starting next June for a short that will be titled This Is Long Island. The movie will deal

# NAAPPB Sets

Ladies' Tea CHICAGO, Nov. 4. — Second annual ladies' tea for guests and members at the National Associa-tion 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, will be chairman pro tem for the

leans, it was announced this week, will be chairman pro tem for the event, and will be assisted by Ida Cohen, Mrs. William Schmidt and Mrs. Paul Huedepoli, members of the arrangements committee, all of Chicago. The tea will be one of the first events of the convention and will be held at the House on the Roof at the Hotel Sherman.





GOLD MEDAL PRODUCTS CO.

2. 0.

on preparation for filming activi-ties. All major rides at the park will be equipped with new three-phase electric motors for next season. The motors, smaller than the old ones but with greater horse power, will help cut electric bills, according to Geist. The firm sup-plying Rockaways with power re-cently merged with another com-pany and rates for the spot were boosted. Geist said economy in operation of the new motors should offset the jump in rates. New dips are being placed at five different places in the Roller Coaster, and the 25-year-old base of the Whip is being rebuilt.

# Improvements On at Ideal; '50 Biz Gains

MONTICELLO, Ind., Nov. MONTICELLO, Ind., Nov. 4.— Ideal Beach Rcsort on Shafer Lake here has several major improve-ments under way, according to T. E. Spackman, manager. Foremost is completion of the new hotel building started last year. The completed section will contain ad-ditional rooms for guests and em-ployees plus a new lobby, dining room and kitchen.

Summer business and employees plus a new lobby, dining room and kitchen. Several concessions have been booked for the newly enlarged concession building facing the roller rink. They will be operated by Jim Miller. Hugo Butler, ride concessionaire, has taken delivery on a Tilt-a-Whirl which will be set up on the south midway walk which has recently been cemepted and now extends beyond the ma-rine concession and connects to the pier exit. Extensive face-lifting is also under way on Butler's bas-kotball concession and plans are on paper for a new building for Miller's Rifle Sport.

Miller's Rifle Sport. Summer business was reported generally up over 1949, with cer-tain concessions showing unusual increases due largely to the Paul Abbott underwater tax crusade that pulled over 250,000 visitors to view the under-water tank dweller between June 18 and August 27. The Abbott stunt security

August 27. The Abbott stunt reportedly re-ceived more national publicity, es-peclally pictorial, than any stunt in the annuals of park operation. Sparkman proudly displays clip-pings from dailies coast-to-coast and national magazines, an article from The London Daily Mail and a clipping from a German-lan-guage magazine. John Thoma, Chi-cago, handled publicity for the stunt.

Pasadena, Tex., Attracts 115,000 At Initial Rodeo

At Initial Rodeo PASADENA, Tex., Nov. 4—At-tendance at the first annual Pasa-dena Livestock Show and Rodeo, Sunday (29) exceeded all ex-postimated attendance of 115,000, Edgar L. Ball, manager, announced. The rodeo, produced by Harri-son-Radcliff Rodeo Shows, was SRO at each of its three night and two matinee performances. Rodeo admission was \$2.20 and \$1.20 while the outside gate was peged at 50 cents for adults and 25 cents for edildren. Other attractions included both afternoon and night free acts on the midway, Western wedding, car giveaway, rodeo queen con-test, and numerous merchandise sizeaways. Event, which is spin wedding to the planning to enlar rodeo and enlar rodeo and enlar rodeo manent exhibition s and

'51 Fireworks STRIKER TAKE HITS BOTTOM To Cost More, **Godin Predicts** 

HITS BOTTOM NEW YORK, Nov. 4.—Tak-ing advantage of crowds lured to Coney Island by unseason-ably warm weather Sunday (29), Harry Nelson opened his High Striker on the Bowery shortly before noon and almost immediately snared a cus-tomer and a dime. As Nelson was bonsting of his good start to ride-opera-for Moran, a seedy-looking man politely saluted the pair and said. "Pardon me, sir, could you spare a dime?" Nelson's wife, who had joined the group, told Harry to give the fellow the dime, as he probably needed coffee. "Coffee?" queried the men-dicant with a puzzled look. "Who wants coffee? When do the liquor stores open?" "There goes my morning take," moaned Harry.

### **Butlin Wins Stay** In Bankruptcy Of Bahama Biz

Of Bahama biz
London, Nov. 4.—William E, (Billy) Butlin won another post-ponement in court efforts to force ins Butlin's (Bahamas), Ltd., to: Wind up its affarts.
Terditors in England and the bahamas, where the firm launched a super vacation village last year, have filed applications to throw the firm into bahkruptcy. The Butlin's Interests have been given until Thursday (9) to traise the honey.
Justice Wynn-Parry in London Chancery Court issued an order babeen delayed pending results of similar suits brought in the Bahamas, on October 18 here. Chief Justice Bancroft adjourned de side careers.
Claims against Butlin's (Bahamas) total \$1,696,800, in addi-

Out in the Open

Frank Wirth, head of the New tion prexy, and Mrs. Bartlett, to York booking office bearing his name, is in the second week of a ternational Association of 'Fairs, Mami vacation which will last until the end of November.

Dick Sullivan. who recently completed a season flacking B. Ward Beam's hell-driving show, was in New York last week check-ing possible winter promotional deals. - Bob Conti, advance man for Irish Horan and His Lucky Hell Drivers, planed to Montreal last week to visit his mother who is ill.

Leo Grund. of the George A. Hamid office, underwent an emergency appendectomy Sun-day night (22), Grund, exclusive booker for "Big Top," CBS-TV show, is reported resting com-fortably at Medical Arts Hospital, New York,

Frank Moore, manager of the recently ended Madison Square Garden Rodeo, New York, was cor.fined to his home recently by illness.



Evening Post. Irving and Jack Rosenthal, op-erators of Palisades (N. J.) Park, left October 27, for a 12-day stay in Miami, where they examined progress on the building of a ho-tcl, slated for December opening, in which they have an interest. ... Jack Duffield, of the Chicago pyro clan, is in New York on business. In the past couple of weeks Jack attended fairs at Dal-las, Shreveport, La, Winston-Salem, N. C., and Spartanburg, S. C. Stanley Wathon, talent rep, has returned from a hunting trip to Maine. Weather was good but results negative, he reports. George A. Hamid, head of the John Kelly, stagehand with the George A. Hamid fair revue, "Grandstand Follies," is holding down a similar position at the Center Theater, New York, Radio Clty show house which was re-cently converted for TV use.

William O. Steer, of Norman Harris Artists, Ltd., Toronto, was in Chicago, Tuesday (31) lining up talent and orchestras for '51 Canadian fairs.

Martin W. Martin, concession-aire at Rockaways' (N. Y.) Play-lund during the past scason, is vacationing at his Miami home. ... Mayor E. A. Bourque, a mem-ber of the board of the Central Canada Exhibition, is pictured in a feature story on Ottawa in the current issue of The Saturday Evening Post.

GENERAL OUTDOOR

AMERICAN DO SHAREFUS

Provide A and B parts - Subart

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# Billboard OUTDOOR CONVENTION Special

# CAVALCADE OF FAIRS Supplement

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

From Saturday, November 25. thru Thursday, November 30, the walls of the Hotel Sherman and other hotels in the Loop will again be bulging with Outdoor Showmen. Carnival owners and their agents. Park managers and their assistants. Fair secretaries and their committees. Showmen representing every phase of Outdoor Show Business.

Attracted, also, will be those who have something to sell.... Ride and Equipment manufacturers will be selling their products. ... Carnival owners and their agents will be selling their shows, ... Booking Offices and Free Attractions will be selling their acts. ... Insurance men their services.

# The BIG OPPORTUNITY of the Year for those who sell...

Recognized as the ONE paper that serves the entire amusement field . . . all branches all allied interest. . . . THE OUTDOOR CONVENTION SPECIAL, with its equally famous CAVALCADE OF FAIRS SUPPLEMENT. is always sought, read and kept. This Convention Special is an old friend . . . truly a part of this great gathering of Outdoor Showmen.

The Convention Issue will be mailed to the homes and permanent addresses of Outdoor Showmen on Monday. November 20, reaching most of them before they leave for Chicago. It will also be on sale on 13,000 newsstands thruout the country, enabling those leaving for Chicago early to buy a copy while en route. Copies will also be distributed gratis thruout the convention to everyone attending.

Thus ALL advertising in the Convention Special will have complete coverage . . . AT HOME . . . EN ROUTE . . . IN CHICAGO.

Don't overlook this chance to tell your story in dominating fashion in the ONE publication of the Industry that affords you complete coverage and maximum reader interest at a time when readers are thinking, planning and buying for the year ahead. Your advertising in this issue will emphasize your position in the Industry. It will prove your ability and your willingness to serve this highly specialized field intelligently.

# EXTRA CIRCULATION . . . EXTRA READER INTEREST . . . EXTRA PULLING POWER . . . NO EXTRA COST

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Chicago 1, III, 188 W. Randolph St, CEntral 6-8761

Detroit 1, Mich. 727 Fox Theatre Bldg. WOodward 2-1100

#### GENERAL OUTDOOR

# Kind Word From Friends

Continued from page 51





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vo Horsen (Midgeta, alive); Banners, ame, 54 feet: Top Frame, Pit, Ticke xz, Lighting, Loudapeaker, Record ayer: complete set-up ready to

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WE CAN SUPPLY YOU WITH NUPPLAMOLD Test to BPECIALTY TANS For the one of the special sectors of the and other sovelus. Distribution dollard other sovelus. Distribution dollard other sovelus. Distribution the sector of the sector of the sector with FLASTIC COSPORATION Hollywood 34 California

 Continued from page 51
 Bons on the new Billboard publi-ration. Its interesting and com-late. Best wishes for its con-funded success. ... Sam J. Levy.
 Barnes-Carruthers Thestrical En-tory Barnes-Congratulations on the event Congratulations on the server to be the solution-ize the various amuschent maga-rices your circulation 40 per-tane ver. Just received The sonally think this will revolution-ize the various amuschent maga-rices your circulation 40 per-tane ver. Just a bit odd to us to the first glance. We were used to the other. The news is there and that's what we want. ... A-Joseph Geist, president, Rock-wers Playland: Congratulations on the new format of The Bill-provement, packed full of news, with better quality paper and better print. ... Harry A. Illions, Celeron Park, Jamcstown, N. Y...
 Wei format o, k. Go right aheag with the good job you fellows are of the outdoor show business. Pat Downey, Downey Supply Company, St. Louis: Congratula-tions on the new Billboard, which just arrived on my desk. It cer-tainly shows leadership and fore-sight and makes for better read-ing thruout. Ethel Weinberg, executive secretary, National Showmen's Association: Your new edition of The Billboard wonder-ful. Hats off. Congratulations and continued success. J. C. McCaffery: Just finished reading your new Billboard. Looks like a great improvement over the old. Wish you every success... George A. Hamid & Son: I am Wish you every success. George A. Hamid & Son: I am sure your thousands of readers will accept the change and feel it is for the best. Congratulations

(Continued on page 74) Hollywood Troupe

In \_\_\_\_\_ ne-Day Stand

For Honolulu VFW

HONOLULU, Nov. 4. — The Hollywood Cavalcade of Stars, brought here by E. K. Fernandez, opened a nine-day run near Wai-kiki Beach Friday (27) under Vet-erans of Foreign Wars auspices.

Two performances are being given each night, with matinees on Saturday and Sundays. Gate is pegged at 50 cents for adults and 25 cents for children.

20 cents for children. Talent line-up includes Nancy Haynes, singer-emsec: Dell O'Dell, magician; Dude Kimball, comedy; Rima Rudina, violn; Charles Car-rer, jugglor; Marian Gay, dancer; Dr. Giovanni, pick pocket; Shirley, Sharon and Wanda, acro-dance, and the Arwoods, dogs. Pete Korles' Side Show of the theory of the start Pete Korles' Side Show of the start of the start Pete Korles' Side Show of the start of the

Duina Zacchini

here today.

Zacchini

To Marry Lawyer

TAMPA, Nov. 4.—Duina Maria Zacchini, a member of the human cannonball family, and Jack Nor-man Jr., son of Mr. and Mrs. Jack Norman, Nashville, are to be wed here today.

The wedding of the daughter of Mr. and Mrs. Edmondo Zacchini, 2603 Fountain Boulevard, Tampa, is set for 5 p.m. at the First Meth-odist Church.

is set for 5 p.m. at the First Meth-odist Church. The bride-elect will be given in marriage by her father. Attending her sister as maid of honor will be Egle Zacchini. Bridesmalds will be Carolyn Norman, Flora Zac-chini, Delia Zacchini and Tosca Canestrelli. Pia Mangi will be flower girk Robert S. Norman will serve his brother as best man. Grooms will include Carl J. Sedlmayr Jr., of the Royal American Shows; Eddie Zacchini, Hugo Zacchini, and Rene Zacchini.

Following the cermony a recep-tion will be given in the Palm Room of the Tampa Terrace Hotel

Noom of the Tampa Terrace Role: here. Miss Zacchini was born in Alex-andria, Egypt. She is a graduate of Plant High School in Tampa, also attended schools in France and Spain, and has traveled exten-sively.

Harness Races Out

At Jefferson, Wis. JEFFERSON, Wis., Nov. 4 Horace L. Buri, manager of Jef-ferson County Fair here, has an-nounced changes in format of the fair, one of the oldest in the Badg er Stale, following a meeting with the County Board of Super-visors' fair committee. The annual will drop its custom-

**Carnival Routes** Send to 2160 Patterson St. Cincinnati 22. O.

(Ronica are for current week when no dates are given. In some instances possibly mailing points are listed.)

A-1 Am. Co.; Sikeston, Mo. Alamo Ezpo.; Kingavilie, Tex.; season ends American Eaple: Summer, Mins. American Bayle: Summer, Mins. B. & R.; ("Air) Sumter, S. C. Big Sinte: Levelland, Tex. Bis Sinte: Levelland, Tex.

Barderland: Excle Pass. Tex. Borderland: Excle Pass. Tex. Burke, Harry: Baton Rouge, La. Central Am. Co.: (Fairl Heautort, S.C. Central Am. Co.: (Fairl Heautort, S.C. Central Am. Co.: (Fairl Phoenix, Arta. Diamond Studie; Orinodo, Pia. Diamond Studie; Orinodo, Pia. Diate Fayon: (Fairl Cheraw, B. C. Dudley, D. S.: Ruig, Tex. Dyer's Greater: (Pairl Marka, Mias E. E.: Carthage, Art. Fleming, Mad. Cody: Jesup. Ga.; season ends.

Firming, Mad Cody; Jesup, Ga.; season enda. Greater Midway; Estill, B. C. Groven Greater: Church Point, La. Hames, Bill: (Fair) Kingaville, Tex. Heart of Texas: Haakel, Tex. Heiler's Acme: Warsaw, N. C. Heih, L. J.: (Fair) Bainbridge, Ga.; season

Heller's Acme: Warsaw, N. C.
Heth, L. J.: (Fair) Bainbridge, Ga.; senson rada.
Heth, L. J.: (Fair) Bainbridge, Ga.; senson rada.
Heth, L. J.: (Fair) Buinbridge, Ga.; senson Restione Scuth. Social Springe, Fia.
Klie, Floyd O.: Marnou, La.
Lawrentes Ordeles: (Pair) Moultrie, Ga.
Lawrentes Ordeles: (Pair) Moultrie, Ga.
Bilosti 13-18.
Manning, Ross: (Pair) Guiptort, Miss.: Bilosti 13-18.
Manning, Ross: (Pair) Guiptort, Miss.: Bilosti 13-18.
Manning, Ross: (Pair) Guiptort, Miss.: Bilosti 13-18.
Mideway of Mirth. Bilytheville, Ark.
Mildeway of Mirth. Bilytheville, Ark.
Milder Amusementa: Abbeville, La.
Pange State: Wauchula, Pia.; (Pair) Gr-lando 13-18.
Paintele Expos: (Pair) Summit, Ga.; Alma Pine State: Albany, Ga.
Pine State: Albany, Ga.
Pine State: Albany, Ga.
Pine State: Albany, Ga.
Royal Expos: Penham Ga.; Camila 13-18.
Senth Am. Co.; Belton, Tw.; Bouthern McG.; Belton, Tw.; Bouthern McG.; Belton, Tw.; Bouthern Walley; Springhil, La.
Stenpers, C. A.; (Fair) Brundidge, Ala.
Tinsley, Johnny T.; (Pair) Brundidge, Ala.
Tinsley, Johnny T.; (Pair) Brundidge, Ala.

(13-18) Tinsiy, Johnny T.: (Pair) Brundidge, Ala. Tivoll Expo.: Camden. Ark. Victory Expo.: Percos, Tex. Wallace & Nurray: Augusta, Ga. Wolfe Am.; (Pair) Anderson, S. C.

## **Circus Routes** Send to 2160 Patterson St. Cincinnati 22. O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are, listed.)

Biller Bros.: Crowley, La., 8. Capell Bros.: Lake Arthur, La., 7: Weish 8; Suiphur 9; Sourlake, Tox., 10; Daisetta 11; Livingston 14; Groveton 15, Cole & Walters: Bustrop, Tex., 9. Davenport, Grrin: Wichita, Kan.,

and the Arwoods, dogs. Pete Kortes' Side Show also is here and includes Don C. McIver, magician and inside lecturer: Bar-ney Nelson, armless artist; W. E. Alexander, flea circus; Zandu, quarter-boy; Lorcnzo, crystal; Zara, leopard girl; Athelia, mon-key girl; Gloria Regan, iron girl; Albert, rubber skin; Eko and Iko, sheep-headed men; Zombi, torture, King Eco, swords: Oke Doke, hu-man pincushion: Bob Matthews, and his chimp; Whitey Johnson, Monkey Show; Doc Garfield, man without a skull.

Cole & Walters: Bustrop, Tex. 9. Davenport, Grrin: Wichita, Kan. 6-11. Hamid-Morion: Atlanta, Ga., 11-20. Kelly, Al O., & Miller Bros.; Jeancreite. La., 7. Abbeville S. Rayne 9: Lake Arithur Ming Bros.: Marila, Tex. 7: Bryan 8: Crocketi 9: Hunisville 10: Conroc 11: Galvesion 13. Mille Bros.: Walterboro, S. C., 7: Charlenion 2: Augusta, Ga. 8: District 5: C. 10: Caugusta, Ga. 8: District 5: C. 10: Augusta, Ga. 8: District 5: C. 10: Augusta, Ga. 9: District 7: Charlenion 3: Augusta, Ga. 9: District 7: Charlenion 4: S. New Hone 9: Arab 10: Cleveland 11. Poinsci Bros. (Kestern): (Armory) Balti-Poinsci Bros. (Western): (Armory) Balti-Poinsci Bros. (Western): (Armory) Springfield, III., 14-19. Ringling Bros. and Barnum & Balter. Coreenville, S. C., 7: Atlanta, Ga. 8: Monigomery 11: Albany, Ga., 13; Way-crosa 14: Jacksonville, Pla., 15; Orlando 16: Wer Paim Beach 17; Miami 18-19: staxon ends.

**Misc.** Routes Send to 2160 Patterson St. Cincinnati 22, O.





THE BILLBOARD

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can now make immediate shipment on machine-made Conor Candy Cones. Made of heavy while kraft paper, absolutely sanilary, never touched by hand. Pucked 4,000 to the case, price \$3.50 per thousand; \$14.00 per case. Stock up now while still available.

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TOP-POP HYBRID POPCORN CARRIES & MONEY BACK GUARANTEE

 Five Sizes Boxes — Complete Line of Supplies—Midway Mar-vel Candy Floss Machine — Snowflake Snow Cones — All Makes Ice Shavers — Star Pop-corn Machines — Cotion Candy
 Cones — Candy Apple Eq ment & Supplies—Fresh Row Peanuts—Attractive Circuit —Candy Floss Supplies.

CHUNK-E-NUT PRODUCTS. CO.

318 E. Third St.

GOLD MEDAL PRODUCTS CO. Cincinnati 2, Ohio



Cones - Candy Apple Equip ment & Supplies-Fresh Rossied

Peanuts-Attractive Circus Bags

-Candy Floss Supplies. SEND

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GENERAL OUTDOOR

# '51 Outlook Rosy for Showbiz

Continued from page 51

• Continued from page 51 come may rise as much as 15 per cent. This agency prodiction is made with due allowance given to the possibility that general price controls may be imposed some-time in 1951. Agriculture econo-ing World War II days. The possibility of travel cubes is at present no more than a dim cloud on the distant horizon. They may come, but no responsible fed-eral officials are forecasting stiff restrictions as yet. With both farm and industrial increases, the business of service and wholesale-retail centers will be pulled upward in proportion. according to federal economists. Armed Forces

according to federal economists. Armed Forces Not to be overlooked in evaluat-ing 1951 show prospects is the ex-pansion of the armed forces. By form, approximately double the present size of the armed forces. That means an increase in size for the transmission of the armed forces. That means an increase in size for the transmission of the armed forces. That means an increase in size for the transmission of the armed forces. That means an increase in size for the size of the armed forces. That means an increase in size for the size of the armed forces. That means an increase in size for trucks and parts bu truck

The percential freight car short-age is worrying the Interstate Commerce Commission (ICC), which has absorbed the functions of the old Office of Defense Trans-portation (ODT). ICC is now working to get freight car pro-duction boosted thru metals prior-ities but may later have to limit freight car use. If such a step is taken it is more apt to take the form of belling railroads to give priority to defense transportation rather than by ordering a halt to "non-essential" types. Cut-back allocations and prior-ities will affect the 1951 output of trucks and parts but how seriously cannot be determined. However, National Production Authority (NPA) officials have stated fially that no rationing of tires or gaso-line is in prospect.

## Mil \$ Pier Revival Pays Off

Continued from page 51

Continued from page S1
 club, started this year, will be expanded since it proved a money l.000 patrons a day. Tubis said marker. The net haul drew 30,000 the charge is 50 cents.
 Beyond the theater there is available 58,000 square feet of space. Tubis said he would concontinued, but a regular presentation schedule will be avoided since it is not always possible to guarante ce exciting action.

Season's End Best

Season's End Best Late season grosses were the best, Tubis said. The Miss America best, Tubis said. The Miss America be limited only by government bans. With the opening this year de-layed until the last week in June, layed u

Beyond the theater there is available 58,000 square feet of space. Tubis said he would con-centrate on filling this area with strong attractions that will guar-ablee an increased flow of traffic thru the fun zone. Renovations will be limited only by government bans.

#### Talent Reaps Television \$\$ · Continued from page 51

• Continued from page 51 for Big Top is a big job. In all, Grund must find over 360 acts a year for this show. Just as im-portant, there is the problem of balancing each show properly and the ever-present need of equaling or surpassing each preceding pro-gram still fresh in the audience's supplying an average of six al-fresco-type acts a week for other TV offerings, mostly thru agencies faced with the demand, but un-familiar with and lacking connec-tions in the outdoor field. Super Circus, well into fits see-

Super Circus, well into its sec-ond year, to date has screened about 400 acts. Seg is sponsored by Canada Dry, M. & M. Candies and International Shoe Company. and International Shoe Company... Addition of sponsors undoubtedly has meant a bigger talent purse for the seg, but ABC reps decline to say how much the budget has increased over the previous \$800 or \$900 weekly. Booking is han-dled by Vic Brown, Chicago, where the Sunday show originates.

#### Novelty Turns Stressed

Novely Turns Streamed Bowing August 19, Acrobat Rench is a Ruthrauff & Ryan Ag-'ency package show and Biggie Levin, Chicago, sets its two acts per week. Seg plays up a Western theme to keep it different from Super Circus, and talent is mostly of the acro-comedy type. It is a half-hour Saturday morning show. a ha show.

a nan-nous saturday morning show. In contrast to radio, which rarely had use for alfresco presentations, and then only for the interview iype of presentation, video offers a mear-perfect showcase for the ac-tion group. Animal acts are by far the most popular, with the domes-tic and wild variety equally ac-ceptable. Realism of presenting the jungle groups can pose some problems, as was evidenced re-cently when Big Top's cameras were focused between the cage bars for a close-up of roaring lions. Audience reaction indicated

bittle more than a walk on and off because of limited studio space. However, the recent ac-quisition of Center Theater, New York, by NBC provides at least one TV stage that can accommo-date any type of offering, includ-ing a herd of elephants.

#### Sacramento Dips Continued from page/51

son, fair accountant, disclosed that the parts-mutuel handle was off \$61,314, this year's receipts total-ing \$2,579,148 against \$2,640,462 ing \$2,579, a year ago.

a year ago. Day grandstand receipts also diropped while revenue from night attractions showed an increase. Total receipts from matince per-formances were \$52,711.68 against \$61,450.72, while night events took in \$49,667 this year, compared with \$45,104.50 in '49. Smaller attend-ance at the fair's horse show pald a total of \$22,739.50 while last year's events grossed \$26,41.50.

a total of \$22,739.50 while last year's events grossed \$26,411.50. One of the few departments to show an increase this year, auto-mobile parking lots took in \$22,690 against \$21,000 a year ago.

FOR ... all types of POPCO MACHINES-Carnival Poppers, 11 tre & Counter Models, Carnet C. Equipment, etc., & a full line quality POPCORN SUPPLIES, CONTACT CONTACT Farmer Boy Corn & Equipment Ca. 392 W. 44th St. N. Y. 16, N. Y. Circle 6-1293 Sond for Our Complete Catalog.

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BIG 25¢ ISSUES

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You pay for 4 - You get 4 FREE

copy cost. You save \$1.

The Billhoard

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TANT ISSUES ONLY \$1.

NEW Billboard.

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

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

The NEW Billboard is NEW from cover to cover. Try it.

- -- The NEW Billboard Subscription Order Form

Yes, I want to try the NEW Billhoard on subscription at

the Special Introductory HALF-PRICE rates. . . 8 IMPOR-

Name ..... Address .....

Occupation or Business ......

11-18

Buy it. Save 50%. Mail coupon with \$1 cash.

# PARKS-RESORTS-POOLS

THE BILLBOARD

# SOCIAL SIDE **Carroll Sets NAAPPB** Plan For **Banquet**

CHICAGO, Nov. 4.—Early reser-vations for the National Associa-tion of Amusement Parks, Pools and Beaches (NAAPPB) banquet in connection with the 32d annual convention and trade show here November 26-29, are being re-ceived at the NAAPPB office. Banquet will be in the ballroom of the Hotel Sherman Tuesday (28), it was announced by Edward J. Carroll, Agawam, Mass., ban-quet chairman. Schedule. for social events at the hotel's House on the Roof will include dancing, entertainment and refreshments from 10 p.m. to 2 a.m. daily except Tuesday, when activities will be moved to the ballroom for banquet. Entertainment will be arranged by Freddie Williamson of Associ-ated Booking Corporation, with assistance from Music Corporation of America and General Artists Corporation.

A. C. Exec Asks New **Beach Rules** 

ATLANTIC CITY, Nov. 4.—Rec-ommendation that beach chair lines here be held 75 feet from the high water mark and that lines here the high the high water mark and that beach umbrellas be prohibited in front of the chairs was made by Richard W. Hughes, chief of the resort's beach patrol, In his an-nual report nual report.

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 vear

year. While the beaches below Million Dollar Pier continued to build up, uptown beaches, especially from Central to Garcien Pier, continued to erode rapidly despite preventive measures. He said that the area between Steel and Garden Plers also is losing sand rapidly.

Beach officials reported that a i7-ton mechanical beach cleaner which worked satisfactorily else-where would be shipped back to the factory for adjustments to meet local demands.

## **Building Ban, Tax Talks Top** NAAPPB's Convention Agenda Muar Outlines Plans for Annual; Youths To Air Operation Ideas

<text>

on business plans and policies and

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on business plans and policies as the AREA meeting. NAAPPB convention commit-tee working with Muar includes E. E. Foch, of Willow Grove Park, Willow Grove, Pa., vice-chairman, and Members Harold K. Barr, of Washington Park, Michigan City, Ind.; C. L. Beares Jr., of Conneaut Lake Park, Pa.; F. L. Hall, of Crys-tal Beach, Buffalo; Julian Norton, of Lake Compounce, Bristol, Conn.; H. J. Terrill, of Silver Beach, St. Joseph, Mich., and Huedepohl.



# Oceanside Kiddie Biz Pleases Vet Al McKee

NEW YORK, Nov. 4.—Oper-ating a funspot exclusively for kiddles was a new departure for tury in the major park and car-tury in the major park and car-tury in the departure for ast spring at Occanside, L. I., where he opened the Oceanside Amusement Park, a moppet spot in good weather, A li swell pleased with his venture. Grosses haven't guite added up

with his venture, Grosses haven't quite added up to expectations, but the build-up has been accomplished. The spot is known and continuing increases are looked for in the future. Spot is well located, about four miles from Long Beach, a mecca for thousands of shore patrons, and in a thickly settled area which prom-ises a large measure of stable pa-tronage.

#### Park Covers Block

Park Covers Niock Park is equal to about a city block, and includes a four-abreast Herschell Merry-Go-Round, a ma-jor unit: Herschell-made Kiddie Whip. Schiff's Circle Swing and a Miniature Train. Line-up is about right, Al says, to handle the contemplated business. The oper-ation is favored by ample free parking in the area.

parking in the area. Price policy of three-for-a-quar-ter, six-for-a-half is maintained seven days a week, including the peak hours. Al says that the jug-gling of prices to take advantage of peak crowds would hurt the operation in the long run. He fig-ures that a parent with two chil-dren can be counted on to spend



Miniature Golf Courses Miniature Uoli Courses Designers and Builders of Distinctive Courses Scientifically laid out with bottlenecks and based upon alidisteroy use our a period of years from our exclusive specifications. Ref-reteness and photography gladity furnished. Room 2508, 302 State 2, New London, Cons.

MINIATURE TRAINS The Custom Built to Order Line. Steam. Diesel, Gas. An usernest and Industrial Types. In the Context of the Con Tract denter in a cost of the second second

Novelties Excluded Unlike many other moppet spot operators, Al has turned thumbs tobuild the gross. Novelties, among other products and diversions, are cxcluded. Rides are sold exclu-eration park biz, another Tuesday event. Feature of the final day will be eration park men sounding off sively. In that way, Al explains, the other hand, if a housewife and mother is sold a kitchen gadget for a quarter, Al says the park op-(Continued on page 76) Colvin, Canandaigua, N. Y. Harold

ceived. The Harry J. Batt Award for outstanding promotion will be pre-sented Tuesday (28). Charles L. Beares Jr. is chairman of the pro-motions committee. "What's on View What's on

# 10% at Final Tally

Bargain Rates, Sunday Biz Aid As Spot Overcomes Early Drop

CRYSTAL BEACH, Ont., Nov. 4.—Bargain price promotions and the first Sunday operation in 60 years combined to help Crystal Beach Park here overcome a drop from the 1949 gross and move 10 per cent ahcad of last year for the final 1950 tally.

per cent ancad of tast year for the final 1950 tally. F. L. Hall, general manager, said that at one point the spot's business was off more than 25 per cent because of adverse weather. But Nickel Days and a change in Canadian law which per-mitted operations on Sundays, to-gether with a mid-season .change in weather, brought the grosses from behind and capped the sca-son with the increase. Despite the park's over-all gain, the steamer, Canadiana, which runs between here and Buffalo, as one of the main feeders for the park, carried 80,000 fewer passengers this season. Ralph Flanagan's orchestra set a

passengers this season. Ralph Flanagan's orchestra set a new record for a one-night stand at the park and other name bands did well. Huge ventilating fans in the ballroom were among the spot's 1950 improvements. Also new were two major rides, Moon Rocket and Rock-o-Plane, and two kiddie rides.

vill

screened-in separate table service section. All food and drink stands are to be modernized and a new shooting gallery is scheduled for next season. Topping the project list for '51 is construction of a new entrance to include two 40-foot towers of glass brick with neon lighting ef-fects. Large neon sign and flag poles will be atop the twin towers.

# **Atlantic City Autumn Biz** Ahead of 1949

ATLANTIC CITY, Nov. 4.— Despite a spell of bad weather during late September, fall busi-ness continued ahead of 1949 in this resort, with Indian summer bidding to keep the take high thru autump

this resort, with Indian summer bidding to keep the take high thru autumn. Frank Amstutz, executive direc-tor of the Chamber of Commerce and secretary of the Hotel Asso-ciation, said talks with Interests here indicated business was top-ping that of a year ago. A cool July threw biz off about 8 to 10 per cent, but September and Oc-tober figures were up the same amount, according to Amstutz. The convention schedule was heavy, and the majority of groups meet-ing here reported their registra-tions above expectations, he said. With an expected attendance above 30,000, 22 organizations will meet here this month. The big Thanksgiving holiday week-end also is expected to swell business.



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**High Quality** 

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# **New Beatty Finale** Set; Arcaris Subs

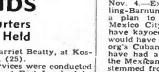
# Org Moves to Shreveport Quarters After Nov. 6 Shows; Funeral Held

KANSAS CITY, Nov. 4.—Orrin Davenport's Shrine Circus opened to fair business here Monday (30), and moved up to the full-house level for the children's matinee Tuesday (31). Advance sale for the indoor stand was off slightly from that of last year. Davenport and Ernie Young, Chicago, booked acts for the strong program. George Pughe handled advance promotion work.

#### Wichita Notes

Wichita Notes WiCHITA, Kan, Nov. 4. — Wichita troupers arc beginning the trek back home. Mike and Mary Demko have returned after a sea-son with the World of Pleasure Shows. Jack Harrison is home be-tween Hamid-Morton Circuis dates. West Bros.' Circuis opened No-vember 1 at Parsons, Kan Howard Suesz, of Clyde Bros.' Circuis, is having trappings made here for a new Liberty horse act being broken by Bert Pettis. The Max Craigs stopped here en route to the Blackwell, Okla, Fair and will be with West Bros. C. Cruthers will winter at Oklahoma City. Harry Martin and Bert Hurd,

will winter at Oklahoma City. Harry Martin and Bert Hurd, stagehands, were injured recently in a fall from a ladder and are being treated here. The Rudynoffs suffered a heart breaker at Toronto recently when their horse, Ahoma, died. A Palomino stallion that has been in training will be added to the aet. Helen and Jerry Hartley are working theaters in Southern Ar-kansas. Dr. and Mrs. E. L. Cooper and daughter, Sharon, attended the American Royal Horse Show in Kansas City. Mo. Icc Cycles of 1951 opened here November I and will be followed by the Orrin Dav-enport Shrine Circus November 6-12.



After Nov. 6 Shows; Funeral Held JACKSON, Miss., Nov. 4.—Clyde Beatty Circus will go into winter the final performances of the sea son Monday (6) at Monroe, La Meanwhile Joe Arcaris, animal trainer from Nashua, N. H., 'asa tec. Clyde Beatty has been out of the show since the death of his ADVANCE OFF Davenport's KCC Date Boows To Fair Biz

King Biz Okay In Tex. Towns

STAMFORD, Tex., Nov. 4. — King Bros' Circus played to a half-house matince and three-quarter night house here October 28. The sland followed Paducah, Tex., where the org scored a full night house and three-quarter matinee. Plainville, Tex. (26), duplicated the Paducah business. A leopard killed a bear cub in the show's menagerle at Plainview.

MILLER-BILLER CLASH

## CIRCUSES Communications to 188 W. Randolph St., Chicago 1, III,

CIRCO RINGLING IDEA FOLDS UP FAYETTEVILLE, N. C., Nov. 4.—Ex cs of the Ring-ling-Barnum circus pondered a plan to take a show to Mexico City this winter but have kayoed the idea. Set-up would have been similar to the org's Cuban show and would have had a close tie-in with the Mexican government. Idea stemmed from suggestion of a Mexican dignitary's wife, who caught the show in New York. A spokesman said this week that the Mexico Jaunt was no longer a possibility.

# Summer Policy Not Decided For Cole Show

Chi Bow Skedded: **Orman Heads Crew** At Peru Quarters

At Peru Quarters CHICAGO, Nov. 4.—No policies for Cole Bros' Circus, beyond plans for a spring opening af the Chicago Stadium, have been set yet, William Horstman, show exec, said here upon his return from Peru. Ind., quarters this week. Frank Orman is manager at Peru and has a staff of about 40, including L. M. Russell, treasurer: P. J. Jones, elephants; Milt- and John Herriott, horses, and Mr. and Mrs. Charley Lucky. Construction work at Peru is under way and more is planned but not yet con-tracted, Horstman said. Bookings for show acts are pending, but indoor dates have not been pushed, he said.

Louisiana Spots Proove Strong

For K-M; Opposition at Minden

COUSHATTA. La. Nov. 4.—Al G. Kelly & Miller Bros.' Circus topped off a week of good busi-ness, lot problems and opposition with a full house for the matinees only stand here Sunday (29). Opposition flared at Minden, La., 'Where Kelly-Miller played to a full matinee and straw night house three-quarter night house Satur-Biller played under auspices of the local fire department and dis-tributed rat sheets which "warned" Al Arcadia, La., Friday (27), Chrows day (28). Biller shows played to a fair matinee and three-quarter night house Satur-Biller played under auspices of the local fire department and dis-tributed rat sheets which "warned" Al Arcadia, La., Friday (27), Chrows played to a fair matinee and straw a Biller shows played to a fair matinee and straw three-quarter night house (24). The next day at thomer, La., also gave good busi-tributed rat sheets which "warned" Al Arcadia, La., Friday (27), Chrows played to a fair matinee and straw the local fire department and dis-tributed rat sheets which "warned" Al Arcadia, La., Friday (27), Chrows played to a fair matinee and straw the local fire department and dis-tributed rat sheets which "warned" Al Arcadia, La., Friday (27), Chrows played to a fair matinee and straw the local fire department and dis-tributed rat sheets which "warned" Al Arcadia, La., Friday (27), Chrometal and a fail house at Natchez, Chrometal and a fail fair a fail fair an

CIRCO RINGLING RINGLING PREPS FOR ARMY CROWDS Fayetteville Deal Promises Big Biz;

Norfolk Gives Straw, Full Houses

FAYETTEVILLE, N. C., Nov. 4. and on Friday (27), a half mati--Ringling Bros. and Barnum & nee and three-quarter night turn-Bailey Circus moved in here today out. for what promised to be a strong two-day stand, with a Fort Bragg two-day stand, with a Fort Bragg Lynchburg, Va., where the show army organization and the Cham-ber of Commerce buying all seats circus lot will be on the military reservation.

reservation. Anticipated big business here will follow other strong houses in this area. At Goldsboro. N. C. (31), the show played to two three-quarter houses, and at Rich-mond, Va. (26). Ringling drew a three-quarter matinee and a full night house.

Norfolk Winner Norfolk was a two-day winner, with a straw matinee Saturday (28) and a full house that night

Macon Moose Show Clicks

MACON, Ga., Nov. 4.—Macon's first large-scale indoor circuis, given as a free Halloween treat for children by the Moose Lodge, drew about 7,000 here Tuesday (31). Kid's admission was a pledge to refrain from Halloween vandalism and police reported damage at a new low.

damage at a new low. Talent on the three-hour bill in-cluded Chickie O'Donnell's Dogs, Harry Villeponteaux, Starlette Troupe, HI-Lo Merk and clowns, Jimmy Troy, Singer's Midgets, Rapp Troupe, Reckless Recklaws. Zoppe Troupe, the Kirk Adams ponies, O'Donnell Trio and Sensa-tional Ortons. Paul M. Conaway was general chairman.

NOVEMBER 11, 1950

out. Meanwhile, city officials at Lynchburg, Va., where the show played recently, said they were seeking the city tax money Ring-ling collected. The show-collected the levy in the belief that the lot was inside the city, it was reported, but discovered later the grounds were outside. The dity claimed the funds on ground that 'handling cir-cus traffic had cost it money. Ringling's hill car is scheduled

Ringling's bill car is scheduled to close this week-end (4-5) at Miami, where the clreus ends its season November 19.

NEW STAFF

# Gainesville **Skeds Nine** 1951 Stands

GAINESVILLE, Tex. Nov. 4.— Gainesville Community Circus will open its 1951 season here April 18, 19 and 20, and will play nine engagements. Roy A. Stamps, president, told the board of di-rectors at the annual budget meet-ing Thursday night (2). He also announced the signing of the first out-of-town contract by the Abilene. Tex., Junior Serv-ice League, which will sponsor a two-day appearance there May 11-12.

by the Abilene. Tex., Junior berv-ice League, which will sponsor a two-day appearance there May 11-12. The board approved purchase of two large vans to carry wardrobe, props and scats, and a jeep to be fitted with a stake driver, stake puller and canvas hoist. New uni-forms will be purchased for the band and rigging will be built for a double flying act. Stamps announced appointment of these department heads: C. B. Stringer and F. E. Schmitz, as-sistant general managers; J. B. Saylors, secretary-treasurer; Dr. A. A. Davenport, cquestrian di-rector; C. B. Stringer, assistant equestrian director; A. Morton Smith, program director; Emmett F. Curtis, legal adjuster; Roy P. Wilson, front door superintendent; Mrs. Rita Stamps, superintentdent of personnel; William Hill, musical director; Vern Brewer, general su-perintendent; Mrs. Hallie Hat-field and Mrs. W. W. Welborn, wardrobe mistresses; Dr. S. M. Yarbrough and Thelma Bowles, R. N. medical department; F. E. Schmitz, principal clown; Leon O'Neal, assistant principal clown; Paul McGehee, boss property mani A. B. Garvin, backyard superin-tendent; Foster Renfro, chief me-chanic; Henry Skaggs, boss hostler; Joe M. Leonard Sr., superintendent of thensportation; Cecil H. Tinsley, ticket superintendent, and C. C. Patterson, head usher.

# **Mills Scores** At Two Spots, **Blows Another**

GAFFNEY, S. C. Nov. 4.—Mills Bros.<sup>2</sup> Circus drew a straw night house and half matinee here Mon-day (30). At Gastonia, N. C., Sat-urday (28), the org played to two three-quarter houses under Ki-wanis auspices. Rock Hill, S. C., gave Mills a pair of half houses, explained by numerous conflict-ing events in the town on the show day (27). At Thomsville, N. C. (25), Mills blew both shows and moved to Mooresville because of a disagree-ment with auspices.

# **Biller Reports Brisk Gotham Advance Sale**

<text><text><text><text>

CLEMENS CATS TURN FLACKERS

TURN FLACKERS CINCINNATI, Nov. 4.— The roaring of 15 lions in surbur-ban Avondale Wednesday (1) night brought out police and photographers from two local papers who gave the beasts and their owner-trainer, Dick Clemens, generous publicity in the following day's editions. The cats, transported on a cage truek and trailer, sounded off when the caravan became stalled because of a broken truck axle. The vehicle was taken to a near-by garage for repairs. Clemens was en route from Columbus, O., to Atlanta for the Hamid-Morton Shrine Circus there.

**Davies Bows Indoor** Org; Tent Trek Rough

ROCKFORD. Ill. Nov. 4. — maining round end and a middle piece while sidewalling the other two rings. described as a hectic outdoor sea-woon of 26 weeks. Weather was the be said.

day (3) after what Ayres Davies described as a heetic outdoor sea son of 26 weeks. Weather was the worst of the show is three years, he said. The show lost two full days plus six half-days. At Medford, Wis. a storm ripped the front end of the top, and the same portion was demolished in a storm at Say-brock III. In let September. Thereafter, the show used the re-

## WILDCATS TO SUNSHINE Ameri-Congo Moves Fast To Flee 28-Day Dousing

CHILDERSBURG, Ala., Nov. 4. southeastward and saw light Howard Ingram, owner of the breaking thru the clouds. Esti-mating the brighter life to be in used the direct action approach to get out of the mud after his org with the show to head that way had sogged thru 28 consecutive souri. From Coster, Mo., he looked (Continued on page 59)

The Biller show played to a half and a full house at Natchez, Miss, October 23, and drew a near-blank matinee and half-house at night in Vicksburg, Miss. (24).

ATLANTA. Nov. 4.—A small-scale circus "war" has been going on in Louisiana between the Biller foos and AI G. Kelly-Miller Bros. thru the clouds. Esti-he ordered everyon show to head that way in an all-out safari for itendent Wingy Sanders. tendent Wingy Sanders ted to pick up instruc-he "first town across the (Continued on page 59)

THE BILLBOARD

ACTS WANTED

FOR MY 1951 FAIRS & CIRCUSES

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CIRCUS

ACTS WANTED WICHITA FALLS, TEX. DEC. 4, 5, 6, 7 MAKE BEST PRICE STAGE ACTS BOB MORTON PIEDMONT HOTEL ATLANTA, GEORGIA

59

# JUMP COSTS JEOPARDIZE **RAIL SHOWS**

#### **Carnivals** Amend Routes; Rates Up 72% Since 1947

• Continued from page 51

• 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 will reduce the size of its train next season, and all of them have given more careful attention to routing this season. Imperial Shows, which normally winters in the South, closed early and went into quarters at Des Moines to save the cost of long jumps south-ward. Presumably, it will open late than usual next season. The nine railroad carnIvals which travel in more than one State have formed the Railroad Show Owners Association with a view to seeking rate reductions. They have retained Herbert W. Byc, Chicago attorney, as secre-tary. The association has been atelefixing groups. Increases Since 1947 More of the increases in Falles

tary. The association has been active in hearings before regional inte-fixing groups. Increases Since 1947 Most of the increases in rates came since 1947. Actual amounts of increases and the effective dates varied from railroad to railroad. But in general, a 25 per cent in-crease went into effect in January, 1947. This boosted a \$1,000 move by sizes and the sample cast to \$1,562.50. In September and October, 1948, taking the sample cast to \$1,562.50. In September and October, 1948, the carriers added another 10 per cent, boost-ing the price to \$1,718.75. A federal transportation tax also must be paid by the shows. Wide variation prevails among railroads in arriving at the price tags they tie to show moves, ac-cording to showmen. While some lines assess rates directly from tariff tables, others frequently acharges for switching, extra scharges as low as possible, but others, in the eyes of certain rait sto show already high rates to even more lofty levels. Treased in about the same propor-tion as those for all shippers in-freesed in about the same propor-tion as those for all shippers in-freesed in about the same propor-tion as those for all shippers in-freesed in about the same propor-tion as those for all shippers in-freesed in about the same propor-tion as those for all shippers in-freesed in about the same propor-tion as those for all shippers in-free and that upped cogts, especially for labor, make the rates necessary. Showmen state that theirs is a special case, that un-the form of increased licket prices.

# Talent, Staff Set for Packs. Winter Dates

• Continued from page 51

Exhibit Reopens LyncHBURG, Va., Nov. 4.— Rex M. Ingham, animal dealer, returned to the store show geme with ingham's Wild Life Exhibit after a four-year absence from the road, with an opening here re-cently. Co-owners are Ingharn and Dr. George D. Barrett. Mrs. Fannle Ingham is cashier and M. S. (Sonny) Herris is unit man-ager. Outfit moves on two trucks. Visitors here included Soapy Austin, former tab comedian; John and Norman Roberson, black-face eomics; Gene Vaughn, straight man and producer, and Warren Buck, animal importer. • Continued from page 51 mar, juggling; Clyde Beatty ponies and elephants; June Cristiani, principal riding; Bobo Barnett and Company, miniature car; Beatty's high school horses, with John Cline; aerial ballet with LaLouise; Jack Meyand and Jeanette, Lott and Anders, unicyle juggling; Harold Voise and Freddle Valen-tine, flying acts; Beatty's Liberly horses; Antaleks, Davisos, perch acts; Morales's dogs; Beatty's pon-ies; Bob Barnett dogs; Five Mas-chinos, Seven Ortans and Seven Boginos, acros; Beatty's leiberly hots, Seven Ortans and Seven Boginos, acros; Beatty's elephants, with Dick Shipley; Huestreis and Skylarks, high acts, and Cristiani Family, bareback. Baton Rouge program will be made up largely of the New Or-lenda acts will replace the Cristiani acts.

acts.

acts. Clown alley at St. Louis will in-Clude Bill Bentlage, producing; Jackie LeClair, Augle Augestad, Hopp Green, Lew Hershey, Paul Raushe, Hal Griffin, Charlie Heb-port, Happy Kellams, Jack Harri-son, Brownie Gudath, Billy O'Dell Charles Ed Lewis, Karl Gebhart and Clowns for New Orleans and Bagonghi.

# **Dressing Room Gossip**

#### Clyde Bros.

Clyde pros. Our 5 semi-vans and 12 house trailers made the recent 250-mile run from Rockford, Ill., to Ot-tumwa, Ia., in good time. Howard W. Suesz Liberty hoises are now working in the show, under di-rection of Capt. Bert Pettus. Jimmy Colleanos' leg injury is im-proving rapidly and Gladys Gil-lem's hand is out of bandage and improving. Sugar Carlton has been on the sick list. Julie Vilfenave was selected to

Improving. Sugar Carlon has been on the sick list. Julie Villenave was selected to direct the ballet numbers, all new wardrobe being previewed last week in swinging ladders and cloud swing under her supervision. John Toy and the writer made three hospital shows in Rockford. Recent visitors were Freddie Wolfe; Mr. Albright, of the Jay Gould Circus; Roy Duke, agent for the Davles circus; Joe Mc-Mahon. advance agent for Hagen Bros. Circus; Jack Hagen, former agent of Clyde Bros.<sup>4</sup> Circus; Jack Crippen, elown: Laurence Cross, en route to his annual Santa Claus role in Des Moines.—FRANK CAIN. cain.

#### Biller Bros.

Sunday in Leesville, La., was the first Sunday we have worked since spring. Attendance was good. Grace McIntosh, injured while doepring. Attendance was good. Grace McIntosh, injured while do-ing the wire pumber, is again performing. Jerry Pressly fell in the same act, but kept on work-ing. Prince Ki-Gore was scratched by a lion. Being only a few miles-from the Kelly-Miller Clrcus, we had several visitors. Among them were Marvin Dean, Evelyn Rossi, Fred Logan, Red Rumbel, Charles Cuthbert, Tige Hale, Mr. and Mrs. Clarence Miller, Bille Burke, Cap-tain Pingtale, Tex Hoyes; Kelly, Obert and Dores Miller. Other vis-itors were Walter Jennier, Eddie Harris, James E. Douglas, Bozo Harrell, Lillian Avalon and Bill Biomberg. Pete Pierce and Com-pany is a new act in the big show. Rita Biller has returned to the org.—IRA GASKILL.

Jay Gould Yule

Parade, Circus To Run 28 Days

OTTAWA, Ill., Nov. 4.—Jay, Gould's Christimas parade and Santa Claus unit will open Thanks-giving Day (23) and make 28 one-day stands, Agent Elmer Brown reported this weck. Parade line-up will include Christimas floats plus cages, chariots and bandwagon used in the org's summer circus marches. A Christimas Circus will be staged on the streets after each parade. The Christimas unit is now being overhauled in quarters here.

Ingham Wild Life

Ameri-Congo

Continued from page 58

**Exhibit Reopens** 

#### Cole & Walters

Cole & Walters The best comedy act of the sea-son was furnished by Wayne New-man when ants got in his pants during the time he was swinging Phyllis Lee In her cloud swing. She fell out of the swing; no in-juries. Melvin and Brady, Tex, gave poor houses owing to polio scare, but San Saba gave us straw house. Rosa and Joe Wright and son Bijl Cole have left. A birthday was celebrated by Ted Godsell. Visitors were Mr. and Mrs. J. B. Redwine, Leland Antes Jr., Mr. and Mrs. Curley Bolton, Mrs. Gladys Wigland and Don Franklin. Mr. and Mrs. Ted Milligan and daughler, Pat, have joined to take charge of the Side Show. Mr. and Mrs. M. Staar also joined the kid show. Tom and Tiny Twist have re-turned with a new Ford station wagon instead of their bus. Aden Elmore, butcher, suffered head and face injuries when he fell on rocks. Dean Godsell left for home and school at Hankinson, N. D. Since the Joé Wrights have left, changes have been made in the ownert—Stanley, chimp of the Twists, also their bird act, and the writer on piano accordion. The Ted Milligans bought a make at New Braundels. — MILDNED

writer on piano accordion. The Ted Milligans bought a snake at New Braunfels. — MILDRED WELBES.

NATCHEZ. Miss., Nov. 4.—War-ren Bros.' Indoor Clreus, operated by Frank B. Hildebrand, of Bir-mingham and Mobile, Ala., played to two days of light business here recently, following à promotion campaign which created poor feeling in the town. Opposition with Biller Bros.' Circus also af-fected business. Staff of the show includes Hil-

Warren Tabs

**Light Gross** 

with Biller Bros.' Circus also af-fected business. Staff of the show includes Hil-debrand and Theo Berg, general agents; Janet Hildebrand, promo-tion director; Bob Norman and Ray Felix, advertising managers; Ray Parks and Frank DeRizkie, press and radio; Jack Parks and Ellen Barnes, tiekets; Omar Hill, props, and Hoskins Deterly, band. Talent line-up included De Riz-kie family; La Blonde Troupe (3), bar act: Bob and Betty Waters, wire and perch; De Wayne Troupe (4), teeterboard and trampoline; Harrison Duo, unicycle; Matt Laurish, ponies; Billy Irwin, table rock; Flying Valeslinos, high wire, and Snell Brothers and Chick Dale, clowns. Because of low ceiling in auditorium, the high wire act was given as a free attraction out-side. Show ran about 2 hours and 20 minutes. Sponeoring org here was the

Sponsoring org here was the Elks Club. The show also played Jackson, Miss., for the Junior Chamber of Commerce.

# **Under the Marguee**

C. E. Duble, Louisville, veteran circus musician and composer, au-thored an article on the old George W. Sipe Show for The Ko-komo (Ind.) Tribune of October 6. John Truss Jr. Odessa, November, Martin Abramson un-folds the story of the noted Circus neim on King Bros.<sup>4</sup> Circus. The pair met in the army during World War II. Al Alfredo re-newed acquaintances with friends on the Biller circus at Pascagoula, New York newsman and norm war II. . . Al Alfredo re-newed acquaintances with friends on the Biller circus at Pascagoula, Miss., recently.

High winds cause managers to blow their lops.

Karlo, clown, has started his Santa Claus work for Charles Seiberg. He will play at Santa Monica. Fresno, and Bakersfield, Callf., and then go to Los An-geles, where he will remain until December 24.

Attending the wedding and re-ception of Richard Lunsford and Beity Schroeder at the home of the bridegroom's parents in Green-castle. Ind., recently, were Mr. and Mrs. Frank Schroeder. parents of the bride; Dolores Schroeder. bride's sister; Verna O'Neill, Mr. and Mrs. Red Lunsford, Richard's parents; Harley and Lelis Mon-nett, James and Mabel Brothers and their daughter, Peggy, Newly-weds were the West Bros. and All-American circuses the past season.

Ballet gals don't make, a circus great but they make it look better.

Dick and Frances Soter are working fairs with their Wild Life Show. They were at the Pasdena. Tex., Fair recently.... Clyde (Duke) Patterson will pre-sent several clown numbers at the Christmas balloon parade at Nip-pert Stadium, Cincinnati, No-womber 19. pert Stad: vember 19.



Book. U.P.C. Tickets, Banners Birmingham and Gadeden

**BELL BROS.' CIRCUS** Hillman Hotel, Suite No. 200 Birmingham, Ala.

In a piece titled "Saints and Sinners" in Coronet magazine for November, Martin Abramson un-folds the story of the noted Circus Saints and Sinners Club Accord-ing to the writer, the organization was founded by F. Darius Ben-ham. New York newsman and publicist, in 1928. The need for a group to provide for the aged among circus folk came to Ben-ham when he met Jim Thomas. one of the last of the long-string drivers, who is still active at 83.

Invisible wounds are the kind that are left by a big show that covered a small one's paper.

The Wallendas will play Orrin Davenport's Wichita, Kan., Shrine show, November 6-12 and then move to St. Louis for Tom Packs's Firemen's Circus. The troupe will take part in firemen's publicity stunts prior to the latter opening. ... Terreil Jacobs, wild animal act remained in St. Louis when Cole Bros.' Circus moved to Peru, Ind., and railed to Kansas City, Mo., Friday (26) for the Orrin Davenport date there.

Flying LaForms, who recently concluded seven weeks of fairs in Texas, will open a nine weeks' run in and around New York, opening in December. . . . Lew A. (Bozo) Ward, who was with Hunt Bros.' Circus as producing clown, is playing night spots in Connecticut, New Jersey and New York. . . When the Kelly-Miller show played Benton, Ark. Thomas Arenz, vet trouper, visited Mr. and Mrs. Eddie Hendricks.

Clowns Roy Barrett, Earl Ship ley and Mickey McDonald con-fabbed in Chicago last week. Bar-rett has been made an honorary member of the Circus Clown Club. Ray Griffin recently pre-sented Barrett with a pair of (Continued on page 75) Ber 144

WANTED



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U.P.C.'s. Must be able to pro-duce. No drunks. Call, Write or

#### **KELLY & MORRIS CIRCUS** WANTS

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brosdway, New York 19. M. Y. CINCUS PHOTOS Write toda; for free lists Such shows an hissenbech Wallace. Cole 2013, Carridor Ringling Bargers and toon Parade 1911, Super Dolman & Blake, Norris & Rows. Cole Parade 1935, Sparks 1920 Parade 1911, Super Dolman & Blake, Norris & Rows. Cole Parade 1935, Sparks 1920 Parade 1911, Super Dolman & Blake, Norris & Rows. Cole Dolman & Blake, Solar & Solar Dolman & Blake, Norris & Rows. Cole Dolman & Rows. Cole Dolman & Blake, Norris & Row

Ground Act, With dollar these of more: Second Agent who will tack and lither young Promoter, no heat. Appearance and Wart robe eservital No writes If you drink, don't write. Open November 2010 and the HARRY SHELL



C. E. Duble advises from Louis-ville that he noticed in a recent issue the fact that "The Billboard March" was written by John Klohr over 25 years ago. He said that he played the number in 1903, 47 years ago, and that it is a great old standard march air. Duble was with circus bands for a quarter of a century, having joinêd his first one in 1909. . . . Al Osborn Sr., veteran circus trouper, is Ilving in retirement with his son in Louisville, where

# Alabama line," and Ingram jumped ahead for two weeks of wildcat-ting. In the ensuing race, Gen-eral Manager Clarence Auskings lost the show for two days.

The org opened in Moulton, Ala., and has enjoyed good weather and business since. Ingram figures Ala-bama is good for considerable more sunshine. When it gives out, he'll take the show to Florida.

## FAIRS-EXPOSITIONS to 188 W, Randolph St., Chie

NOVEMBER 11, 1950

# **Florida Annuals** Make Preparations For Big Winter Biz Tampa Embraces 15 Counties, Preps for Record Exhibition

 Preps for Record Exhibition

 TAMPA, Nov. 4.—Citing the harmer summer tourist scason and the entrent stepped-up business war. Florida fair execs this week spressed confidence that the transmoster of last year in at.

 The florida fair execs that the shaft in plans. Only one fair, forder ring the erction of one build shores.

 The Sorean War Also caused litt for the shaft in plans. Only one fair, forder ring the erction of one build shores.

 The Florida State Fair here is some expressed is on increase of two over the state's manager, pointed out. A mey state an increase of two over the skedded for January 22-bine last year's fair another horse the state of uldiging payllion will be the state of the counties exhibiting. This provide Market is charged to J. C. Huskisson, assistan investions are planned. The systemers and anger, pointed out. A mey state is the tever is histor.

 The Central Florida Exposition is steeded for Februes the the cevers is the skedded for January 22-bine the skedded for January 22-bine last sceard for the steeded for January 22-bine last sceard for January 22-bine January 22-bin

## Petersburg, Va., Plant Leases OK'd: Seeks 3-Year Pact

PETERSBURG, Va., Nov. 4.— Petersburg Fair here will continue to lease its present fairgrounds from the city as the result of a tentative agreement recently con-cluded bere.

A contract will be worked out later to replace the present lease which expires December 31. The fair association is seeking a three-year lease.









further information and booking WRITE

AUT SWENSON 903 ROANOKE AVENUE SPRINGFIELD 4, MISSOURI

At Anderson

ANDERSON, S. C., Nov. 4.—Gen-eral Manager I. V. Hulme termed the 30th annual Anderson Fair, concluded here October 28, the most successful ever staged. Ad-missions, paid and free, were es-timated at close to the 200,000 mark.

SOUTH BOSTON, Va., Nov.

Former Governor Todd, of Vir-

during which the United Nations flag was presented to the city and accepted by the mayor.

Nashua Stand Burns

FLORIDA EXPO

WINTER DATES

Pinellas County Fair, Largo, January 22-28. Florida State Fair, Tampa, January 31-February 10. Florida Citrus, Exposition, Winter Haven, February 12-17. Central Florida Exposition, Orlando, February 19-24.

the

## LONGER, 8-DAY RUN RE-SKEDDED BY CEDAR RAPIDS

CEDAR RAPIDS, Ia., Nov. 4.—The All-Iowa Fair here will return to an eight-day run next year, with dales of August 12-19, the board's ex-ecutive committee announced. The fair this year was pared to seven days with all exhibits on the grounds thruout the en-tire run. Next year annual will revert to the plan used in 1948 when the livestock show was divided into two sections, with dairy cattle and hogs shown the first four days and beef cattle and 4-H Club livestock the last four days.

# SHREVEPORT **GETS WEATHER**, **HUGE CROWDS**

#### **Royal American Up** 40% on Midway Over Rain-Hit '49

SHREVEPORT, La., Nov. 4.— The Louisiana State Fair, whacked by rain and cold a year ago, came up with nine days of almost per-fect weather and closed Sunday (29) after an estimated 500,000 had come thru its front gate. Final day's count was given to news-papers as 110,000 while Saturday's (28) crowd was estimated at 65,000.

Midway grosses by the Royal American Shows were up about 40 per cent from last year when weather kept crowds away. Grandstand night show, booked in thru Barnes-Carruthers Theatrical Enterprises, Chicago, was well re-ceived and pulled good crowds.

AMA-sponsored motorcyclists, Fred Belliveau, Baton Rouge, La, and Buld Moye, Beaumont, Tex., were slightly injured in the consola-tion event.

Big car auto races, staged by National Speedways, Inc., (Al Sweeney-Gaylord White) the first two days of the fair, were run to fair crowds.

## Alberta Annuals Seek Restoration Of Cut R.R. Rates

EDMONTON, Alta., Nov. 4.-Restoration of special railroad rates for livestock being shipped to fairs will be asked by Alberta fairs as the result of a recent 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 special 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.

# **Program Is Set** Wide Range of Subjects Scheduled; State Provincial Reps To Convene

**IAFE** Convention

State Provincial Keps 10 Convene CHICAGO, Nov, 4.—Spcakers at the 60th annual meeting of the International Association of Fairs and Expositions (IAFE) in the Hotel Sherman here November 27-gram. announced by Frank H. Regular IAFE sessions will be-gin Tuesday (26), with L. R. Huck-gin Aubert H. McElroy, Lloyd E. Cunningham, F. L. Hafner and Hubert W. Elliott skedded to spcak on special events. Harry J. Frost the taffer Ladies' Auxiliary, Mon-concession space, and Max Cohen tionship. That afternoon's session will be-tionship. That afternoon's session will be-tionship. Child Child Creal, Paul F. Jones, Thatod Creal, Paul F. Jones, Thomas H. McLedo, Carl Tyner, George Emmett, Jack Reynolds, Social annual meeting preliminary to Social activities will include the second annual luncheon meeting of men's banquet that night. Col DIEDS HEID

concession space, arrival rela-lionship. That afternoon's session will be devoted to grandstand shows and will include addresses by Hubert W. Elliott, James D. Friel, V. Ben Williams, Edward P. Green, Rob-crt G. Finkc, Gaylord While, Don R. Miller, L. Orville Miller, Harold Creal and Lloyd B. Cunningham. Final day's program will em-brace youth activities, women's departments, a griculturc mer-chandising and special features, Speaking on these subjects will be James Stewart, V. Ben Williams,

**Grossman Inks** W. Canadian B

MOOSE JAW, Sask., Nov. 4.— Grandstand attractions contract was again awarded to the Irving Grossman-Gus Sun Booking Agency, Des Moines, and dates were set for next year's Class "B" Circuit at a meeting of the Western Canada Fairs Association which ended here Tuesday (24). Dates set follow: Lethbridge, June 25 to 27; Weyburn, June 29 and 30; Estevan, July 2 and 3 Moose Jaw, July 4-7. Portage, La Prairie, July 9-11; Carman, July 12-14; Yorkton, July 16-18; Mel-fort, July 19-21; Lloydminster, July 23-25; Vermition, July 26-28; Vegreville, July 30-August 1; Red Deer, August 6-6; Prince Albert, August 9-11. Notes Trend

Inord, August 6-8; Prince Albert,
 August 9-11.
 Notes Trenil
 T. H. McLeod, Regina, Sask.,
 president of the Canadian Association of Exhibitions to become
 "year-round propositions," not just
 summer fairs. This had advantages, he said. There was more financial security because of more general revenue coming in, and greater efficiency because there were more permanent employees.
 A committee comprised of C. E. Parre, Lethbridge; John Wilson, of Carman; Roy Schultz of Weyburn, and E. P. Rea, of Estevan, was appointed to consider the possibility of two eircuits.
 President of the Western Canada Fairs Association is W. H. Wilkinson, Yorkton, and secretary is Keith Stewart, Portage La Prairie, Vice-presidents are J. G. Wilkinson, Carman, Man., and George-K. Ross, Lloydminster.

# SOLDIERS HELP **Gate Builds** To Top '49 At Augusta

Al Augusta Augusta, Ga., Nov. 4. — At-formance at the Augusta Exchange Club Fair, which shutters here to-niderably ahead of last year. Ideal army installations in the area were actors in building crowds. — The the most interesting fea-trans in the stands of dollars worth of RCA equipment. One unit made it possible for visitors and thousands of dollars presented and these proved popu-are. — The convenient In-fown loca-side ably fair of the asola were presented and these proved popu-and. The convenient In-fown loca-side for nearly all eity dwellers to reach the annual on foot. Schools elosed at noon on Children's days and the small fry were on the grounds within a half hour. — Heading up the sponsoring Ex-there Club fair committee this year were Glen Henderson, Sam McGuire, J. B. Fuqua and Ed

# Six Days Lost At Savannah

SAVANNAH, Ga., Nov. SAVANNAH, Ga., Nov. 4. With all of the originally sched-uled six days of its run rained out, the Coastal Empire Fair was extended a week at the Savannah Speedway. Fair, sponsored by the Exchange Club, ended Sunday (79)

Speedway. Fair, sponsored by the Exchange Club, ended Sunday (29). Weather was Lair and business good with the result that the spon-soring group bas an excellent chance of recouping its reported \$30,000 investment. Annual reopened Monday (23) after the grounds were given a chance to dry out Sunday (22). County and city employess pitched in over the week-end to get the grounds in shape. The rainfall Saturday (21) alone amounted to 1.18 inches. Despite the adversity, President Hunter Leaf said that the fair would be turned into an annual event. He said the patronage on clear days indicated a highly sue-cessful event when good condi-tions prevailed.

## PEORIA'S FIRST HITS A C-NOTE

PEORIA, III, Nov. 4.—De-spite four days and nights of rain, and cold weather on all seven days, the initial run of the Heart of Illinois Fair here. August 20-September 4, wound up with a net profit of slightly over \$100, L. R. Huckstead, executive secretary, an-nounced. Annual was the first here in 20 years.

# Western Fairs Assn. Fresno Meeting Plans Near Wind-Up

SACRAMENTO, Nov. 4.—Completion of plans for the 28th annual Western Fairs Association, Inc. (WFA), meeting to be held for the Hotel Californian. Altho the ontire days starting november 14, was awaiting final acceptance of engagements by three speakers. Louis S. Merrill, WFA general manager, said that the speakers. Louis S. Merrill, WFA general manager, said that the speakers, yet to be announced, are to address the Wednesday (15) breakfast meeting of State, county and district fair directors in the Hotel Californian and guests in the Hotel Californian allonon, and the Fresmo Distriet Fair's cafeteria. Registration of delegates is NASHUA, Ia., Nov. 4. — The grandstand and ticket office of the Big Four Fair here were de-stroyed in a recent fire when leaf bonfires got out of control and spread to the structure. The stand seated 2,000.

# **Marks Chalks** Up New High At Va. Fair

South Boston, Va., **Record Shattered** By Peak Turnout

SOUTH BOSTON, Va., Nov. 4.— With attendance at Halifax County Fair, October 16-21, reaching a rew high of 100,000, John H. Marks

new high of 100,000, John H. Marks Shows scored a record-breaking midway gross to top the mark they registered earlier in the season at Hickory, N. C. A single-day high was reached Thursday, when 27,000 were on the grounds. Midway take was boosted by a free-spending crowd. A second Children's Day was staged Friday, after the first one failed to handle the traffic. Shows played host to the underprivileged children of the county during the stand.

General Agent Allan A. Travers announced that the shows had been signed to repeat here next year, in addition to again playing fairs at Fredericksburg, Va., and Hick-ory, N. C.

**NSA Schedules** 

**Pre-Ball Events** 

## TOPS 50 IN '50 IN 50TH YEAR

JACKSONVILLE, Ill., Nov. 4.—In commemoration of its 50 ycars in the Ferris Wheel busi-ness, the Eli Bridge Company here set its sights on producing 50 units this season. This goal was topped by one, according to Ben O. Roodhouse, sales manager, who announced the firm had shipped out 51 new whicels during the recently closed season.

## **Kellie Grady** Dies in Ala.

FLORENCE, Ala., Nov. 4.—Kel-lie Grady, operator of the shows bearing his name, died in Eliza Coffee Memorial Hospital here October 29 after an illness of eight

October 29 after an illness of eight weeks. Survived by his widow, Fern, his parents, Mr. and Mrs. L. Wardae, Marate, Miami, three sisters, Lu-cille, Miami, and Mrs. C. R. Rogers and Mrs. Nolan Fowler, Birming-ham, and three brothers, Photus, Birmingham, and Tom and John, Miami. Services and burial in Florence

Services and burial in Florence October 31.

# CARNIVALS

THE BILLBOARD

# WOM SHUTTERS WITH 13 ANNUALS SIGNED FOR '51 All Fairs Played in 1950

## Award Bergen New Pacts

Award Bergen New Pacts Augusta, Ga., Nov. 4.—Frank Bergen's World of Mirth Shows will train from here to its Rich-mord, Va., winter quarters to-morrow night with 1951 midway contracts for each of the 13 an-nounced that all but two of the unit's still dates are definitely set for next year. Seldom, if ever, has a major formidable position. The astute Bergen, who took over the gen-six years ægo, from the beginning made it a practice to sign future pacts whenever possible while Bergen reasoned that what he had to offer was then available Bergen set was then available Mathematical and the future mathematical and the set of the set o

approached by several fair exces and that there is a possibility that he might add another annual to stretch out the season. He also said that a number of major changes are definitely slated for next season. These will be an-nounced as soon as all details are completed. Bergen said.

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completed, Hergen said. Bergen and Allen gave a lunch-con here Thursday (2) for the Exchange Club group, sponsors of the fair. Event, established by the World of Mirth, has turned into an annual affair.

Last week, with the ideal weather prevailing, the org racked up a big gross at the Anderson (S. C.) Fair. Anderson exects awarded the show the 1951 mid-way contract.

Bergen said the show train is scheduled to depart from here at 8 tomorrow night. A continua-tion of the clear, warm weather now, prevailing will make it pos-sible for all canvas to be packed in the best of condition.

the best of condition. Fairs set for 1951 include those at Presque Isle and Bangor, Me; Ottawa, Burlington and Rutland, Vt.: Brockton, Mass; Allentown, Pa.; Trenton, N. J.; Greensboro and Winston-Salem, N. C.; Colum-bia and Anderson, S. C., and Au-gusta, Ga.

# ELEMENTS, STRIKE HURT E. J. Casey '50 Biz Dips 28% As Result of Flood and Rain

WINNIPEC Nov 4-Harassed the Western Canadian Fairs

**Pre-Ball Events** New YORK, Nov, 4.—Meetings of the National Showmen's Associ-tion (NSA) have been scheduled for each Wednesday preceding the minual banquet and ball, which will be held November 22 in the Hotel Commodore. The meetings scheduled have been doubled to take care of the many details which annually precede the ban-quet, Ethel Weinberg, executive secretary announced. A special meeting pertaining to be 15. A regular meeting is scheduled for November 8. Me-morial services in the clubrooms and at the cemetery are set for November 19. Open house and president's party will be held Nov-enter 21.

Lose 21 Spots The 1950 scason started out with a strong route including 118 fairs and celebrations, but 21 of these were lost to floods in and around Winnipeg. Persistent rains fol-lowed, and the railroad strike, hit-ting at the height of the fair sea-son, forced the No. 1 unit to cancel its trip to the Atikokan iron mines and also shut off the flow of sup-plies to all three units. In addition to the bad luck ex-Lose 21 Spots

plies to all three units. In addition to the bad luck ex-perienced by the traveling units, the Casey-operated amusement park in near-by Lockport was struck by bigh winds August 6 and due to the inavailability of necessary supplies was forced to remain closed after only one month's operation. **Rebuild WO** First task of the staff upon reach

Rebuild WQ First task of the staff upon reach-ing quarters here was to clean up and rebuild the St. Mary's Road offices and working quarters which were partly flooded this spring. At the St. Annes, Road storage quar-ters, a new residence has been

created for the caretaker, and 40 loads of gravel were brought in to replace the driveways washed out by the high waters. The storage quarters had been under several feet of water and total loss amounted to \$3,000, which was covered by Insurance. During the spring inundation, shows' personnel served nearly 12,000 hot dogs per day along with to provide electrical power, and the trucks traveled thousands of miles hauling sandbags to the dan-ger areas. Two trucks are at pres-(Continued on page 63)

# Wagner, Hickey Into Mobile WQ's

Cavalcade Winds Up at Beaumont, Gem City Shutters at Biloxi

Gem City Shutters at Biloxi MOBILE, Ala., Nov. 4.—For the first time in history two camtvals will winter in Mobile County, with both Al Wagner's Cavalcade of Amusements and Tom Hickey's Gem City Shows installed at bases near-here. The Wagner org railed into its near-by Prichard base Monday (30) after its season finale at Beau-mont- Tex., where satisfactory grosses were racked up. Owner Wagner preceded the show in here Saturday (28) and on doctor's orders entered a local hospital for-two days. Gem City Shows wound up its season Monday (30) at Biloxi. Miss., and moved into its quarters at Theodre, 12 miles outside this city. Com Citys mid October Brich.

eity. Gem City's mid-October Prich-ard stand, under auspices of the Lions Club, dld not pan out as profitably as expected, but owner Hickey made many friends by en-tertaining a large group of crip-pled children from the Mobile In-

## **Rates Blue Grass** Tour "Gratifying"

PANAMA CITY, Fla., Nov. 4.— The Blue Grass Shows, bere this week with several additional stands before it closes at Marianna, Fla., has been getting "gratifying grosses," according to C. C. (Specs) Groscurth. Org will be overhauled and re-painted before it goes into its Owensboro, Ky., quarters, Gros-curth said. Recent visitors included Horace

Recent visitors included Horace Golden, Bernie Mendelson, Ned Torti, Bill Snyder, Floyd Sammon and Eddie Lewis.

LENNOX, S. D., Nov. 4.—Art B. Thomas Bombshell Shows will add six new kiddle rides to their 1951 Line-up to bring the total of office-owned rides to 16, Bernard Thomas, co-manager, announced at org's winter quarters here. Two-unit operation will continue next year, one with eight major rides and the other with six. Shows closed at Mitchell, S. D. Corn Palace and despite a bit of cold and rainy weather, the season ended on the right side. The two units, which opened the season May 22, traveled over 9,000 miles in lowa, Minnesota and the Da-kotas.

kotas.

Quarters work has been started. New show fronts are being built and all rides and rolling stock are being painted and overhauled.

being painted and overhauled. Mr. and Mrs. Art Thomas and Mr. and Mrs. Bernard Thomas will attend the Chicago outdoor convention, after which the Art Thomasse leave for their Long Beach, Calić, home and the Ber-nard Thomases return here to ar-range bookings for the running year.

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

**MOORE'S MODERN** 

ternational Exposition. Org, which will be out for an-other seven weeks, is nearing the end of a successful season finan-cially. Weather was with it, with only five nights lost to rain dur-ing the show's nine-month, 8,252 mile trek in Texas, Oklahoma, Mis-souri, 'Kansas, Arkansas and Nilhois souri, Illinois.

Illinois. Jimmy Baker's Snake Show made its debut at the recent Searcy, Ark, Fair and did excel-lent business. Jack Smith, George Isenhower and Bill Rease joined recently. Harvey Moore added a new train ride to his Kiddieland set-up for a total of five units.

# **Dyer's Greater**

LAREDO, Tex., Nov. 4.—Moore's John Morrison, Loray Hogan and Modern Shows will establish tem-lalvin Smith have purchased house porary winter quarters here this trailers, and Bruce Seitz, Harvey year instead of in Searcy, Ark, in order to be on hand for the February opening of the city's In-ternational Exposition. Ore, which will be out for an - Cars.

cars cars. Recent visitors included Jimmy and Grace Byers, Lucille Sutton Norwood, Pauline and Cotton El-lis, Bill and Fronie Career, Buddy and Lois Larsen, Marion and Alice Thompson and Bruce Barhum. Raydell Hollingsworth spent two weeks with the show.

# Hottle La., Finale

Okay; Org in Barn COVINGTON, La, Nov. 4.—Buff Hottle Shows wound up the season at the Sulphur (La.) Fair and, with the exception of a small unit which will remain out for a while, moved into winter quarters here. Excellent weather prevailed at all the Louisiana fairs played by the org and grosses were called satisfactory. Shows' 1950 tour also took it into Illinois, Missouri and Mississippi.

Brandon, Levitt Switch Shows As Gen. Agts.

LOS ANGELES, Nov. 4.—In a switch of general agents W. Lee Brandon returned to Crafts 20 Big Shows, Inc., from the California Shows and Ted Levitt became the g.a. of that organization.

g.a. of that organization. Brandon, who was general agent of the O. N. Craft's shows 10 years ago, resigned two years ago to join the Bob Schoonover California org. He succeeded Levitt, who moved over to the West Coast Shows but resigned a year ago to become associated with the Super-ior Shows. Before Superior opened, Levitt had resigned and became associated in another husiness. In becoming associated with

Support of the differenceSnaps Back After<br/>Poor Spring BizEARLE, Ark., Nov. 4.—After<br/>meager early-sceason grosses Dyer's<br/>Greater Shows ran into a series<br/>of healthy spots the past four<br/>months and will end its tour in a<br/>good position. Org is here this<br/>week.For the fifth straight year the<br/>hows will winter at west here this<br/>pose. Org is carrying 7 major rides.<br/>2 kiddle rides, 6 shows and 46 con-Content of the straight of the straight series<br/>of healthy spots the past four<br/>months and will end its tour in a<br/>good position. Org is here this<br/>bar examination and had<br/>pose. Org is carrying 7 major rides.<br/>2 kiddle rides, 6 shows and 46 con-Correct Straight of the straight series<br/>that builtone and provide and series<br/>to inde a Champaign, 12 haw firm.<br/>Org has signed nine new mem-<br/>pose. Org is carrying 7 major rides.<br/>2 kiddle rides, 6 shows and 46 con-Correct Straight and the first time.<br/>The show plant in the series<br/>to the series of the se

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CARNIVALS



#### CARNIVALS

THE BILLBOARD

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## 20TH CENTURY BALLYHOO BROS. Staff Posted (a la Emily) **GETS 25% HIKE** OVER '49 BIZ

## **Bolstered** Fair Route, Additional Rides Get Credit

KIGES GET Credit ELDORADO, Ark., Nov. 4.— The 20th Century Shows, owned and operated by Albert Martin and E. D. McCrary, wound up its sea-son at the Tallulah, La., Fair, and has established winter quarters at the fairgrounds here. Org's tour was rated "very satisfactory," by the co-owners, who said grosses topped '49 by approximately 25 per cent.

the co-owners, who said grosses topped '49 by approximately 25 per cent. Increased revenue was attrib-uted to the addition of three rides and a stronger list of fairs and still dates. Shows traveled 9,680 miles in Kansas, Arkansas, Oklahoma, Lou-isiana, Missouri, North and South Dakota and Minnesota and played 20 fairs. Closing fair at Tallulah came up with good biz and the org was re-signed for the '51 event. Exce staff remained the same thruout the season. In addition to Martin and McCrary, Mrs. Albert Martin was secretary; Mrs. E. D. McCrary, treasurer; E. K. Booth, business manager; Frank Gaskins, general agent; Goorge Gallo, spe-cial agent; Bill Clark, ehief elee-trician; Delmus Jester, assistant electrician; Fred Hamilton, chief mechanic, and R. Tandy, assistant mechanic.

# **RAS** Personnel Heads for Home As Org Closes

SHREVEPORT, La., Nov. 4.— Destinations of personnel on the Royal American Shows, which closed its '50 season at the State Fair of Louisiana here Sunday (29) were as follows:

#### Tampa

Tampa Erik Erikesn: Peteisi; Hall Mall, Pan-house: Blackis Mikhal, Merty-Go-Round; Charley Cohen kiddle suitos: Harry Walker, grab Joint; Frank Blubbiefield, kiddle conster; Tommy Thomas; Robert and Joy Brown, concession office; Mr. and Mrs. Leo Carroll. Moskey Show; Jamed (Murphy) concressions: Edward (Pop) Daily, tol super-intendent; Ivan and Lola Curten, head car-petfer and concessions: Robert Webber, Rollopians; Robert Wright, Octopus; Troy Shad Color Popie; twede Erickan, rides; Jack Study, Caterphilar; Harry Julias, Penny Arcade; Mr. and Mrs. Bam Gordon, con-cession manger. Mr. and Mrs. Charles Fogle. Mr. and



## For Winter Fair Meetings By Starr De Belle

By Starr De Belle RED SCHOOL, Ga., Nov. 4.—On starve this show in '51." At meetings always arrange to showman's conscience—not neces-sarily his custom. This year our staff will attend the fair meetings the refined and cultured. The staff is being groomed for the oc-casions. The boss issued books correct Behavior—not that he wants us to be bill and bland, but to be sauve and soothing to the to be casuve and soothing to the staff is out on that he wants us to be boily and bland, but ing about your last year's table. It comes under the heading of water over the lot. You also ladies at the annual ball. A danc-ing teacher arrived to break Agent Lem Trucklow from doing the Charleston and his press agent from the hoedown that includes grinds and bumps

grinds and bumps. An authority on eliquette, one of our better bedroom show talk-ers, who has lived on both sides of the main line, in show coaches and across the tracks, is sand-papering our rough edges. During his first refining period he ad-vised his scholars, "Altho you may be fired with ambition, the expert of the regalia company will sus-ped the holes in its rented tuxedos were made by cigarettes, and when dining with a guest, don't argue that the deuce-a-copy chef's beef entree is a 35-cent cookhouse beefstew." Beat Ilim to Punch

Beat Ilim to Punch We weren't interested in acquir-ing a broad-A, so we located an old-time canvas mushfaker who was hep to midwayttes' convention ethics. The dittybag awning re-pairer told us point-blank that he could simplify our courses by ewitching from etiquette to the fol-lowing rules:

lowing rules: Altho an agent is already checked into a cheaper hostelry, he should first come to the con-vention hotel in a eab and unload not less than 12 bags and two dogs which should be hustled into the lobby by two bellhops and a big "hurrah!" However, eating shoe-box lunches in the lobby is con-sidered unmannerly, as there is al-ways a bus station waiting room near by. It is unethical to ask a show-

near by. It is unethical to ask a show-man, "Did you have a good sea-con?" Instead, one should wait until the showman is thru bluster-ing at the desk at not being able to get a room, then let him jack-pot you at his own convenience. If one of your shows' agents re-signed to join another show, beat him to the punch by announcing it first with "That guy won't

Mrs Sam Delnner, Leon Claxton, Harlem ahow; Enri and Hazel Maddox, concessions; Mr. and Mrs. Eddle Huntef, concessions; Paul and Evelyn Klieder, concessions; Nat Solws; Bill Clain, concessions; Johnnie Johnson, fildfesticks; Mr, and Mrs. R. L. (Bob) Lohmar; Billy Cooper, popcorri Dickie Cooper, Midged Show, Mr, and Mrs. Preddle Cooper, concessions and Mrits emp: Joe Pendico, coekhouse, and Guy Osrdmer, office.

office. Fred Byrd, office: Walter DeCoyne, treas-urer: Peie Thompson, punks, and Heiter Thompson, Bonnie Baker Bhow; Peie De-Cisariwa, concessions; Tony WaddCil, con-cessions; Eddle Pilasimmona, concessions; Tex Moonyhan, mailman and The Billboard agral, and W. D. Buak, pie car.

sgent, and W. D. Bush, pie car, Minami Wenzel Ecline, Adventure - in - Space; George Gorwin, taiker on the Midget Show; William and Ann Thra, concessions; Bob Parker, diggers; Murray Cohen, jig show endy; Andy Markhann; Sam Brody, Baker show condy; Mush Wunder, Side Show taiker and wife, Jean, Girl Show; George Sich and Morris Dimberg; Provi Manaon; Max Schafter, derby, and wife, Patsy, Posing Show; Mattie Donehue, diggers; Gene Histchison, diggers; Lorows, Side Show.

#### Miscellancous

And a service of the service of the

ested, you can read his talk in the minutes. You have the privilege of beef-ing about your last year's table. However, nobody will be inter-ested. It comes under the heading of water over the lot. You also have the right to beef about your table not being in last year's photos of the banquet and how the loss of its publicity hurt your show in getting a good fair route. It is also permissible for your wife to horn in with, "I know at least 25 people who were in the picture, but didn't buy photos." When checking out don't beef about the heavy bill—maybe you checked in single.



MACON, Ga., Nov. 4.—Royal Exposition Shows, playing first Georgia State Colored Fair at Cen-tral City Park here, reports good grosses for first part of week.

Org is located inside mile-track somewhat like lay-out of the Cet-lin & Wilson Shows playing the regular State fair here two weeks

Show Owner J. P. Bolt was visited on opening night by Mrs. Myrtle McSpadden, one of the owners of the Lone Star Shows, playing a competitive colored fair across town.

across town. F. E. (Red) Kelley, legal ad-juster, and Splinter Royal, conces-sions operator, were visited by an old friend, Charles Drill, former carnival concession and ride op-erator who has been in business here for several years. Next week Drill will open one of the newest tourists courts in this section, lo-cated on U. S. Highway 80. Martin and Martin, featuring JayDec the Great, were added as a free act this week.

#### Lone Star Holds Over

MACON, Ga., Nov. 4. — Lone Star Shows, playing holdover en-gagement, found biz so good first half of week that they decided on another week or two on local lots.

Mrs. Myrtle McSpadden said org will move next week to Broad-way and Concord streets in South Macon, same lot where show opened the season last March.

opened the season last March. Grosses at present lot, a new one at Pio Nono and Dempsey ave-nues, are above expectations and almost on par with the previous week at the Catholic Playgrounds, Mrs. McSpadden said. Jimmy Troy, who works trapeze, Roman rings and slack wire, was added as a free act this week.

#### **Casey Biz Dips** • Continued from page 61

# ent working night and day on the government's multi-million-dollar flood-control program here.

Rides Indoors

Rides Inlocra Rides Indicors Work in the refurbished winter base is under way. Kilddie rides are being overhauled and will be set up in the Hudson's Bay store here for the Christmas holidays. Indoor units have been booked into the Winnipeg Auditorium for the season and will be managed by Jack Baillie and William (Bill) Sorochan. Present staff includes Art Curtis, shop foreman; Ronie Goodison and John (Geez) Bod-nar, asistants; Ray Jewsbury, truck driver; George and Richard Philippon, mechanics and ma-chinists, and Charlie Farrell in charge of the office. Mr. and Mrs. E. J. Casey will plane to the Chicago convention, while Bill Sorochan and Micky Perpeluk will drive.



Rides not contlictine. Motordrome, die Spow with own top, shows of all binds a Concessions. No writt or percentage, wire the week, Bromwick, Ga. BARNEY TASSELL UNIT SHOWS

STOCK TICKETS One Roli 8 1.50 Five Rolls	Gossip is like muddy water, Let it stand and it will settle in a hurry.	SPUCIAL PRINTED		
Ten Rolls 6.00 Fifty Rolls	Roll Machine Folded Reserved Seat	L 2,000		
Double Coupons Double Prices No C. O. D. Orders Size: Single Titt., 132	THE TOLEDO TICKET COMPANY	50,000		

CARNIVALS

# **Club** Activities

## Caràvans, Inc. P. O. Box 1902, Chicago

64

CHICAGO, Nov. 4 .- Extra plans and arrangements arc required to and arrangements are required to prepare for open house and in-skillation of officers. With Pres-ident Mae Oakes still out of town, an unscheduled meeting was held October 31 to meet these needs. Bessie Mossman, first vice-presi-dent, conducted the meeting. Also on the rostrom were Edna Sten-son and Pearl McGlynn, past presi-dents, serving as first and second vice-presidents respectively: Jo-sephine Glickman, third vice-pres-ldent; Irene Coffey, financial sec-retary, and Lillian Lawrence, treas-urer.

Correspondence was read from Agnes Barnes, Irene Coffer, Anna Graebert, Bess Hamld, Lillian Lawrence, Mac Oakes, and Ann Roth. Edna Stenson and Pearl McGlynn spent a day collecting rummage and will find a location for the sale to be held soon. Edith Sireibich reports the new by-laws will be received from the printer soon. Eva Lcroy read thank-you letters from Trixie Clark and Sophia Gleason. Clara Etta Bar-ker is in a Colorado Springs hos-pital. Sympathy-was extended to Anna Graebert, whose husband passed away following an opera-tion. Ann plans to undergo a cataract operation.

cataract operation. Daisy O'Donnell was proposed for membership by Eva Shine, Billie Billiken and Eva LeRoy were appointed to take charge of refreshments during open house and are asking for table donations. Veronica Potenza is chairman of entertainment for the installation. A generous cash donation will be sent to the American Hospital. Night's award, donated by Lil-lian Lawrence, went to Mae Tay-lor. Molite Foster, Madeline Ra-gan and Dorothy Blakely will be hostesses at the November 14 social.

#### Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 4.—In the ab-sence of Goldie Fisher, Jeanette Hart acting as president at the October 26 meeting. Verna Schantz substituted for Secretary Sally

Members received news that Marguerite Lohmar gave birth to an 8½-pound girl-October 25 in St. Anthony Hospital. Mrs. Ger-trude Donnelly gave a baby shower for Mrs. Lohmar October 29. Mrs. Lotis Francis and Mrs. Leva Vil-lios were reported Ill.

Three applicants were elected to membership, Mary Russo, spon-sored by Mrs. Verna Schanitz, and Arlene Sidenberg and Mrs. Mad-elyn Beckman, sponsored by Mrs. Minnie Quillian and Mrs. Rose Brown. Brown

Brown. Thank you cards were received from the husband of the late Honey Vaughn; the family of Sid Sidenberg, who passed away Oc-tober 18, and Mrs. Virdia Asch-enko. Letters were read from Mrs. Sally Prevost, who is still working the South; Mrs. Leva Vellios. who recently moved to Jonesboro, Ark., and Heart of America Show Women's Club, Kansas City, Mo. Mrs. Clara Campbell served buffet lunch.



ARCADE FOR SALE Piece, complete from from to back. We of Himm in Al condition. New We of Himm in Al condition. New We of Himm in Al condition. Tractor, All above has been stored a July. Must be seen to appreciate. Passon for selling, other show in-Himm require my personal altention. Him require my personal altention. Him Himm, 246, W. Grows S., Blue Milleonsider Ride or House Trailer rade.



# National Showmen's

Association 1564 Broadway, New York

1564 Brondway, New York NEW YORK, Nov. 4.—Banquet and year book meeting was held Wednesday (1), and the general chairman of the banquet commit-tee, Joseph A. McKee, gave his re-port on progress of preparations for the affair. President Jack J. Perry attended and presided at both the board of governors and regular gatherings. Those holding tickets and books

both the board of governors and regular gatherings. Those holding tickets and books for the awarding of the new car should send in their returns before Monday (20). On the sick list is Sidney Herbert, who will be dis-charged shortly from Union Hos-pital, Bronx, N. Y. William (Bibs) Malang was admitted to Veterans' Hospital, Augusta, Ga., but is ex-pected out soon. Generous contribution was re-ceived from Cetlin & Wilson Shows, representing proceeds from a recent jamboree. Membership applications have been received from Saul Muchnick and Lewis Myers, both sponsored by Irving Sherman. Recent visitors included Max Tubls, Louis Peregoff, H. W. Jones, Charles Buckbaum, Harry Welson, Jack Greenspoon and Larry Neumann. Congratulations to William Lish,

Congratulations to William Lish, who was recently married and is honeymooning in the South. Next regular meeting will be held Wednesday (8).

#### Arizona Showmen's Association

Arizona Hotel Bldg., Phoenix, Ariz

Arizona Hotel Bildz., Phoenix, Ariz. PHOENIX, Nov. 4.—Clubrooms have been reopened under direc-tion of custodian Hollywood Towers. P. W. Siebrand, co-owner, Siebrand Bros.' Circus and Carnival, arrived recently to pre-pare org's winter quarters. Larry Nolan, manager of shows bearing his name, Infos that he will keep his org out until mid-December. Don Hanna, treasurer, says re-sponse on donation books is good. Twelve gifts, donated by mcmbers, will be given away at the Decem-ber 5 meeting. Mrs. M. Stone again has been named banquet and ball committee chairman. Floyd King, Butch Cohn and Jean Allen visited the clubrooms when King Bros.' Circus played here. Ed and Sue Lundgren, owners, Midwest Shows, spent a few days here recently.

#### Lone Star Show Women's Club of Texas

Campbell Hotel. Dallas

Club of Lexas Gempbell Hinel. Dailas DALLAS, Nov. 4.—Club activi-ties have resumed following the summer lull, first function being a dinner 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, under the direction of Grace Tinder, and the activity has been profitable for the club. Improve-ments such as a steam table, floor furnaces and new lighting flxtures are to be added to the clubrooms. The October 18 club benefit show staged in the Diamond Gar-ter during the fair drew heavy at-tendance. Charlle Meeker intro-duced James Stewart, vice-presi-dent and general manager of the fair, who welcomed guests. Acts included talent from the Diamond Garter, midway acts and an or-chestra. Katie Little, Trixie Clark and Louis Zamolik won the draw-ings. Among guests were Ray Marsh Brydon, A. Koss, Jack Duf-field, Med Toril and Noble Fairly.

Greater Tampa Showmen's Assn. Tanipa, Fla.

Tanupa, Fia. TAMPA, Nov. 4. — Executive Secretary Gean derni announced that regular Saturday night parties would start again. Already plans have been made for the club's New Year's jubilec celebration and the annual banquet and ball dur-ing Florida State Fair week. Berni also announced that the men's bronze plaque—listing those who contributed at least \$100 to-ward financing construction of the clubhouse—had arrived from the manufacturer. The plaque carries the names of 102 contributors.

# **Tidwell Back** In Texas, Biz In West Okay

KILLEEN, Texi, Nov. 4.—T. J. Tidwell Shows, here this week, are nearing the season's end after a tour of Western States that proved not only profitable but was a semi-vacation for many of the org's personnel who visited the scenic spots, including Yellowstone Park.

personnel who visited the scenic spots, including Yellowstone Park. Gertle, the chimp, and Queenie, the elephant, have been featured attractions all year and are princi-pals in a daily parade which in-cludes the org's sound car. Line-up here includes 10 rides and 6 shows, which are moved on 21 trucks. A Little Dipper, added this summer, has proved a money-winner. Staff is unchanged, with T. J. Tidwell, secretary; B. B. Snow, general agent, and Mrs. Robert Decker and Mrs. Rex Sul-livan, front-gate tickets. Other personnel includes: **Ridee** 

Rides Rides Merry-Go-Round, A. Rall and C. Hall: Till-a-Whitt. Robert Smith: Octopus, James Oslihugh: Perris Wheel, Jimmit Dunn; Roll-a-Whitl. Ras: Kiddie Rides, Harold Keeran: Dipper, R. Barker, and Queenle, Red Killeen.

Shows Girl Show No. 1, Kitty McCanless; Girl Show No. 2, Milliully Tunnell: Stake Show Mattie lifesader; Funhouse, Mr. and Mrs. Bill Fisher. Concessions

Silm Anderson is manager of all office-owned concessions; Billie Burke and Boots Stokes, percentage; Herman Swarts, Res Suilvan, Ted Burke, Morgan Brantiy, Joe Kirk and Jack Knight.

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

At N. C. Date WASHINGTON, N. C., Nov, 4.---Week stand here under American legion auspices, ended last Satur-day (28), produced below-par business because of inclement weather. Tuesday night was lost entirely to rain. Two children's days, Thursday and night. Manager Rocco Masucci and the Legion members were hosts to one than 70 underprivileged children Wednesday. Johnny Cla-burri Joined here with three con-cessions, and Marty Smith came on with two. Both Albert (Dummy) Rivers and M. Prevost have closed with the show. Williamston, N. C., will be the last stand of the season next week before the show starts for quarters, will have charge of quarters, will have charge of quarters, will have charge of quarters, will have and prevend and re-main there until March. A skeleton rew will be kept at quarters until season. Line-up of rides next year will have have for shows the read and re-

start returbishing the org for next scason. Line-up of rides next year will include two Ferris Wheels. A new front gate entrance is planned, plus new light towers to augment the six already on the show. Leo and Mike and Ike Matina of the show's midget troupe will reside at winter quarters, where Leo will be chef and have charge of the commissary. Frankic Carleo will leave for his Burlington, N. C., home when the show closes, and Arthur Gib-son, chief electrician, will head for his Charlottesville, Va., resi-dence.

## **Drew Closes Okay Season**

CINCINNATI, Ga., Nov. 4.—Ex-cept where attendance was cur-tailed by rain, grosses outpaced 1949 figures at this year's fairs played by the James H. Drew Shows, while the over-all four was satisfactory, said Owner-Manager James H. Drew, Closing stand of the 28-week tour, in which the 28-week tour, in which the fair to Toccoa, Ga. During closing week Mr. and Mrs. Drew gave a barbecue for all personnel. The show has placed an order with the Allan Herschell Company for a new ride to be added next

**Dallas Concesh Head Broke** Into Showbiz as Ball Player

Gotting tired of the early-day movies, Fred went on the road as salesman for an automotive com-pany..

pany... His connection with State Fair of Texas began as a father-and-son beam. Fred Tennant Sr., the "grand old man" of the Dallas fair for more than a decade, had re-tired as an executive of Armour & Company and had been asked to accept the post of exhibits man-ager for the Texas Centennial and Pan-American expositions in Dal-las in 1936 and 1937. When the annual resumed operations in 1938, Tennant Sr. was put in charge of both exhibits and concessions and called on his son to help him. The two worked together from that point until the death of the eldor Tennant in 1949, with Fred Jr. in charge of concessions mainly. Now Fred is head man for con-His connection with State Fair of

charge of concessions mainly. Now Fred is head man for con-cessions, midway rides, shows and games, the grandstand, etc. In ad-dition to his duties connected di-rectly with the 16-day fair, he di-rects the summer midway opera-tion and concessions operations in the Cotton Bowl Stadium in foot-ball season.

His beason. Midway Ride Bis His permanent mid way of around 30 rides, 14 concession games and 15 or 20 food conces-sions is open from the first part of April thru late September. This year it opened April 8 and closed September 17, just in time to get ready for the fair. During the sum-mer he estimates that some 4,000,-000 persons visited the midway, including an estimated 76,000 June 19 (a Texas Negro holiday) and about 250,000 on five days of an ambitious July Fourth week-end, when three outstanding high acts and a Thearle-Duffield pyro dis-play was presented in the Cotton Bowl at a nominal charge.

Gentsch Pulls **Okay 11th Year** At Miss. Fair

At Miss. Fair MEADVILLE, Miss. Nov. 4.— Playing the Franklin County Fair here for the 11th straight year, the J. A. Gentsch Shows turned in satisfactory business. Moving out after the close of the event Sat-urday (28) the org plays Cleve-land, Miss., and then Winona, where it closes the season. Gentsch brought the show in Monday (23) and opened it two days before the 21st annual fair opened Wednesday (25). Monday night's business was light but Tuesday's was reported one of the biggest pre-annual dates in the decade the org has been here. Following the Winona date, Gentsch will send some of the equipment to Natchez, where win-ter quarters will also be main-tained. The show owner said that painting will be done in Winona with ride repairing being centered in Natchez because of the avail-ability of machine shops. To play the free fair here, Gentsch brought in 10 rides and about 45 concessions. Altho four to six shows are carried, they ware omilted from this date because of the lack of space.

to six shows are carried, they were omitted from this date because of the lack of space. Personnel of the show, in addi-tion to Gentsch, who is owner-manager, includes Date Curtis, as-sistant manager; Frank Owens, general agent; Lois Gentsch, sec-retary-treasurer; Frank Owens, billposter; Russell Cooper, ride superintendent and electrictan; Frank Crews and Louis Burke, mechanics, and Claude Gentsch, concession manager. Other personnel includes: L. J. Kelly, Ralph Hill, Charlie Schmidt, Mrs. W. J. Willimas, rides; Harry Newbury, cookhouse; Bruee Mc-Laughlin, diggers and concessions; L. K. Neill, concessions; Sammy O'Hara, photos, and Al Herrmann, concessions. Sport Matthews and his Aris-tocrats of the Air are featured as a free attraction.

During the summer midway op-eration, as well as during the fair, Termant works closely with such outdoor show business luminaries as Joe Murphy, Margaret Pugh (carrying on for Denny), Ed Meeks and Sammy Burt. Tennant bandles his big job

and Sammy Burt. Tennant handles his big job alone, whereas many fairs and amusement parks have three or four individuals for such super-visory work. The reason he is able to do this is due partly to his own infinite capacity for work (he loses 30 pounds regularly between March and November) and partly to the teamwork he gets from his associates, the concessionaires and ride operators on the midway. He evening definite comerching

associates, the concessionaires and ride operators on the midway. He exercises definite censorships over the selection of concession-aires, picks out the kind who can be depended on to deal fairly with the public, refuses to permit any who don't come up to standard. Most have worked on the midway or at the fair for from 5 to 30 years and "feel like part of the fair." Obviously everybody, who Fred thinks would make a good man for the fair, can't play is tho, the explains, "because there simply isn't enough space." He has appli-cations stacked up a foot high for concessions of various types and emphasizes that, while many would be welcome if there were room for them, the fair is loaded to the gills. "Fred hasn't missed a State Fair of Theres cince 1929

The guils. "Fred hasn't missed a State Fair of Texas since 1938, except for three war years when he was in the army and the fair was sus-pended. Fred was a master ser-geant and spent two years over-seas. He frequently met old circus and carnie buddies touring the USO circuit and helped set up shows for his unit.

and camle buddies touring the USO circuit and helped set up shows for his unit. Started Booking Policy Tennant started the fair's policy of booking outstanding free acts, sponsored by the Pepsi-Cola Com-pany during the summer midway operation and by the Magnolia Petroleum Company during the fair. Such high-powered sponsor-ship enables him to obtain top-notch bookings and the best talent available. As an ardent devotee of show business, Fred is frequently the most enthusiastic spectator for the free acts he books. Often he helps them obtain additional bookings following their stint on the sum-mer midway or at the fair. Fred even works during his in-frequent vacations. Last February in Florida he booked two portable cookhouses and the Loos Rios, Danish high act, for the fair. He's already started booking for the 1861 fair. Each year he makes a trip to the Chicago outdoor show-biz convention, but he knows his field so thoroly that he is able to do most of his actual booking by telephone. "The best acts all want to play Dalias anyway," he maintains. Last year he was hot to book Capt. Leo (Suicide) Simon, the fellow who climbs in a box and blows him-self up with dynamite, as an added astraction for the Joie Chitwood Thrill Show during the fair. Only by advertising in The Bilboard was he able to locate him. The Bilboard ad brought a response in short ordor. Newspapers still thought it was a publicity stunt but gave it play anyway. Simon proved to be a mild sensation. **Realizee Ambition** 

proved to be a mild sensation. Realizes Ambition Tennant feels he has realized his childhood ambition to be connected with show business "at fits best." State Fair of Texas with a 2,176,-519 attendance in 1950 far ex-ceeded any State or county fair or other annual exposition ever held in this country. Midway grosses were proportionately large. Fred feels that "the Dallas fair is to fairs what Ringling Bros. and Bar-num & Bailey is to circuses." He thinks the State Fair of Texas has shown a continued growth because: "The State Fair of Texas adopted a policy, years back, of giving the

O'Hara, photos, and Al Herrmann, concessions. Sport Matthews and his Aris-bocrats of the Air are featured as a free attraction. The State Fair of Texas adopted a policy, years back, of giving the people a show for their money, including free attractions which alone would be well worth the price of admission. "We protect our people. All our fames are merchandise wheels, the fair playing at 10 cents. This policy gives people confidence in the fair fulla Drew, secretary-treasurer, and Bill Hughes, concession man-ager.

65

2.40 Bas 3.00 Pas



THE BILLBOARD

#### MERCHANDISE

NOVEMBER 11, 1950





- 15 Et Rubber Cord
- Non-Glare Reflector
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ELECTRICIAN WITH OWN LIGHT PLANT for amail circus, teni show or amail earnival for 1951. Box 580, care Billboard, 54, Louis, Mo. noil

MISCELLANEOUS

THE COSMIC RAY HEALER KNOWN AS the Divine Healer or Holy Man, Prof. Erwin Spies, 202 Lyell, Rochester, N. Y.

MUSICIANS ALTO MAN, DOUBLING TENOR AND clarinet; draft exempt; territory bands seed not answer; pluy on cut or no notice band; transpose. Musician, Box 178, Ia-dustrial City, Mo. Phone 20309.

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STRING BASS AND TROMBONE MAN Steady work with reliable organisatio wire immediately. Bandleader, 301 Sou 45th, Lincoln, Neb. no TRUMPET MAN FOR STFADY, SALARIED commercial band localing Des Molnes, In-band Strate Cole, 1125 68th St., Des Molnes, Ia, Sole WANTED - ENPERIENCED PIANO AND lenor: must read; society-jazz location. Robby D'Rae, Whitney Hotel, Montgomery. Als. MERCHANDISE

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Remittance in full must accompany all ads for publication in this column. No charge accounts.

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69



11111 1111 \$2.65 Des. reat 1000 Plate 14-K GOLD PLATE BEAUTI-FUL \$4.50 DOZ vy Mounting — Hand Set. Cut Imported 1-Ct. Stone a Beauty. 877 PLES POSTPAID, \$1.00 h all C. O. D. orders. Your Business PROVIDENCE RING COMPANY VATCHES RECONDITIONED Elgin • Waltham • Bulova movements in new cases & dials NEW SWISS WATCHES ILLUSTRATED CATALOG ON REQUEST

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WELL IN A BOTTLE (2 or, pinch). Lettered to retail to 50r. Mail \$1.00 for samples with letter-head. NAUTICAL NUGGETS New York 1, N. Y

LADIES' FULL FASHIONED CINUINE 51-54 GAUCE DUPONI NYLONS, 84.50 Pine Quality Sample Order Al Sizes, new Fai Bhatch, Indivisuily Price rams from 84.30 to 318.58. Bend check or money order for quick Gellvsry. R & R MILL (Assents) 6928 Potemac St. Louis, Mo. (Phone: Hudson 3204)

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THE BILLBOARD

72



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 Billboard 12.11 2160 Patterson St. Cincinnati 22, Ohio Yes, I want to try the NEW Billboard on subscription at the Special Introductory HALF-PRICE rates . . . 8 IMPOR-TANT ISSUES ONLY \$1. Occupation or Businesa .....

# **Merchandise Topics**

#### New York:

New York: For 2 cents a card, Magie Race Company is selling a racing game Light the star on the racing card and away go the entries down the track. A classy Christmas stocking is being shown by George E. Mousley. The stocking has a wide ankle and toe for easy stuff-ing with gifts. White plush, two jingle bells and embossed Christ-mas wreath trim the red duvetyne stocking. The 50-cent seller can be personalized if desired. Loro-man Company has a magnetic bottle opener that's said to re-move bottle caps without injury to the cap grooves, thereby allow-ing to the cap grooves, thereby allow-ing them to be replaced on the bottles air tight—\$2 number. Another kitchen toof has been brought out for a dollar. It's a 5-inal can opener that's also re-ported to tighten eaps for canning. The five components in the item are a cap-turn, cap lift, bottle opener. pot scraper and can a popener.

opener. Pot scraper and can opener. For the auto accessory market, Uniproducts Corporation has an-nounced a Wyd-Vue auto mirror. The inside-the-car mirror cuts out the blind spots and offers full 160-degree rear vision. Complete with attachments, the long, thin mirror sells for about \$8:50. For cleaning the interior of autos, etc., Domar Sales has a miniature vacuum cleaner at \$3:98 retail. It's said to operate on the principle of the car windshield wiper and is reported easy to install. Sam-uel Gabriel Sons feature a new book for youngsters, "Flags of the United Nations." Each page of the \$1.50 item has a natjonal scene with a space left blank for the country's flag. The child pastes the accompanying colored flags to the page which also may be colored by the moppet. Tropi-cal Biological Supply has, key chains with real baby sea horses, starfish and erabs embedded in clear plastic flos.

<text><text><text><text><text><text><text>

are offered to quantity buyers by Hano Paper... Empire Products has an electric pants presser for \$2.25. The two nickel-plated sides follow the crease of the trousers. Also, it's claimed to be useful for pressing fies, skirts, lapels, etc... Selling for 15 cents, a magnetic toy offered by South River Metal Products. The top is accompanied by metal charms such as a star, aeroplane, fish and make. As the top is spun close to the charms, the magnetic ac-tion moves the shapes rapidly about the top.

#### Pittsburgh:

Pittsburgh:
 Milton D. Myer Company offers a metal Santa Claus and sleigh mechanical toy that runs around the floor plus bears that walk, shake their head. . Incrocei Novelties Company has a piggy bank that is in demand. It stands on four paws, has one ear straight, one cocked. Another small plg has a light in back. A third sits on haunches.
 Max Vanderveen. of Barker Greeting Card Company, offers a christmas greeting card that plays "Jingle Bells" or "Happy Birthday" when a crank is turned. . J. Spokane & Company, Inc., is offering miniature houses, horse, skylines, churches and reary A. Vinion Company has a napkin line in "Rudolph, the Red-Nosed Reindeer," wedding, Santa, cane, giraffe, "Lenjoy Yourself" and cowboys on horses lines. . United Merchandise Company hem for the lapel. Penn Sales Christmas tree fence that folds in the sections. . Mullen Bros, has a line of dolls which wholesale form \$4 a dozen to \$16 apiece. Lat-ler the "New Look" stands 30 ione of 50 numbers in dolls, in-cluding twins in blankets.



NOVEMBER 11, 1950 loaded with profits

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JOE END & COMPANY, Inc.

ALKER 5-8280

The hustlers are the fellow who have been looking for-ward to the next six weeks. SHEET WORKERS ... reported to have picked up a good portion of the spending money in sight at North Carolina State Fair, Raleigh, October 17-21, were Al Deleslie, Bob Lewiston and Jimmy Walls, Walls is Raleigh manager for Southern Farmer. There is always a big demand for good spots. There also is a heavy de-mand for good plichmen. BUDDIE LOVELL .... is reported to be getting some gee-dus working sheet around Macon, Ga.

A good and respected pitch is an asset that will bring cash into your pockets.

TOM O'CONNOR .... has been chalking up fair sales counts working paper in Georgia towns.

Pitchdom's definition of boomerang: To turn against those who have be-friended you in distress.

Remember, a summer bank-roll can always be converted into a winter one if it has not been too sensitive to warm, lazy days.

One stubborn little fact sometimes/ measures up to a whole bushel full of notions.

VAN HELMAN ... is reported to have worked nov-elty hats to good returns at the Marlboro Fair, Seat Pleasant, Md.



#### by Bill Baker -Kramer worked at Sgt. Frank Poulos' pitch store on Times Square. Doc Perry had his chain of pitch stores operating on Sixth THEY TELL US ..... that a number of old-time pitcher-oos of note are working as hanky-panks on the C. A. Stephens Shows/

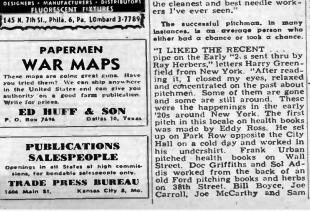
Avenue, where the Mighty Atom made his first pitch. Madaline Ragan made her pitch on sex books for Ike and Mike on 14th Street. Jack Dorsey, Bill Schultz and Doc Small pitched in a store on Eighth Small pitched in a store on Eighth Avenue and five pitch stores were operating to good business on the Boardwalk at Coney Island. I re-member seeing the following work-ing there: Louis Weitz, Jack Kahn, Sammy Friedman, Jerry Fran-cherine, Sallor Jim White, Bob Brann, Bill Vreeland, Frankie Brown, Jack Wilson, Dave Garb, Doc Reynolds, Murry Harlan, Larry Velour, Doc Andrews, Jack Dillion, Doc Williams, Harry Bal-kin and Doc Reid. And I always miss Doc Miller's weekly contribu-tion to the pipes column."

Many of those who spent so much time jackpot-cutting in hotel tobbies will beel about how tough the season was when they find themselves tapped out this winter.

"tapped out this white. THE BELTS ... Henry and Henrietta, are in Au-gusta, Ga., after working numerous Eastern fair dates, which, they re-port, all seemed a bit off from other years. They add that the weather in Georgia has been good but not good enough to help loosen up the natives' purse strings to any great extent. The Belts also report that Bert Glauner, old-time pitch ace, passed away recently in Veterans' Hospital, Dearborn, Mich. They had visited Bert about a week before his death.

HEAVY FAULKNER .... is reported to be reaping good re-turns working sheet down yonder. We wonder if the clothes offected by some pitchmen are the cause of the inception of Noise Abatement Week.

is reported to have worked nov-elty hats to good returns at the Marlboro Fair, Seat Pieasant, Md. "IT WON'T BE LONG ..." now until many knights of the tripes and keister return to their winter destinations, and New Or-leans, as always, will get its share of them," Dave Rose pens from the Crescent City. "Most of the fairs are over and Old Man Winter soon in make his annual appearance. I never wait around long enough many years since I last saw him. At present, conditions here arc mout as good as I thought they meas will pick up. There are cer-tain times of the year when tour-ists flock here by the thousands. On Thanksgiving Day the race to due tout I am certain busi-ness will pick up. There are con-tain times of the year when tour-ists flock here by the thousands. On Thanksgiving Day the race to due dot I am certain busi-meas of the year when tour-ists flock here by the thousands. On thanksgiving Day the race to due dot. Last year thousands will be all. Last year thousands will be out. Last year thousands they could be hought them were under the impression that the dog again. We must sell toys to the public to take home to their chil-dren that they can operate and will enought were clipped. Usually, a cou-ple of weeks before December 25 on canal Street, the main drag. Thus far, I haven't heard what the the pies column. On New Year's in an able to find out 11 in the pipes column. On New Year's in an able to find out 11 in the pipes column. On New Year's in the in the impression that is in the line of noise makers. Thous ar. I haven't heard what the forball game is staged and any-one on January it he Sugar Bowl one who desires to work can do yeader for that day. After that ithings get quiet around here for about a month. Then the Mardi Gras arrives and everyone makes a good piece of money. Why doesn't here y H. Varner pay us a visit?



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**NOVEMBER 11, 1950** 

THE BILLBOARD



THE BILLBOARD

## SALESBOARDS

**NOVEMBER 11, 1950** 



## BUY BY MAIL FACTORY WHOLESALF PRICES No lob Lots of Claire Outh REE JAY SALESBOARDS UNIVERSAL, JAR-0-DO UNIVERSAL, JAR-0-DO AR DEALS-PAD DEALS W B-LUCKY SEVEN MATCH PAKS WRITE, PHONE or COME IN. WRITE FOR CIRCULAR

CAROL SALES CO. E. Market St. Elmira, N

**Salesboard Sidelights** 

Bernard Kite, manager of the Bee-Jay-Universal Chicago branch office and supply depot, is all en-thused over the new twin bingo ine just put out by Joseph Berkor-the new Basketball Bingo, a dle-cut card, and the four-color Foot-ball Bingo. Both are garnering good operator response, Bernie says. He's also cheering the new line of 14 salesboards to be put out by Bee-Jay Products, Chl-cago. It's a new presentation of novelty boards, according to Kite, with the first of the numbers due for release last week. Joust back from a one-week tour thru In-for nelase last week. Joust back from a one-week tour thru In-sistants. H. M. Shoemsker. Muncie Nov-Bernard Kite, manager of the prime product, paper, Sam says

sistants. H. M. Shoemaker. Muncie Nov-elly Company, Inc., Muncie, Ind., reports the recent price increase on firm's lines of tickets and vari-ous deals has been well received, proof being in the steady high level of orders. Company con-tinues to work its staff overtime to keep up with demand.... Irv and Fred Webb, Webb Dis-tributing Company, Chicago, con-tinue to put in cheerful comments on the acceptance of their initial offerIng, the Television Punch-board deal.

SALESBOARDS Statement Ford Solou S 45 Statement S

ago. Partners J. M. Trotter and H. K. Cade say the triple line of boards, tickets and premiums are "going great guns," but that the policy of "same day shipment of orders" continues in spite of the greater over-all volume of activ-ity.

#### Oceanside Kiddie Continued from page 57

erator can count on most of the fee being lost to him. For one thing, the cost of the merchandise is in-volved as the commission or sali-ary that goes to the seller. Park is open from 10 a.m. to 10 p.m. daily during the season and on week-ends as long as the weather is favorable. Peak opera-tion is on week-ends.

South Bend, Ind., is another firm to announce overtime employ-ment of its workers to keep up with the new trend in buying. Roy Gelentine states firm's staff is busy working "night and day" to supply cnough Blackhawk boards and jar deals. Nate Rake, of Rake Coin Ma-chine Exchange, Philadelphia, is supervising a crew of carpenters running the full length of the company building. Balcony will be used as display area for Rake's expanding line of salesboards and premiums. T & C Sales Company, Jackson-ville, III, does a repeat on its good business report of several weeks

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Armussement Co., 300 Weat 31, Unit 5, Still-water, D&La. USED 10, POP CORN SEC. Gavlord, Just off Location, 200 S. Alies in the second FOR SALE-100 NORTHWESTERN #33 IF Gun Bail vendors, 44 sech 100 Silved Wilcor Universal Deluxes De Built Vendors, nine months old, 85 cach, all machines are inter months old, 85 cach, all second second inter months old, 85 cach, all second second inter the second second second second inter the second second second second rews 1 Fund Society, 116 cach in the second second second second second second mills fewel Bells, 25 or 25, 8180 i 1 Jen-mide Miller Novel, 26, 200 Soci Nith Nink-La Fayette, Ead.

Biode surver service but Chief 5r, life new.
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 FOR SALE-ONE 1949 DELUXE PHOTO-matic Picture Machine with 25r coin chuies, used one week; cost 1,503 dollars; lars. Occol Guy, Crystal Springer, Mias.
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 S20,503 also Low Dials 353 Soci in first class condition; these Ten Strikes will make sames: why not try a few? We need the population of the strikes will make foor models, 545 each; Mercury Athletic Deluxe Counter Grips, 12 each. Alt. Alt. Counter Grips, 12 each. Alt. Alt. Alt. MERCURY ATTILATION SCALES. DELUXE Thoor models, 545 each; Mercury Athletic Deluxe Counter Grips, 12 each. Alt. Ter-ony limited monty-back substantice; hurty, afree Garland Asc. Deluxe Control 13, Mich. and 1
 MILLS AUTOMATIC FOUNTAINS, ALL ON informatic the Art. Pictor Artz.

Tell, Tueson, Artz wonnic, 2023 N. Camp-Rowe CitCARETTE MACLINESS – PinsT Rower allocation and the second second overhauled standard or quarter cyclor; 10 col. Royais with 2 king size col. 800; 6 col. Royais with 2 king size col. 800; 6 col. Royais, 250; 150; 6 col. Royais, 250; 15; deposit, Walters Yendia, Cold Cromoond Rd., Peckskill, Y. Y.

N. Y. SILVER RULLETS. LIKE' NEW. \$100; Geneo Shufile League, \$55; ABT 1; Gun. A-1, \$30; Ualled Supper Shuffle, \$55, AGE Amusement, 27 Stroud St., Willmington, Det

SIEUPst nucleurs and start is Camp A. 200, Unified Suppor Shuffle, 895, Ace A. 200, Unified Suppor Shuffle, 895, Ace Amussmeni, 27 Stroud St., Wilmington, Del. TWENTY YU-CHIU PENNY RALL GUM Machines, Inckel plated base, 86 costh, per-tect shares, 120 Columbus Penny Peanut Venutus Machines, 84 cosch, mory exira Division St., Troy R. 2 each; two Lucky Hop Peanul Mechines, Three Ball Gum Machines, 815; Jergens Lotions, Uneeds Clear Machines, 815; Jergens Lotions, 1, 5750 cosch, all Cos. Aceo Parts Suppir, Biol Lockneed, Blouston, Texas.

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## COIN MACHINES

THE BILLBOARD

## **BALLY INTROS HOOK-BOWLER** SHUFFLE GAME

#### **Permits Players** To Make Straight Or Hooked Shots

Or Hooked Shots CHICAGO, Nov. 4.—A shuffle same designed to catch the realism of regulation bowling has been placed in production at the Bally Manufacturing Company plant. Called Hook-Bowler, the game beermits players to shoot hook as well as straight shots. — Designed with a 9½-foot play-mically reset after each frame-and uses a standard shuffle-bowl-ing puck as its center of activity. A feature of the game is the hook-hook-lane at a certain speed, puck hook-lane at a certain speed, puck the book action tho puck must be shot a certain speed for desired und of a citled magnet causes the book action tho puck must be shot a certain speed for desired and shot action tho shot must be shot a certain speed for desired and shot action the shother fearesults.

results. Power-rebound is another fea-ture of Hook-Bowler. With this Bally innovation even the pucks shot at slow speed rebound for the succeeding play. Power-re-f(Continued on page 95)

## **ASLI Staffers Ink Shufflers** At Quick Pace

UNION CITY, N. J., Nov. 4. — Despite unseasonable warm weath-er, the registration flow thru Amer-ican Shuffleboard Leagues, Inc. (ASLI), headquarters here is pro-coding at a rate that should en-able the organization to reach its goal of 30.000 player members be-fore the December 20 deadline, Peter Olmsted, executive director, predicted this week. "We have been receiving an av-erage of about two complete league composed of from 6 to 14 teams and each team comprising 6 to 20 play-ers, he said the ASLI office has been processing about 20 teams a day, or about 200 tadividual mem-bers. The rate is expected to double

SERVICE TIPS ON NEW GAME

CHICAGO, Nov. 4.—With the installation of a new blue-print machine, Universal In-dustries now offers a service feature for operators which will describe the best methods of trouble shooting when making service calls on new games.

Designed mainly for speedy blueprinting of schematics for games, the machine also can duplicate printed matter. The device not only reprints but is equipped for high speed drying. Un'versal, beginning with its new High Score Bowler, is issuing a four-page manual called Service Hints machine.

RE NEW BILLBOARD

Kind Words

From Some

**Good Friends** 

## STRONG; PREP FOR XMAS Distribs Expand Personnel, Space To Handle Lines; Availability OK

Stock a Problem Offering one of the major prob-

To Handle Lines; Availability OK CHICAGO, Nov. 4.—While the con machine field in general was reflecting current conditions, the premium phase of the industry was going ahea. full-steam, and distribs in this area reported they were now prepping for the Christ-mas season by adding heavily to their stocks. For the next month or so, firms will concentrate on gift litems which ops can, in turn, be offered as yule giveaways for in the process of weeding out it may be to ofter opp-sounder advice on purchases than may appendent the past few Stock & Problem Other works and the past few Stock & Problem Other works and the past few of the past for opp-sounder advice on purchases than and past the past few of the past for opp-sounder advice on purchases than and past the past few of the past for opp-sounder advice on purchases than and past the past few of the past for opp-sounder advice on purchases than the process of weeding out items which have flopped as play the process. For the past few sounder advice on purchases than may past the past few sounder advice on purchases than the past few oblaw to prote opp-sounder advice on purchases than the past few oblaw to prote opp-sounder advice on purchases than the past few oblaw to prote opp-sounder advice on purchase that the past few oblaw to prote opp-sounder advice on purchases than the past few oblaw to prote opp-sounder advice on purchases than the past few oblaw to prote opp-sounder advice on purchases than the past few oblaw to prote opp-sounder advice on purchases than the past few oblaw to prote opp-sounder advice on purchases than the past few oblaw to prote the past few oblaw to prote opp-the past few oblaw to prote opp-the past few oblaw to prote opp-the past few opp-there the past few opp-the past few opp-there the

PREMIUM BIZ CONTINUES

Firms Optimistic Generally speaking, distribs have been outspoken in recent weeks on the important role their

## To Hilite CM

ST. JOHN, N. B., Nov. 4. — It has been proposed that a coin ma-chine arcade be established on a new steamer which will ferry be-tween Nova Scotia and Malne to provide diversion for passengers during the three and a half hour trip. The Nova Scotia and Ca-nadian governments are to finance the steamer construction at a cost of about \$3,000,000. It will carry 1,000 passengers .d 200 ears. The ferry is to make a round trip daily between Yarmouth, N. S., and Ear Harbor, Me.

## Nova Scotia **Churches** To **Push Shuffle**

DARTMOUTH, N. S., Nov. 4.— Church congregations in this com-munity of 13,000 have started a shuffleboard, program designed to provide recreation thru the long winter months. From present in-dications, all churches here, as well as many in Halifax, across the river, have formed shuffle-board teams and shortly will have leagues in operation.

board teams and shortly will have leagues in operation. The first Dartmouth church to put in shuffleboard is Grace An-glican Church, where boards have been laid out in the parish recre-ational center. The sponsor is the men's club of this congregation, altho the pla; has not bern lim-ited to males. Girls and women have joined the men and boys in the game. The aim now is to de-velop talent that can represent this church in competition with other churches of Dartmouth and vi-cinity.

cinity. The second church introduce (Continued on page 95)

## \$50 Mil Govt. Airport Prgm. To Hypo Biz

players who knock out all pins with a minimum number of shots. Built with a 9-foot playfield, approximately a minute to play holes and player designation lights on the fore port of table as well ins on backglass. Its mechanism thru a door at the rear of the backboard. By Incentive Scoring on the game has been get 100 points by knocking out all 15 pins with a single shot, 70 mod 30 for doing on the fourth or intaking all pins with the fourth of making all pins with the fourth of making all pins with the fourth if or the frame. There are 10 frames to a game. Maximum score is (Continued on page 95)

# boog of the publication in the new format reached new Sound in the demand of or mark of the set of CM Biz Pendulum

## Austrian Designer Comes **Out With New Equipment**

# The fact been receiving an available to four league registrations a day since mid-September, we have been comprised to first and a restrictions. I. Benkoc-has recently divides has been processing about 20 teams and the ASLI office has been processing about 20 teams and the completed three between London and Vienna-has recently completed three wattomatic merchandism matchines and a target pistol. Benkoe's venders include a curp Works, Vienna, where Benkoe is and inclusion page 93)

CHICAGO, Nov. 4.—Proof of the enginering advances made by the foin machine industry in the past few years is pointed out practically tevery week by equipment un ier scrutiny at Underwriters' Labora-tories (UL) testing stations in Chi-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 its services. **ZacharyNamed** Sales Manager CHICAGO, Nov. 4.—Seymour

CHICAGO, Nov. 4.—Seymour Golden, president of the Colm Ma-chine Service Company, this week announced the appointment of Geraid Zachary as sales manager of the firm. Zachary has been associated with premium and nov-elty firms for many years, Golden stated. At the same time it was an-nounced that Colm Machine Serv-ice has been named exclusive dis-tributor for the Bubble-Garden imp products for the colm ma-chine trade. Firm makes lamps which can be used by operators as premiums.

### **Units Get Big** Play at Port In Maritimes

In Maritimes ST. JOHN, N. B., Nov. 4.—Re-opening of winter port traffic at the docks of St. John and Hali-fax is bringing increased receipts for coin machines of all kinds at both centers. The advance guard of the winter season has started at both ports, but the heavy business will not develop until late Novem-ber. It will prevail until next April. Crews of steamers using the two Atlantic ports are con-sistent patrons of the coin ma-chines and arcades. Because of the large number of seamen from England. Wales, Scotland and Ire-land, there has been a penetration of British records in the juke boxes, or at least U. S. and Ca-nadian-made records with British talent. Representatives of a melting pot of marking favor unballs

**High Scoring** Shuffle Game At Universal

supply.

in such locations. The trend toward larger military forces to date has been on a graduated basis. Bu' this growing number of new 'tops has had a stimulating effect because business has been at a low ebb. Part of the reason is that operators wish to build up their inventories of new and late-model used equip-ment in case key materlais needed for their maufacture get in short supply.

Plants Hum

(Continued on page 93)

CHICAGO, Nov. 4.—High Score Bowler, Universal Industries' new shuffle rebound game for one or two players is now being delivered, Vice-President Bill Ryan an-nounced this week. A new de-parture in bowling games, High Score Bowler has 15 disappearing pins and offers extra points to players who knock out all pins with a minimum number of shots. Built with a 9-foot playfield,

(Continued on page 93)

Still another eason leading to the growing demand for coin ma-

## MUSIC MACHINES

MOA EXEC SESSION OKAYS **'51 CONVENTION IN CHI** 

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

**3 House Tunes Build** 

**Off-Season Grosses** 

ARA DEED & AME

THE BILLBOARD

CHICAGO, Nov. 4.—Twenty-four members of the Pusic Opera-tors of America (MOA) executive board met at the Palmer House here Monday, Tuesday and Wednesday, and before adjourn-ing, fiad laid the ground work for the second annual MOA conven-tion and Exhibit to be held at the executive committee, and agreed public relations and to effect closer

clave. Air legislation On the legislative front, com-mittee members agreed that MOA should and would continue to com-bat legislation which would repeal that part of the copyright law which now exempts juke boxes from payment of performance fees. Too, it was agreed that the na-tional org would join forces with other branches of the coin machine field to strengthen the industry's position. Sidney H. Levine, na-tional counsel for MOA, was on hand to advise the meeting on leg-islative activities undertaken by the organization in recent months. Incorporate Committee

#### Incorporate Committee

A move to incorporate the exec-utive board at the last convention, utive board at the last convention, which was dropped temporarily so that it could be given further study, was brought to a conclusion this week when the committee ap-proved such a move. Prior to the final session Wednesday afternoon, officers of (Continued on page 80)

**Juke Orgs Plan** 

To Step Up PR

Local Programs Many Associations Already Underway With Local Drives

## PANAMA CITY, Fla., Nov. 4.— Contrary to the opinion of many operators who believe that "put-ting the bartender's favorites" on the phonograph is a mistake, Rob-ert L. Johnson, Panama City Music Company, feels the major portion of his off-season profits are due **AMOA** Shindig

Attracts 600

the box" at every change.

to "putting three house records on

the box" at every change. Johnson, who took over Panama City Music Company two years ago and transformed it from a sheet music house into a phonograph and vending machine center, oper-ates 140 phonographs and 100 pin-ball machines, thru the Northwest Florida Gulf Coast resort area. His heavy collection season, of course, is from May 1 until the end of August, when something like 75,000 tourists flock to the area.

Off-Season Play

AIII OLD UUU NEW YORK, Nov, 4. — Auto-matic Music Operator's Associa-of service to the automatic phono-graph industry here Saturday (28) with almost 600 well-wishers crowded into the Waldorf-Astoria's Starlight Roof. As has become the custom, no speeches the evoluse on every machine, whether it is a 100-record or 24-record model, to "the house." "We here note and the evening af-fair was given over to dinner. Operators were joined by equip-(Continued on page 81) Off-Season Piay After September 1, however, in-stead of accepting the usual slump in sales, Johnson begins going after the "house owner." It is an auto-matic rule with the firm to allot on ot even care whether the pub-lic likes the number which the lo-net owner chooses," Johnson said. "We have found that thru putting on the owner's favorites, he is likely to spend a lot of his (Continued on page 81)

With Local Drives CHICAGO, Nov. 4.—Stepped-up public relations, to build the music machine operator and his product good will, will start at the local association level within the next few weeks, it was learned here from city. State and regional org heads who attended the Music Op-erators of America (MOA) execu-tive committee three-day session at the Palmer House (November 30-December 1). While members of the committee officially agreed to foster a pro-gram of improved public relations during the over-all conclave (see seperate story), it was found that many of the local orgs have either already instituted their own pro-grams, or have planned such a move for the near future. Denver Activity

#### Denver Activity

Denver Activity One of the new State orgs, the Colorado Music Operators' Associ-ation, formed only a few months ago, has already started a drive to gain favor with the public. Sparking the program is Wolf Roberts, who was unanimously elected to head the group, and (Continued on page 80)

RELIGIOUS DISKS. . . Op-erators can get extra plays with religious records reports John P. Scott, Meigs Music Company, Pomeroy, O. Scott says religious Pomeroy, O. Scott says religious request 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 records in his area have been your own choice. It further made a hit with the juke patrons. Scott believes operators, by care-fully selecting steveral such disks and placing them in their boxes, will find their grosses on the in-crease.

FOLLOW REQUESTS.... There is varied thinking on the subject of request numbers, but the Gil-bert Music Company. Detroit, has definite ideas on the subject. Firm

on a firmer pusiness pasis. TOO LITTLE TOO LATE.... Once again the subject of dis-tribution comes up, this time from Max E. Rust, Muskogee, Oklak, operator. Rust points to poor distribution of records in his ter-ritory as the cause for holding up the growth in popularity of some (Continued on page 81)

### So. California Ops Plan New Music Org Wallach Spearheading Move To Form

**Merchandising Music** 

SCMG; Seek Fair Trade Act Coverage

LOS ANGELES, Nov. 4.—Plans for the organization of music ma-chine operators into an associa iton, to be known as Southern Cal-ifornia Music Guild (SCMG), have been launched here under the di-rection of D. A. Wallach. Altho-the title is similar to the George Miller organization, California Music Guild, Wallach said there two. Wallach said

was no connection between the two. Wallach said a similarity of in-terest tied the two associations to-gether, but that was as far as it went. Before taking up his work of organizing here, Wallach said that he had conferred with Miller in Oakland, Calif. Miller's associa-tion comes south to Bakersfield, and SCMG will cover eight coun-ties from Kern County, of which Bakersfield is the county seat, southward. The counties are Barbara. Riverside, San Bernar arbara. Riverside, San Bernar SCMG has received the support

## **Brandt Post**

## FORMULA FOR PROFIT **Record Supplier Has** Special Op Program FIOGICAL here are the reasons why they do business with him: First, he fea-tures an unusually comprehensive stock consisting of about 400 labels. An operator who has a varied cliendle can easily get something here to suit all tastes; secondly. Silverman keeps a sharp lookout on the record business in all parts of the country. He has contacts in several large cities who keep him posted on what numbers are go-ing over well and in what type of localities they do best. Nor is this information at all dated, for Sil-verman's up-to-the-minute com-munications come to him via long-distance telephone. He watches trends in other cities and if he sees some sleeper coming to the fore in Chicago, for example, he feels that a little pushing will probably (Continued on page 2)

#### By Carol Hutter

By Carol Hutter WASHINGTON, Nov. 4.—Of-fering bargain prices isn't neces-sarily the best way to win cus-tomers, declares Max Silverman, who relies on a very varied selec-tion and special services to keep juke box operators coming to his record shop. Silverman operates the Quality Music Company store—an outlet which reaps 98 per cent of its sales from popular records.

Silverman numbers 57 opera-

**Dime Play Tests** Still Hit-or-Miss **Results Run Gamut From Failure** To Success Depending on Locale

CHICAGO, Nov. 4.—The subject of dime play on phonos came in for an airing in unofficial talks be-tween operators in attendance at the Music Operators of America (MOA) meeting here this week with the resultant consensus that dime play, on new phonographs out, but local factors would have of such a test. Bising costs of doing business

of such a test. Rising costs of doing business, from the employee level to the cost of merchandise, has sliced operator net income steadily, until, more from desperation than an attempt to test dime play, some new pieces have been equipped with 10-cent chutes and placed on location. Results as (reported by those

Results, as 'reported by those operators who tested the higher-priced play, run the complete

## **Rock-Ola Sets** New Ohio Rep

CHICAGO. Nov. 4.—The Rock-Ola Manufacturing Company, thru Art Weinand, vice-president in charge of sales, this week an-nounced the appointment of Leo Dixon as distributor in the Youngs-town, O., territory. Dixon, to-gether with his four sons, will han-dle the complete Rock-Ola line, including the new Rocket 51-"50" phonograph.

phonograph. Appointment of Dixon, accord-ing to Weinand, "is in line with our policy of strengthening our distributor organization thruout the nation preparatory to the in-troduction of the Rocket 51."

## NORTHWEST OPS URGE CONCLAVE **Five-States Regional Convention** Seen Certain To Resume in 1951

CHICAGO, Nov. 4.—Resumption of the Five-States Convention in 1951 appeared virtually certain this week, with only the date still to be determined. An early meet-ing of executives of the Iowa, South Dakota, Wisconsin and Min-nesota associations, who co-spon-out the final details of the con-clave. Renewal of the Five-States Con-

Major concern of the operators now is the dimishing return on their investment. One said it was costing him 83 cents of every dol-lar to keep his operation running. While this was higher than most. (Continued on page 80)

nesola associations, who co-spon-sor the event, will be held to work out the final details of the con-clave. Renewal of the Five-States Con-vention has been urged by opera-tor-members of the associations, who have offered assurances that they will exhibit at the 1951 get-logether. Feeling in the Northwest regard-ing cancellation of the regional convention this year has been ex-pressed at State association meets, with most operators urging the continuation of their own couven-tion so they can combine a visit to

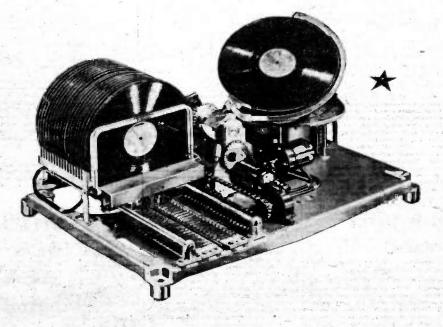
records

**NOVEMBER 11, 1950** 

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79



# DEACE

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Peace just doesn't happen—it alwsys 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.

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80 THE BILLBOARD

• Album and

Continued from page 37

Schreder, Tony Lesberg, JUKES Not suitable.

**LP** Reviews

Kink OF TAILGATE TRADBONE—Garoge Brunis and Jarr Band (1-10") Commodier (33) FL-20,008 Usiy Chile; I'm Gonna Sit Right and Write Myself Letter; In the Shade of the Oid Apple Tree; Sweet Lovin' Man; That Da Da Strain; T Used To Low Yau Bull I's All Gorer Now; D. D. T. Blues; Wang Wang Blues. Brunis, one of the masters of the two-beat school for the years, is the focal point of this collection of some of the filest Diseland recordings of the modern era. Their magnificent drive and relaxed fielding II emained considerably by the clarity and wurkeef the the Linest Diseland recordings of the modern era. Their magnificent drive and relaxed fielding II emained considerably by the clarity and wurkeef the clarit, his vocalitation, is isported on sits of the eight selections while his tailgate tram-ming is featured throuch. Brunis's most regently uncovered tailer, his vocalitan, is isported on sits of the eight selections while his tailgate tram-ming is featured throuch, Grane Werlung, Shrong tandon collect an Willem in Machine Ling, Shrong Kinzeder, Tony Parenti, Oanny Alvin and Jack Leisers. JUKES JOKS

EODIE EDWARDS AND ORIGINAL 66 DIXIELAND JAZZ BAND (1-10") Commodore (33) FL-20,003 Tiger Rag: Baroyard Bhest: Skeleton Jamgic; Maurom Blues: Ostrich Valk; Lavy Doddy; Shake II, and Break It; When You and I Were Young, Monie

It and Break It; When You and I Were Young, Kappit Repict And Break It; When You and I Were Young, Applications of the original food Break States of the original fire, trainits Eddle Edwards and drummer and karoo soloist Tony Spabaro, here is accomplished in a set of transfers to LP, Tunes ere all from the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original OOJB book and the readings opue to the original of the opue transfer opue to the opue to the opue the two-books to the opue to the opue to book and the opue to the opue to the opue to book and the opue to the opue to the opue to book and the opue to the opue to the opue to book and the opue to the opue to the opue to the opue to book and the opue to the opue to the opue to book and to the opue to book and the opue to book and the opue to the opue to the opue to book and the term the opue to the opue to the opue to book and the opue to book and the term the opue to the opue to the opue to book and the opue to book and the term the opue to the opue to the opue to book and the term the opue to the opue to book and the opue to book and the term the opue to book and the opue to book and the opue to book and the term the opue to book and the opue to book and the opue to book and the term the opue to book and the opue to book and the opue to book and the term to the opue to book and the opue to book a

CAHI MEAR IT. NOW, VOL S-Edward **78** R. Murrow, Narrator (1-12") Columbia (33) ML-0340. Third in the Columbia disk history series written by Murrow and Fred Friendly ends where Volume 1 begias, the appearance of FOR and the New Deal. The current volume begins with Wilson and his trials with the League proceeds with the Teapot Dame scandal, Babe Ruth, Dempsey ws. Tunney, Jimmy Walker, the beginnings of radio, on thru the Razing Twenties, culminating with the market crash. Unlike the preceding editions, No. 3 has to resort in mismy instances to actors simulating

it at your Evans Disteib-

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JOCKS For hot and pop whirlers, particular-ly for those where two-bcat has been reincarnated.

THE BILLBOARD Music

**Popularity Charts** 

KING OF TAILCATE TROBBONE—Googe Brunin and Jazz Band (1-10") Commodier (33) FL-20,008 Uoly Chie; I'm Gonna Sit Right and Write Myself and authoritativeness of Nos. I and 2. The edi-and authoritativeness of Nos. I and 2. The edi-solution of the Shade of the Old Apple Tree: Sweet Lavin' Man; That Da Da Sizian; I Used To Sweet Lavin' Man; That Da Da Sizian; I Used To Sweet Lavin' Man; That Da Da Sizian; I Used To Sweet Lavin' Man; That Da Da Sizian; I Used To Sweet Lavin' Man; That Da Da Sizian; I Used To Sweet Lavin' Man; That Da Da Sizian; I Used To Iow You Buil It's All Over Now; D. D. T. Blues; Wang Wang Blues.

#### MUSIC MACHINES

GOP MEETING UNIONTOWN, Pa.. Nov. 4. A juke box, possibily a Democratic music machine, moved in on the Republican political campaign here. Ed-ward L. Sittle Jr., mayor. who is a GOP candidate for Con-gress, was making a speech when it happened. The mayor was praising Republicans and Governor Duff, Republican candidate for the U. S. Senate, at a rally in the Veterans of Foreign Wars Hall when he was in-terrupted by the strains of juke box music. "Where is that Democratic musician?" asked the mayor. "Somebody put an unwar-ranted nicket in the juke box, i bet." The tune was The Object of My Affections played by Saminy Kaye.

#### **Dime Play Tests**

• Continued from page 78

collection. BILLIE HOLIOAY, VOL. 1 (1-10") Commodore FL-20,05 74 J Cover the Wateriront; I'll Be Seeing You; She's Funny That Way; Yesterdays; Lover; Come Back to Me; I'll Get By; How Am I To Know; I Gotta Alght To Sing the Blues. Even II these weren't some of lady's best of all time, the superh Gow? I'llistration, our candidate for the most striking pon album cover ever, should sell a rait of this LP. Feature is the well-known picture of a young Billie Moliday, eyes closed, head back, all initensity and music. As to the contents, they are fine standards suited to Billie, the accomaniment is too imail-group Julf, and the thrush was in her greatest form when the cut these. Amust for the far and aris collectors: JUCKS Not suitable. Content miss, spinning these.

90-100 TOP5 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

• Continued from page 78 the general average cost of opera-tion has risen steadily since the outbreak of the Korean war. On the income side of the ledger, operators reported a definite drop in income during the period since the war started, and especially since the increased income tax de-ditetion schedule went into effect October 1. An operator with an investment (book value) of more than \$100,000, reported he would receive slightly less than 7 per cent on his hyestment this year. Promoting juke box play by

The section of degrading of the section of the section

Operators' Association (CSPOA). Peoria, III.; Ray Cunliffe, head of the Chi org; Charles Hannum, rep-resenting the Philadelphia associa-tion, and C. Pierce, head of the Wisconsin Phonograph Operators' Association, all indicated they not only will go along with the MOA program, but will step up their promotion of the industry in their own ballwicks.

of "Begin the Beguine." For	• Continued from page 78	
c Dickenson and Doc Cheatham mpet licks. JOCKS Tasty Jazz should be worth whiles on hot and page showt. htinued on spage 82)	who has gained for the associat and its individual members, fro page newspaper publicity thru charity drives, juke and reco giveaways which the associat has undertaken. Dick Steinberg, MOA sceret: and official of the Music Guild America (MGA), New Jers Hirsh De La Viez, who heads the Washington Music Guild; Les Mo	
	tooth, Central States Phonogra	

#### Are Your Children "Emergency Orphans"!

"Awl Dad's got <u>another</u> service call!" And there goes the afternoon at the game with the kids... an evening with the family at the movies... not to speak of a few more bucks off the profit side of the ledger.

If you are operating unreliable equipment, get a fair shake for yourself—your family—your business. Operate the phonograph that sets the standard for trouble free performance!



(Con



### THE BILLBOARD Music **Popularity Charts** Record Reviews

NOVEMBER 11, 1950

ARTIST LABEL AND NO.

· Continued from page 41

#### SEMI-CLASSICAL

LAURITZ	MELCHIO	R	
Vesti La	Giúbba		

Vesti La Giúbba MGM 30264-The estublie Met tenor, best-known for his Wagnertan	76757776
roles, is in good voice for the pathos-laden "Pagliacci," but hardly likely to make anyone forget Caruso. No, Pagliaccio Non Son Melchlor movie fans are unikely to criticize his application of Wagnerian style to the Italian artia.	747375N5
DONALD DAME The Virgin't Slumber Song MGM 30265—Beautiful Reger fullaby is sung warniy by the eadlo tenor. Should do lar with middlebrow 45 c.p.m. buyers.	696870NS
Cradle Song More familiar piece should pull steady gates.	727073NS
MACKLIN MORROW, COND. MCM ORK Rosenkavalier Waltzes MGM 30266 Abbeviated, high-fidelity waxing of the beautiful, lifting R. Strauss music could go in class locations, and with 45 r.p.m. buyers.	75828064

**TUNES** 

COMMENT

Danse Espagnole , De Falla pièce, equally familiar, has similar potential. 75--82--80--64

#### LATIN AMERICAN

#### RICKY GARDEL ORK

Oriental Hour (Afro-Cuban) L'ECHO E-309-10Rumba Instrumental, featuring brilliant trumpet- Ing by Gardel should register heavily with Yankee rhumbugs and deelays. Could be another "Rhumba Rhapsody" If pughed.	79807878
Yankee Doodle Samba (Don Costello) Novelly vocal samba is brilliantly recorded, with fine, firm rhythm. Instrumentaj portions are best.	72747270
LBERTO IZNAGA ORK Infamia (bolero) DECCA 21323—Typical tropical ballad is proferred with a strong slow-rumba beat, tho appeal is likely to be with true Lating.	73737472
Que Hay De'so Men (guaracha-mamboly Bright mamba side, with spirited shouting by Morales, should hit hard with dancers on both sides of the border.	80828078
REZ PRADO ORK Cuban Mambo VICTOR 23-5225-**Cugat's Nugats'' is offered in modern dress by the	82848280

- atin idol. Crisp-sounding rhythm and brilliant brass-as usual Very sancesile. 82--84--82--80 Prado dips into Kenton harmontes and voicings for a highly descende Preamer.

#### INTERNATIONAL

- 51X FAT DUTCHMEN (Bill Kelsey) Hurray for Charlie (polka) VICTOR (45)51-1127-Bah-mough brass band polka, with planty of compan. Vacal Is almed at layern juke jockes.
- oonpan, var. Rustic Waltz Danceable, lilling oompah waltz for Midwestern buyers. 71--70--70--73

#### HOT JAZZ

RUI JAZZ	
BUD POWELL TRIO Everything Happens to Me ROYAL ROOST SIE—This lovely is treated pretting in the superb modern 88-ing of Powell.	64706360
Indiana This secondary bop anthem serves as a fly vehicle for some speedy, Imaginative improvisations by Powell. For boppers mainly.	67736760
KENNY MANN	
Deep Purple     SEYMOUR 98—Mann affects a tenor styling set between Coleman     Nawkins and Charlie Parker as he deodles the lovely Peter De Rose nidia	55555555
These Foolish Things Another tastelui tenor sax effort by Mann displaying the same influences on this standard. Brief piano interludet on sides are neatly executed by John Young.	55555555
COLEMAN HAWKINS	
You've Got Me Crying Again ROVAL ROOST 519-The rich, fat tenor tones of the Hawk spreads a deep soultol mood as he blows out this currently revived bailad gem. Should score with the r & b mart as well as with collectors.	82838281
I'll Know Pretty new ballad from the "Guys and Dolls" score is spun out hand- somely by the Hawk's tenor sax. Someliow the effort just doesn't convince completaly.	70707070
DAVE BRUBECK OCTET Fugue on Bop Themes FANTASY S11—Betch Johann Sebastien Bach never counted on the bappers to convert one of his fugues into a thoroughly beguing jazz opust But here it is and the bop clan should find it appetizing.	70807060
Prelude Pretty, melancholy original which appears to be founded on "You Go to My Head," is superbly scored and executed by this very capable San Francisco outfit.	65756555
PETE JOHNSON Rocket Boogie "88"—Parts ! G 2 SWIME TIME 169—Veteran b.w. exponent Johnson tosses up a mess of the stuff spread on two sides while the small accompanying band lest fly some clean-cut "One of Clock Jump" riffe along the long route. Good beat all the way. Could scare up r & b coin as well as attract b w, fans.	68686868
DAVE BRUBECK OCTET Indiana FANTASY 512—This fine San Francisco group, patterned in sound after the Miles Davis Octet, works up some subtle, delicate figurations and variations around the standard.	65706560
Let's Fall in Love This evergreen draws similar subtle bop treatment. Arrangement is one of the Brubeck group's pretilest tries. The jazz legions in the modern school should cotton to this.	68757060
MUGGSY SPANIER-HIS DIXIELAND BAND	
Caution Blucs - MERCURY 5528-Spanler's pungent, driving horn sparks this pretty two-beat blues instrumental. Good for dancers as well as Dister comoissume.	71757168
connoisseum. <b>Alabama Jubilee</b> Mugqsy and his two-beat group punch out this happy old standard in a bright, vigorous fashion. Highlight is, the leader's hard-driving muted horns. Fine Oliveiand tare.	75807570



to the adjournment. Offloers present 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, scerclary. Clem Stet-son, scrgeant at arms, was the only officer unable fo attend. Sidney Levine, counsel, also attended all sessions.

MOA were guests of the Phono-graph Manufacturers Association at an informal luncheon. Les Montooth, president, and Central States Phonograph Oper-ators' Association, Peoria, III, pre-sented Miller with a gavel prior to the adjournment.

Offer 45 R.P.M. • Continued from page 78

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That tr the cord		e befe
cafe ckaged repro- noted For this	Juke Orgs P • Continued from page 78	

• Continued from page 78

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MUSIC MACHINES

45 PHONO HITS

CHI LOCATION

CHICAGO, Nov. 4, — The first Seeburg Select-o-Matic 45 r.p.m. phonograph to go on location here was placed Thursday (26) by Charles Wil-moth's Tri-County Music Com-pany. Spotted in a tavern on the North Side: the machine was "out and workin" within one week after it appeared on local distributor's floor (Atlas Music Company) as a display unit.

ment, labor and general operating expenses, as well as the problems created by television—which were such pressing issues a short time ago-are being taken in stride, and you can look forward to the many profitable years of operation that

unit.

lie ahead.

THE BILLBOARD

### So. California Ops Plan

Continued from page 78

sic Operators' Association (MOA), chairman of the temporary things that he has scheduled for the non-profit organization, SCMG, is to place the music business in the area covered under the Cali-fornia Fair Trade Act. This is similar to work already accom-plished by Miller's group. "I have visited the music oper-ators in San Diego, San Bernar-

dino, Pasadena, Long Bcaeh, Glen-dale, Burbank and other Southern California cities, and I have been astounded by the reception that has been given to the idea of forming a trade organization." Wallach said. "I have been prom-lsed active co-operation and par-ticipation by these operators." tleipation by these operators.

Wallach said that one of the first ings that he has scheduled for e non-profit organization, SCMG. Young Restaurant, November 14, Indigs that he has scheduled to hore in a construction of the scheduled to hore in the construction of the scheduled to hore in the construction of the scheduled to hore in the hore in the scheduled to hore interes he hore to hore in the

81

• Continued from page 78 ment manufacturers, distributors and record company executives in give to a numerically small group of business men. Hoping for things comic, and highlighted by the ap-pearance of Dinah Shore and George Montgomery. Talent in-eluded Bill Graves and Company, Alan (Blackie) Shackner, Tony Canzoneri, Mark Plant, Alan Dale tette, Dick Brown, Theresa Brew-er, Eddie Fisher, Phil Brito, the Mariners and Don Cherty. Marty Beck fronted the band. A written statement by Albert

Back fronted the band. A written statement by Albert S. Den ver, AMOA president, printed in the souvenir journal distributed at the event, pegged the success of the association to its ability of tacking and solving problems encountered during the past 13 years. He wrote: Calls for Action "Every situation affecting your operation today needs vigilance and security that only an aggres-

#### 3 House Tunes • Continued from page 78

• Continued from page 78 when nickelss in addition to those which we leave with the box, to ustomers." By far the largest source of inder the "house record" plan, is here the set of the the set of the set of the played will be those which the played will be the set of the the set of the played will be those which the played will be the set of the the set of the played will be the set of the the set of the played will be the set of the played will b

#### Meter Checks

Neter Checks Since he started out on his "house record" plan two years ago, Johnson has kept a close meter check on the play on such records, and reports himself invariably sur-prised, albeit agreeably, to find that the house record play usually exceeds that of even the top-pa-rade number of the week. "One of the best features about allocat-ing these three record positions to the house, is the fact that their requests are usually for good, clean records, such as nostalgie old favorites of a few years back, waltzes, semi-classical music, etc." Johnson said. "Only once in a while does a location owner ask for hilbilly or similar short-lived ture." tunes.

Location owners tre always pleased, says the Northern Florida operator, when the servicemen, ar-riving at the phonograph to change its "music menu" ask "what three have you chosen this time?" When the serviceman earcfully picks out the location owner feels that Pan-ana City Music Company has a personal interest in his own enfer-tainment, and will reciprocate by suggesting the phonograph to more customers, and making sure that it goes into operation whenever there is a lull or dull period in the evening. "You must remember the loca-

"You must remember the loca-tion owner over and above his split," Johnson summed up. "And this, we have found, is the most profitable way of doing it.

#### Merchandising

#### • Continued from page 78

• Continued from page 78 platters—and the resultant loss in revenue to the operator. He cites as an example the tune "Re-menther Me" which, in Rust's: opinion, would have hit the No. 1 spot in his area nuch faster had the record distribs been able to get the platters to him more gulekly. Because his orders were so late in being filed, he was only able to get about 60 per cent of his machines to ride the tune thru lits run—the balance of the units getting the disk piecemeal as new sides arrived. ides arrived.

sides arrived. NEW COIN? . , Prices are going up, C. J. Weaver, Beulah, N. D., says, but music still sells at the same stand for the same price—5 cents per rendition. Ac-cording to present standards, worth about 2½ cents. As a solu-tion, the North Dakota op takes the stump for intermediate coln-ago—saying that what the coun-try needs these days are new coins for 2½ and 7½ cents.

AMOA Shindig Draws 600 FIRST SEEBURG

sive to a numerically small group of business men. Hoping for things to happen without doing some-thing about it accomplishes noth-ing. Accomplishments come only thru the laying of careful plans and the practical working out of those plans, step by step, until they are fully completed." Predicting continued success for the association as it entered its 14th year, Sidney H. Levine, at-torney, wrote in the journal: "You have gained the respect of manufacturers, distributors and operators of phonographs thruout the coutry. The reason for AMOA's present eminence is attributable to the fact that you have chosen to guide your destinies. The out-look for the future is indeed bright. "The inercased costs of equip-"The increased costs of equip-

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• Album and LP Reviews

Continued from page 80

Continued from page 80
 ELLY ROLL MORTON: NEW ORLEANS 72
 Commoder (33) FL-30,000
 Mamie's Blues; Original Rays; Michigan Water Blues; The Raked Danke; Budy Bolaris, Blues; The Raked Danke; Budy Bolaris, Blues; Dirity Yop Uğiew Minim Bay Blues; Mister Joe; Dority Yop Uğiew Minim; Bay Blues; Mister Joe; Dority Holl; Bart, and with It an increasing cult of Idmirera. This altoum is a splendid culling of the composing, signing, playaing and Latking of this glant, who Glan't, as he claimed, single-handedy in the latt and pops of our day. On our stike, he sings and talks along with his ungene praned, glifted, pubrotic creator player are here in capsule, Infor-mative and colorful notex by critic Carles Sainth and swonderful jacket Illustration enhance. JUKES JOCKS Not suitable.

ARTIE WAYNE SINGS (1-10") Vega (33) VR-15

ARTIE WAYNE SINGS (1-10") 62 Vega (33) VR-15 Black Lace; I'm the Main With the Drooms; I'm Ohl 5a Lonesmne; Sugarcoated Lies; J Wear a Saddle on My Heart; Rossanna. The feature here is the pricha: Vega is the newest competitor in the low-priced LP states, peeping a 10-inch tereis at 90 cents. Three Wayne singles wildilly transferred Reproduction and inchases are on a part in the best maior commanies' LP. As to content, more of the tunes has been a hit, nor is Wayne a name draw, but the songs are pleasant enough. Wayne sings more than well enough and ork-chorus backgrounds are big leasue. Promotion and distribing are the key to the package's guess. Not suitable. No great shrkes for

JOCKS No great shakes for spinners. suitable. Not

GILBERT-SULLIVAN: HMS PINAFORE- 82 Al Goodman Ork (5 Victor (45) WK-24

Al Goodman Ork (5-7") Victor (45) WK-24 In sequence on 10.45 r.p.m. sides, comprision practically the entime opereta, minus spoken dia-logue. And the prestantiation is a handsome one. The large Goodman ork and the Guild Choristers and soloists East Wrights and Audrey Marsh do a full-blown and splrted job. Package is in the pop series—at poo price, of course. There figures to be a big audience of 45-set owners who will respoid to this album, which isn't in competition with the full-length LP predintation on London. JUKES Not suitable. Individually or as a set, album may be put to good air service.

present low prices.

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

~

722 STEPHEN FOSTER FAVORITES—James 86 Melton-RCA Victor Ork-Frank Black, 86 Cond. (4-7") Water Blues, Victor (45) WDM-1412 Beautiful Dreamer, Oht Susanna; Jeanie; De Camp-Don't down Races; WO JOIK Rentudy Home; Old Folsk at Home: Cone Where My Love Lies Dreaming; Massi's in De Coid, Ceid Ground, Herr's as handsomery mounted a selection of the of this inderity whan, enhussilistic orcal by Meltan make each e wand diction, phrasing lishing experience. Meltor's diction experience. M

JUKES JOCKS Fine light and semi-fare. Not suitable.

fare. CHARLIE KUNZ PIANO MEDLEY-722 Charles Kunz (1:10") 722 London (33) LPS 269 Three are 29 tunes on these two LP sides, all given the one-chorus, humdrum British pub brand of 88-ing. Actually this Is likely to get some small measure of acceptance the same sides seet L England, where Kunz sells, sells, and seells. On one side, the medley includes mainly somb to which the listener can sing along. Flip has more recent stuff, including big hits. Antong the tunes are: "Loch Lonoudy." "Comit's Thrus the Rye." "Annie Laurie," "Aufd Lang Syne," "Smoke Gets in Your Eyes," "Char," "Garless Hands." "Third Man Theme", "A. You're Adorable", "Odl Blue," "Wil Kane "Chor Gum." JOCKS

JOCKS Too long to play without breaks. JUKES Not suitable.

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without by the page of the pag

JUKES JUCKS Fine, exciting to Not suitable. Fine, exciting to beat jazz for the spinners,



MUGGSY SPANIER FAVORITES Muggsy 73 Snahle-4-7\*'' Victor (45) WP-301 At the Jazz Bond Ball; Blg Butter and Eag Man; That Da Da Strain; Diner Mouth Blues; Mandy, Make Up Your Mind; Livery Stable Blues; Relaxif at the Tourn; Eccentric. Collection of great two-beat Jazz sides, originally Issued singly on Bluebird in the '30s, have been relissued from time to time due to noisy demand by Jazz buyers. Now they're aut on 45 and sound driving trunnel, planits that ever. Spanier's fine contributions by such vetrain and the late Rod Cleas on clarinet. Great standard jazz package. JUKES JUCKS

MUSIC MACHINES

LATIN JAMBOREE—Hermanos Rigual 63 Trio (1:10') Vega (33) VR-9 Ve No Me Quieras; Pochito Eche; Policia; Di Tu Me Dejas; Marta, Stronata. Metican brother trio difers some typical Mexican vocal-guitar suuff here, most of which can be used by rhumba dancert, tho there's better stuff avail-able. It's an LP, and a 98-cent one at that, but there are only three selections per solde. Makers, uocks Not suitable. Not suitable. Can be used for an occasional hunk of tropical color.

VIENNESE WALTZES-Vega Rhythm Ork

SOUTH PACIFIC and KISS ME KATE-

(1-10"), Decca (33) 0L-7009

JUKES Not sultable.

Vega (33) VR.2 Tailes From the Vienna Woods; Valhe Lente Love; Love and Lau-ph; Merry Widow; Vienna Dreams; Villia Quaghiles: This one densn't offer too much competition to the other 98 cent LP wallz packages afteredge on the market, the the title alone will account for some quick sales. The recording sounds ancient and the ork is pretty thin. Beat is stiff and uncelenting. JUKES Sub-standard stuff.

(1-10 Vega (33) VR-2

Not suitable.

GVPSY MUSIC—Vlasti Krikava and His 55 Continentataires (1-10") 55 Wega (33) VR-11 Nu Mräbanduna; La Plus Belle; Matilda; Mazurka; Sombre Dimanche; Page Hongroise. Fairly acceptable Uhn ont terribly exciting or vigor-ous collection of familiar gypsy type meiodies should find a small market among those budget-minded buyers who go for this stuff and don't care to pay more than the 99-cent tag on this LP, tho there are infinitely superior collections available. Some tilles may strike as unfamiliar but, for example, "Sombre Dimanche" is nothing less than "Gloom's Gunday" in our own language. JUKES JUCKS JUCKS

Better gypsy music collections are avail-

COLLEGE MARCHING SONGS-Russ Mor- 75

COLLEGE MARCHING SONGS--Russ Mar. 75 gan Ork (1-10") Decca (33) OL-3278 Stein Song, Netre Dame Victory March; Anchors Away; On, Brave Old Army Team, Rambling Wreck From Georgia Tech; Washington and Lee Swing; The good taste and fine musiclassifio of the Morgan band has been extended here to shape a collection of spirited and musical renditions of eight of the most familiar and universally known collegiate sons. There's nothing pretentious about these interpretallons, consequently the diskings lend themselves toward attracting the warbies, whisiles and hums of the listener. This collection should sure to be derived from it during the football seaton.

JOCKS Fine display of the best known school anthems.

JOCKS Fine for two-beat Horaries.

Ibbraries. JAZZ CLASSICS, VOL, 2-SIDNEY 68 BECHET (1-00") Bite Note (1-7003) St. Louis Blues, Jazz Me Blues, Pounding Heart St. Louis Blues, Jazz Me Blues, Pounding Heart St. Based Blues, Jazz Me Blues, Pounding Heart St. Based Blues, Jazz Me Blues, Pounding Heart St. Based Blues, Jazz Me Blues, Pounding Heart Blues, Nather St. Based Blues, Pounding Heart St. Based Blues, Jazz Me Blues, Pounding Heart Blues, Nather St. Based Blues, Pounding Heart Blues, Nather St. Based Blues, Pounding Heart St. Based Blues, Jazz Me Blues, Pounding House St. Based Blues, Nat Xamigsky and Frank Newton; trombones are Vie Dickenson, J. C. Hig-glinbotham and George Luiz; planos, Lues Lewis and Hodes. Bechet plays nobly on all. Most exciting Schning Newton sole. A worthy package for old collectors and new. JUCKS Not suitable. Bord two-brat fare.

#### **Record Supplier Has Special** Program for Operator • Continued from page 78

63

60

78

JOCKS Fine program fare here.

the disk here. Disk News Latest news about these record trends is always imparted to the operators, who depend on Silver-man as a sort of weather vane. Many of them like to deal with him, rather than with a distributor for a single recording company, because he has access to all the recordings of a particular song. Whereas the regular distributor would be inclined to plug his own product. Silverman, who was him-self an operator for nine years, gives his operator customers his candid opinion as to which version of Molasses-to cite an instance of a song he has decided opinions on-will do best on the jukes. Since his profit is always the same, they can rely on his advice. In addition to getting an un-biased opinion, the operators can save time by getting all their rec-ords at Quality Music instead of contacting several distributors. The shop is geared to give extra fast service to operators, as well as boasting adequate facilities for playing the records. The typical transaction probably takes less time than the operator would have to spend at cach of the distribu-tors, Silverman avers. The aver-

time than the operator would have to spend at each of the distribu-tors, Silverman avers. The aver-age visit, he estimates, takes about 15 or 20 minutes. Of course, Silver-man adds, the operators get a dis-count on their purchases. As a special service Silverman often types up record strips for operator customers.

The operators dealing with him 11 into two categories, Silver-an explains—the small operators ho buy all their records from

FOLK MUSIC OF RUMANIA (4-10") Ethnic Folkways EFL-1419 The low rating of this one, it must be remarked, has nothing to do with quality, but sim-shy commercial potential. For this is a unique, brilliant composer, Bela Bartok. Like the pre-vlously issued Humgarlan collection, these are on-the-spoid cuttings by native artists—cude\_ primi-tive, dynamic, and very weird to these cars. There are laments, walls, low songs and wild dances by pipes, fluites and fluides—often sounding close to our own rural dance music. Stuff should be use-ful to schools, fibraries and musicologists. JUKES Not suitable. For educational sees of a very special nature.

## 

#### (1-12" RCA Victor (33) LM-1085

The Victor (33) LM-1085 Bectivoren Sth., 1at movement; Schubert "Unfin-ished," 1st movement; Schubert "Unfin-ished," 1st movement; Schubert "Unfin-ished," Schubert, Brahms 4th, 4th movement; Pranck O Minor, 2d movement; Tcholkovsky, 8th, 2d movement; Rimsky-Kortakoff "Schehercaded," "Festbalt at Bogdad." This is a money item, unabashedly alimed at the mass market with a rudimentary discriminatory powers but an alfinity for an undifferentiated something called "Yood music." Offering follows a similar poopouri, called "The Heart of the Mas rob baring on the safe prospect, but Fielder and crew play these symphonic nutments with devo-tion rand care, not condexending at all. But, that's an old story with the good old Pops. Olsk sheeld stell now and for years.

nould sell nov and for years. GRIEG: HAUGTUSSA—Kirsten Flagstad-Edwin McArihur (3-12") Victor (33) JM-10"4 Victor restores to its catalog one of the stand-out vector albums in the rescaling bit would guess that the a great at wowk it sold showly. Miss Flagstad's simpling is superb and McArthur's ac-companiment is receiven. The subject matter its Grieg's delightful "Haugtusad" song cycle, eight Norveglam mountain songs in a devoted nationaliss spirit.

HINDEMITH: MATTHIAS THE PAINTER HAYDM: SYMPHONY NO. 93, IN D-NBC Symphomy Or.Guido Cantell, Cond. (1-12") Victor (23) LM-1089 This recording of "Mathis" succeeds an older Victor version by "Ormandy and the Philadelphia. It is a worthy replacement. The NBC ork plays

however. The Haydn 93d is wers plan. RCA surely might have found a Hindemith their catalog worthy of transfer to LP "Mathis."

V (33) LM-36 The lurbic brother and sister, offer a glowing, irresistible duo-plano rendition of a sparkling, perky and witty two-plano composition of Debusy. Unlike their recent four-hand rendition of the "Nhapody In Blue," which they arrangedvfor two plano, and is well worth the attention of Debusy? Ites. Filp offers the team in a flashing, rio-roaring performance of two light, coiorful Spanish dayles suffer by Infante. Should prove a popular maining. paiging.

THE HEART OF THE PIANO CONCERTO-85

THE HEART OF THE PIANO CONCERTO-Leus Maria Sanroma, plenisti, Boston, BS Poss Ork, Arthur Fielder, Cond. (1-12'') RCA Victor (33) LN-1105 Bach, No. 4, in 0 Minor; Mozart, Ho. 20, in D Minor; Schumang, A Minor; Thethover, No. 3, in (Continuided On page 89) E-Flat Minor; Rachnaninoff, No. 2, in C Minor; Genshwin, Rhassody in Blue Companion to RCA's other "Heart" omnibuses, for the symphony and ballet, the concerto catch-al-extracts the kernels of the best-known plana con-certi. If anything, this one figures to do even bigger than the symphony and ballet packagingy. Buyers will find some of their favorite melodies here Sanroma, Fledier and the Bostion do them in good taste. Figures to be an LP leader.

in good taste. Figures to be an LP leader. BACH: ST. JOHN PASSION—Akadamie Kammercher, Vienna Symphony Ort, 75 Prof. Ferdinand Grossinan, Cond.— Soloistis: Gisela Rathauscher, Elfrider Hofstate-ter, Ferry Gruber, Rudolf Kreuzberger, Walter Berry, Loo Heppe, Harald Buchbaum, Fritz Dhi. Organist: Karl Wolleltoer. Vol Polydor (33) 6550 Ves follows Its recording of the complete "St. Matthew Passion" with a historic "St. John" This is the first uncut version of "St. John" to be recorded; It's contained here on three 12-inch LPS in an attractive hard cover album, with the liberto inclored in apmicht form. The "Passion" was recorded in Vienna in August, and is now on the market in good time for Christmas—and a splendid gift item it will make this or any Yule. The performance is on the hereic scale—a full com-longenent of soloists, full ork, choir and chamber orgowg of concerting plagers with organ continuo. The effect is grandiose and dramatic. The record-ing is admirable.

BACH: BRANDENBURG CONCERTOS NO. 78

BACH: BRANDENBURG CONCERTOS NO. 2 IN F MAJOR AND NO. 3 IN G MAJOR—The Stuttgart Chamber Ork-Karl Munchinger Cond. (1-10") London (33) LPS 226 The Stuttgart's recordings of the 2d and 3d Brandenburg's fulfill the high expectations planted by the release of their 4th and 6th several months ago by the London diskery. (See other review for "omment on the 1st and 5th Brandenburgs by the ime players, completing the sit concertor for and on.) The 2d, with its fantastic trumpet part, is played with magnificent spirit, technique and accord. The third, featuring strings in the con-certain roffs, is done will be equal grace and dero-tion. Not all Bach selfs well, but these spiendid renditions of what is probably his most popular group of works should do handsomely.



Not suitable;



- High Intensity Light-A concentrated light beam focused where it elimi-nates all shadows.

fall JOCKS Stanng jarz fare here.

### Op Customers man explains-who buy all

Who Duly Bit there and the second sec

tured hin as a professor admon-ishing "students" to "learn about records."

brilliantly, to a fine-grained, expressive reading by conductor Cantelli. Disk may well compete with the Capitol-Treferinken. De with Hindemith con-ducting. One is constrained to wonder at the coupling of a Haydo symphony with Hindemith, however, The Haydon 93d is well performed, but BCA compared mobile how found a Mindemith work is

DEBUSSY: EN BLANC ET NOIR; INFANTE: ANOALUSIAN DANCES NO, 1 and 2 Jose and Ampara Iturbi 74



**NOVEMBER 11, 1950** 

• Continued from page ro have the same hypoing effect for the disk here. • Disk News Latest news about these record trends is always imparted to, the operators, who depend on Silver-man as a sort of weather vane-him, rather than with a distributor 70 records on each visit. Some of Silverman's operator customers come a distance of 100 miles or more for the special records he carries. Large scale operators who have many locations in Negro neighborhoods buy many of their records from Silverman. He him-self has a large Negro retail trade, and many of the little-known labels he carries feature Negro artists. artists.

**Frominion** Silverman goes in heavily for promotion of his firm, using sev-eral hours of radio time every day. He has two half-hour spots of his own, as well as participa-tion in a 3½-hour record session. He does the programing of the records for the radio broadcasts and also features his "record of the week" pick. He uses a novel audience-building gimmick in connection with the "record of the week," which is played at a different time each day. The first 10 persons to write in the exact the week," which is played at a different time each day. The first 10° persons to write in the exact minute the number was aired get free copies of the disk. Silverman also features trailer ads on local movie screens. These point out that he supplies the in-termission music. The trailer ads feature a cartoon of Silverman and his nickname—Waxie-Maxle. A recent back-to-school tie-in fea-tured hin as a professor admonNOVEMBER 11, 1950

## **VENDING MACHINES**

16A003 HA- 1817

## **Discuss** Need For Good Will At Conn. Meet

HARTFORD, Conn., Nov. 4.-"The shortest commodity in the world today is good will," William E. Mankin, public relations direc-tor for the Grapette Company, of Camden, Ark., told the Connecticut Manufacturers of Carbonated Beverages in convention at the Hotel Bond, Hartford, recently.

"Business has just as great an obligation to the community as the individual," he said. He added the big fault of business is that the employee is not made to feel he is part of the team.

#### Employee Relations

"Employee relations," he con-tinued, "are not a matter of wages alone. The worker must have a sense of pride, assurance of a bet-ter future and the security of re-tirement.

"The whole question of public relations is as simple as the words and tone of voice you use in ans-wering 'he telephone. It's the same story, whether a manufacturer is dealing with his own employees, his dealers, the consumer or other manufacturers in the industry." The olden rule he pointed out

The golden rule, he pointed out, is just as well suited to business as to the individual.

to the individual. Officers Elected Alfred A. Tomasetti, Merlden, Conn., was elected president for the ensuing year. Others named in-cluded Christopher H Buckley, Ilamden, Conn., vice-president; Emil Mascolo. Waterbury, Conn., treasurer; Carl F. Schirmer, Meri-den, Conn., sccretary, and Carl J. Anderson, Higganum, Conn.; Fred Meyer, Willimantle, Conn.; Albert Cott, New Haven, Conn., and John J. Boyd, New London, Conn., mem-bers of the board of directors for two years.

Some 180 members, representing 70 Connecticut bottling concerns, attended the sessions here.

#### REGISTRATION HITS TOP FOR NAMA CONFAB

CHICAGO, Nov. 4.—Ad-vance operator registration for the 1950 NAMA convention and exhibit has proven the heaviest yet, show officials announced this week. With total advance regis-tration (including manufac-turers, distributors, suppliers, etc.) hitting the 2,000 mark, it was reported that of the 1,100 rooms reserved for conven-tioneers by the Palmer House, only 225 remained unassigned this week.

### Ink Ajax as Shipman Rep

NEWARK, N. J., Nov. 3.—Ajax Distributing has been named ex-clusive distributor for the recently introduced Shipman gum and Life Saver vender east of the Missis-sippi, Al Cohen, Ajax chief, an-nounced this week. The two-column machine is fitted for nickel operation.

Cohen also announced appoint-ment of Chaney Enterprises, Los Angeles, as West Coast distributor for his National Hot Nut vender.

### For Advance Registrations Price, Availability To Keynote **Business Sessions of Convention**

Business Sessions CHICAGO, Nov. 4.—With ap-proximately 125 firms signed for exhibits and a record-breaking advance registration, the National Automatic Merchandising Asso-ciation (NAMA) this week was polishing off the final detail for its fourth annual exhibition and its 15th annual meeting to be held in Chicago's Palmer House No-vember 12-15. This year's convention, unlike previous NAMA shows, is sched-uled to start off with a full con-vention day Sunday, November 12. The association's annual busi-ness meeting will be held that day and members will hear keynole speeches designed to set the stage for specialized business sessions on the following three days. (Elsewhere in the Vending Machines section is the com-plete list of exhibitors and the complete program for the four-day meeting.) Ching Keynate

ent world crisis. The outlook for prices and availability of both machines and merchandise, as well

NAMA Meet Sets New Record

prices and derivandise, as well as the need for servicing armed services and defense installations, will carry thru most of the busi-ness sessions. An indication of the growing awareness of automatic merchan-dising is the Wednesday (15) morning session devoted to truck maintenance. On hand to speak for the automotive industry will be Norman C. Wilson, fleet serv-lee manager of the Ford Motor Company; A. F. Martin, regional service manager of the Chrysler Corporation, and H. F. Blanken-ship, assistant manager of the com-mercial and truck department of Chevrolet. During this year's convention

bers during the convention. Dr. W. L. Mallmann, Mlehlgan State College, will report on the cup vending division's research in sanl-

## **DuGrenier Unit**

## <text> **KEEPING LID ON CANDY PRICE** Welch, Mason, Beich Roll Back Prices When Buying Slows Down

CHICAGO, Nov. 4.—In the wake of Curtiss Candy's announcement of a cut in the wholesale price of the nickel Baby Ruth bar (The Billboard, November 4), three ad-ditional bar manufacturers rolled back prices to keep their 5-cent ltems in the 3-cent wholesale cate-gory—the maximum price vending machine operators maintain they can pay and show a profit. James O. Welch salesmen in-formed their vending machine op-

ALBANY, N. Y., Nov. 4.— Self-service laundry operator Victor Rosenthal here "diver-sified" his business last week with the addition of electric

One entire wail of the laun-One entire wall of the laun-dry now features the razors, complete with individual mir-rors, and permits the be-whiskered male patron to clean off the stubble for 25 cents, in addition to getting his wash laundered.

industry during August and September

#### Stiff Resistance

What Welch encountered was stiff resistance to the \$3.15 price, this despite the fact that its bars have been consistently top sellers for the automatic merchandising business.

Off the record, Welch salesmen reported operators either cut back their orders or dropped the bars



only New England department Sive to pioneer the out-of-store automatic vending of merchandise, opened its second U-Serve-U Cen-ter at Logan International Airport in East Boston, week of October 3, under wraps.

3. under wraps. No announcement, publicity or promosh halled the second ap-pearance of a battery of Glasco venders. The high voltage preem put on for initial presentation of the venders in the Greyhound bus terminal in the Hub last May 9 was looking. lacking.

Store officials said no details of dollar volume, operational methods, experience gains or irends would be forthcoming for a period, of one year. "We are still experimenting with auto-matic merchandising," they said.

Includes 8 Units The airport installation has eight venders, made for Filene's by Glascock Bros. Manufacturing



Vendomatle women's hosiery ma-chines, made by Vendomatic, New York. While not as large an in-stallation as the one of 13 Glascos and one Vendomatic at the bus terminal, officials said merchan-dise would be aimed at a higher potential for the air travelers. Second stage of the company's vending operations at the airport found good acceptance of the vend-ing machines, which were installed in the new Gen. Boutwell terminal building in a triangle set-up, with four machines on each side of the apex. The new vending center has

apex. The new vending center has the same Glasco venders that were custom built for the initial battery installation in the bus terminal. (Continued on page 6)

## Two Chi Ops Merge Firms

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 Cardy sales and the companies. Kogen and Segal said they had not decided on a mame for the new firm which now is one of the largest independent in the city.
 Meaduarters for the new com-son eof the largest independent in the city.
 Maagenheimer untile of the eurgest independent in the city.
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 Merge and the out-isde responsibilities while Segal manages the office.
 Merge and the concertain straightens its-tor whit Automatic Canteen, par-

## Vend-Ads Firm **Shelves Candy Machine Deal**

NEW YORK, Nov. 4.—Point-of-sale advertising on candy venders, launched last spring by Vend-Ads, Inc., has been shelved, it bccame known this week. A casualty of the price squeeze on candy bars and experimentation with dime bars in many areas, the program has been set aside until the price situation becomes more stable, ac-cording to Sherman D. Gregory, executive.

5c Price Butt of **ABCB** Convention

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

Say Biz Is Fine; Bear SAN FRANCISCO, Nov. 4.—A current picture of the soft drink industry was given here this week during the American Bottlers of Carbonated Beverages (ABCB) convention—and it wasn't a good one, particularly to the small bot-tlers who are finding themselves in a squeeze between rising costs and a fixed price. However, there was no unanimity of opinion among the nearly 3,000 members of the industry who attended the four-day exposition and confer-ence which elosed Thursday (2) at the Civic Auditorium. Alvin Beaman, Nashville, was named president during the elec-tion of officers held on the final day. Other officers elected were James C. Lee, Birmingham, vice-president, and Joseph Lapides, Baltimore, treasurer. New direc-tors named were W. R. Roberson, Washington; Frank Snell, Jack-

#### Cig Ops Hype Calif. **Red Feather Program**

sonville: Wilbur H. Glenn, Colum-bla, Ga., and A. B. Hatcher, Charleston, W. Va. Large Vs. Small The nation's largest bottlers thought business was fine. With large highly mechanical operations and low labor costs, they have been able to maintain substantial earnings. But not so the smaller (Continued on page <sup>\$7</sup>)

#### Arctic Adds Two Reps on East Coast

APPLETON, Wis, Nov. 4— Arctic Vendor Sales, ice cream vending machine manufacturer here, this week announced the appointment of direct-factory sales representatives to cover Pennsyl-vania and the Southeastern States. The appointments were made by Arctic's president, Gordon Haase.

Arctic's president, Gordon Haase. Harvey Smith, formerly national theater sales representative for SuperVend of Texas, will handle the Arctic machine in Florida, Georgia, Alabama, North and South Carolina and Eastern Ten-nessee. Smith, more recently with Dr. Pepper, headquarters in At-lanta.

Dr. Pepper, headquarters in At-lanta. J. E. Schmitz, who was with Mills Industries, will cover Pennsylvania. Schmitz makes his home in Pine Grove, Pa., near Harrisburg. Haase added that production of the Arctic lee cream bar machine has been increased this month de-spite coming cool weather. De-liveries are now being made in three weeks at no change in price,



100 or more, 10.50 each

YES, that includes Plastic Globes. All Victor machines can be bought on 20-week plan from TORR.

FRENCH OBY PAR COAN

Save at Least Part of Each Week's Earnings Bity U. S. Savings Stamps and Bonds

ROY TORR

Special

keeps

popcorn fresh

and

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sirups and concentrates). Room 781. The D. C Clark Co. Pitissurgh Teandy barsi: Room 730. Coat Manufacturing Co. Madison, Wis. Coat Manufacturing Co. Madison, Wis. Booth 38. Booth 38. Coat Predict Vending machiness: Booth 38. Coat Predict Corn. Chicago (cup bay. Coat Predict Corn., Chicago (cup bay. Coat Predict Co. Inc., Hammond, Inc. New York (ca. basai Room 736. The Diamond Match Co. New York (matchas): Booth 78. The Double-Cola Co., Chicago (cup cup). Code Division, Dertoit (trucks); Poyer isace A-3. The Double-Cola Co., Chicago (tice cream wending machines); Room 78. Down Mig. Co., Chicago (tice cream Wending anchines); Room 78. The Pointer Co., Dailas (beyerage strups); Room 73. Derto Marga Co., Chicago (tup vending machines); Booth 73. Room 788. The Double-Cola Co., Chicago (tup); Ariur S., Booth 73. Room 788. The Double-Cola Co., Chicago (tup); Ariur S., Booth 73. Room 788. The Data Partier S. Naverbill. Ariur S., Booth 73. Room 788. The Eagle Lock, Co., Chicago (tocks); Co., Chicago (tocks); Co., Chicago (tocks); Co. SANDY also reminds you be had to buy a truck to haut his money since buying all Victor Machines from TORR. LANSDOWNE, PA. FRENCH BOY POP CORN

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Dispenser

Complete unit with or without "French Boy" trade name

\$51.50

F, O. B. Chicago

Pap your own corn or buy fresh, ready-to-eat papeorn from us.

A B C Popcorn Co., Inc.

3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

The Engle Lock, Co., Chicago (locks); Booth 84.

Eastern Electric, Inc., New York (ciga rette vending machines); Booths 31, 32.

P. & F. Luboratories, Inc., Chicago (cough drops, packagrd candy); Room 742 Predral Sweeta & Biscuit Co., Clifton, N. J. (candy, biscuits); Booth 15. Perrara Candy Co., Inc., Chicago (candy bers); Room 707. Rome A.2. Pord Motor Co. Chicago (truczs), rvyer space A.2. Prigid Fruit Co., Yakima, Wash. (fresh fruit veading machines): Room 70042. Fruit-O-Maile Manufacturing Co., Los Angeles (fresh fruit vending machines); Room 730. G

Gordon Foods, Inc., Atlanta (potulo sticks peanut butter andwiches, cookies, peanuts, cakes); Room Jos. Guasdian Electric Manufacturing Co., Chicago (cola changers, vrading control systems, relays, switches, solenoids); Booth 44.

aystems, relays, switches, solenoids); Booth 44. Hawley & Hoops, Inc., New York (bulk endy and gum); Boom 715. Fred Hetel Corp., Chicago (ice cream vending machines); Room 776. Hershey Chocolate Corp., Hershey, Pa. (candy birs, bewerge sirups); Room 760. Hershey Chocolate Corp., Hershey, Pa. (candy bars, bewerge sirups); Room 760. Holywood Candy Co., Centralta, II. (candy bars); Room 762. Honey Bes Co., Chicage (shoestring po-talces); Room 736.

ACCOUNTS IN A SALE SALES

Howard Laduatries, Inc., Racine, Wis, (motors, gesr units); Room 754. Buils Vendors, Iac., Byringfield, IB, (susfier: conversion units, for cigarelle Riupp Company, Company,

NAMA Exhibitors

The likinois Lock Co., Chicago (cab-inet locks): Booth %. International Mutoscope Corp., Long Is-land City, M. T. (shotograph, volce re-cording and post-Card vending machines): Booth 71.

Booth 71. Johnson Fare Box Co., Chicago (cup vending units, coin changers, sorters, counters and wrappers); Room 709. Waiter H. Johnson Candy Co., Chicago (candy bars); Room 763.

Walter Kidde & Co., Inc., Beileville, N. J. (lightweight gas cylinders); Booth 49

N. J. ilghtweicht gas bylinders); Booth 49, Lamont, Corliss & Co., New York (candy bars); Room TTT. Lead Gum Co., Chicago (bulk candy Lablich Foundries, Luc, Easton, Pa. Ickurette and Rylon vending machines); Booths 56, 87. Lion Mätch Co., New York (cugs); Booths 51, 25. Lyon Industries, Inc., New York (cigarettes); Booths 51, 25. Lyon Industries, Inc., New York (cugs); Booths 55, 25.

Mars. Inc. Chicago (candy bars); Room 732.

Mara, Inc. Chiesgo (sandy bara); Room 732, Marphand Cup Co., Batimore (cups, Marphand Cup Co., Batimore (cups, Maron, Au & Margenheimer Mineoin, N. Y. (candy bara); Room 714, Markie Korff Cear Co., Chicago (scared moters); Doeda 56 The Bert Mills Corp., Lombard, II), The Bert Mills Corp., Lombard, II), The Bert Mills Corp., Lombard, II), Mills Industries, Inc., Chicago (scared Mills Industries, Inc., Chicago (scared), Rum, eup beverage and buttle teverage vedding machines); Booths 26, 36 Foundation (contraction); Booths 26, 36 Mountahasire, Inc., Springfield, Mass, (electric shaver vending machine); Room 758.

758. ""National Rejectors, Inc., St. Louis islug rejectors, coin chinneris, actualori); Booth 68, 69, 70. "" National Vendors, Inc., St. Louis (ciga-stic, coid y vending, machinesi; Booth St. Corp., Columbus, Ga. (beverage Nehl Corp., Columbus, Ga. (beverage sirbus); Room 710. New England Confectionery Co. Cam-bridge. Mass (cundy base); Room 759. "Duik vending machines; Booth 61, Room

Orange-Crush Co., Chicago (beverage sirupa): Booth 38.

Grange-Grush Co., Chicago (beverage sirups): Boolth 33. Pepai-Cola Co., New York (beverage, Sirups): Rooms 726, 479. Peter Paul, Inc., Naucatuck, Conn. (candy barss): Room 726. Philip Morris & Co., Lid., Nuc., New York (righterettes): Boolts 11, 12. Philips Nut & Chocolate Co. Wilkes-Baut butter sandwichsel: Room 762. Pressed Steel Tank Co., Milwaukee (CO2 Sylinders, Sirup containers): Boolth 77. Purity Pretsel Co., Narrisburg, Pa. (pret-sel vending machiners, Pocolit Room 762. Quaker City Mecalter & Confectionery Booth SE., Philadelphia (candy bars): Burn B.

Co., Inc., Philadelphia (candy bara): Booth 88. Queen City Mig. Co., Cineinnasi ipop-carn vending meetinesi: Room 755.

carn venillar meeinen i. Room 735. R. B. Reese Candy Co. Mershey, Pa (Cady) 1278: Room 760. Status Candy Co. Mershey, Pa (Cady) 1278: Room 760. Co. Winstan-Batem, N. C. (cigarettes): Bootha Ge. 82. Ridley's & The II. L. Eudarch Co. New York (useknged candy): Room 783. Rowe N'autracturing Co. Inc. New York Grage Venillar, matchigant doite bev-Bootha 1, 2, 3

Booths 1. 2. 3
 Sattley Co., Detroit jeoin mechanismi: Booth 3. 2. 3
 Sattley Co., Brockiyn ibeverage sir-upn; Booth 5.
 Winker Haven, Pin feugh heverage sir-upn; Booth 5.
 Winker Haven, Pin feugh heverage vend ing machines: Booth 24, 33.
 Spacarb, Inc., New York (cup bererage vending machines: Booth 39
 Stater Maauliacturars Curp. New York Siteberd, Woms: Inter, Booths 45, 46.
 Siteberd, Woms: Goots, H. Louis, Inter, Ho-becent gum, 1-cent gum Youling machines, Buoths, N., 46.
 The Sweits Co. of America, Inc., Ho-beken, M. J. (candy burg); Boom 741.
 Switser's Licotice Co., 81. Louis (pack-aged candy); Boom 76.
 Tap Mixers Server Atuality Handing Science Scienc

Tap Mixers Service, Atlantic Highlands, N. J. (dispenser rents) service); Room 757, Universal Match Corp., St. Louis (candy bars, matchers); Room 731.

verder-Root, Inc., Hartford, Conn (coin counters); Booth S. Vendall Co., Chicago (Candy, 1-cent andy, gum, nut vending muchines); Booth 6.

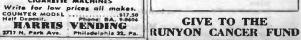
car 86. The Vendo Co., Kansas City, M0. (coin thangers, bottle beverage vending ma-chines); Booth 37.

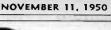
chines); Booth 37. W Weich Grape Julce Co., New York (fruit Julce concentrates); Room 737. Janes O. Weich Co., Gambridge, Muss. (candy hars); Room 766 Wilbow Suchard Chocolute Co. Inc. Wilbow Suchard Chocolute Co. Inc. Wilcox-Corp., Charlotte, (phonograph vending machines); Room 745.

Wilcox-usy (phonograph vending machines); Koum 745. Wm. Weigley Je. Co., Chicago (3-cent packaged gum, I-cent packaged gum); Room 779. Z.

Zaug's Modern Vending Bervice, New London, Wis, fcigar conversion units, tripis cigar packs); Room 750.

NEW LOW PRICES U-SELECT-IT 







Leaf's famous trademark'RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Least products include a complete line of fastselling vending candies.



ion, Appleteo, Wis.

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## **NAMA Convention Program**

SUNDAY, NOVEMBER 12, 1950 Grand Ballroom-Palmer House

- a.m.—"Rouser" Breakfast—Grand Ballroom Musical entertainment by Leo Terry, organist
   3:45 a.m.—Call to Order by the President
- a.m.—Invocation The Rev. Irvin E. Deer, Administrative As-sistant. The Church Federation of Greater Chicage 9:50 Chicago.

9:55 a.m.—Posting of the Colors Color Guard 131st Infantry, Illinois National Guard.

10 a.m

- 10:05
- Guard. n.—Pledge of Allegiance to the Flag The National Anthem. a.m.—The President's Address and Welcome George M. Seedman, Rowe Service Company, Inc., Los Angeles. a.m.—'Wr. Automatle Merchandiser: Are You Running You Business—or Is Your Business Running You?" John W. Mock, management consultant, Chicage 10:20 a
- John W. Mock, management consultant, Chicago.
  10:50 a.m.—"The Role of Automatic Merchandising in America's System of Retail Distribution —Today and Tomorrow."
  Dr. Delbert J. Duncan, Professor of Market-ing and Distribution, School of Business and Public Administration, Cornell University, Ithaca, N. Y.
  11:30 a.m.—Annual Business Meeting and Election of Directors

- a.m.—Annua of Directors.
- of Directors. 12:30 p.m.—Opening of the Fourth Annual Exhibit. 12:30-6:30 p.m.—Exhibit Hours, Fourth Floor Exhibit Hall. Seventh Floor Exhibit Rooms.

#### MONDAY, NOVEMBER 13, 1950 Beverage Operators' Day

#### Grand Ballroom-Palmer House

- 9 a.m.-Call to Order and Preface to the Day's Dis-Edward C. Williams, Beverage Operators' Day Chairman, Spacarb of New England,
- 9:15 a 9:45
- Day Chairman, Spacarb of New England, Inc., Boston. a.m.—Trends in Sanitation Practices and The Future of Automatic Merchandising. a.m.—Fundamentals of Food Sanitation In Vending Operations: Professor William T. Ingram, Associate Pro-fessor of Public Health, College of Engineer-ing, New York University, University Heights, M. Y. Progress Report of the Research Project of the NAMA Cup Vending Division and What It Indicates: Dr. W. L. Mallmann, Michigan State College, E. Lansing, Mich.

Dr. W. L. Mallmann, Mich. E. Lansing, Mich. a.m.—The Shrinking Nickel: Problems of maintaining service at a profit in the face of rising costs and under the nickel's limita-10:15

tions.
Cup Operator's Experience:
W. H. Mason III, Mason Automatic Vending Company, Houston.
Bottle Beverage Operator's Experience:
S. Maurice Whitcraft, Automatic Beverage Company, St. Louis.
10:45 a.m.—Vending's New Crisis: The Operational Outlook in a period of Transition to a De-fense Economy.
Machine Manufacturers' Outlook: For cup machines:

For cup machines: I. H. Houston, President, Spacarb, Inc., New

I. I. How York. For bottle beverage machines: Robert W. Wagstaff, Vicc-President, The Vendo Company, Kansas City, Mo. Supply Manufacturers' Outlook.

Supply Manufacturers' Outlook. For sirups: George T. Herold, Sero Syrup Company, New

York C. Scully, Lily-Tullp Cup Corporation. For

- E. C. Scully, Lily-Tullp Cup Corporation. New York.
  11:45 a.m.—Discussion Period.
  5 to 9 p.m.—Exhibit Hours, Fourth Floor Exhibit Hall.
- p.m.-Exhibit Hours, Seventh Floor Exhibit Hall. 1 to 5

Concurrent Evening Sessions 7:30 p.m.-Informal Round Table Discussions-

- p.m.—Informal Round Table Discussions— Grand Ballroom. Candy-Gum-Nut-Biscuit Operations: Discussion Leader—Nick Novasic, West Allis Vendors, West Allis, Wis. Cigarette Operations. Discussion Leader—Harry Rosen, Allegheny Cigarette Service, Wilkinsburg, Pa. Beverage Operations. Discussion Leader—M. J. Estrem, Cupteen, Minnerolis.

- Minneapolls. p.m.—New Horizons in Vending: Success in New Fields of Vending; Experiments in Bringing New Products to Vending. (Room 14—Club Floor) Chairman—G. R. Schreiber, Editor, Vend. Look-Back and Outlook for Milk Vending by a Bioneer 7:30

  - Look-Back and Outlook for Milk Vending by a Pioneer. Everett J. Newcomer, City Milk Vending Service Corporation, Maspeth, N. Y. Testing New Vendibles and Their Machines for Practical Operations. Meyer Gelfand, The G. B. Macke Corp., Washington, D. C. Launching Into Vending on a Diversified Basis

- Basis
- Stanley A. Katcher, Vendomatic Corporation, Tucson, Ariz. The Growth of Ice Cream Machine Manufac-
- Gordon W. Haase, Arctic Vendor Sales Cor-

- TUESDAY, NOVEMBER 14, 1950 Candy, Gum, Nut and Biscuit Operators' Day Grand Ballroom-Palmer House
- -Call to Order and Preface to the Day's Dis 9 a m cussions. William Fishman, Candy Operators' Day Chairman, Automatic Merchandising Com-pany, Chicago.
- 9:15 a.m.—The Shrinking at the crossroads? The Shrinking Nickel: "Is candy vending

at the crossroads?" Continuing to Operate Under the Nickel's Limitation and the Outlook for Conversion to 10-cent Operations: B. W. Scheuer, Vendo-mat Corporation of America, Baltimore. a.m.—Diversification: "Making Do With What's Available for Vending." Maurice L. Heffer, Johnson Tobacco Co., Chicage 1.

- 9:45 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 Merchandisc Outlook: Phil Gott, president, National Confectioners' Association, Chicago.
- a.m.—Operating Under Defense Conditions. Defense and Military Establishments: Paul I. Berkley, Vendex, Inc., Newark, N. J. Atomic and New Weapons Installations: D.A. 10:30 Dayton, Smoky Mountain Canteen Co., Oak Ridge, Tenn.
- a.m.—Per Machine Taxation and Its Effect Upon the Candy Cost Picture.
   F. L. Brandstrader, Legislative Counsel, NAMA.
- 11:15 a.m.-Discussion Period.

7:30

1 to 6 p.m.—Exhibit Hours, Fourth Floor Exhibit Hall; Seventh Floor Exhibit Rooms.

### Concurrent Evening Sessions p.m.-Informal Round Table Discussions-

- Grand Ballroom. Candy-Gum-Nut-Biscuit Operations Discussion Leader—Don W. Huck, Canteen Company of Columbus, O. Cigarette Operations: Discussion Leader—Louis Risman, Mystle Automatic Sales Company, Medford, Mass. Beverage Operations: Discussion Leader—Raymond H. Lunn, Dis-pens-O-Matic Co., Inc., Schenectady, N. Y. p.m.—"Pioneer Vendors" Sessions—Room 14, Club Floor. Grand Ballroom.

- 7:30 Club Floor. Chairman—J. D. Brodsky, Illinois Vending
  - Sanitation Practices and Recommended Ma-chine Construction for Penny-Bulk Opera-
  - tions:
  - Gustave L. Herman, Acting Chief, Food In-spection Bureau, Chicago Health Dept.,
  - The
  - Gustave L. Herman, Acting Chief, Food In-spection Bureau, Chicago Health Dept, Chicago. The Shrinking Penny"—How to maintain service and operate profitably under the limitation of the penny: Ben L. Rauch, Fort Worth, Tex.; J. J. Crosby, Pecrless Weighing and Vending Machine Corp. Long Island City, N. Y.; Robert K. Hawthorne, New England District Manager, Ford Gum and Machine Co., Inc. Lockport, N. Y.

#### WEDNESDAY, NOVEMBER 15, 1950 Cigarette and Cigar Operators' Day Grand Ballroom-Palmer House

- -Call to Order and Preface to Day's Dis-9 a.m.-
  - Arch C. Riddell, Cigarette Operators' Day Chairman, Harmony Cigarette Service, Inc., Pasadena, Calif.
- Pasadena, Calif.
  9:15 a.m.—Public Morals and The Sales-To-Minors Problem:
  Operators' experience:
  George M. Seedman, president, NAMA, Rowe Service Co., Inc., Los Angeles.
  Experience of the Tobacco Industry:
  Robert M. Ganger, executive vice-president, P. Lorillard Co., New York.
  Summing up, from the point of view of an industry attorney:
  D. R. Clarke, general counsel, NAMA, and general counsel, Illinois Manufacturers As-sociation.
  10 a.m.—Cigar Operations Todav—A Natural Ad-
- a.m.—Cigar Operations Today—A Natural Ad-junct to Cigarette Merchandising.
   S. M. Malkin, Malkin-Illion Co., Irvington, N. J.
- 10:20
  - N. J. a.m.-Book Match Distribution and Its Effect Upon Cigarette Sales.
    R. B. Barton, Director of National Advertis-ing, Book Match Division, The Diamond Match Company, New York.
    a.m.-The Shrinking Quarter--The problem of maintaining service during conversion or price change.
- 10:40
  - of maintaining service during conversion or price change. Middle West: William J. Schmidt, Indiana Vendors, Inc., Indianapolis. South: Sidney J. Kronenberg, The Alamat Co., Birmingham. Southwest: Herman Schultz, Ace Merchan-
- Southwest: Herman Schultz, Ace Merchan-dise Vendors, Houston. 1 a.m.-Vending's New Crisis: Top-notch truck maintenance for top-notch service to loca-tions in the face of possible automotive short-ages—tires, fuel, trucks, parts. Presented by leading automotive companies —Chevrolet, Dodge and Ford. 11:30 a.m. Discussion Period. 12 to 4 p.m.—Exhibit Hours—Fourth Floor Exhibit Hall: Seventh Floor Exhibit Rooms. 4 p.m.—Closing of the 4th Annual Exhibit.



- UNEEDA MODEL 500 9 col., 350 Pack Cap. ... . \$85.00
- CANDY MACHINES VENDIT, 150 Bar Cap. -. \$47.50 SALE \$55.00 UNEEDA, 105 Bar Cap. 75.00 SHIPMAN STAMP VENDOR Ilike Candyman 4 läke 25c CONVERSIONS; PARTS GUARANTEED 72 bar cap. En TOP EQUIPMENT-UNCONDITIONALLY GUARANTEEL NE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D. Parts and Mirrors available for all makes and models.
  - **UNEEDA VENDING SERVICE** "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" New Reconditioned As Is 166 CLYMER ST. EVergreen 7-4568 BROOKLYN 17, N. Y

TOLD BY YOUTHFUL EXEC PHILADELPHIA. Nov. which are sold extensively to the Blumenthal Bros., Inc., a family owned enterprise referred to as candy vending trade, according to Blumenthal. The nickel line, howone of the top producers of chocoever, is kept for consumer goo will and "barely breaks even, late candies in the U.S., has three he declares. reasons for existence, according to

39-year-old Bernard Blumenthal,

president. They are: (1) to support the Blumenthal family; (2) to supply as good a product as possible and still make a normal profit; (3) to provide a living for firm's workers and their families. "Since ours is a family company, we like to hire families to work for us," Blumen-thal states.

That states. The company, which has a 5-cent line especially designed for vending machines, was founded by Joseph Blumenthal, father of the present firm head, 50 years ago. Before then, he and his seven brothers had opened an extract business that could not extract enough profits to feed the family.

AUTOMATIC

Soch Shoppe

THE FIRST REALLY

president.

**BLUMENTHAL BROS.' RISE** 

He explained that some 30 sales-men service about 4,000 accounts thruout the United States.

10

good

85

The service about view decounts through the United States. Company View — The Blumenthals, which include Moses Blumenthals, which include Moses Blumenthal as chairman of the board and two cousins in Vice-President Samuel and Secretary Lawrence, look at the present price situation this way: The Industry as a whole cannot finance the in-ventorles it would like to have. With this the ease, it is expected that at a later date the crucial (price-wise) product, cocoa beans, will assume a level commensurate with other commodities. Tho 25 to 30 cents a pound may be con-sidered a good price, this can change as other commodities con-tinue to rise. Since firm's inventories are "ex-

enough profils to feed the family. Expands Products Tho its original product was chocolate candy, today 60 per cent of the firm's annual gross of over \$10,000 000 comes from chocolate coalings, powders and liquors. The nickel chocolate confections, all of

NEW COIN-OPERATED CUP DRINK DISPENSER IN MORE THAN A DECADE JET CARBO-COOLER featuring

JET CARBO-COOLER 3 Flovor Selective 1000 Drink Syrup Capacity 1800 Drink Syrup Capacity Smallest in 5 service Smallest in 515 \$20 Ub.) Ughtest in Weight (Only \$27" Widd Floor Space Only 24" Osep x 27" Widd Floor Space Only 24" Osep x 27" Widd Floor Space Only 24" Osep x 27" Widd

only \$103100 Changemaker Slight Additional Cost

See the nation's finest dispenser on display in Booths 82 and 83 NAMA Show, Palmer House, Chi., III

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WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.

Try this famous vendor for 30 days. If

return it and we'll retund your purchase

price in full, plus freight both ways. You

have nothing to lose, and we know we

RTHWESTERN

ill gain a satisfied customer.

doesn't EARN MORE MONEY for you.

30 DAY MONEY BACK TRIAL

Northwestern 49 SPECIAL

86

VENDING MACHINES



#### Continued from page 83

Price of venders is \$400, altho first custom made ones were slightly higher, Glascock officials said.

Working on a nickel, dime and quarter insertion to \$1.50, the eight venders were stocked with the following items for the first week's operation: (Store officials said changes would be made weekly to ascertain air traveler's preference.)

**Products Vended** 

Products Vended Six-in-one utility tool, 80 cents; pen and pencil set, \$1; men's ties, solid maroon, blue and black, \$1; men's wallets, \$1.20; men's hand-kerchiefs, three for \$1; men's key case, 30 cents; plastic play chips on chains, 85 cents; plastic pup, 50 cents; four-action toy car, 75 cents; Hoppy toy rabbit, 49 cents; T-shirts, 80 cents; women's gloves, \$1; women's scarfs, \$1; aprons, cent T-sl T-snirts, 80 cents; women's gloves, \$1; women's scarfs, \$1; aprons, \$1,50; women's handkerchiefs, \$1; Tweed cologne, \$1; women's glove holder, \$1.20; note paper, \$1; women's wallets, \$1; football charm, \$1.20; cosmetic kits, \$1.20; women's hosiery holder, \$1.20.

women's hosiery holder, \$1.20. This selection differs in many items from the first items offered by Filene's for automatie vending in the Greyhound bus terminal the week of May 9. They were: Women's nylon ganties, \$1.65; women's white nylon gloves, \$1 (sizes 6½ and 7); simulated pearl earrings and necklaces, \$1.20; men's ties, \$1; men's hose, 75 cents '(sizes 11, 11½ and 12); T-shirts, \$1; men's shorts, 34, 36, 38, \$1; baby pants in three sizes, \$1; plastic baby ratiles, \$1; alex doll, plastic toy blocks, \$1; latex doll,

Prices

LESS THAN 25 \$14.35 14.35 LESS THAN 100 \$14.15

100 OR MORE \$13.95

SALES AND SERVICE COMPANY

MOE MANDELL

\$1; canasta set, \$1.35; colored can-

\$1; canasta set, \$1.35; colored can-dles, 85 cents; note paper, \$1; two decks of cards, 90 cents; men's handkerchiefs, two for 50 cents; 20 note cards, \$1. Sized Ttems Sized ifems have not proven to be as good sellers as unsized items. Officials said vending machine buyers were "scared" of sized items. "Some customers feel sizes may not run true, and that they will have no means of exchange despite the fact that a uniformed attendant and change maker is on duty at all times."

The sizing problem does not ap-pear, however, in the vending of women's nylon hosiery. Two ma-chines, offering taupe and beige shades, were scoring heavily at the airport.

the airport. Altho store officials will not comment, it is understood that a ring of U-Serve-U centers, copy-righted name for the batteries of machines, will be installed in terminal points around Boston and later on thruout New England. Filene's has sole rights to Glasco venders in New England.

#### In-Store Units Out

In-Store Units Out No plans are in the offing, store officials said, for in-store vend-ing. Stacy Holmes, public rela-tions executive for Filene's, said, "These machines do not take the place of the store or retail selling in the store—they do, however, allow us to put goods at places where it would be impossible to have a store."

No figures of rentals were forth-coming in either the bus location or the airport. Downtown Hub talk had it that both North and South Station, rail terminals, were being negotiated with for installations. An experiment in Christmas merchandising will be undertaken by Filene's at both of its loca-tions, and it will be the first in-stance here wherein the customer will be able to buy a completely gift-wrapped Christmas gift thru an automatic vending machine. Chance heme No figures of rentals were forth-

#### **Change Items**

Changes in items that are not Charges in items that are not drawing are made frequently. Dur-ing the summer months Filene's had roll film in three sizes, sun-tan oil, sun glasses, kerchiefs, and pen and pencil sets as new items in their bus station location. Merchandise in both locations has been aimed to the needs of trav-olars from their own viewroint to elers, from their own viewpoint to that of the purchase of gifts for all members of families they are that visiting.

Toys and children's items seem to be consistent in selling aver-ages, along with women's nylon hosiery. Women's nylon panties were admittedly a flop. Store of-ficials, who felt that the reluc-tance of women to buy intimate garments in public, which has been overcome in department store selling, would be overcome, too, in automatic merchandising, had to admit they were wrong, and the nylon panties were withdrawn. William Bellamy, in charge of both centers for Filene's, said rec-ords were being kept of all phases of operation at both centers, and that the pattern of the Greyhound installation had been used in se-lecting merchandise offered at the airport location. 24-Hour Operation Toys and children's items seem

Acting merchandise offered a time airport location. 24-Hoar Operation He said that 24-hour operation would be maintained at both cen-ters. If non-operation is desired, a switch is thrown, which imme-diately rejects coins inserted. The machines are equipped with ABT slug ejectors and inter-changeable panels. There are 33 tech on the totalizer and three switches with inner locks on the knobs. Set for nickels only, they, will operate from 5 cents to \$1.65; with dimes only, from 10 cents to \$3.50; with quarters only. from 25 cents to \$8.25. Nothing over \$1.65 has yet been vended, but with the Christmas season, higher priced merchandise, gift wrapped will be offered. Airport Layout

#### Airport Layout

Airport Layout Airport machines operate with nickel, dime and quarter inser-tions to \$1.50. The merchandise is well illuminated and arranged on wall panels. Packages can be vended as large as 8½ by 11 inches by 1½, and as small as 3 by 3¼ inches. Glasco's are in gray sheet steel models, 36 by 49 inches high and 30 inches deep, mounted on 20-inch wooden bases which serve as storage compartments. The as storage compartments. The Vendomatic machines display



chandising Association (NAMA) banquet which will climax the four-day convention at the Palmer House here Wednesday evening (15). Program will be presented by the R. J. Reynolds Tobacco

Company. Martha Wright, a coloratura so-prano, and musical-comedy, radio and television actross, will share the evening entertainment spot-light with Liberace, planist. An-other feature of the show will be the comic pantomime team of Lau-rette and Clymas. In addition, the Merriel Abbott dancers will per-form.



the 3-cent maximum, and Paul F. Betch, which lists its vend packs at \$3.12, has been offering oper-ators placement allowance to hold to the \$3 maximum. A few candy manufacturers, like Mars and Clark, with prices well above the \$3 level, have informed operators they are simply unable to bring the price down because of ingredient and manufacturing costs. costs.

costs. Whether the reductions by Cur-tiss, Welch. Mason and Beich will set a pattern for the candy industry this fall, no one in the candy man-ufacturing business could predict this week. Operators, however, saw in the reductions concrete evi-dence that most candy manufac-lurers intend doing everything in their power to hold the line for their vending packs.



titioned off the country into 22 districts, each with about 4,500 Canteen candy venders. Blanket coverage of any district for four weeks at a time was sold to bar manufacturers, with the producer's leading bar plugged on all Can-teen venders in the district. Fees were set at approximately \$3,600 a district a district.

women's hosicry on glass shelves in sizes from 9 to 10½, operating on quarters.

Volume for the first week of op-eration at the airport vending center was reportedly ahead of the first week of op of the bus terminal location despite the abterminal location despile the ab-sence of newspaper and radio plugs used on the first opening, which drew thousands of euriosity seek-ers. Reason advanced was that air travelers have more money to spend than bus travelers.

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## Continued from page 83

5c Price Butt of ABC Meet

•Continued from page 83 bottlers, and they made their posi-tion quite clear at one of several stormy meetings. They attacked the 5-cent bottle of beverage, de-claring it should be relegated to man's memory like the two-bit shave and a haircut and the 5-cent glass of beer. Chief hurdle, it was reported, is the resistance to price increases of Coca-Cola bottlers, who make up approximately 50 per cent of the billion-dollar a year industry. The rest is said to be split among Pep-si-Cola, Boyal Crown Cola, Seven-Up and scores of other companies. The typical operation, however, according to an industry spokes-man, produces only 100,000 to 150,000 cases a year. Current con-sumption is approximately 24,000,-000,000 bottles a year (a consump-tion rate of about 162 per capita). There are about 6500 bottlers in the country.

There are about the country. The larger bottlers listened po-litely to complaints against the nickel price and then one of them

"It's like a bunch of Lightweights trying to take on a champ."

#### Five-Cent Pop

Five-Cent Pop Most of the speakers said they were in business to make money and they couldn't make much money selling pop for 5 cents a bottle. They doubted whether Co-ca-Cola could make money at this price either and some even sug-gested the big company was selling at a loss

gested the big company was selling at a loss. Bottler Ed Broughton, cf. Ashta-bula, O., sald he thought many Coca-Cola bottlers would raise their price if the Coca-Cola Com-pany would stop its "5-cent na-tional advertsing." He and other speakers said this national adver-tising by the Coca-Cola Company forced local bottlers to hold the nickel price line even if it meant going in the red. Panel Talka

R.H. ADAIR COMPANY 4726 W. Reoscuelt Rd. Oek Park, Illinois Phone: EUclid 47217 and North Carolina, denied the

national company dictates price to local bottlers A panel of bottlers, who spoke briefly on the price question before the general discussion, appeared fairly unani-mous on the need for a raise in while they talked, however, San Francisco groceries were selling pop for 5 cents a bottle and some brands were priced at six bottles for a quarter. The seriousness of the squeeze between rising costs and a fixed price was brought out by John J. Riley, permanent secretary of the Washington-quartered group, who cautioned that there is bound to be a wide variety of views, since there is a wide variety of condi-tions in different parts of the country. Further Hikkes. country.

#### Further Hikes.

Further Hikes. The prospect of further increase in the industry's volume was pre-dicted by James B. Lee, of Bir-mingham. He urged that sales efforts should be stepped up and that consumption by 1960 could reasonably be 250 bottles per capita. He reported that two States have already passed the 250 figure, and seven others are above the 200 mark. West Coast bottlers and soft drink retailers have hardly scratched the surface of possible per capita consumption, It was announced that the 1951 ABCB convention would be held

ABCB convention would be held in Washington, in mid-November.

#### Gott Sees Ample **Candy Supplies** In War Emergency

COLUMBUS, O., Nov. 4. — "More than ample supplies of candy in the event of another war emergency" was the prediction of Philip P. Gott, president of Na-tional Confectioners' Association (NCA), at the Ohio State Tobacco Distributors' (OSTD) meeting here inst wask (20).

Distributors' (OSTD) meeting here last week (20). Basing his view on increased productive capacity of the indus-try, Gott said this "should tend to make it unnecessary for the government to issue an order simi-lar to that in World War II re-quiring all candy manufacturers to set aside 50 per cent of their production for use by the armed forces."

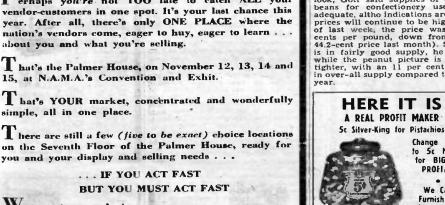
Discussing the ingredient out-look, Gott said supplies of cocoa beans for confectionery use are adequate, altho indications are that adequate, altho indications are that prices will continue to be high (as of last week, the price was 36.5 cents per pound, down from the 44.2-cent price last month). Sugar is in fairly good supply, he said, while the peanut picture is a bit tighter, with an 11 per cent drop in over-all supply compared to last vear year,

HOT NUT, \$39.50

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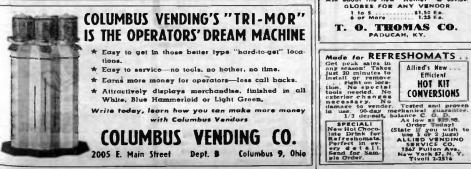
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Lofs of 25 \$7.75

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FREE NUTS OR BALL GUM, ONE WALL CKET WITH EACH MACHINE

BLOYD MFG. CO. VALLEY STATION, KY.

ATLAS

CHARMS

Footballs, Copper Footballs, Silver Footballs=Gold

and, Charm Vendors 5 lbt. Nuts. Ball Gum dors, 800 Bell Gum y Guaranteed,

sit. Balanca C.O.D

LOCATION-RELATION PROGRAM Personal Contact, Varied

Equipment Key to Success RORA, Ill., Nov. 4.—Because dure, etc., that might work to the AURORA, Ill., Nov. 4.—Because he believes "a vending operation never grows so big that its owner cannot take time to make the personal acquaintance of Indivi-duals heading its Industrial loca-tions," Edward Baratz's Q Auto-matic Sales Company here has prospered since its inception in 1933. Baratz has one other formula for

Baratz has one other formula for versification. He started out with 10 cigarette machines, added versification. He started out with 10 cigarette machines, added candy and penny bulk units next, then last year included hot coffee equipment to help make each installation a more complete "package refreshment center" in itself. Next spring, soft drink cup venders will be added.

#### Periodie Cheeks

Periodic Checks After the initial In-pcrson huddle with management i new plant stops, Bavatz makes it a hard and fast rule to make periodic check-backs with these officials himself. During these meetings, he asks for suggestions on how to improve his service, discusses changes in machine placement, merchandise, maintenance proce-

location's advantage The accent location's advantage The accent is placed on a constructive, how-to-better-our-service plane in Such conversations, and this tends to eliminate the bulk of "peevish complaints" that characterize in-dustrial-operator contacts when latter is not on the management level, he believes.

VENDING MACHINES

Placement Pattern

Placement Pattern Catering to plant requests, Q Automatic has 90 per cent of its equipment (candy, cigarette and bulk venders) wall mounted. It was found that there was less dantage to machines and such installation allowed fo, easier cleaning about the units by the plant. Thus, both operator and plant benefit, Baratz found. W en machines cannot be mounted on a wall or a structural pillar, they are placed, unfastened, on the floor with the proper base added. Following the firm's commonare placed, ulfastened, on the floor with the proper base added. Following the firm's common-sense location relation program has resulted in approximately 90 per cent coverage of leading in-dustrial plants thruout the Fox River Valley during the iT years since Q Automatic's formaticn. Baratz's operation now covers five cities and 30 towns thru this area and has reached what he terms the saturation point as far as such locations are concerned. Future expansion will be made mainly via further diversification in pres-ent locations, which serves a double purpose in that it in2 creases over-all volume and at the same time acts to strengthen loca-tion relations on the service l-vel. Dime. Nickel Candy?

Dime, Nickel Candy?

Dime. Nickel Candy? Baratz has tackled the nickel-dime candy bar question head-on. Reasoning that the customer, in the final analysis, will make his own choice, he stocks at least one column with a leading dime item, remainder with nickel bars. "But the dime bar must be d--ble the size of the nickel bar, and must

BRAND NEW

Either 1¢ or 5¢ Pla Cig. or Fruit Reels

IMPS



NEW YORK, Nov. 4.—Further in-roads into the varlety store field was reported here this week by Automatic Products, which an-nounced installation of coin-op-crated soda shoppes in W. T. Grant outlets in Bridgeport and Meriden, Conn. The venders, operated by Frank J. Mason, of Derby, Conn., will test patron reaction and may lead to extensive placement in other stores of the Grant chain.

Automatic has also installed cup machines in several F. W. Wool-worth stores here (*The Billboard*. November 4).

#### Permo Intros New Juke Box Needles

JUKE DOX INCECTES CHICAGO, Nov. 4. — Permo. Inc., this week began mailings to phonograph operators thruout the country announcing four new needles for use in music machines Specifically, the needles are the Permo Point GC, for use in AMI. Roek-Ola and Evans machines: Matched Jewel Points and Matched Osmopoints, both for the Seeburg unit, and the Nylon Loud Tone needle. unit, a needle

Addition of the new products brings the number of Permo nee-dles being sold for use in juke boxes to eight, it was stated by firm officials.

firm officials. Gail S. Carter, vice-president and general sales manager, said the complete line will be offered oper-ators on a purchase assortment basis, thus allowing ops to retain discounts for quantity orders. Prices are graded downward at 10, 100, 500 and 1,000 needles.

be a nationally advertised, na-tionally accepted item," he quali-fies. While he thinks the nickel bar will never disappear from the vending scene, the dime merchan-dise will have to be developed on a much stronger level than at present to be accepted in volume The screet, Baratz feels, is simply this: The dime bar must be a good bar, both in size and content: it must be worth the price. Daily Servicing

Daily Servicing The additio of the hot coffee units last year inaugurated a new servicing procedure for Q Auto-mitic While retaining its two, three to four times a week servic-ing of other equipment (candy. bulk, cigarette), a daily system was worked out for the new anits. For sanitation, preventative main-tenance and all-round efficiency reasons, the per-day scrucing of bulk liquid equipment pays off. Baratz states And it also means that huge capacity units will not be required.

That there to parting when the training on the required. Summing up his thinking on industrial locat in relations, Baratz restresses these points as prime factors in his firm's successful operation: (1) personal acquaintance of location management, plus keeping this acquaintance alive thru periodic in-person visits; (2) diversification of equipment to service plants' vending requirements as completely as possible thru one operation, and (3) concentration on- one make machine, in its type, whene er and wherever practical (because of space, capacity requirements).



NOVEMBER 11, 1950

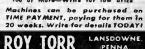
**Special Nov. Offers** 

VICTOR'S AMAZING NEW

TOPPER









LTED PEANUTS ETC, LOWEST PRICES & BALL GUM, CANDY CHARMS, stands. W stock all parts an NY THE SEST TODAY H. B. HUTCHINSON JR

PENNA.



CAMEO VENDING SERVICE

Thatcher Dividend

ELMIRA, N. Y., Nov. 4. — Thatcher Glass Manufacturing Company, Inc., has declared a year-end dividend of 10 cents per share on common stock in addi-tion to a 15-cent quarterly divi-dend. Both are payable Decem-ber 15 to stockholders of record November 29. Payments on the common stock for the year totaled 60 cents per share.

. . . . . . .

Say 'hello' to us

at the

PALMER HOUSE

33 UNION SQUARE . NEW



Single, \$12.95 Topper Standard Plastic Glan \$11.25 EST COAST DISTRIBUTO

Ace Vending & Dist. Co.



The Atlas Midget Vendor

## SLATED TO GOPLACES!

The Atlas Midget Vendor is Slated to go Places! A Bail Gum vendor that requires only a small investment, but yields big steady profits for operators. Salesmen and Distributors. Profits all the way down the line, write today for a real prolit deal.

Plus 2,000 Charms

Makes sonsationally fine lewelry item. 1/3 Deposit. Balance C. O. D., F. O. B. Cleveland, Ohio, All prices subject to change without notice.

CONFECTION SALES CO.

Distributors, Salesmen, WRITE NOW.

Ask about our NEW 40-PAGE CATALOG.

MANUFACTURING AND SALES CORP.

SPECIAL OFFER!

You Can't Go Wrong on This Deal

**4 SINGLE UNIT TOPPERS** 

Plus 25 lbs. 210 count Rain-Blo Gum

All this for only \$52.00

Write for Our Price List on Like New

Used Vending Machines

RAIN-BLO 210 COUNT GUM .. 26c Ib.

In tots of 200 lbs. or more we pay freight and less 2%

Per Thousand \$5.00 4.00 Silver-Plated Charms, Large 7.00 Gold Color Plated Charms, Large 7.00 Flated Charms, Large 7.70 Di

Per Thousann \$3.00 5.50 \$.50

10008 ST. CLAIR AVE CLEVELAND 8, OHIO

1925 12220 TRISKETT RD., OEPT TIL CLEVELAND 11, OHIO

Special Bargains

Bleck Diemond

#### **Vital Statistics** Marriages

Gilbert W. Chapman, presi-dent of Yale & Towne Comof locks and postage meter machines, and Mrs. Charles Goodspeed in Chicago October 28.

toper 28. Judd Weinberg, Chicago, and Marjorie Ellen Gottlieb, daughter of Dave Gottlieb, president of D. Gottlieb & Company, Chicago, at the Drake Hotel, Chicago, Novem-ber 5.

#### Birtha

A son, Ronald, to Mr. and Mrs. Ronald Schultz in Chi-cago recently. Father is associ-ated with Tri-County, an operating firm.



SHUFFLE ALLEY CLOSEOUT

Illy Shuffle Bowler Illy Shuffle Bowler Illy Speed Bowler Inde Shuffle Alley Inded Super Shuffle Alley Inded Shuffle Alley English Illiams Twin Shuffle Alley Illiams Deluxe Shuffle Alley Illiams Deluxe Shuffle Alley Illiams Charles Il dd \$10.00 extra for creting AMERICAN VENDING CO. AMERICAN VENDING CO.



New.or used Solotone Master Entertainer and Solotone Entertainer Boxes, Model A and Model B. Spot cash. Advise us what you have and guantity. BOX D-452 c/o The Billboard Cincinnari 22, O.



Coinmen You Know

#### Chicago:

Atlas Music Company is giving ops a flying start, program-wise, when they take delivery on the new Secburg 45-rp.m. Sclect-o-Matic. Nate Feinstein and Harold Schwartz beam the news that a full selection of the doughnut platters are being stocked to start the 100-selection boxes off with a bang. bang.

Charley Wilmoth. Tri-County Music, is still plugging away at boosting play in his diversified music locations—Jukes and Shuf-fle-Bowl games. Premiums are the key to hypoed play on the latter, charley yows. Tri-County serviceman Ronald Schults was initiated into nerestanced with the serviceman Ronald Schultz was initiated into parenthood with the birth of a son, Ronald Lewis. Baby and mother are tip-top.

Baby and mother are tip-top. Jimmy Johnson, Globe Distrib-uting Company, has been sticking close to headquarters during the past week or so. He's helping fill in for his vacationing secre-tary. Jimmy is all smiles when mention is made of his new coin changer, designed for counter use. It's being handled by Mills Industries. Jimmy Martin, James H. Martin & Company, is hopping on the bandwagon over a new Robin Hood release, "Oh, Babe," by Louis Prima. Jimmy thinks it's a coin-nabber jump for the jukes.

Bert Mills turns in a cheerful word on activity on the hot coffee vender front. Firm's Coffee Bar models, now using the same cabi-net for both large and small-ca-pacity units, are hitting new ac-ceptance levels as more units seen placement over a wider area, Bert Says. Harold Stamer, vice-president of Mechanical Mer-chants, Inc., is busy setting up a winter operating program for firm's Chicago Transit Authority (CTA) locations. Subject of hot drinks is being explored.

Les Rieck, manager of H. C. Evans music division, attended the MOA meeting at the Palmer House Monday (30) to talk over trade happenings with old opera-tor friends from all parts of the country. Len Micon, World Wide Distributors, reports Al

#### Los Angeles:

Mrs. Merriel Knapp. operator of arcade, games and music ma-chines in Nogales, Ariz, in town on a buying trip. While here she visited the firms along coin row and spent some time at Paul Lay-mon's. Lawrence Reya, of Colton, music and games operator, made one of his infrequent trips to town to look over the new equipment picture. Pete Schupp. Lynwood operator, who suffered serious injuries in a re-cent automobile accident, is re-ported on his way to recovery. Robert Boyd. San Diego operator, in the city to talk over the equip-ment picture with jobbers. Mrs. Merriel Knapp, operator

Ray Anthony. Capitol recording srtist, made a personal appear-ance at Leuenhagen's Record Bar. According to Mary Solle. department manager, "Mr. An-thony's Boogie" is going well on the boxes. Miss Solle recently attended a party thrown by Co-lumbia Records at the Mocambo on the Sunset Strip for Toni Ar-den. . Russ Morgan. Dece artist, is scheduled to meet the deparators soon at the Leuen-hagen Bar.

According to Jack Leonard, head of the Badger Sales Company's parts department, the button guards for one ball machines are going well. Badger has an ex-clusive here on the switch pro-tector. Lee Wirt, of Monte-bello, made a trip to the city and stopped off at Badger Sales. ... M. S. (Bill) Wolf. San Diego op-erator and former distributor, in the city on business. Gordon Hicks, long time operator, has onened headquarters on West Pico under the name of Coin-matic Company.

FOR SALE

Compicte Arcade, Will not allo Como and piece by piece. Will not allo Como and Photomatic, Nuto Voice-oGraph (late model), Star Series, Chicago Backet Ball, Champ, Chicago Phicol, Williams All Star, Gamp, Chicago Phicol, Williams all Star, Backet Bell, Challenger and 40 other pieces, Including Pin Balls. The only arcadig la Pituffeld, Mass. Wire 307 NORTH 5.7., PituFarlab, MASS.

Stern. Monty West and himself have been in the odd position of taking orders on the Rock-Ola Rocket '51 music box tho the unit has not yet been priced and the ops making the purchases have not seen the new baby. . . One of the attractions in the Pall Mall Buffet, a downtown stop patron-ized chiefly by the fourth estate, is a shuffleboard and shuffle game which are doing a going business. Usually one or the other is popu-lar with the customers.

Lunch Box, Inc., firm with the multiple product food vender (milk, sandwich, salad, fruit juice), has had the phone in its Madison Street headquarters dis-connected. Firm officials are Georgia Shanks, Florence Vipond and C. Moreau.

Charley Pieri, sales manager at J. H. Keeney & Company, states business on games has picked up in the past two weeks and he at-tributes some of the gains to the desire of coinmen to have some extra equipment on hand in case material shortages become more acute. Frank Mencuri is back from a West Coast trip during which he called on the trade in Los Angeles, San Francisco, Port-land, Seattle as well as other prin-cipal cities in the Far West, While in San Francisco he visited Lou Wolcher, who at the time was home recovering from a broken leg. Wolcher heads Advance Automatic. In the past three weeks Mencuri has covered 21,-000 miles mostly by air. Ford SeBastian and Joe Batten, Ex-hibit Supply exces, report orders on the Six Shooter gun game are coming in volume.

coming in volume. One of the top social events of the fall was the Judd Weinberg-Marjorie Ellen Gottlieb wedding at the Drake Hotel Sunday (5). She is the daughter of Mr. and Mrs. Dave Gottlieb. Among the trade folk on hand were Dave Bond. Trimont, Boston; J. D. and B. D. Lazar, B. D. Lazar & Com-pany, Pittsburgh; Irv Blumenfeld, General Vending & Sales, Balti-more, and Harold Lieberman, Hy Greenstein and Jonas Bessler. of Lieberman Hy-G Music Company, Minneapolis.

ington. December

#### Hartford, Conn.:

Abe Fish. of General Amuse-ment Game Company of Hart-ford, and president of the Con-bectieut State Coin Association, Inc., has been traveling for the association in recent weeks, with visits taking in key coin operators thruout Connecticut. Abe at-tended a recent get-together of Danbury, Conn., area coin opera-tors, and was gifted with a hat by the assembled Hat City coin-men. men.

Some 30 Connecticut operators were in attendance at the recent dinner held by Atlantic-New York Corporation, Sceburg dis-tributors, at the Park-Sheraton Hotel, New York. The Hartford delegation included Mac Perlman. Hartford district manager for At-lantic-New York; Abe Fish, Gen-eral Amusenent Game; Jim To-lisano, Superior Music, and Balph Colucci. Scaboard Distributors.

The first fall meeting in Hart-ford of the Connecticut State Coin Association was slated by Prexy Fish for November 9 at 8:30 at the Hotel Bond. "We plan to hold Hartford meetings about every two weeks after the No-vember 9 get-together," Abe said.

Joe Feica. the Torrington, Conn., coin operator, is building a new home. ... Local coin peo-ple present at the press reception honoring Dick Haymes. the singer, held by Decca Records at De-Nino's Restaurant, included Mr. and Mrs. Raiph Colucci, of Sca-board Distributors. Haymes ap-peared at the State Theater, Hart-ford, for two days.

#### Cincinnati:

CALENDAR FOR COINMEN

Charles Kanter, president of the Charles Kanter, president of the Automatic Phonograph Owners' Association (APOA), is recuperat-ing at Jewish Hospital. He suf-fered a heart attack October 22. ... Anna Rita Villinsky, daugh-ter of Abe Villinsky who operated the A & B Music Company, will be married November 19 to Ber-nard L. Schulman, of Nashville.

Mr. and Mrs. Fred Engel are Connie Confer. St. Louis, was in to see Bill Ryan at Universal Industries and get a preview of High Score Bowker. Meanwhile, Score Bowker. Meanwhi



89





## Coinmen You Know

#### Chicago:

devloping into top aggregations and are composed of both line personnel and office staffers. One of the gal keglers is June Regan, whose brother John is expected to be fighting it out with Ben Hogan. Sam Snead, Bobby Locke and the other leading profesand the other leading profes-sional golfers within a couple of seasons

seasons. Despite material problems, production continues steady at Bell-o-Matic, according to Vince Shay, president. Both Vince, and Grant Shay, vice-president and di-rector of advertising for the firm, were busy last week greeting op-erators who were in town for the Music Operators of America meet-ing at the Palmer House. Many of the ops took advantage of their trip her to drop in at the Bell-o-Matic headquarters to say hello. Midge Ryan also was on hand to see the visitors.

Monarch Coin Machine Com-pany thru Clayton Nemeroff is getting a good play on its Pop Corn Sez machine sale with but a few of the large shipments left. Don Calkins. La Portc, Ind., shuf-fieboard op, wrote Nemeroff that action thru the third week of the La Porte league has local popu-lace shuffleboard-minded. The cash kitty continues to build up and is now at the \$190 mark.

#### Washington:

Washington: Anong Washingtonlans plan-ning to attend the National Auto-matic Merchandising Association convention in Chicago this month are Aron Goldman and Meyer Gelfand, president and sales man-ager of the G. B. Macke Corpo-ration, and Sidney Lotenberg, of the Westway Vending Company.

ration, and Sidney Lotenberg, of the Westway Vending Company. Other news from Macke in-cludes the fact that they are again operating at Camp Pickett, Black-stone, Va., which was reopened following the Korean crisis. The camp had reopened briefly a few years ago but shut down quickly. Macke has cigarette, candy and gum machines on location there. The company also has launched its first teevee advertising, with afternoon spots boosting the premium coupons available in Macke cigarette machines. The commercials are unique in ciga-rette advertising because they appear on an 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 premums. A picture of the cigarette machine, with its identifying Thank-U sticker, is also featured. The gifts shown include household items and other things. Arthur E. Selnick. record manager for the Kaufmann-

and other things. Arthur E. Selnick. record manager for the Kaufmann-Washington Company, Decca dis-tributor, entertained for singer Dick Haymes, who was in town playing an engagement at the Capitol Theater. Selnick report that the singer's "Thinking of You" is becoming a Decca hit, along with the Mills Brothers' "Nevertheless" and Evelyn Knight's "Lucky Lucky Me." For the Christmas trade. Selnick and Decca are betting on the two-Knight's Lucky bucky into the Christmas trade. Schnick and Decca are betting on the two-sided "A Crosby Christmas" fea-turing a medley done by Bing turing a medley of and his four boys.

NEW GAMES

5 BALL PIN GAMES

ody Roll

SOLD ON TO DAY

Exchange Gustantee Termsi Vi deposit, balance C.O.D.

PREMIUMS

Finest selection.

ORPORATION Balance C.O.B. Murray Rosenthal 1246 Rosce Street CHICAGO 13 CRateland 2-0317

WANT TO BUY

All late model games.

Widow Hoo

Trede Winds

4322-24 N. Western Ave. -

and the second sec

Chicago, Illinois

OHE BALLS

Chicase Cein Bowling

Champions Citation Victory Specials Mills 4 Bells

-1340.00 215.00 49.30

USED SINUFFLE GAMES

PURVEYOR

SHUFFLEBOARD COMPANY

and the second sec

Units of the second sector 1319 55 Units Sector The Second Second

Bewier \$319.50



# New York: Sid Levine, diminutive attorney of the Automatic Music Oper-ators' Association, was the hit of the show put on at the Waldorf-Astoria during the org's 13th an-nual shindig Saturday (28). His participation in a skit with Joey Adams, Mark Plant and Tony Canzoneri led to the night's big-gest yocks. Next year, said AMOA cytecs, the affair will be held in a different room to give all table holders a better view of the pro-ceedings.

Joe Hirsch. manager, Associ-ated Amusement Machine Oper-ators of New York (AAMONY), is back at his desk, still a little shaky from a recent illness. ... Operators are visiting Dave Sim-on's showrooms to try out United's new game, Skee-Alley. ... Sam Sacks. of Acme Sales, traveled New England territory last week on shoeshine machine biz.

Phil Mandanach, who operates jukes locally under his own name, has opened a driving school on Coney Island Avenue, Brooklyn. ... Anthony Caruso, president of Eastern Electric, came in from New Bedford, Mass., last week for confabs with Jim Teahan. vice-president, and Lew Jaffa, sales manager. ... Joe Mauro. of Ace Music Service, is hospitalized for an operation.



THE BILLBOARD

91



SHUFFLEBOARD SUPPLIES

3.26

10.01

4.34

8.25

Shuffle Game Was

team or but Climatic Adduators, Per set 07 10 Bandley Pins, Per 60 Bandley Via, Per 60 Parte Way, Per 60 Parte Way, Per 60 Bandley voyan Short Bandley, Per 60 Bandley, Per 60

Phones: JUniper 8-1814,

\_\_\_\_\_

A-1815. 4-1510



92

Do not confuse our Recondi-tioned Equipment with so-called "Close-Outs" or "As Is" Equip-ment, Every machine we sell is

Beautiful Shape, Ready For Location

SHUFFLE GAMES	
United Shuffle Alley	39.50
With Life-Up Pins	
United Shuffle Alley, With Original Disappearing Pin Conversion	95.00
Bally Speed Bowler	
Genco Bowling League, With	179.30
Lite-Up Pins	\$5.00
Universal Twin Bowler	
Universal Twin Bowler, With	
Lite-Up Pins	95.00
Universal Twin Bowler, With Original Fly-Up Pin Con-	
	129.50
Williams Twin Shuffle	49.50
With Lite-Up Plns	\$5.00
Rock-Ola Shuffle Lane	49.50
With Life-Up Pins	\$5,00
Chicego Coin Bowling Alley	\$9.50
Chicago Coin, With Lite-Up	
Pins	95.00
Chicago Coin, With Original Fly-Up Pin Conversions 1	29.50
Williams Deluxe Bowlar	29.50

SHUFFLE GAME CONVERSIONS

FU-Up Pin Conversion for United Shuffle Alley, With Motor Driven Pin Reset .... 3 44,50 Orieinal United Fly-Up Pin Conversion for United Double Shuffle, Resultar 387.50; Now 75,00 Orieinal Sailly Fly-Up Pin Con-version for Sailly Shuffle 77,50 Orieinal Network Shuffle 77,50 Orieinal Network Studies 77,50

Original United Fly-Up Pin Conversion for United Super, Regular \$87.50; Now 75.00

#### PIN GAMES

	Mardl Gras \$34.5
Barnacle Bill 59.50	
Beech Club . 34,50	1-2-3 39.50
Big Top 74.50	Paradise 39.50
Black Gold . 84.50	Phoenix 49.50
Burranner 54.50	Robin Heed , 34,50
Buttons &	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
BOWE 84,50	Saratoga 67.50
Spin Ball 34.50	
Coney Island 34.50	Speedway 49.50
Cover Girl 34.50	
Crazy Ball 39.50	
<b>Crown Jewels 34 50</b>	Super Hockey 74.50
Dallas	
Fifting Power 69.50	
	Telecard 74.50
Humpty-	Trade Winds 34.50
	Thrill 39.50
	Trinidad 34.50
	Tripte Action 34.50
Majors '49 49.50	Virginia 34.50

Dep, with orders under \$50 1/2 Dep. with orders over \$50

#### Scott-Crosse Co. 1423 Spring Garden Street

Philadelphia, Pennsylvonia Rittenhouse 6-7712

Infantile Paralysis Is a National Enemy. Stamp It Out With Your Contribution to the National Fund. Company, Newark, N. J.

## **Trade Directory**

#### Changes of Address

S. L. Stiebel Company, Inc., ouisville, moved to 635 W. Main Louisville, moved to 635 W. Main Street. SuperVend Sales Corporation, Chicago, moved to 650 S. Clark Street. Automatic Enterprises, Los An-geles, moved to 2307 West Pico Boulevard.

#### Distributors

Bally Manufacturing Company, Chicago, appointed Allan Sales, Ine., Wheeling, W. Va., to cover the West Virginia territory. Como Manufacturing Company, Chicago, appointed Bineo Distrib-uting Company. Fort Wayne, Ind., distributor for Hollycrane, Como conversion unit for the Bally Shuf-fle Bowler and the Keeney Pin Boy units.

Ile Bowler and the Keency Pin Boy units. Edelco Manufacturing Company, Detroit, appointed Empire Coin Machine Exchange, Chicago, na-tional distributor of a conversion for use on United Shuffle Alley. Play-Write Corporation, Akron, appointed Logan Distributing Com-pany, Chicago, the Illinois dis-tributor.

pany, Chicago, the Illinois dis-tributor. Arctic Vendor Sales, Appleton, Wis, appointed direct factory sales representatives: Harvey Smith to handle sales in Florida, Georgia, Alabama, North and South Caro-lina and Eastern Tennessee; J. E. Schmitz to cover Pennsylvania. Rock-Ola Manufacturing Com-pany, Chicago, named Leo Dixon. Youngstown, O, to cover that area. Shipman Manufacturing Com-pany, Los Angeles, named Ajax Distributors, Newark, N. J. ex-clusive distributor for the Ship-man Gum and Life Saver vender east of Mississippi, and Chancy Enterprises. Los Angeles, to cover the West Coast for the National hot nut vender.

#### Merger

Lieberman Music Company and Hy-G Music Company, both of Minneapolis. Firm to be known as Lieberman Hy-G Music Com-pany, located at Plymouth Ave-nue and Third Street. Illinois Mechanical Candy Sales and Kandy Korner, to operate from 1148 West Van Buren Street, Chi-cago.

cago.

#### New Equipment

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

Spot Bowler — Five-ball — D. Gottlieb & Company, Chicago. Twin Bowler Deluxe — Two-player shuftle game-Universal In-dustries, Inc., Chicago. High Score Bowler — shuffle game-Universal Industries, Inc., Chicago. Hook-Bowler — shuffle game-Bally Manufacturing Company. Chicago. Dasis — five-ball — Exhibit Sup-ply Company, Chicago.

#### New Firms

M & N Vending Machines, Inc., 565 Fifth Avenue, New York—to manufacture electric cigarette machine

National Vending Machine Loca-tion Service, 30 W. Washington Street, Chicago—to service vend-ing machine locations.

#### New Offices

Bert Lane, Inc., New York, opened an additional showroom and office at 580 10th Avenue, re-taining offices at 316 W 57th, Dave Lowy & Co., New York, opened a branch office at 1012 Beverly Road, Brooklyn, Rudd - Melikian, Philadelphia, opened a branch office at 10 N. Clark Street, Chicago.

Personals

Irving B. Ackerman, Detroit, named member of the Board of Supervision of Wayne County. Automatic Products, New York, named Howard Pretzel sales rep-resentative four-State Midwestern territory, headquartering in Chl-cago.

Pesentative, headquartering in Chl-cago. First Distributors, Chicago, ap-pointed Dave Landfield as sales representative. D.Gottlieb & Company, Chicago, appointed J. Skibell as traveling representative in the South and Southwest areas of the United States and Elky Roy as senior road sales representative. National Vendors, Inc., St. Louis, named Ike Gordon, formerly with Malkin-Ilion, to represent firm in New York and New Jersey, head-quartering in New York-New Jersey area, to cover Ohio, West Virginia and Pennsylvania, replacing Lou Kantor, who re-signed.

replacing Lou Kantor, who re-signed. Permo, Inc., Chicago, appointed Bert B. Davidson as advertising and sales promotion counsel. Herbert M. Singer was elected chairman of the executive com-mittee, Pepsi-Cola Company, New York. Rudolph Wurlitzer Company, North Tonawanda, N. Y., ap-pointed Joseph F. Hrdlicka sales-service representative for the phonograph division. Newly elected American Bottlers of Carbonated Beverages' officers:

**Heavy Output On Oasis Game** Set by Exhibit

CHICAGO, No.: 4.—Production line deliveries of the five-ball game Oasis were placed on a regula" basis this week by Exhibit Supply Company, Sales Manager Frank Mencuri has an-nounced. Firm is also fn pro-duction on the Dale Six Shooter gun game.

nounced. Firm is also in pro-duction on the Dale Six Shooter gun game. Designed for stepped-up action thru the final play. Oasis has a playfield which includes bobble bumpers, saucer kick-out pockets, side roll-over switches, a bonus and regular scoreboard and a new device which kicks balls back into play just as they appear to be headed for the outhole. Scoring 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 bonus scoreboard at the bottom of the playfield and are collected by dropping a ball in either of two special kick-out pockets. Equipped with a centrally located pair of flippers, Oasis has been engineered for simplified servicing.

Alvin Beaman, Nashville, presi-dent; James C. Lee, Birmingham, vice-president; Joseph Lapides, Baltimore, treasurer: Directors: W. R. Roberson, Washington, N. C.; Frank Snell, Jacksonville, Fla.; Wilbur H. Glenn, Columbia, Ga.; and A. B. Hatcher, Charleston, W. Va.

W. Va. John Balk named manager of the Brandt Distributing Company, Des Molnes. First Distributors, Chicago, ap-pointed Marvin Lighton office manager to succeed Larry Sha-piro, who enters the military serv-ice.

ice. Ben Newman joined Banner Candy Manufacturing Corporation, New York, as executive in charge of sales to vending machine oper-ators and theater concessionaires.





revenue.

**Shows 9-Month Drop** PHILADELPHIA, Nov. 4.—In spite of the drop in tax collec-lions, levy on coin machines still represents a healthy income for the city's coffers. Altho still far behind the 1949 pace, as are all amusement taxes, receiver of taxes W. Frank Mar-shall reported this week that for the first nline months, coin ma-chines brought in \$128,060 in tax revenue.

Philly CM Tax Income Shows 9-Month Drop



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539 S. SECOND

**Lickets, Guns and Drinks** 

A Dian

#### • Continued from page 77

changer which incorporates a de-tecting device that checks the de-sign on the coin. Benkoe said the changer—of the stand or service type—has been tested on location for the past three months.

No details could be obtained con-cerning the cup drink machine and the multi-purpose vender which were developed at Peter Works. Benkoe's target game — called the Uniscore Target Practice—was first shown at the end of World War II. It was designed originally as an aiming device for training purposes and later converted to coin operation. Benkoe said he is currently seeking to have the gun manufactured in the United States on a royalty basis. No details could be obtained con-

Gun Pierces Target

Gun Pierces Target The Uniscore is a faithful re-production of a real shooling range, simulating a 12-foot distance altho the actual distance between gun and target is 2 feet. The shooling is done e electro-mechanically against a paper target which is pierced automatically when the trigger is pulled. All shots are fired successively and shown on the target. Bull's-eye shots are registered electrically on the score-board.

The game's paper target is issued automatically after every coin insertion. One model, which Benkoe hopes to promote in the export market, is entirely me-chanical and does not require elec-

#### More Coin Products • Continued from page 77

several days. This continuous play several days. This continuous play test is equivalent to years on loca-tion. Another factor in the test is that the model tested is from the production line and not specially designed for the UL tests.

Production line and not specially designed for the UL tests. Venders Altho cigaretic, coffce and pop-corn venders have occasionally been put thru the UL testing sta-tion in Chicago in the immediate postwar years current emphasis is on cup beverage dispensors. Among those going thru are "no Siewart 500, a single flavor unit made by Stewart Products Com-pany, Greenwich, Conn.; a four-choice model made by Spacarb, Inc, New York, and a three-flavor drink unit which is made spe-cifically for the routes of the Can-teen Company of America, Chica-go. In each instance the perform-ance of the new models will be brought out as the machines' re-frigeration units, coin chutes and delivery channels are tested for safety hazards over simulated long periods of consecutive operation.

Sately hazards over simulated long periods of consecutive operation. Sirong Rep The reputation won down thru years by UL is a tribute to the ethics practiced by the oraniza-tion as a whole and its trained personnel. UL never looks for a product to be tested, it was pointed out, the manufacturer must seek out the organization. Any coin machine manufacturer wish-ing to send his product thru the testing machine must first contact UL and find out the preliminary standards for the specific type of product. If these standards are not already built into the product, the manufacturer must agree to put them in before sending the product in for test.

tricity. Benkoe believes the me-chanical model will be used in amusement parks, clubs and gym-nasiums. The gun is adjustable to deliver from 1 to 10 shots per coin insertion and can be arranged to pay out a reward for bull's-eyes. Benkoe entered the coin ma-chine designing and engineering field immediately after the first World War, bullding automatic vending machines in Vlenna for the European 'market. In 1939, after 20 years in the field, he was forced to flee Austria for England where he became a production engineer in a tool factory.

#### Kind Words

• Continued from page 77

• Continued from page 77 much better readability and of-fers better color reproduction. With best wishes for your con-tinucd success. Grant Shay. Bell-o-Matic Corporation: The new Billboard is definitely an im-provement. Best wishes for its success. Herb Jone: New for-mat very impressive and attrac-tive. Meyer C. Parkoff. Atlantic-New York Corpora-tion: Just received new Billboard and think it's wonderful; easy to read and much better looking. Congratulations and best wishes. Perry Wachtel. DePerri Ad-vertising, Inc.: Congratulations to you and the entire staff. The new Billboard looks ready for real ac-tion with its jacket off and sleeves-rolled up. Best wishes for con-tinued success. Ben Smith, Ben Smith Adver-

Billboard looks ready for real ac-tion with its jacket off and sleeves rolled up. Best wishes for con-tinued success. Ben Smith. Ben Smith Adver-tising, Inc.: Congratulations on your first issue in the new format. You did a swell job, lots of luck ... John W. Haddock president, AMI, Inc.: Your newsy new for-mat is most attractive. It amply justifies the many months of hard work on the part of all of you that have gone into the changeover. Congratulations on a splendid job. ... James T. Mangan. Mangan & Eckland: The gargantuan amuse-ment body has at last had a suit made to fit. ... Dave Gottlieb: Congratulations on your new for-mat. Your continued policy of fair coverage shines like a beacon. ... R. E. Nossett: Think new Bill-board is terrific. More like the por man's Retailing Daily in col-ors. Congratulations. Ne-tional Coin Machine Distributors' Association: New format empha-sizes spot news content and is in keeping with progress of The Bill-board down thru the years. Con-gratulations.

gratulations.

#### **ASLI Staffers Ink** • Continued from page 77

PENNY FORTUNE SCALE NO SPRINGS WRITE FOR PRICES LARGE CASH BOX HOLDS \$85.00 IN PENNIES Invented and Made Only by WATLING Manufacturing Company 650 W. Fulton St Chicago 44 Est. 1889-Telephone: Calumbus 1-2772 Cable Address: WATLINGITE, Chicago \_ \_ \_ \_ \_ \_ \_ MOTOR DRIVEN FLT-AWAT PIN CONVERSION for CHICOIN BOWLING ALLEY \$37.50 EA. Lehigh Specialty Co. 826 N. Groed SL, Philadelphia 20, Pa Poplar 5-3299 GIVE TO THE

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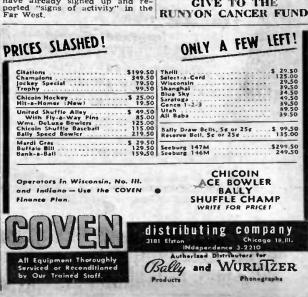
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CM Biz Pendulum • Continued from page 77

• Continued from page 77 chines of all types is that defense production is once again humming, particularly on the West Coast, where general conditions until the past few months had been at a postwar low. Now, with several types of defense plants in that area with heavy payrolls, receipts from coin equipment are on the up-swing. Most noticeable gains have been in the vending field, for the stepped-up number of workers in West. Coast plants has required the location of great number of automatic merchandisers of all types.

While it is still too early to tell while it is still too early to tell just how far the U. S. effort will have to be stepped up in the immediate future, General Eisen-hower, supreme commander of immediate future, General Eisen-hower, supreme commander of Allied Expeditionary Forces in World War II, pointed cut in Chicago last week that it will take a minimum of 3,000,000 men in a peace-time army for the next 10 years to cope with world happen-ings. Certainly any military force approaching these figures would create considerable new coln ma-chine business, either in new loca-tions or at already established stops. stops.



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