

# The Billboard

NOVEMBER 18, 1950 (AB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (WB) PRICE: 25 CENTS

## Sports' TV Heebie Jeebies Proves Radio Web Jackpot

### AGVA STUDY A SHOCKER

#### Average Turn Earns Only \$2,000 Per Year

NEW YORK, Nov. 11. — The average yearly earnings of actors, on a country-wide basis, is only about \$2,000 a year. This is true in spite of the fact that some performers — the Berles, Thomases, etc., sometimes make three times that much for a single appearance. (These figures were revealed in

a study made by the American Guild of Variety Artists (AGVA) based on nationwide reports.

The analysis was made to estimate the union's take on the 1 per cent weekly salary tax which goes into effect February 1.

The national weekly income is \$75, so it can't be computed on an annual basis because the average playing time is usually 20 weeks. Here and there some of this is bypassed by club dates, and in some cases by TV spots. But in the latter cases it applies only to standard acts working in and around New York, Chicago and other large areas of population.

The best job opportunities exist in New York with its 110 cafes scattered thru the five boroughs that include the big name spots on the Stem. Major portion of these clubs are in Long Island, Brooklyn and the Village. In most cases, however, they play acts only on week-ends. Their minimums, which in most cases are also the maximums, except where names

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### Hotelevision Ups Take in Room Service

NEW YORK, Nov. 11.—Installing TV sets in hotel rooms ups room service take as much as 20 to 25 per cent, according to a survey taken at New York's Shelton Hotel. That other hotels are set to make the move was also evident this week, as hostelry execs jammed the booths of TV exhibitors at the National Hotel Exposition which closed here yesterday (10).

The Shelton survey was taken by Fact Finders, Inc., for Tele-Ho-Tele, local TV leasing company. (Continued on page 10)

### Million \$ Suit Vs. Montgomery

CHICAGO, Nov. 11.—A \$1,000,000 libel suit was filed in Circuit Court here Friday (10) against Robert Montgomery, ABC, and the Lee Hat Company by State Sen. William J. Botchie Connor. A fourth defendant is Mrs. Marjorie Letts, Connor's rival for a State Senate seat in this week's election.

Connors charged that Montgomery, with the help of Mrs. Letts, blamed him for "wholesale lawlessness, gamblers, prostitutes, crazed eyes and corrupt politicians." In Montgomery's October 26 broadcast Montgomery also

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### WCTU Suspects a Big TV Beer Plot

CHICAGO, Nov. 11.—The Women's Christian Temperance Union (WCTU) sounded off this week against Columbia University for allowing the name, Pulitzer Prize Playhouse, to be used on the TV series on ABC. Mrs. D. Leigh Colvin, president of dry crusaders, called on Columbia "to withdraw the university's behind-the-scenes co-operation in a series of television beer programs and return

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### OLD-TIMER INSURANCE

PHILADELPHIA, Nov. 11.—Two of the top musicals headed for Broadway have fortified themselves with substantial spots of old-timer appeal. *Gyps and Dolls* has ancient dance star Pat Rooney, cast in the father role, and *Out of This World* leans heavily on the long-legged comedies of veteran Charlotte Greenwood in the role of wife, Juno. At break-ins here both the vets score show-stops, Rooney with a soft-shoe bit and warbling *This I Wish You*, and Miss Greenwood with an eccentric dance and vocalizing on *Nobody's Chasing Me*.

### Dependence on A & R Staffs Is Disk Trend

By Joe Gaida

NEW YORK, Nov. 11. — Fast bust-out — Phil Harris' RCA Victor disk of *The Thing*, written by the firm's artist and repertoire director, Charlie Green, has trailers mulling what seems to be a sometime imperceptible, but nevertheless growing trend in the record business.

The trend, in its earliest stages, seems to be marked by an inclination on the part of the platter makers to depend to an ever-greater extent for the raw materials of their product on staffers rather than outside sources. This seems to apply to artists as well as tunes. If it develops, it would

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### Concern Over Gate Receipts Growing

Football, Baseball, Boxing Swing Back to AM and Help Nets Fill Time

By Sam Chase

NEW YORK, Nov. 11.—All indications this week pointed to a marked decline in the number of sports events to be televised in 1951, while network radio simultaneously seems in for a period of rebirth in its airing of such events.

With anguished screams rising from all quarters about damage done to gate receipts by video, AM execs meanwhile are finding sports airings filling some of the billing gaps caused by tele.

Major indication of the seriousness of the situation is the consideration by Ned Irish, panchadrum at Madison Square Garden, of setting up a special promotion department to campaign for in-person attendance at Garden contests. This comes at the very onset of the Garden's winter season, with lucrative TV deals made for pick-ups of virtually all events by WPIX and DuMont here. Despite this revenue, Garden toppers

obviously already are worrying about a possible drop in the overall take.

There are other straws in the TV wind too. The National Boxing Association (NBA) this week reportedly was considering a recommendation that events, if televised at all, should be aired via

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### Screen Song Writers Eye French SACEM

NEW YORK, Nov. 11.—Background writers and tunesmiths belonging to the Screen Composers' Association (SCA) are reportedly exploring the possibilities of joining the French performance society SACEM. Under the recent decree, members of the American Society of Composers, Authors and Publishers (ASCAP) are empowered to assign foreign rights to the foreign society of their choice.

It's a matter of record that background cleffers have been very unhappy with ASCAP's disposition of revenue earned by movie music abroad. In 1947, for example, some half-million dollars turned over to

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### Duke & Duchess a Radio Mr. & Mrs.

NEW YORK, Nov. 11.—Charles King, New York radio packager, is reportedly negotiating a deal for the Duke and Duchess of Windsor to record a transcribed Mr. and Mrs. show.

King currently is syndlicating the Rudy Vallee show and Gloria Swanson program to stations across the country on a guarantee-plus percentage basis, and it's probable that the royal couple would be set up on a similar plan.

### Cuban Kowtow May Hurt U. S. Clear Channels

WASHINGTON, Nov. 11.—As the North American Regional Broadcasting Agreement (NARBA) committee moves toward a wind-up here, U. S. concessions to Cuba are threatening to wipe out clear-channel classifications of three ma-

(Continued on page 4)

### Sharkey Has TV on Ropes In "Privacy" Court Test

NEW YORK, Nov. 11. — Lee Eastman, of Spring & Eastman, attorneys, may have set a precedent this week which will alter drastically at least one type of television programming. That would be the kind of program built around films of pre-television major and not-so-major sporting events.

Precedent stems from the suit charging invasion of privacy and damages of \$300,000 on the part of Jack Sharkey, former heavy-weight title holder, filed in behalf of the ex-champ by Eastman.

In the United States Southern District Court this week, Judge McFolhey rejected a motion for dismissal on the part of defense attorneys for the National Broadcasting Company (NBC); Chesbrough Manufacturing Company, which sponsored the series, *Greatest Fights of the Century*, and the Clayton agency, which placed

the business on NBC. Rejection of the motion for dismissal by the court clearly establishes that there is a right of privacy involved in the showing of such old films, according to Spring

### YOUNGMAN'S HORSE ROOM

NEW YORK, Nov. 11.—Local showbiz got a giggle out of placards posted in the Broadway area by Henry Youngman, currently at the Strand, to take advantage of election day and the local police-bookie scandal. Placards showed a photo of Youngman and read: "Vote for city bookmaker—Henry Youngman. Bring your votes to the Strand Theater."

& Eastman, and the only thing to be determined at this point is to what extent privacy has been invaded and what damages should be paid. This question, of course, would not be settled until the case finally comes to trial (if and when it does—there is always a possibility that such issues could be settled out of court).

In the meantime, the problem to networks, sponsors and agencies which have bought similar shows was highlighted last week when a similar suit was filed in behalf of Tony Canzoner. The effect of the court's rejection of the defense motion for dismissal is to throw into open question the use of any old films which have been, or are currently being shown, involving athletes in any field, or for that matter, figures in the public eye, in or out of the sports-entertainment business.

### Legit Kicks Off Drive

NEW YORK, Nov. 11.—Pick-ups by short wave from all over the globe of top foreign legit stars for a giant network radio series are part of the plans to augment a year-long bi-centennial celebration in 1951, marking a 200-year span of living theater in America (1751-1951). The celebration will be the League of New York Theaters' (LNYT) opening gun in a campaign to revitalize country-wide legit theater-going. Radio and TV are expected to be widely used in the campaign, with WNBC, New York, already planning an

(Continued on page 4)

### Nash and Coward Col. Disk Team

NEW YORK, Nov. 11.—The talents of Noel Coward and Ogden Nash have been employed by Columbia Records for an unusual disk treatment of a classical work. The work is Saint-Saens's *Car-naval of the Animals*, to which Coward recites a set of verses

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Billboard Backstage

by Joe Caida

We have a 45-year-old, one-armed office boy named Charlie Rubenstein...

Nothing New

All this, of course, is nothing new. There have been scores of novels or consumer magazine pieces about Hollywood...

We didn't give it up for any hotter-than-thou reasons. Having as much an affection for a dollar as the next guy...

Specials With Nook

And so it developed. A couple of months ago we published our annual Disk Jockey Supplement...

Next week we have a similar special supplement for the fairs. Here, too, thousands of editorial man-hours have gone into making it...

We have specials, too, as most readers know, for juke box operators, merchandise men, retailers, radio, legit, et al.

Quiet Birthdays

Then we take a little of the loot we make out of those specials and, come our anniversary, we buy a nice, quiet drink to celebrate...

Nov. May Be Worst Month In TV Sales

NEW YORK, Nov. 11.—The TV sales picture grew exceedingly dark and dismal this week with prospects for the next few weeks seen as progressively worsening...

The Redhead Will Lead Off CBS Tint

NEW YORK, Nov. 11.—Arthur Godfrey will become the first name to appear on the CBS color network.

TV-FILM-AFM DEADLOCK IS FAR REACHING

Nets' Spokesman Opposes Royalty as Fatal Move

NEW YORK, Nov. 11.—The impasse between the TV industry and the American Federation of Musicians...

But the depth of the opposition to the royalty principle was not fully revealed until this week...

(Continued on page 16)

Washington Once-Over

By Ben Atlas

WASHINGTON, Nov. 11.—Congress's lame-duck session which gets under way later this month will be a burial ground for pending legislation...

To be junked are such pending showbiz proposals as reorganization of the Federal Communications Commission...

Probably all of these bills will be reintroduced soon after the new Congress convenes in January.

FROM GUAM TO PYONGYANG

Air Force Raves "Magnificent" Job of Bob Hope Troupe at Front

TOKYO, Oct. 30. (Delayed)—Jet-propelled Hope swept recently over Japan and Tokyo. It was the Bob variety of Hope, of course...

He was flown by Capt. John J. Kroppnick, Newark, N. J., winding up each hop with a few appropriate remarks about his trip.

Standout Tour

From a performer's standpoint, it was a standout tour. Audiences ranged up to 7,000 entertainment-hungry United Nations troops...

From the opening note of the melody by the full Les Brown orchestra to the closing puns by the comedian...



BOB HOPE AND MARILYN MAXWELL ham it up for the crew of the B-29 Spirit of Freedom, which flew 30 missions between Okinawa and Korea...

evening show. Hope and his group visited a station hospital nearby. When Hope arrived there, a Japanese orchestra, squeezed into a beat-up jalopy, raced up into the waiting crowd...

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West Goes West With 10-Gallon, 6-Shooter Bang

PHILADELPHIA, Nov. 11.—The RCA Victor distributor party, marking the departure of John West for the West, was one of the most elaborate, frolicsome shindigs of the kind tossed in the history of the music-radio business...

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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## WNYC PULLS SWITCH ON FCC— EDITORIALIZES AGAINST IT!

NEW YORK, Nov. 11.—Not too long ago the Federal Communications Commission (FCC) empowered radio stations to editorialize on the air. This week WNYC, the New York City municipal station, took advantage of that decision to editorialize against the FCC itself.

WNYC's editorial was aired Thursday (7) night by the city's director of communications and managing director of WNYC, Seymour Siegel. Noting that the FCC had refused to allow WNYC to remain on the air after 10 p.m., Siegel commented WNYC was forced to sign off "in spite of the fact that our supposed interference with the dominant Minneapolis station (Ed. note: WCCO, CBS-owned station, which is on the same wave length) concerns only about 300 families in a remote corner of Wisconsin who can get the same programs on their local network affiliate anyway."

WNYC-FM continued airing election returns until around 1 a.m., and WNYC fed WINS, WJEF, WOV, WOR-FM, WURL, WMCA, and WHOM, all of New York, and WJNY, Newark.

The city station traditionally has beaten all other stations and news services with its election figures, which it accomplishes via its FM and pol pick-ups. Election tabulation procedure normally calls for funneling results of individual districts thru Manhattan police headquarters, but WNYC got them even before—thru a staff of 300 "watchers" stationed at polling places throughout the city.

## GEN. MILLS 1ST ON CBS COLOR TV BANDWAGON

NEW YORK, Nov. 11.—CBS-TV this week was in the enviable position of having a firm order for its first color TV sponsored video show from General Mills, but not being able to accept it until its rates were set. The web has not been able to decide what charges for time and talent are to be. Costs will be kept to a minimum, however, so as to get sponsors behind the medium.

General Mills wants to put on a half-hour one-shot cooking show in color late in November. Indications are that it will probably go on either WCBS-TV, or at most a limited network. The web has received many inquiries from sponsors for color time, but the fact that rates have not been set has hampered the sale of its time. King Horton was recently appointed to take charge of CBS-TV color sales.

Altho the audience for any sponsored color show will be small, clients are figuring on cashing in publicity-wise. The newspapers and magazines have been falling all over themselves to give CBS color coverage and the resulting publicity will be more than worth the cost to General Mills. The New York World-Telegram, for example, will publish special color video listings on its radio-TV page.

## CBS-TV Gets Off Hot Seat; Sells Stork Club, Sinatra

NEW YORK, Nov. 11.—CBS-TV this week managed a first-rate salvaging operation when it sold two of its video packages to get itself off the hook temporarily. Bulova purchased the 9-9:30 p.m. segment of the Frank Sinatra hour Saturday show for five weeks starting November 18, and Fatima, it is reported, came thru with an order for two weekly half hours of The Stork Club, the 7-7:30 five times a week.

The sales took the net's programming brains off a hot seat. The cost of the two packages to date is conservatively estimated at about \$200K. The Sinatra show comes in at \$23,000 a week, the total unsponsored cost to date being \$2G.

Stork ran 70G before it even went on the air.

The Bulova buy is regarded as a holiday splurge, with perhaps the possibility that the watch maker may remain, if the program catches on. Sinatra however is having more than a normal quota of production trouble. The crooner will have used up three producer-director combos by next week. The last flare up was between Sinatra and producer Irving Mansfield who was told by the singer to tell off the production crew, and instead, wound up telling Sinatra off. Marjorie Lewis has taken over as producer for the show this evening, but he is to be replaced by dance director Jack Donohue, formerly of Metro-Goldwyn-Mayer on the next program.

If Sinatra doesn't make good commercially, CBS-TV will have pulled one of the prize boners of the year in dropping its Saturday night sports from Madison Square Garden. After it had bought 28 evenings of Garden sports for 125G, the contract was turned over to DuMont at a loss. DuMont has since sold all except 15 minutes of the two and a half hours from the Garden.

## TWELVE ON FIVE

### Ayer Spots Local Shows In 3 Weeks

NEW YORK, Nov. 11.—N. W. Ayer here placed 12 new local TV shows for five sponsors during a three-week period last month, spotlighting the trend toward increased agency activity in local video programming.

The time buys, according to Don McClure, agency exec, include six programs for United Air Lines, five of which are 15-minute sports shows, two with two KNBL, Hollywood and one on KING-TV, Seattle; WGN-TV, Chicago, and WTOP-TV, Philadelphia. The sixth show is the Harry Owens Hawaiian show on KTLA, Hollywood.

The agency also negotiated sponsorship of three football game telecasts for the Atlantic Refining Company on WNAC-TV, Boston; WZL, Boston, and WPTZ, Philadelphia.

Other local sales include 60 remote telecasts from Madison Square Garden, on WFLX, New York, for the Webster Tobacco Company; Tex and Jinx's New York Class-Up, WNBT, New York, for the Brooklyn Union Gas Company, and a 15-minute household hints show for Magna Engineering, KTTV, Hollywood.

## SO SAYS RICKEY

# Color TV Productions Cost Less Than Black and White

NEW YORK, Nov. 11.—Color television can be produced at less cost than black and white video, Fred Rickey, executive producer for the CBS-TV color unit stated this week.

With 750 hours of experimental color programming already under his belt Rickey said that the enhancing quality of color was the factor which made for cheaper production. In color a flower dropping into a pool, the essence of simplicity, would be worth watching, but black and white would not have any eye appeal in order to achieve impact black and white generally goes to costly production, Rickey believes. Color, he says, won't have to.

No program element will add to

# CBS-TV TOYS WITH PLAN TO BOOST TALENT ROSTER

## Video-Radio Circuit Deal Seeks To Package Names on Each Medium

NEW YORK, Nov. 11.—In a move to nail down an even stronger roster of names than it now has, CBS is experimenting with a new "TV-radio circuit" deal to offer top talent. In essence, CBS instead of trying to book stars for one show, is offering a combination radio and video package, with a minimum of four shows said to be involved in the offers now being made to the stars.

The first goal in the web's new

## Report NBC Still Wants Out of Center

### McConnell Denies Despite Fact It Is Too Large

NEW YORK, Nov. 11.—Despite a denial by NBC President Joseph H. McConnell, reports persisted this week that the network is trying to get out of its lease on Center Theater, New York. NBC signed a three-year lease for the house, primarily for television originations, a few months ago, and since then has spent, reportedly, at least \$300,000 remodeling the large capacity theater.

Principal drawback with the center is said to be that it's so big, that neither radio nor TV stars want to work there. Jimmy Durante, for example, rehearsed at the Center, but then the entire show had to be moved to the International, whence the program aired. Fred Allen is also said to have taken exception. The general argument is that the Center is so big—it seats 74—that it's impossible to "play" it properly for broadcast media. If focus is centered on the home audience, there's no theater reaction, and vice versa. The result is that a performer, it's said, (Continued on page 9)

## WHODUNIT COLOR PLUG

NEW YORK, Nov. 11.—CBS is leaving no show unturned to get in those plugs for color TV. This week, one of the web's whodunits, Suspense, even managed to secure a point for tinted video. Hero of the show was a tele service man, and his girl friend's pop said to him in one scene: "Him's your job, son? I sure wish I'd gotten into television. It's really getting big with color here now."

strategy is to land Hollywood names, with pitches being made to Jimmy Stewart and Marlene Dietrich. Another aspect of the maneuver is that it will enable Columbia to compete videowise with NBC-TV, which—with its Jimmy Durante, Eddie Cantor, Fred Allen, Martin and Lewis, Jack Carson, Danny Thomas, Sid Caesar comedy line-up—has taken the play away from CBS starwise.

Not Like Other Deals

The CBS plan should not be confused with package deals made by the web on exclusive contracts. These deals encompass radio-TV-recording deals; the new gimmick would bring actors in for a number of shows, giving CBS exclusive guest-star rights for only a brief period.

The move will also shave talent costs for the net. Current practice, for example, is for two CBS-TV packages to compete against each other for actors which naturally substantially increases the talent bill for the web.

Initial reaction to the idea among the larger talent agencies has been favorable. The package not only would put more dough into the entertainer's hands for the deal, thus giving agencies even larger commissions, but it would short-cut the numerous single shot booking arrangements, obviating the usual amount of repetitive detail work.

BBD0 Has Own

Batten, Barton, Durstine & Osborn (BBD0) already has a "TV-

radio circuit" of its own. A few of the top agencies who produce their own AM and TV packages will be able to make similar deals. And if CBS-TV can work out the arrangement, insiders believe, there is no reason that NBC-TV can't follow suit.

It is understood that Ann Nelson will secure the Coast talent for CBS-TV and Henry White the Eastern names.

## Kopf May Go Back to Chi To Top NBC

### Showerman Seen In Line for V.-P. Post in San Fran

NEW YORK, Nov. 11.—Harry Kopf, NBC's AM sales head, will take over direction of NBC's Chicago operation, according to authoritative reports. Meanwhile, I. C. (Chief) Showerman, who now heads NBC in Chi, will be named vice-president in charge of NBC's San Francisco station, it is said.

Attempts to confirm the reports were fruitless this week-end, with (Continued on page 9)

## RCA Wins Five Supporters In FCC Color Decision Battle

CHICAGO, Nov. 11.—As lawyers prepared for the opening arguments in the RCA-FCC battle in Federal Court here Tuesday (14), three manufacturers, a labor union, and a TV service association filed petitions to intervene on the side of RCA against CBS color.

The petitions were filed Friday (10) by Local 1031, AFL, Electrical Workers Union, the Television Installation and Service Association, representing 23 Chicago service companies; Radio Craftsmen, Inc.; Wells-Gardner Company, and Sightmaster Corporation, all manufacturers.

Judge Philip L. Sullivan, who will hear the case with Judges J. Earl Major and Walter Labaty, warned lawyers to bring all their findings of fact and conclusions of law to court Tuesday. He said that a decision might be given from the bench because of the emergency nature of the proceedings. He said he would rule Tuesday on the petitions to intervene.

The union said it has an interest in the case because of its 18,000 workers in Illinois TV plants. The local charged that chaos and

confusion would result in the industry if CBS color were put into effect. They predicted widespread lay-offs of workers.

## ABC-TV Sells 2 Shows for Sun. Schedule

NEW YORK, Nov. 11.—Two more video shows were sold this week by ABC-TV. The Ronger Joe Cereal Company bought the noon to 12:15 p.m. time Sundays on 19 stations for a kid show titled, appropriately, Ranger Joe. Voice of Prophecy, which already bankrolls a religious stanza on ABC Sunday night at 9:30 p.m., also has been set for the 12:30 to 1 p.m. Sunday period. The show will be called Hour of Faith.

Lamb & Keen, of Philadelphia, is the agency for Ranger Joe. Both shows leave off December 3. Four TV renewals also set by ABC this week include Packard's Holiday, Hotel, Best Food's Penthouse Party, Ironwright's Hollywood Screen Test and Bendix's Chance of a Lifetime.

## 2 Agencies Woo Rich Hunt Foods Account on Coast

NEW YORK, Nov. 11.—Warwick & Legler and Ruhtrauf & Ryan this week were out on the Coast making overtures to the Hunt Foods account. The \$2,000,000 client is still being serviced by Young & Rubicam (Y&R), but has been shopping for a new affiliation for the last several months.

It is reported Hunt Foods is unhappy because of a belief it has been overlooked by Y&R in favor of some of the agency's larger accounts. The blow-up, it is alleged, came when Y&R failed to get a nighttime slot on NBC-TV for the Bert Parks show, which Hunt had under option.

On the other hand, the Y&R story according to insiders, is that the agency spent considerable dough shuffling its vespees between here and Hollywood, only to be confronted by what was alleged to be indecision on the client's part.

# WCBS, WJZ, WNBC PERILED BY U. S. KOWTOW TO CUBA

Clear Channel Group Plans Strong Protest to State Department Move

Continued from page 1  
For New York City stations—WNBC, WCBS and WJZ—and seriously affect dozens of stations elsewhere. The possibility that the U. S. delegation at the conference might bow to Cuba has become so imminent that the Clear Channel Broadcasting Service (CCBS) today cut loose with a stiff warning that the fight against such a surrender will be carried, if necessary, to the Senate, which will be required to ratify any treaty arrangements signed by NARBA.

With the NARBA conference slated to reach its wind-up either next week or the week after, CCBS, with the backing of three of the nation's most powerful farm organizations, promised an all-out fight to block ratification of the new NARBA in its present form. CCBS's statement came at a time when U. S. delegates had their pens in hand ready to sign.

Telegrams to the Federal Communications Commission (FCC), State Department, and the Senate Foreign Relations Committee went out from the farm groups protesting concessions which they felt would injure rural reception. Joining in the wires were the National Council of Farm Co-Operatives, the National Farmers Union and the American Farm Bureau Federation.

#### Other Threats

CCBS said the U. S. delegation to the NARBA confab is ready to give Cuba the right to move in with stations on the frequencies of six U. S. clears, including 660 (WNBC), 880 (WCBS) and 770 (WJZ). The clears group also said the delegation is okaying provisions that will block any change of U. S. clears setting super-power.

The how in the direction of Cuban demands is causing other nations to seek inroads on U. S.

## TV Film Bids Thrashed Out

NEW YORK, Nov. 11.—The practice of bidding for TV film commercials jobs was thrashed out by two agency men and two film producers at the American Television Society's (ATS) meet here Thursday night (9). Both groups passed the clients' buck back and forth in an effort to fix the responsibility.

The agency boys contended that some film company bids vary as much as 20 per cent on one \$5,000 spot, and blamed the producers for not making more careful checks on exact specifications before bidding.

On the other hand, the film producers complained that verbal agreements on requirements are often superseded at the last minute with written contracts, containing numerous "small print" extras that completely eliminate the profit on a one-minute spot job.

The producers also held that they should not be held responsible for the way the film finally looks on a TV set, since varying qualities of 16 mm. projectors in TV stations

### DAILY NEWS UPS AM, TV COVERAGE

NEW YORK, Nov. 11.—The New York Daily News this week revised the coverage and review policy for its radio-leave columns in a move to expand both. Under the new setup, Ben Gross, the paper's long-time radio editor, will concentrate on radio and video reviews, while Sid Shalit, who had been doing the news column several days weekly, will handle news coverage.

At the same time, The News is eliminating, except on rare instances, the "personality" leads which have characterized its radio-TV stuff for many years. Instead, much more emphasis will be placed on news, with Shalit being given a staff of five reporters to do leg work. One of the reporters will work each day on a rotating basis.

frequencies, CCBS said, with the Dominican Republic taking the lead. The group added that Mexico and Haiti, not now represented at the conference, will make additional demands before adhering to any new NARBA.

Should the NARBA be signed as is, there is a good chance that the Senate will turn it down, even though the Senate Foreign Relations Committee gives an okay. Farm senators are lacking on the committee,

## Anchor Casts Morey Away

NEW YORK, Nov. 11.—Despite protestations last week from a Music Corporation of America (MCA) TV veepee that Morey Amsterdam couldn't possibly be canceled, the comic this week got the axe from Anchor Hooking Glass Company. Amsterdam has been holding down the Monday and Wednesday portions of Broadway Open House, airing across the board on NBC-TV from 11 to midnight. Jerry Lester will continue on the other three days.

Amsterdam winds up his run November 23. Other members of Amsterdam's troupe also are expected to be dropped, with singer Andy Roberts also drawing his notice today. Replacement had not been set at the week's end.

## ANSWERS TO "ANSWER MAN" Show Draws Biggest Mail Among ECA Shows

PARIS, Nov. 11.—Biggest mail puller of the ECA foreign language radio shows plugging the Marshall Plan in Europe is the new version of the old U. S. air favorite, Frankly a listener gauge, the airer indicates a healthier audience than expected by the ECA radio staff in Paris. Introduced over RIAS Berlin radio several weeks ago, Answer Man, with four Marshall Plan questions planted among listeners' queries, this week garnered 400 letters from that station alone. Six other continental outlets carry the program.

Since May, the Paris unit of ECA, head office for Marshall Plan radio programs, has produced six series of entertainment-coated informational shows. Most ambitious is a half-hour variety program, This is Europe, heard in the U. S. on NBC Show, like all ECA products, is done first in English and then translated and adapted for European listeners.

This is Europe is currently heard on Paris Inter, a French network, and in Holland, Austria, Portugal, Greece, and Sweden. A German adaptation, done from RIAS in Berlin, is heard in both

the East and West zones. Brussels beams a French version, while a Flemish translation is necessary for the rest of Belgium.

Programs use top talent from many countries, usually classical and popular singers, and limit the Marshall Plan message to three minutes.

## All-Out Tandem Plan Push in Works at NBC

NEW YORK, Nov. 11.—An all-out push was in the works this week on NBC's tandem plan of selling its radio sustainers on a participation basis. Executive Veepee Charles Denny notified top web brass to spare no horses in driving home the tandem message to the trade, now that it's kicked off with Ansari and RCA Victor, and with Mars Candy joining in come January.

Dave Adams was named by Denny to co-ordinate the multifaceted job on tandem. The NBC promotion department is preparing a major on-the-air campaign, while the station relations men are working up a program line-up and negotiating station compensation deals. Henry T. Sjogren, of the AM control department, is in charge of financial arrangements and is to use his budget results as tandem goes along. George Mac Govern, of sales planning and research, is set to recommend special rating studies and other surveys to push results.

## Anchor Casts Morey Away

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Langhair Shows  
ECA's Orchestra of the World, heard in the States on 250 radio stations as well as on the European outlets, carries a five to seven-minute Marshall Plan plug in the course of an hour. Recently another musical was added to schedules, the light classical Concert of Europe.

In addition, Sir Ralph Richardson stars in a documentary series, Background for Peace, taped in England and heard on Mutual in the U. S. Radio Diffusion Francaise is the outlet for a show in Polish, beamed to Polish miners in Northern France and heard also in Poland. A woman's show, scripted in Paris, is used as complementary by fem radio personalities on various stations. Unit also dispatches Marshall Plan news to radio reporters in the U. S. and

## MUSIC SECTION FEATURES TRIO OF AM, TV TALES

The Music Department of this issue of The Billboard contains several stories of radio and TV interest. These are:

(1) Demands of rank and file musicians with regard to AM and TV network employment. Contract expires January 31.

(2) Proposals of local Hollywood musicians with respect to conditions to be sought for in the forthcoming AFM-network negotiations.

(3) Analysis of the impasse existing between networks and musicians' union with regard to TV film.

## NARBA, BAB DEFENSE TOP NAB AGENDA

Parley May Discuss  
Autonomy for  
AM, TV and FM

WASHINGTON, Nov. 11.—The National Association of Broadcasters' (NAB) membership drive, National North American Regional Broadcasting Agreement (NARBA) and the Broadcast Advertising Bureau (BAB) will top the agenda of the annual NAB board meeting here next week (14-16). Some discussion may be given, too, to the question of granting increased autonomy to each of NAB's present major departments (AM, TV and FM).

An optimistic report will be given to the board on the NAB's membership drive, although total membership currently is below that of the same date a year ago. Withdrawals last spring were heavier than usual, with the losses attributed largely to station deletions. Membership enrollment is heavily on the upswing, the board will be told, with the ratio now five to one in the number of stations entering as against those withdrawing.

The board in examining the financial set-up of the association will be informed that NAB under General Manager William Ryan is "living within its means" without drawing on reserves, and is generally in good shape. This will be a prime consideration when the board takes up the BAB question.

The board will give further, perhaps not final deliberation, to the question of the extent and methods of financing NAB so that it will be ready to go on its own by NAB convention time next April. The board next week is expected to pick a board of directors which will elect a BAB proxy.

Special broadcasts for individual countries are handled in a prestige manner by the unit. Last month, the Berlin Industrial

(Continued on page 49)

## World Video Sold to Foley- Brockway Firm

Package Group  
Also Snags New  
Key Executives

NEW YORK, Nov. 11.—The newly formed packaging outfit of Foley-Brockway this week bought out World Video and added Richard H. Gordon, its proxy, to its staff as veepee in charge of production. Roger Kay, another indie packager, has also joined Foley-Brockway in a production capacity.

Because of contract commitments World Video will operate as a separate entity within Foley-Brockway, but all new packages will be owned by the latter, firm which is to be known as Foley-Brockway-Gordon as of the beginning of 1951. The World Video packages include Celebrity Time for Goodrich, Hold That Camera for Equine boot polish and the New Chase daytime strip for International Leisure.

The firm also is peddling a package braustrusted by Kay which is known as Broadway—for Angels Only. The hour TV program will present bankrolling sessions of various feist shows marked as Siem's future. Instead of mounting the package on live, sponsors will be taken around to these angling clambakes to see what they might be getting on TV. Jim Lister has been named veepee in charge of artists relations at Foley-Brockway. Robert Vians has joined the organization.

## Survey Shows 17.9% Families Own Tele Sets

CHICAGO, Nov. 11.—TV sets are owned by 17.9 per cent of all American families, a survey by Industrial Surveys Company indicates. There are approximately 40,300,000 families in the nation, so about 7,219,700 have TV.

The figures showed 55.3 per cent of the sets are in Northeastern States, and 28.5 are North Central. This means one of every three Northeastern families owns a set, and about one in every seven North Central.

The results were based on a survey of the company's national consumers panel, made up of 4,500 representative families distributed by population concentration. Other findings of the survey: 72.9 per cent of families owning sets live in cities of 500,000 or more population; more than one in every 106 families in the lowest quarter of the economic strata have sets; 24 in every 100 in the top quarter have receivers; nearly 16 per cent of the owners have no more than a grade school education, against less than 17 per cent with college degrees.

## Heavy 'Van, Genie' P.A. Reaps 26-Wk. Contract on WPIX

NEW YORK, Nov. 11.—Promotion via a heavy public appearance schedule in local public school and thru a generous give-away policy has meant a neat 26-week contract for the Van and the Genie mop-up show on WPIX, New York. In the past two or three weeks the cast of the show has appeared before better than 10,000 kids in a dozen schools in the metropolitan area. Each week the show dollops out to its junior viewers and prizes as miniature tractors which can be driven, bicycles, complete Western outfits, etc.

Result of this live-wire push has meant a six-month initial contract with Asher Bros., maker of Scotty pups.

It also has pushed the show into the public eye and has been chosen to keynote Macy's Thanksgiving Day parade this year. TV show features Larry Fuller, Kiss Me, Kate, and Rossmur Vance, who also writes. Seymour Kaplan packages and produces.

## Sportsmen Shifting From TV; Swing Gives Hype to AM Nets

Continued from page 1

Phonevision, theater TV or some other pay-as-you-go method. The Louis-Charles fiasco at the gate is only one reason.

Baseball clubs are planning sissies in pick-ups, with Washington slated to drop TV entirely, and the Boston Braves lensing only 14 instead of 39 tight tilts. A meeting of the major league council of all 16 clubs Thursday (16) will study TV in detail.

Football Hit  
Football, particularly, has been hard hit at the gate, with fans avoiding small college games in favor of home, health and TV pick-ups of Notre Dame and other grid games. Many colleges are pressuring the National Collegiate Athletic Association (NCA) to get an outright TV ban on its members at its Dallas meeting in January.

Altho Notre Dame telecasts have been blamed for gate drops every-

where east of the Mississippi, Edward (Moose) Krause, Irish athletic director, said this week that the telecasts will continue next year unless NCAA votes TV.

A possible substitute will be delayed broadcasts by films, as instituted this year by several schools, including the Big Ten. CBS-TV already has experimented along this line by airing filmed versions on Sunday afternoons.

#### Reviving Baseball

As for network radio's build-up of sports, it is evidenced by such developments this year as assignment of Wednesday night time for boxing by CBS, in periods sold for shows in other seasons. The same web this year instituted Saturday afternoon pick-ups of the Brooklyn Dodgers, while MBS found its "game of the day" highly profitable.

Baseball and other sports have

been the prime factor in the development of new networks such as Liberty Broadcasting System, and the new progressive web also will go heavy on sports. Regional webs airing baseball have grown more than ever in the past year, too.

MBS has brought its co-op baseball sponsors over to its football "game of the week," while CBS has had outstanding commercial success with its weekly football round-up, with Camels picking up the tab.

One of the biggest potential developments of all is the consideration of the radio webs of a daily baseball round-up similar technically to the CBS football round-up, with pick-ups from the various major league parks. Altho this may not tee off in 1951, with daytime web radio still SRO, it's a strong bet for seasons to come, as daytime TV makes greater inroads on the radio audience.



# Air Checks

Brief but important radio news

## WKRC Ups Hines

William B. Hines has been named sales promotion manager for Radio Cincinnati, Inc., operator of WKRC-AM, FM and TV outlets. Assuming many of the duties of Joel Stovall, who recently was named WKRC sales manager, Hines will do research and marketing surveys and merchandising and product presentation for WKRC's radio, transit and TV operations.

## MBS Motoring?

Mutual was reportedly negotiating with Pontiac Motors in Detroit last week for the auto firm to sponsor a different show every night over a period of two or three weeks. The stunt is designed to push Pontiac's new 1951 models via hammer-head selling, and is similar to the new-program-every-night promotion Mutual aired for Ford last April. The deal, which is reportedly in the signing stage, calls for the web's highest rating sustainers. John McManus & Adams, Inc., Detroit, is the agency for Pontiac.

## NBC Answer?

On the heels of its biggest month, financially, in the station's history, WNBC, New York, has grabbed off "The Answer Man," formerly heard on WOR, with 17 sponsors teeing off last week. The show airs twice daily, at 1:30 p.m. and 8:15 p.m. October was fully 20 per cent better than WNBC's highest previous month.

## WCOP Shake-Up

Following a general personnel shake-up at WCOP, Boston, Jan Mitchell, continuity writer, has been upped to continuity director, succeeding Edward T. Sullivan, who recently resigned to join Arthur W. Sampson Advertising Company, as radio-TV director. At the same time, Betty White, of the station's production department, was named traffic director, replacing Dorothy Coen, and Ann Branch, ex-WMUR, Manchester, N. H., stepped into Miss Mitchell's spot as continuity writer. Miss Coen has taken a leave of absence to re-enlist in the WAVES.

## Ride 'Em, NBC

Mark Goodson and Bill Todman, whose productions long have been associated with CBS, have pulled a switch and auditioned a new radio series with NBC. Titled "Buffalo Bill" the show is a Wild West 30-minute saga designed to fit into NBC's Saturday morning operation. Decision on the show is due within the next week by the network.

## New WQXR Rate

WQXR, New York, has issued a new rate card, the first in more than two years. There are three minor changes, including a special 20 per cent discount on established symphonic and operatic programs running 55 minutes or an hour during Class C time; additional discounts on spot an-

## WJZ Tests Five New Shows, Still Hunts Name DJ

NEW YORK, Nov. 11.—Five new shows are getting the wax audition treatment at WJZ, New York. Still on the hunt for a name disk jockey for the late evening hours, the station has arranged for comic Henry Youngman to make a sample show, which would run 60 minutes. Ilka Chase also is set to wax a 30-minute decay stint appealing to women, as a possible entry to follow Mary Margaret McBride's daytime show.

Other prospects are an audience participation show with Ed East as emcee, a husband-wife show featuring Stu Erwin and his wife who would come in from the Coast for the deal, and a show to be built for screen star Anita Colby. The station this week also arranged an expansion for Pat Barnes, who with his daughter Barbara, will now fill the 4:30 to 5 p.m. time starting Monday (18).

nouncement packages numbering more than 300 per year, and a switch in time classifications. The station's Sunday period, from noon to 6 p.m., has been changed from B to C, which extends the latter's Sunday classification from 8 a.m. to 6 p.m. and after 11 p.m.

## Across the Board

Curt Gowdy, Mel Allen's co-worker on the Yankee broadcasts, will head the radio and TV staff for the Boston Red Sox baseball games, while Jim Britt mans the mike for the Boston Braves games. Britt formerly broadcast for both

clubs. . . . Ed Herlihy celebrates his 15 years with NBC this month. . . . William F. Fairbanks has joined ABC as radio account executive. . . . WOR Prexy Ted Strolbert and the Federal Communications Commission's (FCC) Frieda Henzock will address the Advertising Women of New York at their monthly luncheon Wednesday (15). . . . Frank J. Shakespeare, Jr., WOR-TV sales, moves into CBS's Radio Sales department as an account exec. . . . November 20. . . . Actor Jimmy Stephens has been inked to play Clancy on "Duffy's Tavern." He's flying to Puerto Rico for the role. . . . Sydney Byrnes, program director on WCCC, Hartford, Conn., has been upped to the station manager post. . . . Raymond K. Maneval, supervisor of radio program research for NBC, is joining Schwerin Research Corporation, New York, as director of commercial testing for radio and TV.

# Nets Outstrip H'wood In Film Production

NEW YORK, Nov. 11.—The four TV networks are now producing 14 times as many films via kine-scope versions of their programs than all the major Hollywood studios combined.

While Hollywood produces approximately 300 features, averaging an hour and a half in running time, per year, or 450 hours of film, the quartet of webs will have produced close to 6,300 hours of negative film by the end of 1950.

The smallest output of line by a network—DuMont—by far outstrips the Hollywood figure. DuMont will have distributed almost 850 negative hours of film alone by the year's end. Figures for the

other networks include CBS-TV, 1,750 hours; NBC-TV, 2,000 hours. The obvious reason for the prodigious amount of film consumed by video is that cable limitations make film the primary method of programming stations. CBS-TV finds that 75 per cent of its kines go to the cable-connected stations unable to find time to present the programs live.

The end is not yet in sight for kine video distribution. With network daytime programming already under way, the use of more negative film is in the cards. And while TV is growing, the movie business is shrinking so that the difference in the employment of film by the various mediums will be lengthened rather than narrowed.

**Vaughn**  
AMERICA'S NO. 1

**ON RADIO**  
"The Camel Caravan"  
Saturday, 7:30 P.M. EST  
CBS  
for  
Camels

**ON TELEVISION**  
"The Vaughn Monroe Show"  
Tuesday, 9:00 P.M. EST  
CBS-TV  
for  
Camels

Direction  
Marshall Music

EXCLUSIVE MANAGEMENT  
Willard Alexana  
30 ROCKEFELLER PLAZA  
NEW YORK

### BILLBOARD SEG, COOKS AT KTTV

HOLLYWOOD, Nov. 11. — The Billboard will be used as the basis of a KTTV video show drawing talent from various showbiz fields. Tagged The Billboard Show, the Sunday afternoon hour program will use only acts which have received favorable reviews in The Billboard. Ted Lenz, serving as off-stage emcee, will read The Billboard's reviews of the acts as their intro.

Each week's seg will feature a yesteryear attraction among its performers. In an effort to pattern itself after the publication whose name it borrows, the show will draw its talent from all phases of the show world.

### Midwest AMers In Huff Over R&R TV Plugs

CINCINNATI, Nov. 11.—Midwestern AM stations are up in arms over what they consider "scare TV spot commercials." Execs claim that of the 10 plug platters, issued in recent weeks by the Ruthrauff & Ryan Agency, only about two of them are usable for AM broadcasting.

One of the plugs in question has to do with a whimpering child inferring that the home should have station.

a TV set, followed by a discussion by the parents on the possibility of purchasing a video set. This is followed by a quotation from an outstanding child psychologist to the effect that if a TV set is not purchased and installed in a home the child probably will wind up a neurotic or, at best, will be left with an inferiority complex.

One station exec, following R&R's cue, it is said, is planning a plug campaign which will point out that "unless one drinks so and so's coffee he's a cinch to end up a moron." Another topper says that if the trend persists, he can foresee the day when all commercials will be handled in much the same manner as political announcements, i. e., "This commercial is a paid advertisement and not necessarily the views of this

### Short Scannings

Brief but important video news

#### Thomas on TBA

Eugene Thomas, manager of operations at WOR-TV, New York, will chairman the annual TV clinic of the Television Broadcasters' Association (TBA), which will be held in New York December 8 at the Waldorf-Astoria.

#### UN on WNBT

United Nations' early-afternoon sessions will be picked up by WNBT, New York, from 12:15 to 1:30 across the board. The deal was set last week, and calls for the UN video unit to handle

the pick-ups, with the station footing the bill only for the line costs.

#### "Rocky" Stays

The DuMont TV network last week packed a new contract, continuing "Rocky King, Inside Detective" on the web. Pact was signed on the basis of the show's increased ratings and sponsor interest.

#### "Bag" in DuMont

A video version of "It's in the Bag," old radio giveaway show, was set last week by the DuMont web for the 1:30 to 2 p.m. slot, starting Thursday (16). "Bag" will have Win Elliot as emcee, with the Jesters as cast members, and will originate from the Ambassador Theatre. It will air in New York, Boston, Philadelphia, Chicago, Pittsburgh and Washington. Show is owned by William Von Zehle's Package Shows, Inc., and will be aimed for food particulators.

#### Chevy Buys Time

Chevrolet last week bought an hour radio and an hour TV on CBS for a "Year End Revue." On Sunday, December 31, the AM version of the program will be on 1:30-2:30 p.m. The TV facsimile of the news report goes on Monday, January 1, 3:30-4:30. Campbell-Ewald is the agency.

#### All Around Town

Ben Duffy, president of BBD&O, is hospitalized for a month with stomach trouble. . . . Quentin Reynolds, John Crosby and Tex McCrary are tossing a shindig at "21" Wednesday (15) to mark Ben Grauer's 20th year in broadcasting. . . . Barbara Frost is quitting WOR press to join TV Guide as associate editor. . . . Ed Fuller joined the cast of "Mr. I. Magination." . . . Jack House is new to the William Esty TV department under Veepee Al Foster. . . . Jay Garon is now handling TV scripter Bob Wald. . . . Leonard Levinson's now scripting Eloise McElhone's DuMont TV show. Miss McElhone also doing a gab show on AM for the Liberty Network. . . . Al Manning joined the production staff of Verne and Chuck ("Manhattan Spotlight") Tramm. The show airs on DuMont. . . . Joe Barnatt, Bill Groody, Jim Boyle and Bob Brilmayer moved to the Jerry Fairbanks sales staff. George Justin joined the same outfit as New York production manager. . . . George Hale has been signed by Joe Santley to do the dances on the Ed Wynn show. He does the same chore on the Durante click. . . . John K. M. McCaffrey has taken over the moderator chores on WPIX's "Voice of the People" forum. Pontiac is spending 750G via TV spots for its new models.

#### Frank Takes Over Murray Production

NEW YORK, Nov. 11.—Norman Frank, former co-ordinator of the radio and TV department of Young & Rubicam, this week was signed to produce the Arthur Murray Show. Program is on the DuMont web Sunday evenings, 9-9:30 o'clock.

The new director of the stanza will be Theodore B. Sills, former executive producer-director for ABC-TV Ruthrauff & Ryan are the agency.

# Montroe

## ALL AROUND ATTRACTION

and on... *Records* ... 4 Great New Releases...

"MARSHMALLOW WORLD"

and

"SNOWY WHITE SNOW AND JINGLE BELLS"

45 rpm 47-3942

78 rpm 20-3942

*also*

"USE YOUR IMAGINATION"

and

"I AM LOVED"

45 rpm 47-3977

78 rpm 20-3977

Both from Cole Porter's Hit Musical, "Out of This World"



RCA VICTOR Records



WLW

700 ON YOUR DIAL

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

**The Bert Parks Show**

Reviewed Wednesday (8), 3:30-4 p. m., Mondays, Wednesdays and Fridays. Sponsored by the Jello division of General Foods, Wednesdays and Fridays, thru Young & Rubicam via the NBC-TV network. Producer, Sherman Marks for Lou Cowan Productions; director, Hal Gerson; scripters, Paul Harrison, Berni Gould. Ork led by Bobby Sherwood. Announcer, Bill Beaver. Talent, Bert Parks, Betty Ann Grove, Bobby Sherwood, Harold Lang and the Heathertones.

This is undoubtedly one of the better daytime TV vehicles put together so far this season. Starring the personable Bert Parks, who, by now, has developed into a rounded performer, the show boasts a strong permanent supporting cast of variety acts. The result is mostly sprightly amusement, with just a few dull spots.

Parks is the single most potent entertainment factor. He sings, dances, clowns and spouts an occasional commercial, all in capable style. His comic potential, while quite considerable, is nullified, however, by sketches—a sneezing skit, for example, which instead of building to a funny climax, became lost in inanities. His voice, too, would be more acceptable if he watched his mugging, especially his eyebrows, while singing. Pert Betty Ann Grove and band leader, reveals a sock novelty style and, in addition, makes the most of herself in horseplay with Parks. The gal stacks up as a real pro.

**Good Quartet**

The Heathertones, female quartet, blend their voices for good effect. Their *September in the Rain* was highly listenable, but in lieu of a lead singer (which they don't seem to have), a number like that needs more production. Trumpeter Bobby Sherwood, who doubles as the male singer and band leader, is just so-so. He nearly loused up Miss Grove's rendition of *Blow, Gabriel, Blow* while backing her on his instrument.

Ballet specialist Harold Lang would do better with the help of a female partner. Solo taping is too heavy a load to carry three half-hours a week.

One commercial by Parks, for Jello's chocolate pudding, was great. He took a call from someone who wanted to give him the mystery melody, and continued his current daytime stint with *Stop the Music*. In between he socked the product's virtues across in an integrated manner. But the other video copy was too full of "yummys" and "extra goods" to sound sensible. Leon Morse.

**The Belle Tierney Show**

Reviewed Wednesday (8), 10:30-10:45 p. m., EST. Presented by A. Davis & Sons, thru Lane Advertising, via WABD. Produced by Viola Rubber. Features each week Belle Tierney and Danton Walker. Guests: Catherine McLeod and Jo Hurt, Director, Barnaby Smith.

For reasons which are probably perfectly clear to cafe society, society page readers and sponsors—but are utterly mysterious to this reviewer—a frighened-looking dowager named Belle Tierney has the run of WABD for 15 minutes these Thursday nights.

Here, in a general way, is what appeared to happen the night caught—right in the middle of a Ray Robinson fight over on CBS: Three ladies dressed in overcoats materialized in a living room set. Mrs. Tierney appeared, and it soon evolved that she was the mother of Gene Tierney, but not a glint of other talents was forthcoming. She pointed at the coats and said that the sponsor had made them. A young lady named Jo Hurt, pretty in a blond, hoydenish way, sang a ballad capably. Columnist Danton Walker, then exchanged inanities with the hostess and film actress, Catherine McLeod. The talk was fatuous, but delivered with bad timing. The cameras, too.

**Salomn Scripiter**

A Menjou-ish type named Nicky Quattrocchi appeared. He owns a saloon named El Borghese. He has written a book. Belle failed to pronounce his name on three tries. She, Walker and Nick looked at three different points of the compass. They plugged the restaurant and the book.

One of the models, it turned out, could talk. She clenched her hands and talked coats. Miss Hurt did a rhythm tune, nicely. Thurgs went to hell from there, as the principals ignored each other's remarks and fidgeted painfully.

**The Big Show**

Reviewed Sunday (5), 6-7:30 p. m. Participations by RCA Victor and Anacin via NBC. Producer-director, Dee Engelbach; writers, Goodman Acc. Welbourn Kelley, Mort Green, Frank Wilson, George Foster; emcee, Tallulah Bankhead. Cast: Jimmy Durante, Fred Allen, Pearland Helffs, Danny Thomas, Ed Merman, Russell Nype, Paul Lukas, Mindy Carson, Jose Ferrer, Frankie Laime, Ed Herlihy, Meredith Willson ork and choral group.

The biggest radio series by all odds this year, and likely of all time, is NBC's new 90-minute event, titled aptly and succinctly *The Big Show*. Its preem was a smash success, not only in terms of quantity of name personalities, but in quality of talent, material and production values. It was radio variety at its smoothest and smartest.

From the moment Tallulah Bankhead came on cold to open the show, thru the uproarious finale, in which all cast members took vocal turns on George M. Cohan numbers—in tribute to the eighth anniversary of his passing—the show sparkled. It had comedy, drama, music—all of top level. And it had a penetrating production job done by Dee Engelbach.

**Integration**

The personalities, as diverse as they were, nevertheless were beautifully integrated. There was none of the "either/or" quality of the act was brought on smoothly and naturally. Thus, when Tallulah made a remark about clinkers occasionally slipping into any show, James Durante hove onto the scene bellowing, "I heard your remark and I resemble it!" And Fred Allen was discovered as the fifth man in a four-man clarinet section of Meredith Willson's ork.

Even the station breaks were worked into the script. In a blazing and hilarious bit of repartee between Ethel Merman and Tallu, one of the high spots of the show (with all the trade-marks of Goody Acc about it), la Merman threatened to ring Bankhead's chimes. Whereupon the latter upped and rang her own chimes, the traditional tree-bong NBC trade-mark. Fred Allen supplied the second station break when collared as the usurper in the band by playing the notes on the clarinet.

Durante, as usual, was Durante, which is to say great. He panicked the group by announcing his discovery that Malik and Vishinsky are Communists, and did a typical Durante vocal. Merman, Paul Lukas and Russ Nype, of *Call Me Madam*, did a 15-minute excerpt from the show which alone won the 50G talent bill of the show. Mindy Carson and Frankie Laime contributed solid vocal solos. Danny Thomas scroed with a comedy routine emphasizing, like Durante, the gargantuan proportions of his nose.

**Noses, Noses**

The nose became the running gag when the third proboscis came on, in the form of Jose Ferrer's performance of the Cyrano classic and ultimate description of that organ, which he does in Stanley Kramer's new film.

Longest item on the show was Fred Allen's skit on Jack Benny, placed not entirely by coincidence just opposite Benny's CBS vehicle. This portion of the program was spotty, with a few lulls interspersing some sharp digs at Benny. Titled the *Pinch Penny Show*, the routine included gags about stinginess, lack of hair, age, an ancient auto, and such patented Benny business as the rehash of the summer vacation, the fight over salary with the boy singer, and the conversation between two phone operators. Almost all members of the cast filled in the various roles with obvious relish.

NBC's program veep, Bud Barry, should be named radio's man of the year on the basis of this show, for giving potent evidence that there's plenty of life in the old carcass yet. It's a good bet that *The Big Show* not only will cut into its fiercest opposition, he will cause more than several TV set owners to brush the cobwebs off the old superheterodyne. RCA Victor and Anacin each were plugged on NBC's *Grand deal* during the second half hour.

Sam Chase.

Finish line found Belle Tierney talking wistfully about the next week's show. Can't wait. Jerry Wexler.

# Television-Radio Reviews

**The Erwins**

Reviewed Saturday (4), 7:30-8 p. m. Sponsored by General Mills thru Dancer-Fitzgerald-Sample, via ABC-TV. Film produced by Hal Roach Jr.; associate producer, Guy V. Traylor; filmed by Roland Reed Productions. Cast: Stu Erwin, June Collyer, Ann Todd, Sheila James, Willie Best.

A slight situation comedy, family-style, this series brings Stu Erwin and his wife, June Collyer, into television. While it won't set any records for originality or brightness, the stanza is acceptable enough for what it is meant to be: An unpretentious, lightweight show. Series is filmed in Hollywood, by producer Hal Roach Jr., using the Vitapix system. Film quality is good.

Erwin, as a high-school principal in a small community, apparently will be beset by all sorts of problems in the course of the series. If this show caught is any criterion, This stanza had him trying to spend a quiet holiday at home, only to take on the chore of plumber when the sink was stopped up. Needless to say, his fixing required a bevvy of professionals to undo.

**Mild Stuff**

The situations were only mildly amusing, and the dialog was not bracing enough to make them stand up. Characterizations were somewhat better, although its a bit difficult to fill Erwin into the imagination as a school principal, Miss Collyer; Ann Todd as the teen-age daughter, and Sheila James as the family brat, all did better by their lines than the scripting deserved. Willie Best, as the handyman, went thru the hackneyed routine of the semi-intelligent Negro householder, a role which could very well be dispensed with in its present form.

Commercials for General Mills were nicely integrated, in the form of Miss Collyer showing the elder daughter how to make biscuits. Sam Chase.

**Tommy Riggs and Betty Lou**

Reviewed Friday (3), 9:45-10 a. m. Sustaining, except for one participation, thru WCBS. Producer-director, Richard Moeller. Talent, Tommy Riggs and Betty Lou.

The combination of Tommy Riggs and Betty Lou plus records has possibilities as a radio show. Use of the disks actually should give Riggs enough of a breather so that he can whip up some strong material. On the basis of the show caught, however, the by-play between the ventriloquist and his female dummy lacked the sparkle to tie an audience down to WCBS. Chatter was weak with most of the accent on gags. Riggs however seemed to really find the proceedings amusing. At least, he laughed.

Among the records programed were *Hiawatha's Mittens*, with Evelyn Knight on the vocal and the Percy Faith rendition of *Friendly Star*. Both were highly listenable. Leon Morse.

**Alan Dale Show**

Reviewed Tuesday (7), 11-11:30 p. m. EST. Sponsored by Winston Radio Television Corp. via WABD, New York. Agency, Stremel-Godder. Produced by Albert Black Production Director, Frank De Franco. Musical director, Arnold Holop. Announcer, Hal Tunis. Cast: Alan Dale, Four Jacks and a Jill. Guests: June Grayson, John Jacob Loeb.

This is another informal musical show. Singer Alan Dale acts as emcee, and that's the rub—he isn't emcee material. Possessed of a good pair of pipes and a way with a tune, Dale is at ease, but very poor diction and lack of a glit tongue hurt. Visually, the show has little to offer that hadn't been done before—and better. Opening stanza bucked election returns, giving the producers a chance to get some more eye appeal into the format before a larger share of the local audience tunes in. But pitted against *WNBZ's Broadway Open House*, this package doesn't figure to pick up much more than Dale's considerable teen-age following. Setting is meant to be Dale's penthouse apartment. On show

**Metropolitan Opera**

Reviewed Monday (6), over ABC-TV network. Sponsored by Texaco Company. Producer, Henry Souvaine; director, Burke Crotty; technical director, Frank Marx. Cast: John Daly, Igor Cassini, Deems Taylor, Tex McCrary, Jinx Falkenberg. Faye Emerson, including Metropolitan Opera Company.

Except for the pre-opera and entre-act offerings, ABC's video coverage of the Met's first opera of the season, *Don Carlo*, was truly exciting fare, superbly covered and presented to the home audience with infinitely greater impact than that accorded the paying customer milling around in the opera house itself. Perhaps the only thing missing, insofar as the TV audience was concerned, was the panoramic effect which is terrific excitement and conflict, the warmth and proximity resulting from Burke Crotty's outstanding direction, and its emphasis on close-ups, more than adequately compensated.

Maybe this year's Met opening looked especially good along those two which have preceded it, when ABC was so severely limited by strictures imposed by the Met management. But the company's new *Rudolph Bing*, must be aware of what TV can do to bolster audience for opera, and the result was that the 12 cameras used in the coverage were so deployed as to enable shots from every conceivable angle. Nowhere was this more evident than in the close-ups of the third act, which has terrific excitement and conflict, and which, via video, assumed a singular vitality, pictorially and vocally—especially the latter.

**Emmie Filler**

As satisfying as was the operastuff itself, so unsatisfying in the main was the filler material used before the show and during intermissions. Only John Daly acquitted himself well; the others employed offered no entertainment. The saddest case was that of Igor Cassini, society chatterer for the Hearst papers.

Cassini was supposed to spot the notable going into the house via the boiled shirt-39th Street lobby. All he did was flounder and become so confused as to be unintelligible. He seems to know two words only: "Ravishing" and "beautiful" but he could never correlate them to the events on the screen, and the whole mess looked utterly silly.

Daly projected an air of stability and authority, especially in his interview with Margaret Webster, the first fern to direct a Met production. Shot backstage, and projected against the air of excitement generated by busy stagehands, etc., it was a highspot. Miss Webster, who took over the mike for a while, scored very well in her chats with the various backstage personnel and some of the top singers.

Other intermission features included brief interviews by Tex McCrary, Jinx Falkenberg and Faye Emerson, seated at tables in the Met's Sherry's. The press and confusion was such that the chatter could do no more than indicate the excitement of the occasion. The brief interludes of the opera quiz were pretty dreary, so brief as to be almost laughable, and so feebly produced as to be embarrassing.

Milton Cross did his customary job of narration, with some production value, albeit not very much, added via use of flips to simulate the stage setting which was to follow. Texaco took only institutional credits, altho the circular emblem was in constant display as Cross outlined the plot. Jerry Frankel.

caught, fem accordionist June Grayson and tunesmith John Jacob Loeb guested. Neither displayed any visual values whatsoever, tho both were certainly musicianly. Gal played a few tunes on the squeeze box, and Loeb played and sang a medley of his compositions. Four Jacks and a Jill, a fine vocal group, just stood up and sang one tune with no attempt at all at visual appeal. A second number by the group was far superior.

In all, the half hour was replete with cue fluffs, stage waits and some off-mike singing. Even the commercials had more ear than eye value, with Hal Tunis doing a good selling job on DuMont TV sets and G. E. electric blenders. Joe Martin.

**What Makes You Tickle?**

Reviewed Saturday (6), 9:30-10 p. m. EST. Sustaining via ABC. New York. Packaged by Addison Smith, Producer-director, Art Henley; writer, Ed Ettinger; femsee, Gypsy Rose Lee; announcer, George Anso; organist, Cliff Cameron. Panel: Mrs. Bob Steiner, Dr. Frank Foster.

**What Makes You Tickle?** is a psychological quiz game, in which contestants match their conscious against their subconscious, and sometimes wind up as their own worst enemy. Gimmiack involves asking participants to rate themselves on specific character traits (such as "How well do you love money?" etc.). Then femsee Gypsy Rose Lee asks a few leading questions and the show's two psychologists give them a professional rating, on the rather elementary basis of their answers and general background.

The show is blessed with personable emcee Gypsy Rose Lee, who puts plenty of zip into the proceedings and certainly imbues the airer with potent TV possibilities. Miss Lee has a breezy mike manner, a healthy disregard for complexities and "la-de-dah" speech affectations common to many quiz masters.

Last Saturday airer featured an interesting group of contestants, including a bachelor sand hog, who used to be a Barker at New York's Apollo Theater and "knew Gypsy when"; an engaged but ringless gal in her teens, and a man who climbed 102 floors to the top of the Empire State Building back in 1944. He brought the "clippings" to prove it. Miss Lee "honeyed" them all indiscriminately and in many instances sparked quite a salty line of chatter during the interviews.

The program's one weak spot lies in the staid comments of the two psychologists, Mrs. Lee Steiner and Dr. Frank Foster. Both experts need more exhibitionism in their mike make-ups to keep up with Miss Lee's vital pacing. June Bundy.

**Meet Frank Sinatra**

Reviewed Sunday (5), 5-6 p. m. EST. First quarter-hour sponsored by Bymart, Inc., via CBS. Producers, Mark Goodson and Bill Todman. Director, Jerry Lafferty. Hostess, Audrey. Cast: Frank Sinatra, Iona Massey and Graham Forbes' demi-jazz group.

On this show Frank Sinatra doubles as a disk jockey via a audience participation gimmick and excites and excites theater when he blossoms into frequent song, both live and on his wax. Let it be said that he succeeds in being cordial if not homey, lightly amusing if not funny, and pleasant if not captivating. Let it also be sadly stated that The Voice's pipes are but an echo of their one-time greatness.

The show opened with a strong, rapidly moving 15-minute session, but started falling apart at the seams before the half hour was up. If this was intended as a disk jockey seg, then the solution could be in Sinatra's spinning platters more frequently. If the "tell-your-story-behind-your-favorite-record" audience participation gimmick continues as the disk-whirling cue, then Sinatra could do worse than cutting his show time in two. A briefer seg could easily tighten up the proceedings and keep an audience that would be willing to go halfway to meet F. S. on CBS. As it stands, the invitation isn't particularly inviting. Hal Wezman.

**John B. Kennedy**

Reviewed Thursday (2), 10:30-10:35 p. m. EST. Sponsored by Sterling Drug for Mollie Shaving Cream via ABC. Agency, Dancer, Fitzgerald & Sample.

John B. Kennedy's second newscast of the day—he's also on daily from 2:30-2:45—is a brisk five-minute capsule that stands out easily from the usual headline run-off. No great shakes as a humorist, the authoritative-sounding Kennedy does manage to spice his hand-picked items with fairly caustic commentary stemming from a generally conservative viewpoint. The short seg hardly provides room for fluffs, but on the show caught, Kennedy was anything but smooth.

The Mollie commercial, sneaked thru a conventional news anecdote involving a bunch of students with beards, was barely distinguishable from the regular news items. Bill Simon.





## Hotel Installations Of TV Booming

### Seven Firms Report Great Interest Shown at Confab

NEW YORK, Nov. 11.—The TV retailers are having a tough time in selling sets to consumers (see separate story), firms engaged in the leasing and installation of video receivers in hotel guest rooms claim that business is booming and headed for still greater heights. Every firm showing sets and installation methods to hostelry execs attending the National Hotel Exposition here, reported terrific interest in video installations, other than coin-operated sets. (See story in Coin-Machine Department.)

TV exhibitors at the hotel show included Guest Television, Tele-Ho-Tele, American Communications Corporation, Judd-Bennett, Wells, North American Philips and the Hotel Radio Corporation. American Communications does not install TV sets, but makes wiring and speaker installations. For the past three years, though, the firm has included TV cable in all installations and TV jacks on all speakers. North American Philips showed two new models of large screen video sets for public rooms. The other exhibitors lease and install TV sets for individual guest rooms. All reported that interest in TV was terrific and that business was booming.

#### 1,600 Installed

Tele-Ho-Tele President Irv Kram said that his firm now has 1,600 sets installed in various hotels. Receivers used are either RCA, Admiral or Emerson. The firm sets up complete, the miniature, service departments along with installations. A two-man resident crew services the sets

12 hours a day every day in the week.

Hotel Radio, a Detroit outfit, premiered a specially designed TV set with AM-PM radio. The sets use a 20-tube chassis, RCA 14-inch tube and are housed in a Formica cabinet 16 inches wide and 30 inches high. The sets are also designed to pick up the hotel's wired music system. Production on the new receivers is slated to get under way later in the year, with a company spokesman claiming to have sufficient components on hand to meet all demand.

Wells Television, the largest in the field, made the installations in more than 70 hotels including New York Astor and Pierre and Philadelphia's Bellevue-Stratford. The firm now has over 2,500 sets on lease and operates under an RCA franchise for master antenna installations and set servicing. Judd-Bennett specializes in general electric installations, while Guest Television sets up receivers. The Judd-Bennett firm now has over 5,000 radios on rental and more than 250 video sets.

## PRIVATE LABEL TV STILL GIVES CHAINS BIG EDGE

### Parts Shortage, Color, Excises Have Little Effect on Cost Spread

NEW YORK, Nov. 11.—Despite color talk, excise taxes and parts shortages, department store chains holding firm contracts for private label television sets still have a decided profit edge over TV retailers selling branded receivers. Yet traders are of the opinion that only large department or chain stores can merchandise private label sets to the average consumer.

In general, it still holds true that a Macy's or a Gimbel's can sell anything bearing a store name, with the RCA, Vectors, Admirals, Philips, Motorolas and other national brands. Price-wise, the department stores can still under-cut the list prices on branded sets, and make a larger profit than can the small dealer.

Most recent cost figures available on private label and branded sets show that department stores can buy 16-inch console combinations for as low as \$245, while a similar branded set costs the dealer from \$300 to \$375. For a 19-inch console combination, department store cost is about \$300, against the dealer cost of \$500 to \$600.

All the way down the line, in both tube sizes, the department store buyer holds the same advantage. The dealer paying \$195 for a 16-inch table model competes with the department store paying \$145 for a similar receiver. A 16½-inch console with doors stacks up at \$200 against \$270-\$300. A 19-inch, open-faced console selling to dealers for \$310 to \$340, goes to major chains for \$245. List prices for the private label sets, however, vary greatly from

city to city for the very same merchandise. Most department stores are competitive only with TV dealers in their own areas. While general department store policy of maintaining a 40 per cent mark-up would put a \$400 price tag on the 16-inch combination, stores can actually price the set anywhere from \$300 to \$500.

In many cases, the 40 per cent spread is greater than the average dealer discount by as much as 10 per cent. (Continued on page 46)

## New Tint Tube Enters Video Color Picture

### Woman Scientist Gets Patent on Electronic Device

NEW YORK, Nov. 11.—Two TV industry arguments against the CBS color system—picture size limitation and mechanical color wheel—may be tossed on the heap of a new type color tube, on which the U. S. government has issued a patent, once it is produced. The tube was developed by Dr. Jennie W. Bramley, professor of mathematics at Monmouth Junior College in New Jersey, and a former research engineer for the United States Army Signal Corps tube section. The patent (Continued on page 46)

## TV Shipments Seen at 6 Mil

WASHINGTON, Nov. 11.—TV set shipments in 1950 may pass the 6,000,000 mark, it was indicated this week as Radio-Television Manufacturers' Association (RTMA) estimated total shipments for the first eight months of the year were 3,952,000 receivers.

August shipments of 845,000 sets nearly doubled the July figure, RTMA said. During the January-August period, sets were shipped to 36 States and the District of Columbia, ranging in number all the way from 288,087 sent to Chicago to nine for Picellas, Fla.

## MINUS VIDEO

### There Just Isn't Any In Uruguay

By D. R. Berne

(One of the directors of the London Gramophone Corporation, and formerly executive vice president of the company, D. R. Berne is touring South and Latin-American countries for the record, radio-TV and radar interests of E. R. "Ted" Lewis's English Decca organization.)

MONTEVIDEO, Uruguay, Nov. 11.—Despite the "video" in the name of this town, there is no TV. It'll be two years, at least, before video hits Montevideo. Radio and radio-phonos sets are manufactured here, and all use three-speed motors, but only 78-r.p.m. records are available. Only one record manufacturer is able to meet the country's disk requirements.

The Uruguayan government has authorized the operation of one TV transmitter, but has not yet okayed funds for the station's operation or for the import of receivers. Traders expect that (Continued on page 16)

## November Seen TV Sales Worst Month

### Dealers Frightened by CBS Public Showings of Color

Continued from page 2

fallen off as much as 60 and 70 per cent. Some admit that they themselves are to blame because of "beat the tax" advertising prior to November 1 and "tax free" ads after that date. Others blame the sad state of affairs on color talk, credit restrictions and general consumer reluctance to part with money for television sets.

The sad sales scene and impending shortages of components and raw materials has also affected manufacturer plans for new TV lines usually introduced during the Chicago Furniture Market in mid-January. Neither Dumont, Zenith, General Electric nor Emerson have plans for new lines. Philco execs are undecided, as are RCA Victor brass.

Reports were rampant this week that even RCA Victor sets—mainly higher priced 19-inch models and console combinations—are beginning to back up along distribution channels, the distrib and factory spokesmen poo-poo the talk. A Chicago major is reported to be offering 16-inch combinations at

pre-November prices—willing to absorb the added excise tax.

Local dealers are already offering under-the-counter discounts as high as 20 per cent, and the general retail apprehensiveness is spreading about the first "price-cess" ads expected to break momentarily.

## Hotelevision Take

Continued from page 1

pany which outfitted the hotel. Among the facts uncovered were that room service calls for food and liquor jumped 20 per cent, and calls for bottled liquor jumped 25 per cent. Over 80 per cent of the 409 guests surveyed said that they chose the Shelton because it had "free TV."

#### Statistics

More than 91 per cent of the guests used their TV sets and liked them; 47.7 per cent used room service; 30 per cent used the hotel's valet-service, but only 10 per cent used the hotel's, tour service.

Shelton execs point out that the public rooms did not suffer by the addition of TV. They feel that the public rooms draw most of their trade from local townspeople rather than from hotel guests.

Only in rare cases do hotels own the sets and installations. Most hotel TV firms work out arrangements whereby hotels pay out of increased rentals received from TV-equipped guest rooms. Big hitch in the installation business is the need for direct current sets in many hotels. Wells claims to have a stock of Raytheon-Belchmont sets, and Guest Television uses a d.c. set manufactured by Gotham.

That the installation of TV in guest rooms pays off is borne out in a statement by Bennett E. Toussley, vice president and general manager of the Bellevue-Stratford, who said: "Philadelphia is a town in which we have always found it difficult to hold transient guests over Saturday and Sunday, but I am now detecting that the influence of television may go far toward solving this problem. If this influence persists, a miracle will have been accomplished."

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## HOLD LINE ON COSTS

### Simplified Trade-Ins Answer in Okla. City

OKLAHOMA CITY, Okla., Nov. 11.—One of the most effective ways for a radio-TV dealer to hold down operating costs is to simplify trade-in allowance systems. At least that's been the experience of the John Brown Company, local department store which operates an appliance store separate from the main shop. The system has allowed for any of the firm's 25 salesmen to make trade-in allowances over the phone. Only in rare cases, about 4 per cent, has it been necessary for a store representative to visit the prospective buyer's home to examine the radio or radio-phonos to be traded.

The secret of the Brown system lies in meticulously maintained card files on every piece of equipment sold and/or serviced by the store. The files reach back 10 years and include such basic information as original sale date, installation details, service calls made, appearance of set, and even the serviceman's opinion of how well the housewife cares for her appliances and radios. In effect, every card is an actual case history of a specific instrument.

While the system is most effective when former customers revisit the store for a new purchase, the mass of information now in store files serves as an excellent

yardstick for measuring the value of equipment not originally purchased from the Brown company. The accuracy of the trade-in allowance system has been proven time and again to the complete satisfaction of store management. The savings in man hours, driving mileage and poorly calculated allowances have materially cut down the cost of operation. In addition, the ability to make definite trade-in commitments on "the spur of the moment" has made for excellent customer relations.

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## EXECS ACCEPT 802 RANK-FILE NET DEMANDS

### 10-Man Committee Okay Needed; Other Local Pacts Due

NEW YORK, Nov. 11.—The rank-and-file declaration of negotiating demands was unanimously voted by Local 802 members (see other story) is not a rump or wild-cat movement.

Done in accordance with 802 by-laws, it has been accepted by the exec board without demurrer. AFM Presy James C. Petrillo has already indicated that he will sit with a 10-man committee appointed at the meeting.

Petrillo does not, as has been commonly assumed, have unequalled power to negotiate with the exec board for either TV or AM pacts. The separate locals have the say (Continued on page 15)

## R. Flanagan Rings Till For ¼ Mil

### Six-Month Take Includes Disks, Air Show, P. A.'s

NEW YORK, Nov. 11.—Ralph Flanagan's ark, in the six-month period following his Meadowbrook break-in date last March, has drawn total grosses of \$229,030.19 on his combination of personal appearances and a 13-week workout on the summer replacement alter for Chesterfield. The orkster, according to reports (Continued on page 15)

## Cap's 3d-Quarter Take Double 1949

HOLLYWOOD, Nov. 11.—Capitol's third quarter net earnings this year more than doubled the company's income for the same period in 1949. This year's earnings total \$57,980 as compared to last

## RCA Cuts Hue From All 45's Except Two

NEW YORK, Nov. 11.—A move which was predicted in The Billboard several months ago crystallized this week when the RCA veepee in charge of the record division, Paul Barkmeier, notified Victor distributors that, owing to "a shortage of materials essential to the production of colored vinyl 45 r.p.m. records," the diskery would discontinue its color identification system for all lines except the Red Seal and kidisk series. The remaining music lines—pop, international, country and Western and (Continued on page 40)

## London Hits With 'Hot' Disk

NEW YORK, Nov. 11.—London Records, currently attempting a 48-hour studio-to-store cycle in this city, actually delivered warm records to mid-town shops Tuesday (7). With Administrative Manager Lee Hartstone handling (Continued on page 40)

## GREAN GOSSIP JUST AIN'T SO

NEW YORK, Nov. 11.—Fickle nature of the music-disk business was dramatically demonstrated this week with the emergence of a rumor to the effect that Charlie Grean, RCA Victor's pop artists and repertoire director, was going to leave the company to go to greener pastures due to his elick with *The Thing*, which he wrote and which has emerged into a hit disk by Phil Harris. Up to this week the rumors were that Grean was on the verge of being bounced by Victor. Current rumor is no truer than was the earlier one.

## Block Plugging 'Dream,' Natch

NEW YORK, Nov. 11.—Martin Block, eminent local deejay who also is an active publisher and has a couple of writing credits on his ledger, apparently doesn't bite the hand that feeds him. Block, whose Saturday p.m. new records airer has developed as something of a yardstick for the Brill Building boulevards, has raised a number of trade eyebrows with his choice (Continued on page 38)

## IS DISK BUSINESS CHANGING?

# Grean's "Thing" One More Mark of Staff Dependence

• Continued from page 1

affect writers, publishers and artists.

The trade recognizes it as ridiculous, of course, that the record business could ever reach the stage where top writers, publishers or artists could be seriously affected by any long-term dependency on the part of a diskery on

its own artist and repertoire staff members for tunes or performances. It is considered possible, however, that the middle-bracket and smaller cleffers, publishers and talent could be blocked out of the platter picture to a painful degree.

### Talent on Hand

A casual rundown of the major record company's and r. staffs indicates considerable writing and performing talent on hand. At RCA Victor, in addition to Grean, Hugo Winterhalter, Dewey Bergman and Henri Rene are all writers in the sense that they have written tunes in the past. Sparked by boss Grean's success (for himself and the company) it is not unlikely that, should any of the

## JOLSON'S DEATH STIRS DISK RUN

NEW YORK, Nov. 11.—The recent death of Al Jolson has precipitated a tremendous demand for his Decca disks. According to Decca Distributing Corporation Veepee Sidney Goldberg, Jolson stocks this week were heavily depleted on retailers and distributor levels. The diskery was forced to order rush runs at the factory.

The disk demand was not limited to any particular titles, but was about equal across the Jolson repertoire, Goldberg stated.

## SACEM Files Canada Tariffs

TORONTO, Nov. 11.—In addition to ASCAP and BMI, a third group, believed to be SACEM, the French performing rights society, has filed a set of tariffs with the Canadian Copyright Appeal Board. SACEM had previously licensed in Canada thru CAPAC, the Canadian counterpart of ASCAP. If SACEM licenses on its own, then the CAPAC catalog will be depleted by some 40 per cent. This would naturally have the effect of lowering CAPAC's rates.

An industry spokesman points out that this is the nature of a break for BMI in its competition with CAPAC.

NEW YORK, Nov. 11.—Anticipating a knock-down drag-em-out tussle with the networks when the current American Federation of Musicians' (AFM) pact with the webs runs out next January 31, the rank-and-file radio musicians of Local 802 spelled out a mighty clurta of TV and AM employment at a special meeting at Palm Gardens here last Monday night (8).

Here are the proposals, passed unanimously and without demurrer from the exec board of the Local:

(1) Elimination of platters and e.a.'s on all TV and Class A radio stations between 8 a.m. and 12 midnight. In case the webs refuse this restriction, the committee is to consider three alternatives: Prohibition of live music (translated as "strike"); penalty scale for musicians employed on the particular station or network; or payment of a fee for each use of a record or e.a. The fee is to be equal to the original fee paid for making the platter or e.a., and is

to be paid direct to the musicians on the date.

### Job Proposal

(2) To create more jobs, three alternative proposals: Establish a classification system setting up a minimum number for each show; allocate a percentage of the budget of any show for the musicians; or set a sliding scale—the less men on a show, the higher the scale, and vice versa.

Two separate patterns of demands were spelled out for staff and single-engagement musicians.

For staff men: (1) Maintenance of present minimum number of musicians at Class A networks, and elimination of differentials in minimums at Class A stations. The latter proviso is aimed at WOR, which has only 40 men as opposed to a standard of 65 at other A stations. (2) Engagement on an annual basis with eight-week notice. At present musicians have only the eight-week notice protection.

(3) Paid vacations, health insurance, severance pay.

# TOOTLERS TOSS DEMANDS, GIRD FOR WEB'S BATTLE

## 802 Rank-and-File Document Demands on AM-TV Employment

(4) Reduction of current work schedule from five hours in eight to four in eight.

(5) Payment of the commercial rate to staffers employed on commercial shows. This will have the effect on restricting staffers to sustaining shows, as in the practice in Local 47, Los Angeles.

For outside (single-engagement) men:

(1) Guarantee of full run of the show. Tootlers are now subject to two weeks' notice.

(2) Minimum of two hours' rehearsal for 15 minutes of broadcast or telecast; one hour additional rehearsal for each succeeding 15 minutes.

(3) Rehearsals in units of two hours' minimum except the rehearsal immediately preceding the show.

Other clauses refer to general improvement of rehearsal conditions and pay.

## Columbia Suit On Price Cuts Aired in Court

### Goody Carries Load as 10 Others Watch

NEW YORK, Nov. 11.—Columbia Records' suit in New York State Supreme Court against 11 alleged price-cutters was aired here before Judge Wasservogel Thursday and Friday (9 and 10). It will be continued Monday (13). In the initial sessions, Columbia's (Continued on page 40)

# AFM Probes Canned Music on Networks

### Waxed Cues, Bridges To Claim Attention in Contract Huddles

HOLLYWOOD, Nov. 11.—Solution to the problem of webs' increased use of recorded bridges and cues is being asked by Local 47 in the American Federation of Musicians' AFM contract renewal negotiations with the nets. Local's veepee and radio-recording rep, Phil Fischer, estimated that approximately 100 musicians are being denied employment by webs' use of disked music. Sponsored air shows using canned bridges and cues include Screen Directors' Playhouse and *Take It Or Leave It*, both on NBC, and ABC's *Mr. President*. Sustaining shows include *NBC Theater of the Air*, *The Saint*, *Nero Wolfe* and *Texas Rangers*. CBS has a Coast regional

seg, *Memo From Hollywood*, relying on waxed music.

Problem of networked canned music is relatively young. Prior to the introduction of taped shows by Bing Crosby, both NBC and CBS had a set policy against recorded shows, and ABC and Mutual used canned fare sparingly. With competition forcing both NBC and CBS to lower its policy barriers as a result of the widespread use of tape, AFM feels nets have been cutting down on use of live tootlers in favor of waxed music. According to Fischer, AFM will not oppose use of canned bridges and cues provided musicians are protected.

Issue of recorded bridges and cues is expected to be one of the major points to be considered during the forthcoming AFM-web contract renewal negotiations.

## Seely-Fields Get MGM Pact Due to Flick

NEW YORK, Nov. 11.—MGM Records this week inked veteran show business couple, Blossom Seelye and Benny Fields to term waxing pacts. The husband-wife team were signed primarily because of a forthcoming Paramount movie built around their lives, which will star Betty Hutton.

Diskery also inked Republic Pictures' cowboy warbler, Monty Hale, on the strength of a pitch from his sponsor, Spike Jones. Hale's first release couples *The Statue in the Bay* with *Key to My Door*. Fields will be featured on a coupling of *For Me and My Gal* and *Lullaby of Broadway* for his first chore under the new paper.

## Telepix Claim Jay McConkey

HOLLYWOOD, Nov. 11.—After heading his own talent agency for 18 years, Jay S. (Mac) McConkey relinquished the presidential reins of the artists' firm bearing his name. McConkey turned his post over to Dick Shelton, agency's general manager and head of its Chicago office. McConkey retains his board chairmanship and his stock in the company.

He told The Billboard that the move was prompted by his increasing activity in telepic production. McConkey has formed M & K Productions, producing company handling all TV flick filming and sales.

This One



# SCREEN CLEFFERS MAY SERENADE FRENCH ORG

ASCAP's Views on Background Music Has 'Em Looking at SACEM

• Continued from page 1

ASCAP by foreign collection agencies were paid out on the basis of classification rather than the individual's actual earnings abroad.

The repercussions of the 1947 distribution have never died down among SCA members, and point

their interest in SACEM. ASCAP, it is rumored, is discussing some sort of adjustment of the 1947 pay-off. The Society would naturally prefer to continue to represent the writers abroad rather than have them join foreign societies.

### It's No Secret

Writers get a much more favorable treatment in SACEM, considered a model society. Some ASCAP members have belonged to the French society for years (see other story) and get checks that are surprisingly large for their screen earnings abroad.

Leonard Zissu, counsel for SCA, has been meeting with ASCAP attorney Herman Finkelstein on the question of domestic distribution of film monies, as and when the producers sign up with ASCAP. In general, there is agreement that the film cleffers should be paid on the general 60-20-20

basis now in use for writer distribution, adjusted in some way to the motion picture field, but the exact method has yet to be ascertained.

ASCAP may, at SCA's behest, compute the five-year averages of screen music performances by the pie cleffers, using studio cue sheets as the basic study material.

There is a wide divergence between ASCAP and SCA on the point value of background music as opposed to visual-vocal and visual-instrumental use of music in films. ASCAP has always contended that the song's the thing, and that the background music has little earning power.

SCA points out that SACEM accords absolute parity to all use of music in films, paying off purely on the time factor.

England's PRS assigns a 2-to-1 ratio to visual-vocal use, and 1/2-to-1 to visual-instrumental

## Diskers Have Subs Ready If Vinyl Fails

NEW YORK, Nov. 11.—Rumors of an imminent shortage of 45-r.p.m. records circulated among coin phonograph operators this week, following reports that the supply of vinyl was approaching a critical stage. Largely of academic concern to operators until the recent addition of a 45 box to the Seeburg line, the rumors spread here and in Chicago, worried route owners mulling a move into the six-speed field.

According to top authorities, there is no immediate need for undue alarm over a shortage. Should such a shortage reach a critical stage, diskeries are prepared to use suitable substitute products which have been developed.

### Boom Cuts Supply

According to George C. Miller, divisional vice-president of the (Continued on page 15)

## Natl. Ties In With Capp on Kid Promosh

NEW YORK, Nov. 11.—National Records has completed a promotion tie-in deal with cartoonist Al Capp, creator of *Li'l Abner*, on a forthcoming diskling which makes use of characters from his strip.

Diskling, aimed at the kiddie market, couples two special material ditties penned by Dave Lambert, *Dog-Patch Tromp* and *Enlie Eye People*, the latter based on one of Capp's five *Abner* characters and the former a novelty dance idea employing background from the strip. Both ditties are being published thru the diskery's affiliated pubbery, National Music.

The record, which was sliced by jointly Lynn Howard, will be jointly promoted by Capp and the diskery with the exploitation built around the *Abner* strip. According to a diskery spokesman, the cartoonist and the waxery are mulling further plans to capitalize on *Abner* for kid wax purposes.

## ASCAP By-Law Change Nixed

NEW YORK, Nov. 11.—The proposed American Society of Composers, Authors and Publishers (ASCAP) by-law change, introduced by Pinky Herman, was defeated when a count of the ballots this week showed that less than the required two-thirds of the membership had voted.

Herman's amendment asked that the two-thirds vote needed to change the by-laws be broken down, so that pubbers' and writers' votes would be counted separately. Proposal was that two-thirds of the writer votes and two-thirds of the pubber votes would be required to effect a by-law change.

Herman's reason was that writer-interests should not be subject to bloc voting by pubbers, and vice versa.

One director noted that the defeat of the resolution was a good thing, however. Had it gone thru, he pointed out, the nine heavy-weight pubbers, whose availability ratings give them control of the entire published vote, would really be in position to stop any by-law change they cared to halt.

## No Ifs or Buts On "If" Release

Shapiro-Bernstein Outlines Program To Guard Tune From Date-Jumping

NEW YORK, Nov. 11.—In an attempt to protect its forthcoming plug tune, *If*, from the vicissitudes of release date jumps by diskeries and premature play over the air, Shapiro-Bernstein (S-B) has outlined a program which they hope will protect a December 28 release date on the tune.

First they had the American Society of Composers, Authors and Publishers (ASCAP) put radio stations on notice that the tune was not to be aired until the specified date. S-B then followed with two successive letters to the waiteries making the same point and indicating that they were prepared to back up the restriction with court action if necessary. All record companies were put on notice of the release date and the pubbery's intention to hew to the line. Diskeries were asked not to send out promotional records to deejays until disks were available to distributors, so that records would be in the stores when they were introduced on the air. Diskeries indicated they'd be glad to co-operate.

### Plan Sensible

Cynics in the trade usually turn a glassy eye on procedures of this

## Gobi, Bjoerling Disks Get U.S. Victor Release

NEW YORK, Nov. 11.—Tito Gobi and Jussi Bjoerling, top operatic names under contract to RCA Victor's European affiliates, will now have their disks released here in Victor's international series as well as on Red Seal disks.

Alex Bard, head of the international department, has completed arrangements to issue their foreign pops and folk tunes for the local Italian and Swedish neighborhoods. Gobi, Italian film and operatic star, cuts for *La Voce del Padrone*, Italian HMV wing, while Bjoerling, a Metopera star, cuts much of his material for HMV in Sweden and England. The former's first pop disk was issued here last week. Bjoerling's first Swedish pop will come out in December. Previously, Bard has issued a number of Italian pop cuttings by bary Gino Bechchi, following fairly wide acceptance here of Bechchi's imported operatic wax.

Recently HMV's German affiliate, Electrola, swung back into action, and Victor is now in a position to get the latest German pop hits, according to Bard. The first hit from the new crop is *Odum*, Duden, known in an American adaptation as *A Rating Day Refrain*. Ruth Zillger cut the imported version.

type, writing them off as bids for publicity for launching a new tune. In this case, however, the pubbery's rationale, as outlined by S-B Veepee Dick Volter, jibes with current trade conditions, and makes good sense.

First, the pubbery doesn't want the tune out before Christmas, what with the weller of Yule stuff (Continued on page 14)

## LP BONUS PLAN SET BY MERCURY

"Social Security" Set-Up Takes Effect in Middle of Xmas Season

CHICAGO, Nov. 11.—Breaking a precedent in the disk business, Mercury Records here this week announced a new bonus plan on its LP library right in the middle of the lucrative pre-Christmas rush. The Mer "Social Security" plan goes into operation for record retailers from November 13 to November 30. The timing of the Mer plan also comes at a time when the high price and shortage of vinyl resin, which is an essential part of LP pressing, are factors confronting the entire disk industry. Prexy Irv Green told *The Billboard* and Irv Steinberg, who fathered the plan, believe that by running a bonus plan during the Christmas rush season they would garner the good will of retailers for their LP catalog.

## PUBBER DAVIS THINKS O' FOLKS

NEW YORK, Nov. 11.—Publisher Joe Davis has scheduled *Be Good to Your Father and Mother* as his next plug tune. Davis, who published *Daddy's Little Girl* and *Daddy's Little Boy*, has been fanning the latter's vanity with his \$500 *Daddy's Little Boy* photo contest. Now it appears that he's worried about the little monsters.

## BMI Preps Pioneering To New Arias

NEW YORK, Nov. 11.—Broadcast Music, Inc. (BMI), is set to reach into virgin licensing territories, following a coast-to-coast trip made recently by Harry P. Somerville, director of non-radio licensing. Somerville's trip took in Miami, Chicago, Los Angeles, San Francisco and Denver, with BMI's Minneapolis and Detroit reps called into Chicago for a confab.

The areas into which the licensing org will go include several Western States that haven't met up with BMI men as yet. While most hotels are already set in licensing deals, night clubs, ballrooms and restaurants in parts of Utah, the Dakotas and Wyoming are not yet licensed.

### NBOA True?

According to Somerville, the much talked about hassle between the National Ballroom Operators' Association (NBOA) and BMI "will be settled to the satisfaction of all parties and not by special deals." He pointed out that the NBOA "boycott" of BMI licensing deals was not as serious as it sounded. Somerville claims that major Eastern ballrooms and several Midwestern ops have BMI licenses.

## 'Madam' Album Gets Special Label on RCA

NEW YORK, Nov. 11.—RCA Victor is creating an intermediate priced special green label especially for the merchandising of the "original" cast recording of *Call Me Madam*. The show album, which releases the entire *Madam* cast with Dinah Shore cast in the Ethel Merman role, will be issued on three speeds, marking the diskery's first release on a non-continuous popular item in the long-play medium.

The *Madam* label will be called an "original cast label" and will sell for \$4.85 on the long-play, 85 cents per 45 r.p.m. platter and \$1.00 per 12-inch 78 r.p.m. disk.

Album will contain five 12-inch discs on 78 and five 45 r.p.m. records. Diskery is shooting for a December 1 shipping date but hopes to have the album ready at least a week prior to the end of the month.

A second pop long-play venture for the diskery will be the three-speed release of an Al Goodman "Sho'w Series" album of tunes from the forthcoming *Gyps and Dolls* legit. This package will ship November 24 and will go for \$3.85 for a 12-inch long-platter, 75 cents each for the 10-inch 78 and the 45 r.p.m. disks. Package is made up of eight selections.

### "BELL" TOLLS

## Popularity Forces Tune Into "Guys"

PHILADELPHIA, Nov. 11.—If *I Were a Bell*, singled out by many as the top hit potential from the new *Gyps and Dolls* musical preening here, was yanked out of the show, why with radio and juke-boxes banging away most assiduously, and some eight recordings already entered for the sprightly ditty, *Bell* was returned to the show this week after being out for two weeks. Show is on a five-week try-out here before going into New York.

Show composer Frank Loesser claimed that the song wasn't exactly scratched. He said the show version didn't entirely suit him and was withdrawn for word and music polishing.

Similar situation arose here in 1948, with the try-out of *Look, Ma, I'm Dancin'*. Before the Broadway opening, most popular in the score was *Shaunty O'Shay*. Unfortunately, the role of Shaunty O'Shay was eliminated during the local try-out and, for a while, the song was, too. It was finally put back to keep the disk jockeys and record companies happy, but didn't (Continued on page 14)

## Disk Slump Clears; Season Wax Strong

NEW YORK, Nov. 11.—A temporary slump in the music business was to a large degree obliterated the past week by an upsurge in Christmas items on both the sheet music and record levels. Dealers have begun to stock Christmas material heavily. On the Best-Selling Sheet Music chart in the November 11 issue of *The Billboard*, six Christmas tunes made their appearance. The previous week the chart carried none. Tunes were Berlin's *White Christmas*; St. Nicholas's *Rudolph, the Red-Nosed Reindeer*; Western's *Here Comes Santa Claus*; Feist's *Santa Claus Is Coming to Town*; Bragan's *Yocco - Conny's Winter Wonderland* and Frosty, the *Snowman*.

Disk business, following a 10-day lull, jumped back; with seasonal wax and gift-type packages particularly strong. For instance, Decca's top record is the special Crosby Christmas item, waxed by Bing and his four sons. Other strong Decca sellers are Crosby's *Rudolph, the Red-Nosed Reindeer*, coupled with *Teddy Bear's Picnic*, and Red Foley's *Rudolph*, backed (Continued on page 15)

## Frank Hanshaw Back at GAC

NEW YORK, Nov. 11.—Frank Hanshaw, who left the General Artists Corporation (GAC) about a year ago to take a fling at the personal management field, this week returned to the GAC fold and to his former post in the agency's Cincinnati office. Hanshaw will book locations and acts for the agency in the territory.

Hanshaw replaced Gray Gordon in the Cincy slot. Gordon will return to the agency's Chicago office, where he will resume his (Continued on page 15)

# ETHEL MERMAN



Songs from

## CALL ME MADAM

Words and Music by Irving Berlin

### DICK HAYMES-EILEEN WILSON GORDON JENKINS and His Orchestra and Chorus

#### SELECTIONS INCLUDE:

- The Best Thing For You  ETHEL MERMAN
- Marrying For Love  DECCA 27316 and \*9-27316
- You're Just In Love  ETHEL MERMAN & DICK HAYMES
- Something To Dance About  ETHEL MERMAN
- DECCA 27317 and \*9-27317
- It's A Lovely Day Today  DICK HAYMES and EILEEN WILSON
- Once Upon A Time Today  DICK HAYMES
- DECCA 27318 and \*9-27318
- (Dance to the Music of) The Ocarina  GORDON JENKINS and His Orchestra and Chorus
- (1) It's A Lovely Day Today  GORDON JENKINS and His Orchestra
- (2) You're Just In Love  DECCA 27319 and \*9-27319

DECCA ALBUM A-813  
Four 10-inch 78 RPM Records • Price \$3.75

DECCA ALBUM A-100  
Four 45 RPM Unbreakable Records • Price \$3.35

DL 5204 • 10-inch Long Play  
Microgroove Unbreakable Record • Price \$2.85

\*Indicates 45 RPM Version

ALL ALBUM RECORDS AVAILABLE AS SINGLES

### NEW RELEASES—SINGLES

- Accidents Will Happen  BING CROSBY and BOROBYN KIRSTEN
- Milady  DECCA 27246 and \*9-27246
- Wouldn't It Be Funny  BING CROSBY
- Once More The Blue And White  DECCA 27263 and \*9-27263
- I Am Loved  EVELYN KNIGHT
- Nobody's Chasing Me  DECCA 27281 and \*9-27281
- White Christmas Jingle Bells  ARTIE SHAW
- DECCA 27243 and \*9-27243
- Autumn Leaves  ARTIE SHAW
- Serenade In Blue  DECCA 27270 and \*9-27270
- The Dream Of Olwen  VICTOR YOUNG
- The Life of Imitator  DECCA 27282 and \*9-27282
- Wonderful Words Of Life  MILLS BROTHERS
- I Need These Every Hour  DECCA 26534 and \*9-26534
- Honey Pokey Polka  WALTER DORNBOWSKI
- Whoonee Polka  DECCA 43121 and \*9-43121
- Help Me Understand  AUDRY WILLIAMS
- How Can You Refuse Him Now  DECCA 44273 and \*9-44273
- Virginia On A Saturday Night  BOB FAYON
- My Dream Boat Struck A Snag  DECCA 44274 and \*9-44274
- Nobody Knows The Way I Feel This Morning  TOM FLITNER
- When It's All Goin' Out  DECCA 48124 and \*9-48124
- And Nothin' Goin' In

\*Indicates 45 RPM Version

### NEW RELEASES—ALBUMS

- MR. MUSIC**
- BING CROSBY with the ANDREWS SISTERS and BOROBYN KIRSTEN  
Selections include: HIGH ON THE LIST—LIFE IS SO PECULIAR—ACCIDENTS WILL HAPPEN—AND YOU'LL BE HOME—WOULD IT BE FUNNY—ONCE MORE THE BLUE AND WHITE—ACCIDENTS WILL HAPPEN—MILADY.  
Decca Album A-790 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 8-101 • Four 45 RPM Unbreakable Records • Price \$3.35  
DL 5204 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85
- CHRISTMAS TIME**
- JUDY GARLAND • DEANNA DURBIN • KENNY BAKER  
Selections include: SILENT NIGHT (Christmas Hymn)—ROBERTS FIDLES (Oh, Come All Ye Faithful) (Both by Deanna Durbin)—THE BIRTHDAY OF A KING—THE STAR OF THE EAST (Both by Judy Garland)—O, LITTLE TOWN OF BETHLEHEM—IT CAME UPON THE MIDWINTER CLEAR (Both by Kenny Baker)—HARK! THE HERALD ANGELS SING—O HOLY NIGHT (Both by Kenny Baker).  
Decca Album 8-73 • Four 45 RPM Unbreakable Records • Price \$3.35

All Album Records Are Available As Singles

### XMAS RELEASES

- A CROSBY CHRISTMAS**
- GARY, PHILIP, DENNIS, LINDSAY and BING CROSBY  
Decca Christmas Set DL 5204 • 10-inch 78 RPM Decca/Decca Records • \$1.00  
Decca Christmas Set 1-124 • 45 RPM Unbreakable Record • Price \$1.00  
Decca 27248 • 10-inch 78 RPM Record • Price \$3.75
- \*Unbreakable Under Normal Use
- SING A SONG OF CHRISTMAS**
- ERNEST TUBB and RED FOLEY  
Decca Album A-791 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 8-81 • Four 45 RPM Unbreakable Records • Price \$3.35
- CHRISTMAS CHEER**
- ANDREWS SISTERS • DANNY KAYE  
GUY TOMBARDO • DICK HAYMES  
Decca Album A-788 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 8-93 • Four 45 RPM Unbreakable Records • Price \$3.35  
DL 5201 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85
- FROSTY THE SNOW MAN and RUDOLPH THE RED-NOSED REINDEER**
- RED FOLEY and the Little Folks  
SHIRLEY, JULIE and JENNY  
Children's Set X-23 • 10-inch 78 RPM Decca/Decca Record • Price \$1.00  
Children's Set 1-131 • One 45 RPM Unbreakable Record • Price \$1.00
- \*Unbreakable Under Normal Use

\*Indicates 45 RPM Version

### BEST SELLERS

- Goodnight Irene  GORDON JENKINS and THE WEAVERS
- Trena Trena Trena  DECCA 27077 and \*9-27077
- Play A Simple Melody  BING CROSBY and FRIENDS
- Sam's Song  DECCA 27132 and \*9-27132
- He Can Come Back Anytime He Wants To  EVELYN KNIGHT
- Lucky, Lucky, Lucky, Me  DECCA 27181 and \*9-27181
- Thirsty For Your Kisses  MILLS BROTHERS
- Newsies  DECCA 27253 and \*9-27253
- Thinking Of You  DOM CHERRY
- Here In My Arms  DECCA 27228 and \*9-27228
- Harbor Lights  GUY TOMBARDO
- The Petite Waltz (La Petite Valse)  DECCA 27206 and \*9-27206
- Our Lady Of Fatima  RED FOLEY
- The Rosary  DECCA 14526 and \*9-14526
- Steal Away  RED FOLEY
- Just A Closer Walk With Thee  DECCA 14505 and \*9-14505
- I Cross My Fingers  BING CROSBY
- La Vie En Rose  DECCA 27111 and \*9-27111
- All My Love  GUY TOMBARDO
- The Swiss Bellring  DECCA 27118 and \*9-27118
- Harbor Lights  BING CROSBY
- Beyond The Reef  DECCA 27219 and \*9-27219
- I'm Forever Blowing Bubbles  ARTIE SHAW and GORDON JENKINS
- You're Mine, You!  DECCA 27126 and \*9-27126
- La Vie En Rose  LOUIS ARMSTRONG
- C'est Si Bon  DECCA 27113 and \*9-27113
- A Marshmallow World  BING CROSBY
- Looks Like A Cold, Cold Winter  DECCA 27230 and \*9-27230
- Daddy's Little Boy  MILLS BROTHERS
- I Still Love You  DECCA 27236 and \*9-27236
- All My Love  BING CROSBY
- The Friendly Islands  DECCA 27117 and \*9-27117
- Sometimes  INE SPOTS
- I Was Dancing With Someone  DECCA 27122 and \*9-27122
- Can Anyone Explain? (No, No, No!)  LOUIS ARMSTRONG—LILA FITZGERALD
- Dream A Little Dream Of Me  DECCA 27209 and \*9-27209
- A Bushel And A Peck  ANDREWS SISTERS
- Gyps and Dolls  DECCA 27252 and \*9-27252
- Patricia  BURS MORGAN
- The Winter Waltz  DECCA 27258 and \*9-27258
- Time Out For Tears  INE SPOTS
- Dream Awhile  DECCA 27208 and \*9-27208
- Anniversary Song  AL JOLEEN
- Avalon  DECCA 23714 and \*9-23714
- For The One Who Loves You  ERNEST TUBB
- I Need Attention Bad  DECCA 46169 and \*9-46169

\*Indicates 45 RPM Version

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

### SINGLES

- I Guess I'll Have To Dream  DICK HAYMES and TOMMY DORSEY
- The Best  DECCA 27212 and \*9-27212
- Everything Happens To Me  TOMMY DORSEY
- It's A Lovely Day Today  DECCA 27213 and \*9-27213
- TE Know  BILLY EMMETT and INE SPOTS and TONG SPINNERS
- I Hear A Choir  DECCA 27226 and \*9-27226
- Boogie Woogie Santa Claus  DECCA 27225 and \*9-27225
- Merry Christmas, Baby  DECCA 27225 and \*9-27225
- La Colita  BIMI CON SU TRIO ORIENTAL
- El Pichon De Carolina  DECCA 21316

\*Indicates 45 RPM Version

### SPECIALS

- CHRISTMAS TIME**
- FRED WARING and His Pennsylvanians  
Selections include: WHEN ANGELS SANG OF PEACE—THE CHRISTMAS SONG—A MUSICAL CHRISTMAS CARD—O CHRISTMAS!—THE BELGIAN—KENTUCKY WASSAIL SONG—PARADE OF THE WOODEN SOLDIERS—HEIGH HO THE HOLLY—SEE AMID THE WINTER'S SNOW—BEHOLD THAT STAR—CARRY OF THE BELLS—JINGLE BELLS (Two Parts).  
Decca Album A-801 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 8-97 • Four 45 RPM Unbreakable Records • Price \$3.35  
DL 5205 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85

All Album Records Are Available As Singles

### ALBUMS

## America's Fastest Selling Records



## Mercury Sets LP Bonus Plan

Continued from page 12

The same terms as above, he will receive \$1 worth of free merchandise for each \$8.66 so ordered. Plan (C). If the retailer will buy from \$500 and up worth of Mercury LP merchandise on the same terms, he will receive \$1 worth free for each \$5 worth ordered. Under Plan A, if the dealer orders \$100 worth of merchandise, he would receive an additional \$10 worth of disks free. These disks then could be sold for \$183.33. The percentage of additional profit over the normal 40 per cent mark-up on disks increases as the retailer purchases a larger one-time order.

### Social Security Plan

The Merc "Social Security" plan gets its monicker from a contest

gimmick whereby, with each order, the Merc salesman gives the retailer a contest blank, on which the retailer is asked to name all his employees and their Social Security numbers. The retailer or his employer having a Social Security number closest to that of Frankie Laine will be given a free trip to Hollywood for a visit with Laine. The Mercury bonus plan will encompass approximately 210 LP releases currently in the Mercury catalog. To facilitate ordering, Mercury has prepared a new LP catalog, which carries full information as to the artists and tune contents of each album. Merc brass will head four re-

gional distributorship meetings, to be held Saturday (11) across the country. Sales Manager Morry Price and David Hall will head up a New York meeting. Hank Pollock will be in Cleveland, Green in Los Angeles, and Steinberg and Talmadge in Chicago.

**Retailers Participation**  
Retailers who participate in the Social Security plan will be able to order their free merchandise at the same time as their regular purchases and both will be delivered at the same time. Dealers will make out a triplicate order, one copy of which will go to Merc's central office in Chi, one to the distributor, while he keeps one copy for his own files.

This is Merc's third bonus plan in one year. Previously Merc offered the three-for-one plan for retailers and the juke ops' bonus plan.

## 802 Outlaws Club Disking

NEW YORK, Nov. 11.—The executive board of Local 802, American Federation of Musicians (AFM), has passed a ruling outlawing recordings on club dates. Musicians have reported that at private functions of late—weddings, parties, confirmations—they notice that home recording apparatus has been used to record the proceedings, including the music.

The board ruling forbids toolsters to play this type engagement wherever recording apparatus is visible. Even tho the diskings are not for commercial sale, the union feels musicians are giving

## "Bell" Tolls

Continued from page 12

prove the potential it seemed to be at first.

Irving Berlin's *Monotony* wins hands down for the title of the most-often-eliminated-during-try-outs tune. Originally penned for a movie, *Easter Parade*, Berlin incorporated it into *Miss Liberty*. And when the show proved a terrific show-stopper during the musical's try-out weeks here, Berlin yanked it out. The ditty, a delicious live dish, was shoe-horned into Ethel Merman's *Call Me Madam* during its Doston try-out, and again discarded short of Broadway. Berlin announced he would use the song the next time he essays a musical revue.

extra value for which they are not compensated.

## No Ifs or Buts

Continued from page 12

around. Second, they want to coordinate records with their live plug campaign—the firm is one of the few which gives tunes the orthodox plug ride. Third, and probably most important in light of what has happened to many tunes recently, they don't want one record out in advance of the rest because it might be a bad interpretation and take the edge off the other diskings. With some frequency, a pubbery will jump the gun on a plug tune by weeks. The other companies will sometimes then wait to see what happens. By the lack of averages, nothing happens, and they decide not to make the song, or if they have made it, not to release the record. The publisher is the sufferer.

S-B knows it can't depend on promises to keep the release date, hence the letters to the stations. They may not be able to keep the diskeries from jumping, but, they figure, if they can keep the records off the air, no real harm will be done by the premature release.

SHAKESPEARE *back*  
"THE PLAY'S THE THING"  
we say  
PLAY  
**THE THING**  
Hear PHIL HARRIS on RCA Victor  
HOLLIS MUSIC, INC.  
129 W. 52nd St., N. Y. C. 19

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

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

Frankie Laine's  
Great Holiday Hit  
**WHAT AM I GONNA DO THIS CHRISTMAS**  
Don't miss it on —  
Mercury Record No. 5553  
J. J. ROBBINS & SONS, Inc.  
1619 Broadway, N. Y. C.

DEALERS!  
OPERATORS!  
DISC JOCKEYS!

# Capitol Buyers's Guide

COMING UP FAST!

78 45  
RPM RPM

- "AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony.....1260 F1260
- "TO THINK YOU'VE CHOSEN ME" Stafford, MacRae.....1307 F1307
- "CHRISTMAS CANOY," "SILVER BELLS" Margaret Whiting, Jimmy Wakely.....1255 F1255

HOT SELLERS!

POPULAR

- "OH, BABE," "EVERYBODY'S SOMEBODY'S FOOL" Kay Starr.....1278 F1278
- "AIN'T NOBODY'S BUSINESS BUT MY OWN," "I'LL NEVER BE FREE" Kay Starr, Tennessee Ernie.....1124 F1124
- "I'LL ALWAYS LOVE YOU" Dean Martin.....1028 F1028
- "ORANGE COLORED SKY" Nat "King" Cole, Stan Kenton.....1184 F1184
- "A BUSHEL AND A PECK," "BEYOND THE REEF" Margaret Whiting, J. Wakely.....1234 F1234
- "DADDY'S LAST LETTER" Tex Ritter.....1267 F1267
- "BONAPARTE'S RETREAT" Kay Starr.....936 F936
- "MONA LISA" Nat "King" Cole.....1018 F1018
- "MR. ANTHONY'S BOOGIE" Ray Anthony.....1260 F1260
- "SOMETIME," "NO OTHER LOVE" Jo Stafford.....1053 F1053
- "GOOFUS" Les Paul.....1192 F1192
- "NOLA" Les Paul.....1014 F1014
- "FROSTY THE SNOW MAN" Nat "King" Cole.....1203 F1203
- "HUMPTY DUMPTY BOOGIE" Hank Thompson.....1198 F1198
- "SO LONG SALLY" Jan Garber.....1246 F1246

WESTERN & FOLK

- JIMMY WAKELY "Pot O' Gold".....1240 F1240
- HANK THOMPSON "Humpty Dumpty Boogie".....1198 F1198
- RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....952 F952
- TENNESSEE ERNIE, EDDIE KIRK, CLIFFIE STONE "Leetle Juan Pedro".....1275 F1275



Week ending  
NOV. 18, 1950

Hot Sellers based on  
Actual Sales Reports

THE BIG ONE TO WATCH!

# Nat "King" COLE

## "Time Out for Tears"



A Light Rhythm featuring vocal by Nat and group, accompanied by String Orchestra

CAPITOL RECORD NO. 1270 on 78 rpm • F1270 on 45 rpm

## NEW RELEASES ON Capitol

<p><b>MARGARET WHITING</b> with PHILIP BRUCE and His Orchestra "ONCE YOU FIND YOUR GUY" "A MAN AIN'T A-NOTHIN' BUT A WOLF" 78 rpm No. 1309 45 rpm No. F1309</p>	<p><b>PEGGY LEE</b> with BAYBEE BISHOP and His Orchestra "AY AY CHUG A CHUG" "WHERE ARE YOU?" 78 rpm No. 1298 45 rpm No. F1298</p>
<p><b>JO STAFFORD and GORDON MACRAE</b> "To Think You've Chosen Me" 78 rpm 1307 "Hold Me, Hold Me" 1307 F1307</p>	<p><b>LES BAXTER</b> "Tamborina" 1299 F1299 "Somewhere, Somehow, Someday" 1299 F1299</p>
<p><b>CHUY REYES</b> "Dink, Dink Mamba" 1300 F1300 "Macambo Mamba" 1300 F1300</p>	<p><b>CLARK DENNIS</b> "The Lerdol" 1361 F1361 "Lava's Old Soneel Song" 1361 F1361</p>
<p><b>JOE ALLISON</b> "The Statue in The Bay" 1304 F1304 "It Is No Secret" 1304 F1304</p>	<p><b>RAMBLIN' JIMMIE DOLAN</b> "Red Blues" 1302 F1302 "TN Make Believe" 1302 F1302</p>
<p><b>ANN JONES</b> "No May Be Your Man (But He Comes To See Me Somehow)" 1303 F1303 "You've Got The Right Of Way" 1303 F1303</p>	<p><b>SMILEY BURNETTE</b> "You Put Me On My Feet (When You Took Me Off My Feet)" 1304 F1304 "Resie The Elephant" 1304 F1304</p>
<p><b>TINY BROWN</b> "Good Lookin' Fellow" 1308 F1308 "Merry Go Round Blues" 1308 F1308</p>	

**Flanagan Rings Till**

Continued from page 11

According to the Hender-Woods office which manages Flanagan, also took in \$31,000 in record royalties from the RCA Victor company, at his 5 per cent royalty rate, equal to over 900,000 platters sales. Period covered in this report of the Flanagan band's economic draw ran from March 15 thru September 30.

The personal appearance grosses covered 13 weeks of locations, including Flanagan's Hotel Statler five-week date in September, and an equal number of weeks of one-night promotions and college dates. Also included is the \$65,000 the orkster pulled down for the Chesterfield replacement alter.

**Pubs Seek Ex On 'Teardrops'**

NEW YORK, Nov. 11.—Tin Pan Alley publishing brigade is beating a path to the doors of Atlantic Records in an effort to land the pubbing rights to Teardrops in My Heart, a ditty which hit hard in the rhythm and blues market via a Ruth Brown sileing on Atlantic. Following the click of the Brown disk, the song has been covered in hillbilly and pop renditions as well as in the R & B market.

Publisher bidding for the song has been brisk. Other diskings of the song to date include Wynonie Harris-Lucky Millinder on King, Red Kirk on Mercury, Rex Allen

**Hanshaw at GAC**

Continued from page 12

post in the GAC cocktail and act department. In addition to Hanshaw, the agency's Cincy staff includes Bill Cassidy, who specializes in cocktail units and acts, and Chuck Campbell, who sells one-nighters.

Hanshaw managed Bobby Byrne and Hot Lips Page prior to his return to the Cincy agency post. Byrne already has set himself for personal management with Paul Orián.

on Mercury, June Hutton on Decca, Louis Prima on Robin Hood, Wayne Raney on King, and Bill Haley on Atlantic.

**Execs Accept 802 Demands**

Continued from page 11

for conditions of employment within their jurisdiction. Because of the newness of TV, however, Petrillo has been authorized to work out questions of national standards. For example, it was he who established the nationwide pattern for TV scale, at its current figure—95 per cent of the A.M. radio scale, whatever that might be for an local.

**3 Big Acts**  
The pacts between the wets and the three principal radio and TV locals, 802 here, 10 in Chicago, 47 in Los Angeles, run out concurrently next January 31. Petrillo, as proxy of Local 10, will deal for that local, and will also work for the other locals on general national questions. Each local will

be represented, however, by its own negotiating committee to work out the local employment patterns.

Because of the serious crisis in musician employment in New York radio and video, the 802 radio men have laid out a platform for the executives of their local to follow. They are obliged to follow it, and also to submit the contract back to the membership for ratification once the pact has been agreed on with the wets.

**Confab Sketched**  
A meeting has been scheduled for next week between the 10-man rank-and-file committee and the execs to go over proposed demands preparatory to a confab with Petrillo. The 10-man committee will also sit in on this meeting.

This does not mean that Petrillo and the 802 exec board will carry the proposed demands verbatim to the networks. There will doubtless be some modifications, to which the 10-man committee will have to assent. However, they will not retreat too far from the basic principles they have set forth, despite the likelihood that Petrillo will attempt to soften up the entire program in order to bring the wets to heel as quickly and painlessly as possible.

The feeling around the local is that this is a last-ditch fight, and if a strike is needed, a strike it will be.

**Old Majestic**

Continued from page 11

man and Sten Ellison cries: Boots Faye, Tex Wallace, Martha Davis and the Lennon Brothers.

Distributors are being set, with strong pitches tossed at Majestic's TV wholesalers by Burdge Ashbach obtained the Majestic name and good will when the assets of the old firm were sold at auction last year. Contacted in New York, Ashbach said that he had no intention of going into the disk business himself.



First "NOLA"—then "GOOFUS"—now:

**"TENNESSEE WALTZ"**

coupled with "LITTLE ROCK GETAWAY"

Les PAUL plays it!



and **MARY FORD** sings it!!

Ask for **CAPITOL RECORD NO. 1316**



And It's **F-1316 on 45 rpm!**

**YES BOB!**  
The First Big Hit for 1951  
**ANITA O'DAY**  
London Record No. 867  
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**The LITTLE RED CABOOSE**  
CHUG... CHUG... CHUG...  
**AL MORGAN**  
LONDON #783  
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**"SO LONG, SALLY"**  
Perry Como ..... Vic  
Johnny Desmond ..... MGM  
Tommy Dorsey ..... De  
Jan Garber ..... Cap  
Eddy Howard ..... Mer  
Carl Messer ..... Lun  
Al Morgan ..... Lun  
Dorsey Vaughan ..... Coral  
Paul Weston ..... Col  
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**I See a Million People**  
Published by Seattle  
Recorded by  
Martha Tilton ..... Coral  
Cab Calloway ..... Columbia  
Benny Goodman ..... Columbia  
Peggy Lee ..... London  
Hadda Brooks ..... Decca  
Cloria DeHaven ..... Decca  
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**BROADCAST MUSIC, INC.**

## MONTEVIDEO—MINUS

## There Just Isn't Any TV in Uruguayan Cap.

Continued from page 10

authorizations will permit the introduction of TV within the next two years. The radio industry produces about 40,000 receivers a year, all looking much like American sets. The 18 retail shops in Uruguay resemble the Carl Fischer operation in New York, carrying radios, musical instruments, records and sheet music—all as modern as those in the United States.

The disk business revolves about the single factory, Sonda, equipped with one native press and one imported from the U. S. Two new presses, imported from England, are ready to be installed. When all four are in operation, the plant will turn out about 750,000 disks a year.

Sonda operates a small, but

modern recording studio, and maintains a laboratory for making records, masters and stampers. Shellac and vinylite mixes and biscuits are imported.

## For Various Labels

Sonda releases disks under its own label and those of foreign companies with whom it has license agreements. Other labels pressed are French Decca's Harmonic, Mexican Peerless, Italian Cetra, Brazilian Continental, Ecuadorian Orion, and Argentinian T. S.

The import of finished records is almost completely stopped, as the Sonda firm is considered to be a national industry. Technically, importing is still permitted, but little is done.

As for the new speeds, record-playing equipment can handle both 33 and 45, but the pressing plant cannot turn out the new speeds. The English presses are expected to be suitable for LP and 45, but the primitive processing and plating equipment cannot be used. Whether or not the Uruguayans will ever get two more record speeds is a moot point.

## PERIPATETIC

## "Live" Saga 11-Year-Old Roundelay

NEW YORK, Nov. 11.—And then there's the saga of the little song that got around. Eleven years ago "I'm Gonna Live Till I Die" was co-written by Al Hoffman, Mann Curtis and Walter Kent. Almost immediately they placed it with Music Publishers' Holding Corporation (MPHC) with the idea of interesting a Paul Robeson or Nelson Eddy. After six months and no action they got the song back. The item has been lying dormant until six months ago, when Kent came here from the Coast.

The writers then decided to try it again and turned it over to George Paxton. The latter made the rounds, was unable to land a recording, and returned it.

Hoffman happened into National Records shortly thereafter and landed a disk by Danny Scholtz which was licensed by the writers. He next showed the tune to Frankie Laine, who expressed an interest in recording it. When a month passed and the Laine cutting failed to come through, Hoffman took the tune to Bobby Melin who laid down a "moderate" advance for it.

When Melin failed to produce any additional diskings, Hoffman pursued Al Green, president of National Records, to put up the money to buy the song from Melin. Green then placed the opus in his own subsidiary firm, National Music. Green immediately contacted Mercury and obtained the long-sought Frankie Laine waxing. Irving Green, son of the National prexy, is president of Mercury Records.

## Cuba Tosses Out Spanish Orchestra

HAVANA, Nov. 11.—The Spanish Orchestra Los Chavales De Espana, which has been playing radio and theater performances here at \$5,000 per week for two years under contract, with the Tropicans night club, has been given a few weeks to leave the country. It will no longer be permitted to perform here, Jose Romero Adams, secretary general of the Union Musicians of Cuba, announced at the Ministry of Labor. Adams said this measure was due to the fact that the Chavales De Espana carry out their activities without concerning themselves with the union, which represents musicians in Cuba.

## IT'S A PUN, SUBTLE, TOO

NEW YORK, Nov. 11.—When Pinky Herman hired a half at Nola Studios for a protest meeting of ASCAP writers—pucker Lou Levy, incidentally, paid the \$30 fee for the hall as a gesture of friendship for the elefants—Edgar Leslie, veteran tunesmith and ASCAP director, got off a zinger yesterday (10) which has since penetrated every Tin Pan Alley cranny.

"Pinky couldn't write a Nola, so he had to go and hire one."

## \$10 ANSWER TO "THE THING"

NEW YORK, Nov. 11.—The Thing, a mysterious hunk of musical matter that now threatens to plague the American public on an unprecedented scale, has even aroused the curiosity of hardened music man Martin Block.

Block after spinning Phil Harris's disk of The Thing on his WNEW show Thursday (9), offered a \$10 bill to the listener sending in the most intriguing idea as to what The Thing might be.

Block's contest rules were succinct—"Keep it short, and keep it clean."

## MPCE Hunts For Correct Insurance Plan

NEW YORK, Nov. 11.—Music Publishers' Contact Employees (MPCE) is sampling pension plans in search of a satisfactory plan to be presented for consideration by publishers when next year's contract negotiations come up. Albert

(Continued on page 42)

## 3-QUARTER TIME

## "Irene" Starting Swing to Waltzes

NEW YORK, Nov. 11.—Inspired anew by the phenomenal success of Goodnight, Irene, the music business is swinging briskly in three-quarter time to bid for the public's fancy. With at least 11 waltzes (and each of them plug items for the 10 pubberies owning the copyrights), including Irene, reaching for the current market, the move in favor of three-quarter time is well marked.

Some of the waltz items making the rounds are of the same folksy nature that characterized Irene. An example is My Heart Cries for You, the Percy Faith-Carl Sigman item published by Massey Music, which served as Dinah Shore's initial Victor recording and was also done by Guy Mitchell on Columbia. Another is the revival of the country ditty, Tennessee Waltz, which is scoring already via the Patil Page disk on Mercury.

## Others in Parade

Others in the waltz parade are Patricia, the Benny Davis ditty pubbed by Bregman, Vocco, Conn., and sparked by a Perry Como platter; Petite Waltz, an import being plugged by DeWess Music with aid from 20 diskings; Beloved Faithful, a Pickwick Music item

which has stirred performances and sheet music sales, too many recordings; none have shown hit action. Cross My Heart, I Love You, sparked by a Hugo Winterhalter etching and published by Cromwell; In the Middle of a Riddle, a Robbins Music plug with a lineup of top records; Marrying for Love, one of the Irving Berlin plugs from his Call Me Madam score; If You Smile, Smile, Smile, a new entry from Henry Suiter Music; and Norah, an Irish-flavored piece from Campbell Music.

The waltz, which was riding the crest about two years ago with Forever and Ever spearheading the movement, was relegated to a back-seat position in the business by the drive to the forefront of the hillbilly novelty and "gimmicked" old-fashioned, gang-sing stuff. Irene's success occurred at a point where class ballads like I Wanna Be Loved, I Can Dream, Can't I and Bewitched were beginning to work to dent in the business. The ballads still are holding their own (Harbor Lights and All My Love are currently sizzling items), but the three-quarter time drive apparently is on the increase on both publisher and diskery fronts.

## MUSIC, TV-FILM PACT DEADLOCK FAR-REACHING

## Nets See AFM 5% Royalty Plan Wrecking Economic Structures

Continued from page 2

principle would have disastrous economic consequences.

Petrillo's royalty agreement with the record industry, the spokesman pointed out, is a relatively simple matter in that only instrumentalists and singers are involved, and the latter, in the event they are of feature caliber, are generally under royalty deals. A TV film, however, is a much more complex proposition and uses not only instrumentalists and singers but also actors, stagehands, scenic artists, engineers, etc.

For the networks to accede to the AFM's royalty principle would mean opening the door to similar demands by all other unions involved, performer, craft and engineering groups.

Queried whether the networks

might compromise on the size of the royalty, he stated: "There can be no compromise. We could not see our way clear to producing film under the type of deal Petrillo has made with Gene Autry."

## Kenton Ork Pulls 1,947 in B'port

BRIDGEPORT, Conn., Nov. 11.—Stan Kenton, making his first appearance here since 1948, drew 1,947 persons to the Ritz Ballroom Sunday (5), the second largest of the season.

The only other orchestra drawing a larger crowd was Ralph Flanagan, who played here September 10.

Petrillo has made similar agreements with Louis Snader, Horace Heidt and a number of indie packagers but, as yet, no appreciable number of producing firms has entered into an agreement with AFM. Networks believe that the AFM-indie pact has thus far produced little work for musicians, a belief which will spark one of the networks' main arguments when they face Petrillo; namely, How much work have these 5-per-cent deals accounted for?

By the time negotiations are resumed, AFM may be in a better position to counter this. The deciding factor will be what success AFM has in winning over the indie.

## Await TVA Matter

Negotiations between AFM and the industry-wide TV film committee have lapsed, pending networks' conclusion of negotiations with Television Authority (TVA) covering scales and conditions for performers on film TV. Continuance of the AFM-TV film confab is likely to get underway immediately after the TVA matter is disposed of.

The networks' pact with the AFM covering live music on TV and AM expires January 31. Networks hope to include the matter of TV film in the general

(Continued on page 41)

## MEYER PLAN PAY-OFF GETS TEST LOOK-SEE

NEW YORK, Nov. 11.—The writer-directors' committee of the American Society of Composers, Authors and Publishers (ASCAP) has set a crew of bookkeepers and accountants to apply the Meyer plan (The Billboard, November 11) to as many writers in as many classes as possible to see what the pay-off for the last quarter would have been under that system. They hope to have the break-down next week.

The committee held sessions Saturday (4) and Monday (6) to explore possibilities of modifying the current 60-20-20 plan, with Wolfe Gilbert sitting in as ex-officio rep of the Coast writers. Gilbert has returned to the Coast, but is expected back Thursday (10) for a continuation of the confabs.

## Committee Mum

The writer committee is mum on the possibilities of a change in the pay-off. They want to see how the Meyer plan would shape up. Even if it appears satisfactory, it is felt that there would have to be virtually unanimous member accord before the Department of Justice would entertain proposals for a switch.

Meanwhile, the committee is working out awards from the 12 per cent fund for writers, "the value of whose works is not reflected in performances." Under a broad interpretation, some of this money might be awarded to distress cases.

According to ASCAP, there are over 700 catalogs of classical and symphonic composers, plus the problem of 350 catalogs of deceased writers. Some of the latter belong to widows who, in the Society's own words, "suffered severely by the new system of distribution."

## RCA To Skip Wkly. Release For "Madam"

NEW YORK, Nov. 11.—RCA Victor's disk department will skip its regular weekly release this week to concentrate on its forthcoming original cast album recording of Call Me Madam, which spots Dinah Shore in the Ethel Merman part. Diskery also sliced out the release to give the firm a breathing spell to punch out production and sales of its current product which is the hottest the line has been in many months.

Main action at the diskery is on Phil Harris' The Thing, with the Spike Jones Baby Brother, Perry Como-Fontaine Sisters Record of You're Just in Love, the Como-Betty Hutton disk of Bushel and a Peck, as well as Como's Patricia adding extra weight.

## SPOTS ALL OVER

## Sherwood Breathes on A. Godfrey

NEW YORK, Nov. 11.—Bobby Sherwood, the reformed band leader, is beginning to crowd Arthur Godfrey as one of the most-heard, most-seen radio-TV personalities hereabouts. His four regular stints are Doody show at WNEW Monday thru Saturday, 5-5:30 p.m.; his own Midnight Snack TV show on WCBS-TV Monday thru Friday, 11:10-11:55 p.m., a spot on the Bert Parks show on WNBT Monday-Wednesday-Friday, 3:30-4 p.m.; spot on the Stork Club TV show on CBS-TV Monday thru Friday 7-7:30 p.m.

For lagniappe, Sherwood knocks off a few guest spots; this week for instance he was on the Stop the Music TV show Thursday (9) night and was skedded for the Coca-Cola radio program Saturday (11) morning.

## Show Tunes Plans Champion Records

NEW YORK, Nov. 11.—Show Tunes, Inc., publishing firm which is a subsidiary of the Amateur Hour and a member of the American Society of Composers, Authors and Publishers, is going into the record business. The label will be Champion. Recording is scheduled to get underway December 18, with Nat Shilkret supervising the first cuttings.

The general manager of the publishing and diskery enterprises is Loe Edwards. Solly Cohen has been retained as professional man, and other personnel is being engaged.



TWO GREAT SIDES — SOLID FOR SALES!

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SWING AND  
SWAY  
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Music by **ALBERT VON TILZER**

Lyric by

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by

## **Dennis Day**



**RCA VICTOR Records**



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Pennsylvania, Pittsburgh STANDARD DISTRIBUTING CO.
Tennessee, Memphis GLENH ALLEN COMPANY
Tennessee, Nashville COAST LINE DISTRIBUTING CO.
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NO. 867 - 78 rpm NO. 45867 - 45 rpm

with the ALL-STARS

LONDON RECORDS

THE BILLBOARD Music Popularity Charts HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received November 8, 9 and 10.

Last Week This Week

- 1. 1. Harbor Lights
By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony Ors, Cap 1190; J. Byrd-J. Mural, Mer 5461; R. Flanagan Ors, V 20-3911; K. Griffin, Cal 3808; S. Kaye, Col 3854; (4538) 784; (3333) 784; B. Crosby-L. Murray Ors, Dec 2721; G. Lombardo, Dec 2720; L. Rains-C. Farnam Ors, London 731; D. Washington-J. Carroll Ors, Mer 5488; T. Paas Ors, Tower 1488; Shep Fields Ors, MGM 1082; J. Galy-S. Fisher, Hi-Top 315.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Theatrons; The Bachelors, Standard.

2. 2. All My Love
By Paul Durand, Mitchell Parrish and Merv Costel—Published by MTH (ASCAP)
RECORDS AVAILABLE: M. Babbitt, Coral 60290; B. Crosby-J. Alexander Chavis-V Young Ors, Dec 2717; X. Copat Ors, Col 3891; D. Day-C. Dam Ors, V178120-3870; (45147-3870); P. Faith, Cal 3843; E. Grant, Cap 1183; G. Lombardo, Dec 2718; P. Page-W. Colter Ors, Mer 5455; R. Case Ors, MGM 3074; J. Smith, Cal 3908; J. Francis, Polydor-Vox 560-895.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Carve, Associated; Betty Chappell, Theatrons; Joe Reisman, Standard; Guy Lombardo, The Ralph Norman, Music; Henry Jerome, Lang-Worth.

3. 3. Nevertheless
By Harry Ruby and Bert Kalmer—Published by Chappell (ASCAP)
From the MGM film "Three Little Words"
RECORDS AVAILABLE: R. Anthony, Cap 1200; R. Flanagan Ors, V178120-3904; (45147-3904); F. Laine, Mer 5385; M. Lewis-M. Money Ors, MGM 10772; M. W. Brothers, Dec 2725; P. Weston Ors, Col 3898; J. Sinatra, Cal 3804.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ors, Capitol; Teddy Powell, Lang-Worth; Phil Britt, Associated; Johnny Desmond-Hugh Winterhalter Ors, Theatrons.

3. 4. Goodnight, Irene
By Huddie Ledbetter and John Lomax—Published by Spencer (BMI)
RECORDS AVAILABLE: J. Allison, Cap 1132; Alexander Brothers, Mer 5448; B. Foley E. Jacob, Dec 4625; Guiter Lee Carr, Dec 4818; J. Stone-D. Bradley Ors, Cal 3231; G. Jenkins-The Weavers, Dec 2727; F. Slocum, Cal 78180-92; (3310) 718; D. Day-C. Dam, V178120-3870; (45147-3870); L. De, Dec 4624; J. Stafford, Cap 7142; C. Steward, Coral 60246; Leadbelly, Atlantic 917; M. Mulick, King 886; G. Aubry, Cal 78738; (4512-747); E. Grant, Cap-781158; (4517-1158); Harmon, Bell Ors, Dana 705; Mad Mad Maxwell, Discovery 526; P. Gaster, Royal 373.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony, Lang-Worth; Claude Gordon Ors, Capitol; Phil Britt, Associated.

6. 5. Thinking of You
By Harry Ruby and Bert Kalmer—Published by Remick (ASCAP)
From the MGM film "Three Little Words"
RECORDS AVAILABLE: Bobby Hymn Ors, Coral 60298; D. Cherry, Dec 2718; A. Moran-P. Weston Ors, Capitol 1106; M. Tilton, Coral 7816-274; (4529-6274); S. Vaughan, Cal 3893; E. Fisher, V 20-390.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Saxiflora, Associated; Richard Liebert, Theatrons.

7. 6. Bushel and a Peck, A
By Frank Loesser—Published by Swan (ASCAP)
From the musical "Guys and Dolls"
RECORDS AVAILABLE: P. Come-B. Hutton-M. Agnes Ors, V 20-3950; D. Day, Cal 3908; J. Desmond-T. Mastala Ors, MGM 10800; C. Hayes, Coral 4810; Kitty Kallen-B. Hayes, Mer 5501; M. Whiting-J. Wataly, Cap 1219; Andrew Sisters-V. Schoen Ors, Dec 2722.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Web, Standard; Johnny Desmond-Hugh Winterhalter Ors, Theatrons.

5. 7. Mona Lisa
By Jay Livingston and Ray Evans—Published by Farnam (ASCAP)
From the Paramount film "Captain Carey, U. S. A."
RECORDS AVAILABLE: Dennis Day-M. Rene Ors, V 20-3753; M. James Ors, Cal 78187-8; (331) 588; M. "Wings" Embury, Barter Chorus 4 Ors, Cap 1010; A. Lund-L. Holmes Ors, MGM 10849; C. Sorvar Ors, London 619; V. Young Ors, Dec 2704; B. Cole, Capitol 1104; L. Monte, Coral 60250; Alexander Brothers, Mercury 5445; M. Sullivan, King 886; J. Wataly, Cap 1151; R. Flanagan, V 20-3880; M. Tilton, E. Star 1514; P. Colley Ors, Atlantic 918; S. Jovanovich-Harmony Bell Ors, Dana 706.
ELECTRICAL TRANSCRIPTION LIBRARIES: Norman Chabrier's Ors, Theatrons; Dean Hudson, Lang-Worth; Dick Jurgen, Associated.

8. 8. La Vie En Rose
By Pierre Louisy and Mack David—Published by Harms, Inc. (ASCAP)
RECORDS AVAILABLE: L. Armstrong, Dec 2713; O. Bradley, Coral 60441; B. Crosby, Dec 2711; R. Flanagan Ors, V 20-3849; B. Green, Jubilee 5837; C. Hayes, Cap 1024; M. James Ors, Cal 78187-8; (331) 588; G. Lombardo, Dec 2717; M. Maroon, MGM 30227; T. Martin, V 20-3619; Melachrine Strawn, V 20-3735; M. Morales, Dec 2719; E. Plaf, Cal 38848 and 38818; J. Stafford-P. Weston Ors, Cap 121155; 845F-1153; P. Weston Ors, Cap 1153 and 880; V. Young, Dec 2718; J. Francis, Polydor-Vox 560-842.
ELECTRICAL TRANSCRIPTION LIBRARIES: Maxine Via, Theatrons; Claude Gordon Ors, Capitol; Glenn Oser Ors, Theatrons; Skinny Ennis, Standard.

9. 9. An Orange Colored Sky
By Milton DeLug and William Stein—Published by Frank (ASCAP)
RECORDS AVAILABLE: B. Hutton, V 20-3908; M. "Kew" Cole-S. Kenton Ors, Cap 1194; Paer Caravish-Trie, Cal 3898; A. Brace, King 1161; R. Quintan-L. Arguel Ors, Mer 5304; J. Lester, Coral 60225; D. Kay-P. Andrews V. Soren Ors, Dec 2721.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachelors, Standard.

10. 10. Can Anyone Explain?
By Benic Benjamin and George Weiss—Published by Valando (ASCAP)
RECORDS AVAILABLE: Avel Brothers, Coral 60253; R. Anthony Ors, Cap 1211; S. Churchill, Ace 1259; V. Damore, Mer 5475; E. Blizgrat-L. Armstrong, Dec 2720; L. Green-Honeydew, V 20-3902; D. Hayes, Dec 2718; A. Moran, London 764; H. Ranch Ors, MGM 10773; D. Shore-H. Zimmerman Ors, Cal 780 38927; (331) 758; Soft Notes, Mer 5454.
ELECTRICAL TRANSCRIPTION LIBRARIES: R. Anthony Ors, Lang-Worth; Phil Britt, Associated; Betty Chappell-Markham Nitzman, Theatrons; Bob Crosby-Moderates, Standard.

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**COLUMBIA**



feature these famous  
Johnny Marks songs now!  
SPINNING AND SELLING THROUGH  
THE WHOLE HOLIDAY SEASON!

**GENE  
AUTRY'S**

**"RUDOLPH, THE RED-NOSED REINDEER"**

with "IF IT DOESN'T SNOW ON CHRISTMAS"

Columbia Record 38610, 7-inch (LP) 1-375 or 45 rpm 6-375

**"WHEN SANTA CLAUS GETS YOUR LETTER"**

with "FROSTY THE SNOW MAN"

Columbia Record 38907, 7-inch (LP) 1-742 or 45 rpm 6-742

**BEST SELLERS!**

**popular**

	78	33 1/3	45
	RPM	RPM	RPM
"RUDOLPH, THE RED NOSED REINDEER" and "IF IT DOESN'T SNOW ON CHRISTMAS" Gene Autry	38610	1-375	6-375
"HARBOR LIGHTS" and "SUGAR SWEET" Sammy Kaye	38963	1-784	6-784
"FROSTY THE SNOW MAN" and "WHEN SANTA CLAUS GETS YOUR LETTER" Gene Autry	38907	1-742	6-742
"A BUSHEL AND A PECK" and "THE BEST THING FOR YOU" Doris Day	38008	1-830	6-830
"BELOVED, BE FAITHFUL" and "NEVERTHELESS" Paul Weston	38082	1-813	6-813

**folk**

"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS" Ledy Frizzell	28730	2-170	9-170
"I'LL FIND YOU" and "(REMEMBER ME) I'M THE ONE WHO LOVES YOU" Stuart Hamblen	28714	2-882	9-882
"AN OLD FASHIONED TREE" and "HERE COMES SANTA CLAUS" Gene Autry	28317	2-382	

**NEW RELEASES!**

**popular**

"TENNESSEE WALTZ" and "IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" Jo Stafford	39085	1-918	6-918
"THE THING" and "YEA-BOD" Arthur Godfrey	39088	1-918	6-918
"MY HEART CRIES FOR YOU" and "THE MOVING KIND" Guy Mitchell	38857	1-918	

**folk**

"FIDDLIN' BOOGIE" and "SHY BABY" Curley Williams	28737	2-858	
"YOU'RE MY LAST SWEETHEART DARLIN'" and "BEER BOTTLE MAMA" The 101 Ranch Boys	28708	2-886	
"I WANNA DO SOMETHING FOR SANTA CLAUS" and "JINGLE BELLS BOOGIE" Johnny Bond	28738	2-857	

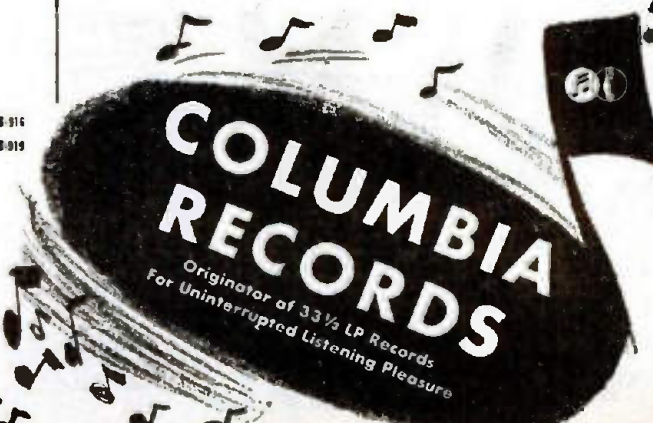
**NEW RELEASES!**

**rock**

	78	33 1/3	45
	RPM	RPM	RPM
"TIME TAKES CARE OF EVERYTHING" and "DON'T LOOK NOW" The Ravens	38886	1-988	6-988
"YOUR WONDERFUL LOVE" and "SMOOTH SAILING" Arnett Cobb	38848	1-871	
"A GOOD MAN IS HARD TO FIND" and "THIS IS THE LAST TIME" Wini Brown	38841	1-872	

**BEST SELLERS!**

"TEA FOR TWO" Doris Day	C-215	CL 6148	8-215
"CHRISTMAS CAROLS" Ken Griffin	C-218	CL 6138	
"HARMONY TIME" The Chordettes	C-201	CL 6111	
"YOUNG MAN WITH A HORN" Harry James A Doris Day	C-188	CL 6106	
"SARAH VAUGHAN" Sarah Vaughan	C-211	CL 6133	



Great **NEW** exciting **RELEASE**

“My heart cries for you”

and

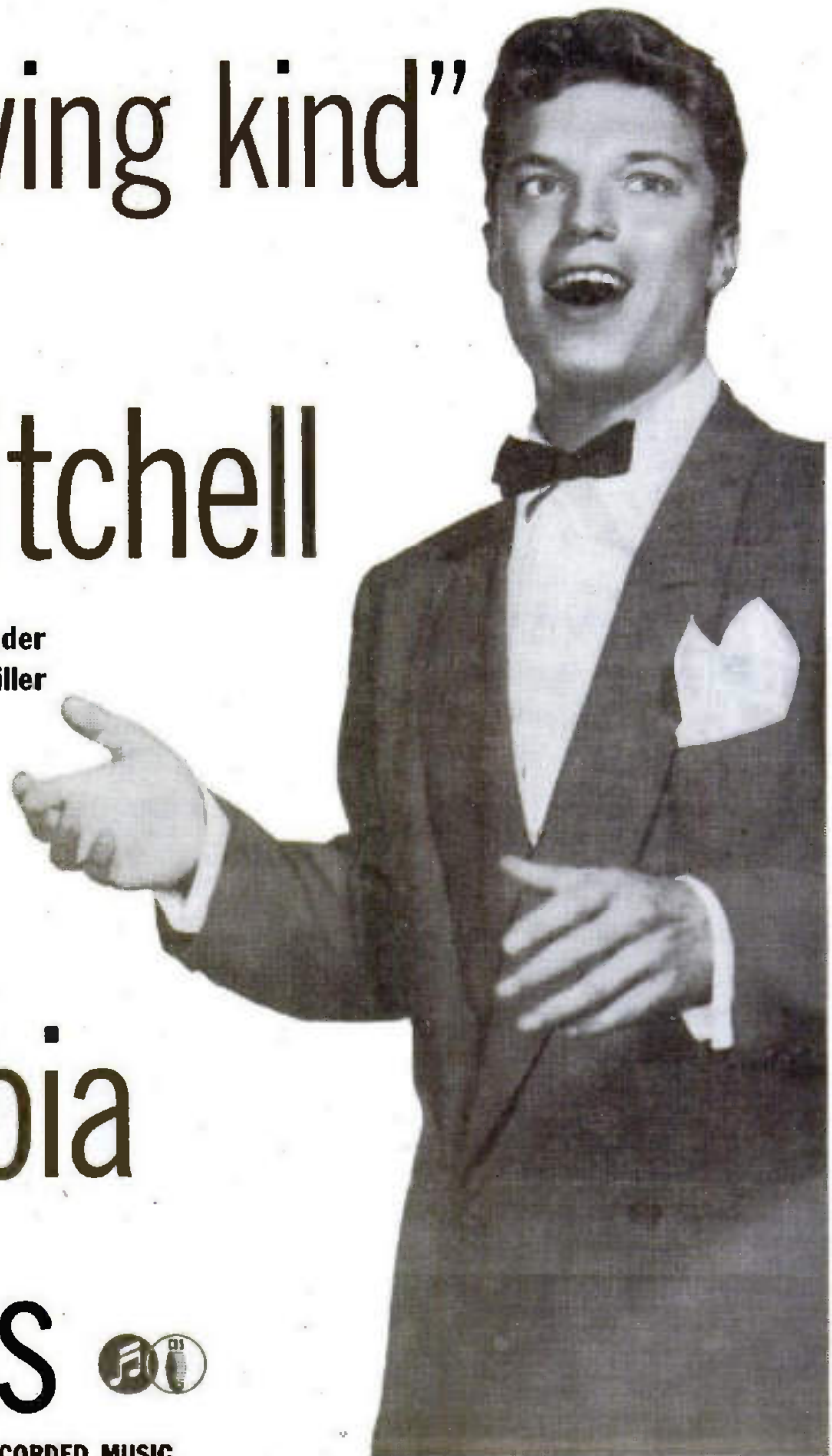
“The roving kind”

sung by

**Guy Mitchell**

Orchestra and chorus under  
the direction of Mitch Miller

Columbia Record 39067  
or 7-inch LP 1-918



**Columbia**  
**Records**



FIRST, FINEST, FOREMOST IN RECORDED MUSIC

THE BILLBOARD

Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received November 8, 9 and 10

Records listed here in numerical order are played over the greatest number of records shown. List is based on replies from weekly surveys among disk jockeys throughout the country.

Table with 4 columns: Rank, Record Title, Artist, and Station/Label. Includes records like 'ALL MY LOVE' by P. Page, 'HARBOR LIGHTS' by S. Kaye, 'NEVERTHELESS' by P. Weston, etc.

Songs With Greatest Radio Audiences (ACI)

Times listed here the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peterson's Audience Coverage Index.

Table with 4 columns: Rank, Song Title, Artist, and Station/Label. Includes songs like 'All My Love', 'Harbor Lights', 'Nevertheless', etc.

VOX JOX

Proems

Rick Weaver, ex-WGCM, Gulfport, Miss., has joined WIOU, Kokomo, Ind. ... Bill Merchant, WKIZ, Muskegon, Mich., now airs his 'Breakfast Turntable' daily for an hour and a half...

Bobbie Lee Davis (aged first fem. d. j. for WCOY, Santa Maria, Calif. Her daily afternoon show is called 'Fours Recordially'...

Sponsor Staff

Don Peterson, KRGV, Westlaco, Tex., has landed Dentynce, Paul Bartell, WFOK, Milwaukee, reports sale of one

Best Selling Sheet Music

based on reports received November 8, 9 and 10

Songs listed are the national best selling sheet music sellers. List is based on reports received each week from all the national sheet music publishers.

Table with 4 columns: Rank, Song Title, Artist, and Publisher. Includes songs like 'GOODNIGHT, IRENE', 'HARBOR LIGHTS', 'ALL MY LOVE', etc.

England's Top Twenty

Table with 4 columns: Rank, Song Title, English Artist, and American Artist. Includes songs like 'GOODNIGHT, IRENE', 'MONA LISA', 'SILVER DOLLAR', etc.

Songs With Most TV Performances (RH Tele-Log)

The Richard Hunter (RH) Tele-Log is based on the monitoring of all programs selected by the American Broadcasting Company, Columbia Broadcasting System, DuPont and National Broadcasting Company network stations in New York and Chicago.

Table with 4 columns: Rank, Song Title, Artist, and TV Performances. Includes songs like 'Orange Colored Sky', 'Harbor Lights', 'A Lonely Day Today', etc.

half-hour daily to Muntz TV and a 15 minute daily spot to Robert Hall Clothes. Both on 52 week contracts...

let and Four-Way Cold Tablets. H. Ford Fontaine, WCOU, Lewiston, Me., has tagged 26 weeks with Kellogg and 13 weeks with Chamberlain Products...

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

based on reports received November 8, 9 and 10

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers...

Table with columns: Rank, Position, Title, Artist, Label, Catalog Number. Includes entries like 'HARBOR LIGHTS' by Kaye, 'GOODNIGHT, IRENE' by G. Jenkins-Weavers, etc.

Best Selling Pop Albums

based on reports received November 8, 9 and 10

Because all labels are not issued on all records 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 list all the Billboard's pop chart questions...

Table with columns: Rank, Title, Artist, Label, Catalog Number. Includes entries like 'THREE LITTLE WORDS', 'SOUTH PACIFIC', 'TEA FOR TWO'.

Best Selling 45 R.P.M.

Table with columns: Rank, Title, Artist, Label, Catalog Number. Includes entries like 'THREE LITTLE WORDS', 'ARNIE GET YOUR GUN', 'JOLSON SINGS AGAIN'.

DEALER DOINGS

Tune Touting

'Going To Tell My Mama' by Amos Milburn is going to be the biggest rhythm and blues record ever made—watch it!—Cole's Records, Muskegon, Mich. ... Hank Snow's 'Golden Rocket' will be another 'big' selling record for him...

New Self-Service

Toronto got its first self-service disk shop last week when Perry Ginou, juke box op in town, opened a new shop in the West End of the city. Big press and radio showing was staged by Bill Bradbeer, local Decca rep. ... Ann Mark-off, shop's sales head, works behind the check-out counter. Shop will concentrate on the teen-age crowd.

Monthly Sale

Running a disk sale every month has been an excellent sales and traffic builder, according to Wallis Harvey, owner of Harvey's, Denver. On the 22d of every month, Harvey features a "five for one sale" with disks packaged at prices as low as five for 79 cents. Average package, tho, is five for \$2. Old selections, old tunes and over-stock are effectively moved this way. Display ad promotes each sale.

Atlanta Angles

Concentrating on serving business and professional people has paid off for the disk department of Atlanta's Baskette Piano Company. Department manager Martha Coggins reports that classical trade now buys nothing but LP and 45 r.p.m. Store promotions used are monthly mailings to 700 people, use of the RCA Victor Picture Record Review and a few scattered newspaper ads. Mailing list is checked regularly against sales slips and local phone book listings. No inventory problems with 5 per cent return.

Trade Talk

'LP disks by such modernists as Bartok and Berg are moving exceptionally fast—better than standards.'—Raymond Edge, Georgian Book & Record Shop, Atlanta. George Falkenstein, who recently sold The Record Shop, Philadelphia, has taken over the book and disk shop in the lobby of the Benjamin Franklin Hotel. ... Danbury Music Company, Danbury, Conn., followed up a recent half-price sale with a new promotion tabbed a "record riot" and offering disks at three for \$1. ... 'Why don't manufacturers make a more colorful label slip?' asks Khazury's Record Shop, Lake Charles, La. 'Those they have now fade and look terrible with a week.' ... 'I like the full-page ads in The Billboard. They can be clipped and put up in the listening booths.'—Megerle & Silvers, Newport, Ky.

Best Selling Children's Records

based on reports received November 8, 9 and 10

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Table with columns: Rank, Position, Title, Artist, Label, Catalog Number. Includes entries like 'CINDERELLA', 'BUGS BUNNY MEETS HANAYATA', 'TWEETLE PIE'.

Best Selling Classical Titles

based on reports received November 8, 9 and 10

Table with columns: Rank, Title, Artist, Label, Catalog Number. Includes entries like 'Beethoven: Concerto for Piano and Orchestra No. 2 in C Minor', 'Verdi: Rigoletto (Complete Opera)'.

Advance Classical Releases

Table with columns: Title, Artist, Label, Catalog Number. Includes entries like 'St. John Passion Album—Vienna Symphony', 'Giberti and Sellaris: The Misako Album'.

Advertisement for Billboard magazine subscription. Text: 'ALL THE NEWS! EVERY Week! DIRECT TO YOU! ON TIME!!! LOWEST COST ON SUBSCRIPTION'. Includes contact information for Billboard at 2160 Patterson St., Cincinnati 22, Ohio.





# 2 SONGS "OUT OF THIS WORLD" by VAUGHN MONROE

## "USE YOUR IMAGINATION" and "I AM LOVED"

78 rpm . . . 20-3977  
45 rpm . . . 47-3977

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

Ships Coast to Coast, Week of November 19

**POPULAR**

- RALPH FLANAGAN and His Orchestra**  
Melody of the Breeze  
It's Raining Sandraps  
20-3971—(47-3971)\*
- THE THREE SUNS**  
To Think You've Chosen Me  
It Is No Secret  
20-3976—(47-3976)\*
- VAUGHN MONROE and His Orchestra**  
Use Your Imagination  
I Am Loved  
20-3977—(47-3977)\*
- DINAH SHORE with Herl Band's Orchestra**  
Nobody's Chasing Me  
My Heart Cries for You  
20-3978—(47-3978)\*
- THE FONTANE SISTERS**  
I Guess I'll Have to Dream the Rest  
Tennessee Waltz  
20-3979—(47-3979)\*

**COUNTRY**

- ELTON BRITT and ROSALIE ALLEN**  
It Is No Secret  
A Little Bit Blue  
21-0405—(45-0405)\*
- MAMIE PENNY and His California Cowhands**  
Taste Pie  
Just for Old Time's Sake  
21-0406—(48-0406)\*
- PETEE WEE KING and His Golden West Cowboys**  
Tennessee Waltz  
Relleged Hillbagger  
21-0407—(48-0407)\*

**BLUES**

- ARTHUR "BIG BOY" CRUDUP**  
She's Just Like Caledonia  
She Ain't Nothing But Trouble  
22-0105—(50-0105)\*

**POP-SPECIALTY**

- JOHNNY YADNAL and His Orchestra**  
I Know and You Know  
Say That You Love Me  
25-1180—(51-1180)\*

645 rpm Nos.



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

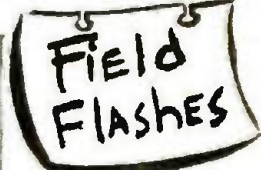
- The Thing**  
Phil Harris and His Orchestra..... 20-3968—(47-3968)\*
- Mommy, Won't You Buy a Baby Brother?**  
Spike Jones and His City Slickers..... 20-3934—(47-3934)\*
- The Golden Rocket**  
Hank Snow and His Rainbow Ranch Boys..... 21-0400—(48-0400)\*
- A Bushel and a Peck**  
Perry Como and Betty Hutton..... 20-3930—(47-3930)\*
- I'm Movin' On**  
Hank Snow and His Rainbow Ranch Boys..... 21-0328—(48-0328)\*
- Patricia**  
Perry Como..... 20-3905—(47-3905)\*
- Thinking of You**  
Eddie Fisher with Hugo Winterhalter's Ork..... 20-3901—(47-3901)\*
- Molasses, Molasses**  
Spike Jones and His City Slickers..... 20-3939—(47-3939)\*
- The Love Bug Itch**  
Eddy Arnold..... 21-0382—(48-0382)\*
- Our Lady of Fatima**  
Phil Spitalino, Hour of Charm All-Girl Ork..... 20-3920—(47-3920)\*
- Rockin' With Red**  
Piano Red..... 22-0099—(47-0099)\*
- Please Say Goodnight to the Guy, Irene**  
Ziggy Talent..... 20-3925—(47-3925)\*
- A Rainy Day Refrain**  
Mindy Carson..... 20-3921—(47-3921)\*



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

- MARRYING FOR LOVE**  
Perry Como  
20-3922—(47-3922)\*  
Picked by Coin Operators and Retailers Billboard, Nov. 6. Operators Pick, Billboard, Nov. 11.
- CROSS MY HEART I LOVE YOU**  
Hugo Winterhalter  
20-3943—(47-3943)\*  
Disk Jockeys Pick, Billboard, Nov. 11.
- I'VE NEVER BEEN IN LOVE BEFORE**  
Ralph Flanagan  
Disk Jockeys Pick, Billboard, Nov. 11.
- BE MY LOVE**  
Mario Lanza  
10-1581—(49-1581)\*  
Disk Jockeys Pick, Billboard, Nov. 11.
- COULD BE**  
Vaughn Monroe  
Disk Jockeys Pick, Billboard, Nov. 11.

**TIPS** *The Show Stopper in Cole Porter's "Out of This World"*  
**NOBODY'S CHASING ME**  
DINAH SHORE  
20-3978—(47-3978)\*



What is THE THING? That's the burning question of the times. Phil Harris has his own description of it. He says THE THING is—the biggest hit since THAT'S WHAT I LIKE ABOUT THE SOUTH. (And that's what it is!)

New York is talking about the five-minute plug Martin Block gave to The Fontane Sisters' great new recording of TENNESSEE WALTZ and I GUESS I'LL HAVE TO DREAM THE REST.

Dinah Shore flew to England last Wednesday and with her went acetates of her CALL ME MADAM album which she cut Monday and Tuesday. Dinah will present the first "album" of CALL ME MADAM to the King and Queen.

Program note for disc jockeys: Perry Como's recording of BLESS THIS HOUSE for Thanksgiving week shows. (Incidentally, Perry says BLESS THIS HOUSE is his greatest record!)

Joe Caida, editor of BILLBOARD, with whom we've had the pleasure of working while he was A & R Director at RCA Victor, has a name which when spelled backwards reads "A disc".

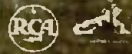
RCA Victor set aside its entire weekly release of pop records this week to announce just one number—The Irving Berlin-Dinah Shore—original show album of CALL ME MADAM.

Dealers coast to coast please note: You'll have CALL ME MADAM for Christmas selling. Start taking your orders now.

The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

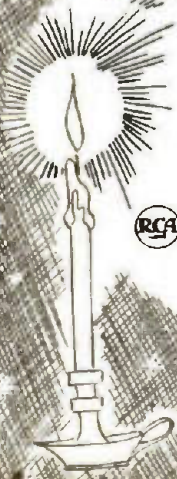




# The Christmas Symphony

as sung by...

## Perry Como



### RCA VICTOR Records

45 rpm—47-3933  
78 rpm—20-3933



## THE BILLBOARD Music Popularity Charts

### • Most Played Juke Box Records

... based on reports received November 8, 9 and 10

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 2,528 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Names shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION  
Weeks Last This  
to date Week

- 11 2 1. HARBOR LIGHTS ..... S. Kaye  
Capitol 38963; 1331-788  
(45)-788-ASCAP
- 19 1 2. GOODNIGHT, IRENE ..... G. Jenkins-Weavers  
Decca 27077; 1459-27077-BMI
- 12 4 3. ALL MY LOVE ..... P. Page  
Mercury 781455; (45)545545-ASCAP
- 23 3 4. MONA LISA ..... Nat "King" Cole  
Capitol 1010; 1454-1010-ASCAP
- 15 6 5. CAN ANYONE EXPLAIN? ..... Ames Bros.  
Coral 7806253; 1459-60253-ASCAP
- 6 9 5. HARBOR LIGHTS ..... G. Lombardo  
Decca 27208; 1459-27208-ASCAP
- 13 7 7. I'LL NEVER BE FREE ..... W. Starr-Tennessee Ernie  
Capitol 1120; 1454-1124-ASCAP
- 25 8 8. BONAPARTE'S RETREAT ..... K. Starr  
Capitol 78136; 1451-936-BMI
- 17 5 9. SIMPLE MELODY ..... Gary-Bing Crosby  
Decca 27112; 1459-27112-ASCAP
- 7 11 10. ALL MY LOVE ..... G. Lombardo  
Decca 27110; 1459-27110-ASCAP
- 6 13 11. ALL MY LOVE ..... Bing Crosby  
Decca 27117; 1459-27117-ASCAP
- 3 13 11. BUSHY AND A PECK ..... M. Whiting-J. Wakely  
Capitol 1274; 1454-1274-ASCAP
- 2 79 11. NEVERTHELESS ..... Mills Brothers  
Decca 27253; 1459-27253-ASCAP
- 7 15 14. HARBOR LIGHTS ..... K. Griffin  
Capitol 38889; 1331-710-ASCAP
- 4 76 15. HARBOR LIGHTS ..... R. Anthony  
Capitol 1190; 1451-1190-ASCAP
- 8 16 16. PATRICIA ..... P. Como  
Victrola 3905; 1454-3905-ASCAP
- 7 10 17. ORANGE COLORED SKY ..... King Cole-S. Kenton  
Capitol 1184; 1451-1184-ASCAP
- 2 19 17. BUSHY AND A PECK ..... B. Hutton-P. Como  
Victrola 3930; 1454-3930-ASCAP
- 17 12 19. SAM'S SONG ..... Gary-Bing Crosby  
Decca 27112; 1459-27112-ASCAP
- 4 24 19. NEVERTHELESS ..... P. Weston  
Capitol 38962; 1331-818-ASCAP
- 4 19 21. THINKING OF YOU ..... D. Cherry  
Decca 27126; 1459-27126-ASCAP
- 2 24 21. OH BABE ..... L. Prima  
RCA Mood 101-ASCAP
- 3 22 23. NEVERTHELESS ..... R. Flanagan  
Victrola 3904; 1454-3904-ASCAP
- 7 22 23. I'LL ALWAYS LOVE YOU ..... D. Martin  
Capitol 1028; 1451-1028-ASCAP
- 10 18 25. I'M FOREVER BLOWING BUBBLES G. Jenkins A. Shaw  
Decca 27116; 1459-27116-ASCAP
- 2 27 26. THIRSTY FOR YOUR KISSES ..... Ames Brothers  
Coral 7816300; 1459-60300-ASCAP
- 1 - 27. HARBOR LIGHTS ..... Bing Crosby  
Decca 27219; 1459-27219-ASCAP
- 2 27 28. NEVERTHELESS ..... F. Laine  
Mercury 781595; (45)549545-ASCAP
- 2 29 29. TO THINK YOU'VE CHOSEN ME ..... E. Howard  
Mercury 781517; (45)501745-ASCAP
- 1 - 30. CAN ANYONE EXPLAIN? ..... E. Fitzgerald-L. Armstrong  
Decca 27209; 1459-27209-ASCAP



*The Musical Magic of*

# les brown

*... converts a famous  
showbusiness march into  
one of the most rhythmic  
danceable disks  
of the year!*

"The Billboard March" is composer John Klohr's tribute to The Billboard, world-famous amusement publication. The tune, written about 50 years ago, has become standard "play on" and "play off" music in many phases of showbusiness. This new Columbia recording by Les Brown is issued to commemorate the showbusiness publication's 57th anniversary, and its adoption of the new, modern tabloid newspaper format.

**Columbia**  **Records**

THE BILLBOARD

Music Popularity Charts

If you want HOT ROD RACE! by: Artie Shibley—GE-5021 and these new GILT EDGE records Slim Rhodes GE-5015 Save a Little Love for Me

SKUNK HOLLOW BOogie Curley Cole GE-5016 I'm Leavin' Now FOR NOW I'M FREE Grady Cole GE-5017 I'll Follow Jesus All the Way I'M GETTING READY FOR HEAVEN Buccaroo Billy GE-5018 Shake Hands With the Devil YOU DONE DADDY DIRTY Cotton Nash with Joe Morris GE-5019 I Wonder If You Care CHATTANOOGA MOON Big Jim DeNoone GE-5020 E Ramble DREAM WALTZ

Here is our list of Gilt Edge distributors Baltimore—General Distributing Co., 3 No. Baltimore St. Birmingham—Said Distributing Co., 9729 4th Ave. N. Charlotte—Orlando Record Dist., 373 No. College St. Chicago—Frumman Sales Co., 2924 Pul- litzer Ave. Cincinnati—Sitt Record Dist. Co., 1043 Central Ave. Cleveland—Sant Record Dist. Co., 337 Franklin Ave. Detroit—Cadel Record Company, 3764 Woodward Ave. Indianapolis—Indiana State Record Dist. Co., 5811 E. Michigan Kansas City—Miller Sales Co., 1764 Main St. Los Angeles—Norbert Sales Co., 5433 E. Simpson Memphis—Glenn Allen Co., 1146 Union Ave. Nashville—Tennessee Music Sales, 415 Main St. New Orleans—Wm. G. Allen Supply Co., 1481 Orleans Ave. Philadelphia—David Rosen, Inc., 334 No. Broad Portland—Etnier Record Dist., 3195 W. W. Hawthorn St. St. Louis—Miller Sales Co., 110 N. 10th St. San Francisco—Elho Calif. Dist. Co., 1140 Fallon St. Seattle—North West Tempo Co., 2307 1st Ave. \*IMPORTEANT—Gilt Edge distribu- tors will not carry 4 Star Records, and vice versa.

If your area not covered Wire—Write—Phone GILT EDGE RECORDS "Tops in Country Music" 305 SOUTH FAIR OAKS AVE. PASADENA 3, CALIF.

ANOTHER HILL BILLY HIT by JIMMIE SKINNER Radio Artists Record #237 I'M A REGULAR DADDY BACKED BY IF THERE WAS NO YOU Order from your dealer or Radio Artists Records 813 Race St. Cincinnati, Ohio

Reap the Profits from... Glen Thompson's First Release on ATHENIAN 7001 "LOVERS' LANE" backed by "TROUBLES KEEP HANGING AROUND MY DOOR" Order direct from ATHENIAN RECORDS Athens, Tennessee Distributors' territory open

GIVE TO THE RUNYON CANCER FUND

Country & Western Records Most Played by Folk Disk Jockeys

... based on reports received November 8, 9 and 10

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

Table with 3 columns: Rank, Song Title, Artist. Includes 'I'M MOVIN' ON' by H. Snow, 'LOVEBUG ITCH' by E. Arnold, '(REMEMBER ME) I'M THE ONE WHO LOVES YOU' by S. Hamblen.

Most Played Juke Box Folk (Country & Western) Records

... based on reports received November 8, 9 and 10

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

Table with 3 columns: Rank, Song Title, Artist. Includes 'I'M MOVIN' ON' by Hank Snow, 'LOVEBUG ITCH' by E. Arnold, 'I'll NEVER BE FREE' by K. Starr-Tennessee Ernie.

Best-Selling Retail Folk (Country & Western) Records

... based on reports received November 8, 9 and 10

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

Table with 3 columns: Rank, Song Title, Artist. Includes 'I'M MOVIN' ON' by H. Snow, 'LOVEBUG ITCH' by E. Arnold, '(REMEMBER ME) I'M THE ONE WHO LOVES YOU' by S. Hamblen.

Advance Folk (Country & Western) Record Releases

Arizona Star—Bob Walters (Birdie at) Smart 1005 Birdie in the Cage—Bob Walters (Arizona Star) Smart 1005. Best There Cabin—Dora—'Sinner' Forster (Mississippi) Smart 1004. Broken Heart and a Glass of Beer, A—Alan Platt On (Scrapbook of) Jamboree 515. Backyard Pinks—Backstage Boys (Washington & Lee) London 798. Chinese Breakdown—Sheldon Gibbs (Waves, Susan) Smart 1001. Dixie Cal-a-Boo—Doris Sams (Fried Peasants) Mutual 202. Driftwood on the River—Ann Allen (That Little) Mv 6278. Fried Peasants—Doris Sams (Dixie Cal) Mutual 202. Frost II on the Trees—Lorde and Terrie Thompson (711) Newark Col 20758. I Don't Have the Time for You—Jack Hardy (On, Babe) Transvue 720. I Miss You Already—S. Cooley (On) (Serenade Left) Smart 1003. I Wonder—Wm. Foster (Oxbridge Quartet (Lead Where) Bullet 118. I Wonder I Have You on a Christmas Tree—Oick Stratton (Phonon Leaf) Jamboree 517. If You've Got the Money, I've Got the Time—John Talley (The Price) Jamboree 514. I'll Never Get You Out of My Mind—L. and T. Thompson (Frost II) Col 20758. Lead Where Living Waters Flow—W. Foster (On, Ridge Quartet (I) Newark) Bullet 118. Leather Britches—Sheldon Gibbs (Santa Claus) Smart 1002. Lonesome Lick—Ernest Tubo (Red Foley (Frost W.) Dr. 402). Redley (Doris) Cor—Bob Walters (Suttons Mill) Smart 1006. Whittsupp—Seymour—'Sinner' Forster (Bei Them) Smart 1004. Oh, Babe—Jack Hardy (I) Dev'l Tennessee 720. Pistol Lee—Dick Stratton (I) Warden's) Jamboree 517. Price of a Broken Heart, The—John Talley (I) (New) Jamboree 514. Rattlesnake—'Sinner' Forster (S) Casin'. Smart 1005. St. Louis Blues—Jerry Byrd (South) Mv 6291. Sally Gooden—'Sinner' Forster (Rapture) Amco Smart 1003. Santa Claus Breakdown—Sheldon Gibbs (Leather Britches) Smart 1002. Scrapbook of Dreams—Alan Platt (A Broken Heart) Jamboree 515. Someone Left the Golden Gate Open—S. Cooley (New II) Wm. V. 20-3909.

Country & Western (Folk) Record Reviews

Table with 3 columns: Artist, Label and No., Tuning Comment. Includes Mervin Shiner 'I Overlooked An Orchid', Dick Stratton-Nite Owls 'I Wouldn't Have You On a Christmas Tree', Red Foley-Anita Kerr Singers 'I Won't Be Home', Carson Robison 'The Devil Calls a Meeting'.

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# FOLK TALENT AND TUNES

By Johnny Sippel

## ARTISTS' ACTIVITIES:

Al Clauser, the Tulsa musician who went with Bullet, has inked a new boy singer, Al McDaniels, to a long-term pact. Other members of his band are: Jim McCall, bass; Dom Irving, steel; Carl Carder, lake-off; Bob Worthley, piano. . . . Johnny Lee Willis (Bullet) has finished a series of e. t. shows for a milling concern which will be aired on 57 stations across the country. . . . Rusty Clark and his Sons of the West are in their seventh month at Steve Brodie's Musical Bar, Philadelphia. . . . Claude Casey, Shannon Grayson (King), Arroy Hogan, Nat Richardson and Fiddlin' Hank Warren are featured daily on a new hour-long show over WBT-FM, Charlotte, N. C. . . . Eddie Hill (Decca) has left WMPs, Memphis, and is working at WMC, Memphis. He has not left the folk music field to concentrate on video, as reported. . . . Carl Story (Mercury) and his Rambling Mountaineers of WNOX, Knoxville, are doing two weeks in South Carolina during November. . . . John Batchelor, manager of Mustard and Gravy, who recently cut first disks for one of Ly Ballen's diskeries in Philadelphia, has established Oak Music pubbery. . . . Hank Thompson (Capitol) reports that he and his manager, Johnny Hitt, and drummer, Kermil Baca, escaped serious injury recently when the plane which Thompson was piloting suddenly hit a down draft and plummeted

to the ground. The trio escaped with minor cuts and bruises. Thompson's regular steel man, Lefty Nason, has returned, with Chuck Hatfield leaving to go with the Rows Brothers at their Bridgeport Club, Dallas. Thompson has replaced fiddler Wade Wood with Red Hayes. . . . Bob Willis (MGM) is leaving Oklahoma City to establish in Dallas. He has built his own place in Dallas. . . . Bradley Kincaid, rustic music pioneer, has been waxed by Capitol. He is currently a station exec at WWSO, Springfield, O. . . . Boots Woodall and the Radio Wranglers, Paul Rice and the Smith Brothers, Smitty and Tennessee, all of WSB, Atlanta, cut their first sessions for Bullet October 22. Woodall's band, plus Cotton Carrier, also at WSB, are working three nights per week at the local Sports Arena cutting

round and square dancing. Jon Farmer, d. j. at WAGA, Atlanta, is plugging the dances daily on his shows and handles the emceeing. Warren Roberts, WEAS d. j., also worked the opening dance October 25. . . . A one-hour color film of Wally Fowler's gospel sing November 25 at Atlanta's City Auditorium will be made. The Chuck Wagon Gang (Columbia) will guest at this session. . . . Bob and Jim and their Blue Ridge Rangers are now at WAKE, Greenville, S. C. . . . Charis Lamb reports that Sally Holmes and his frau, Mattie O'Neil, both on London disks, have joined WNOX, Knoxville, along with Kelly Shanks, who fronted Western units in Chicago cocktail lounges. . . . The Johnson Brothers, Hack and Clyde, and Ray Myers have moved from Knoxville to WPAQ, Mount Airy, N. C. . . . Nancy Lee and the Hilltoppers, WOWO, Fort Wayne, Ind., are making sound track commercials for TV. Material is worked out by Sam DeVincent, manager of the group.

## DISK JOCKEY DOINGS:

Chick Kimball, the h. b. promoter, is now working as a h. b. platter jockey at WLOU, Louisville. . . . Jim Hall, who has a band in addition to his disk jockeying at WFNS, Burlington, N. C., entertained recently at a barbecue at the home of Gov. Kerr Scott, in honor of Clyde R. Hoey, U. S. Senator. . . . Jack Gardner does the rustic spinning at WBIP, new station in Booneville, Miss. . . . Uncle Don Andrews, WSGW, Saginaw, Mich., is starting the Valley Barn Dance, which will be broadcast Saturday nights from the Masonic Temple, Saginaw. . . . Bill Ryan has switched from WKAP, Allentown, Pa., to WORL, Boston. . . . Lucky Boggs, formerly platter-spinner at WREN, Topeka, Kan., and now working in TV at WSAZ-TV, Huntington, W. Va., became father of a daughter, Dusty Lynn, October 18. . . . Al Rogers (MGM), formerly at WAVE, Louisville, has added a d. j. stint to his daily sked at WMPs, Memphis. . . . Bob Dix

is now doing the country diskings at WHHM, Memphis. . . . Cusain Don, in real life George McGraw, heard daily over WOPI, Bristol, Tenn., has come up with the top promotion gimmick of the year thus far. McGraw made a pitch to his listeners to send along gifts and foodstuffs for the local boys of Company G of the 278th regimental combat team. These boys were national guardsmen and are now stationed at Fort Devens, Mass. Response was so big that McGraw left Bristol October 26 to do a non-stop driving stint to Fort Devens, with his car and a trailer packed with goodies and gifts. While with the local troops, McGraw will cut tape messages to the folks back home. . . . Sleepy Bob Everson, KLEE, Houston, reports that Slim Williams has settled in Houston. Everson is emceeing the Houston Barn Dance, held Wednesday nights at the Texas Corral there. . . . Harry Choates, Pete Hunter, Tommy Sands, Hank Lochlin, Jerry Jericho, Huh Suttler and Jimmy Heap are featured.

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 EXCUSES  
**T. Texas Tyler**  
 1539—TROUBLE THEN SATISFACTION  
 SOLITAIRE  
**Ivory Joe Hunter**  
 1535—JUMPING AT THE DEW DROP  
 WE'RE GONNA BOOGIE  
**Happy Joe Lewis**  
 1528—PARTY LINE  
(Not recommended for radio broadcast)  
**HE'S A MEAN, MEAN MAN**  
**Cecil Gant**  
 1526—MY BABY'S CHANGED  
 CAN'T GET YOU OFF MY MIND  
**Terry Preston**  
 1516—GUILTY FEELING  
 ROAD TO HEAVEN  
**Maddox Brothers & Rose**  
 1400—SILENT NIGHT  
 JINGLE BELLS  
 1527—OKLAHOMA SWEETHEART  
 SALLY ANNE  
 IT'S ONLY HUMAN NATURE  
**Don Whitney**  
 1531—GIVE YOURSELF TO ME FOR CHRISTMAS  
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**Jesse James**  
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"I'LL NEVER LET A DAY PASS BY"  
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"OH MAMA, I'M SO IN LOVE"  
"PIANO LESSON BLUES"  
NATIONAL No. 9126
- CHRIS COLUMBO**  
"DON'T SAY YOU CARE"  
"ROSIE, THE ELEPHANT"  
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"BECAUSE HE'S SANTA CLAUS"  
"SANTA, SEND SOMEONE TO ME"  
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"WHITE CHRISTMAS"  
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## Best Selling Retail Rhythm & Blues Records

... based on reports received November 8, 9 and 10

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

POSITION	Works (Last   This to date/Week/Week)	ARTIST	Label
7 1	1. ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
4 3	2. PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
13 4	3. BLUE SHADOWS	L. Fulson	Savoytime 226
9 8	4. LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306-BMI
15 5	5. BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	DeLuxe 78127114; (45)9-27114-BMI
3 -	5. SHOTGUN BLUES	Lighthin Hopkins	Archie 3063
2 6	7. WEDDING BOOGIE	M. Walker-Little Esther-J. Oils	Savoy 764-BMI
4 2	8. TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919
4 -	9. I'LL NEVER BE FREE	D. Washington	Mercury 675-B387; (45)8187945-ASCAP
2 -	10. CADILLAC BABY	R. Brown	DeLuxe 3308

## Most-Played Juke Box Rhythm & Blues Records

... based on reports received November 8, 9 and 10

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

POSITION	Works (Last   This to date/Week/Week)	ARTIST	Label
15 1	1. BLUE SHADOWS	L. Fulson	Savoytime 226
4 3	2. PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
7 2	3. ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
13 4	4. BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	DeLuxe 78127114; (45)9-27114-BMI
1 -	5. EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
7 6	6. LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306-BMI
4 -	6. EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	DeLuxe 78127176; (45)8-27176
4 5	8. I'M GOING TO HAVE MYSELF A BALL	T. Bradshaw	King 4397-BMI
24 7	9. EVERYDAY I HAVE THE BLUES	L. Fulson	Savoytime 396
1 -	9. OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Savoytime 237-BMI

## Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	CLIP	TRAIL	CLIP	TRAIL
<b>BILL COOK</b> Christmas in Heaven REGAL 3247-Columbia, the Jersey deity, does a clean job with this simple, corny, comely flavored seasonal item. Profits from this dish- ing are for charities including the Cerebral Palsy League.	78--80--75--75				
<b>A Letter to Santa</b> Ladd delivers an effective narrative against a "Silent Night" background. It's a hit for the singers who won't be home for Christmas. Could catch its ether thrust as well as J & B.	81--84--80--80				
<b>THE FOUR FRESHMEN</b> Mr. B's Blues CAPITOL 1293-A spirited new group makes a promising disk debut with a rock reading of this blues written by Dicky Eckstein. Rocking beat and line team hit help.	80--81--79--81				
<b>I Wanna Go Where You Go, Then I'll Be Happy</b> Pleasant, easy motion reading of the standard by this big group.	66--69--65--65				
<b>THE COLEMANS</b> You Know I Love You, Baby REGAL 3368-A fine group delivers a slow, rocking blues in convincing fashion. Figures to attract coin mainly in city locations.	78--80--76--78				
<b>I Don't Mind Being All Alone</b> The group sparks a live, ever-moving reading of this revived classic. Could pick up strong play an strength of the live performance.	84--84--84--84				
<b>LEE RICHARDSON</b> Don't Be That Way DECCA 3308-Richardson's move replaced that usual in his energetic delivery of the rarely heard lyric to this classic jazz piece.	75--77--73--75				
<b>I'm Gettin' Sentimental Over You</b> Richardson falls into a Bill Farrel groove for a warm reading of T. O.'s theme. Could bring in coin and attract spinner action.	82--83--81--82				
<b>"LITTLE WILLIE" LITTLEFIELD</b> Merry Xmas DECCA 3308-Willie charts a slow Yule blues with languid feeling, nicely backed by trio. Tune's much like the Blazer's "Merry Christmas Baby."	74--74--74--74				
<b>Come On, Baby</b> Bigger combo on this La Blues sprouts out chatter in little balanced side.	55--55--55--55				
<b>THE RAY-O-YACS</b> A Kiss in the Dark DECCA 4810-Combo steps on a light, double-time riff in back while Lettie Harbo warbles lyric in treaty style. Same general effect of group's "Dream Muncher" club prelate.	84--84--84--84				
<b>Get Two Arms</b> Similar treatment's applied to a smartly tailored rhythm ballad. Tune has similar feel to Carl Porter's "Too Dam Hot."	80--80--80--80				

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I'M GONNA TELL MY MAMA  
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**THE BILLBOARD Music**  
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 • Record Reviews

**How Ratings Are Determined** Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 35; lyrics/arrangements, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation record apt's—promotion film, live and other "blue" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
NAT "KING" COLE-His Trio-Pete Rugolo Ork Time Out for Tears CAPITOL 1270—With support of chorus and lush string-augmented ork. Cole does a romantic, rhapsodic job of the lovely T & C duet of two sweeties ago. Has the makings of a straight pop based success.		86--86--86--86
Get to Gettin' Ditty's a full blues at medium-fast tempo; lyric's a count-off number bit. Slight but pleasant in a jazy way.		73--73--71--75
DENNIS DAY (Honi Rene Ork) The Place Where I Worship VICTOR 20 1953—Sacred flavored song is showing signs via Al Morrison's wedding on London; Day's semi-sophistic version with recitation should find favor among his fans.		75--75--75--75
And You'll Be Home (Darius Dan Ork) A lively ballad from the "Mr. Music" Big gets a fill up from Day and chorus.		73--73--74--72
LEO FULD-The Mitchell Men-Bruce Campbell Ork You're the Sweetest in the Land LONDON 827—Fuld and chorus on a plodding job on a slow-going mother song.		47--49--47--45
A Letter to My Mother A letter tune and better execution by Fuld here. Ditty's an old Yiddish tune, charted here in English and Yiddish.		66--66--70--63
THRILLWOOD ORK My World Is Made of Music THRILLWOOD 104—Unbilled warbler does a fine Buddy Clark vocal on a pretty waltz ballad with organ and rhythm backing.		65--65--65--65
My Sugar Lump Love here is slicker hidden hint of nothing.		38--38--38--38
JANETTE OAVIS-BILL LAWRENCE (Archib Blyzer Ork) LIT OF' You COLUMBIA 39025—Charming little ditty here, but Miss Davis and Lawrence miss the beat for lack of groove and drive.		66--66--64--68
Longing Don't do sans with this hillbilly flavored tenor.		64--64--62--66

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
MEL TORME Makin' Whoopee MGM 10844—Bridges of one of The Top's finest platters. He sings with easy feeling and phrasing, backed by a razz-dance ork.		84--85--83--84
Dream Awhile (Ray Lann Ork) Mel and his fine group, the Mel-Tones, do a good but too-soaked job on the pretty ballad. Also a reissue, of course.		72--72--74--70
PERCY FAITH (The Skilletnag Singers) Norah COLUMBIA 39048—Faith and chorus do a convincingly slick job with a fitting little Irish styled waltz. Could get some play in Celtic nubes.		72--70--72--74
Christmas in Killarney This one is a real hunk of Irish. Gave treatment should do over big with the Irish, especially in taverns around Christmas.		81--80--80--83
BILL FARRELL (Russ Case Ork) Love Locked Out MGM 10840—Fairly impressive warble of the heavy ballad older is still unlikely to rekindle the song.		73--75--73--72
Don't You Know Or Don't You Care? Fine tune by the creators of "I Can Dream, Can't I?" is sold strongly here for both pop and rhythm-gives markets.		83--84--83--82
JULIAN GOULD QUARTETTE Before You Fall in Love FRANKLIN 100—Though Margie Young does a sprightly job with this bit of novelty B.W. Gal has a Danish Shore sound, in superior to her material here.		58--58--58--58
I'm To Blame Gal does fine with a really (re)datable ballad here.		72--72--72--72
ART MOONEY ORK (The Skylarks) I'll Never Be Foo MGM 10839—Vocal group does a solid job with the blues ballad, with ork in form for a sophisticated blues backing. Reissue in title.		73--73--73--73
To Think You've Chosen Me Warbler Bob Manning shares vocal chores with the Skylarks for a simply conceived and executed revision of the unending new ballad.		79--80--78--80
LAWRENCE WELK & HIS CHAMPAGNE MUSIC Military Polka MERCURY 552—Alto marked "Intrumental!" there's a good gal vocal on the somewhat fancy polka production. For Welk regulars.		68--68--68--68
Tiger Rag Welk features his Benny accordion in a fairly well-recorded revival. Should do strong steady business in the Midwest.		78--78--77--80
VERA LYNN-BOB FARNON ORK And You'll Be Home LONDON 743—Blush trump sings beautifully on this pretty "Mr. Music" ballad, but British ork setting doesn't enhance to advantage.		75--75--75--75
Accidents Will Happen Another attractive job on a less pretty ballad from same pic.		70--70--70--70
GEORGE CATES ORK (Ralph Blaine) Remember Me In Your Dreams EPM 60326—Rochester ballad vocal and ork; has nothing special offer.		65--65--65--65
The Winter Waltz This is one of the brightest treatments of the "Skater's Waltz" combination. If tone restores the disk should be the favor.		62--82--81--63
JUDY VALENTINE-THE QUARTONES-SID RAMIN ORK Dance to the Music of the Ocean MGM 10828—Novelty from "Call Me Madam" rendered competently in little-girl voice, has received more points owing by Freddy Martin and Jan Garber.		70--72--70--68
Rowdy-Dow Novelty with a buxillie Ramer is too self-conscious in this rendition.		62--64--62--60

**"TENNESSEE WALTZ"**

MGM #10864

**"MOANIN' THE BLUES"**  
 BACKED BY  
**"NOBODY'S LONESOME FOR ME"**  
 MGM 10832

**Tommy Tucker**  
 CHRISTMAS SPECIAL

**"DEAR MR. SANTA CLAUS"**  
 backed by  
**"CHRISTMAS ALONE"**  
 MGM 10782

**"GEE BUT IT'S LONESOME OUT TONIGHT"**  
 BACKED BY  
**"DEEP WATER"**  
 MGM 10816

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ARTIST LABEL AND NO.	TUNES COMMENT	ARTIST	ARTIST	ARTIST	ARTIST
<b>POPULAR</b>					
<b>FRANKIE YANKOVIC &amp; HIS YANKS</b>					
<b>The Polka</b> DOLBY 3404—Yankovic and Carl Paradise close harmonies & charming, lively polka novelty. Should draw response from the polka trade.	76--75--75--77				
<b>The Petite Waltz</b> (Astor & Jimmy Lloyd) Ditty, which has been scoring as an instrumental, is decked out with a vocal. Big hit team do it with real charm.	81--81--81--81				
<b>JOHNNY MERCER-THE PIED PIPERS (Paul Weston Ork)</b>					
<b>Winter Wonderland</b> CAPITOL 1389—Mercer and the Pipers take the Yale standard as a slow, dreamy pace. Interpretation's charm; should get play come Christmas.	79--79--75--81				
<b>Coofus</b> (Johnny Mercer) Tune is perfect for the Mercer pipes. He and the ark do a happy, carey job with it.	84--84--84--84				
<b>PAUL NEIGHBORS ORK</b>					
<b>I'm Gonna Hang Your Picture in the Post Office</b> CAPITOL 1356—Crisp, promising Coast band is most impressive with this dance novelty, an intriguing bit of pop-core.	78--78--78--78				
<b>Levity</b> Neighbors and trio handle the vocal in moderately effective style as pretty, sentimental tune.	71--72--70--70				
<b>RALPH FLANAGAN ORK (Harry Prima)</b>					
<b>Halls of Ivy</b> VICTOR 20-3454—Smooth, danceable discing of the universal Alma Mater could do some business with the college crowd.	74--76--74--73				
<b>Oh, Babe</b> (Steve Beverly) Discrete version of the rhythmic novelty, while lacking the spirit of several earlier versions, should get around.	84--85--83--83				
<b>EDDIE FISHER (Hugo Winterhalter Ork)</b>					
<b>You Love Me</b> VICTOR 20-3495—Cahn-Slayton tune from "The West Point Story" is pretty ballad fare, well-interpreted but will need heavy pushing.	74--75--74--72				
<b>When You Kiss a Stranger</b> Boys, with strong vocal flavoring, gets its most impressive rendition here.	77--78--76--76				
<b>DON CORNELL (Bob Dewey Ork)</b>					
<b>Take Me in Your Arms</b> VICTOR 20-3450—Warbler Cornell essays a Columbia, while Dewey is more successful as Sammy Kaye in a generally impressive production of a dramatic duet.	74--77--72--72				
<b>The Breeze</b> Another infectious duet, this one with a buoyant rhythm, has more appeal to dancers. Two-piano bit, it is Lombardo enhances calm ball.	80--81--78--80				
<b>RUSS MORGAN ORK</b>					
<b>Langling</b> DECCA 237—Morgan and the Harroborst blend to highlight another of their smooth, polished mood ballad dance sides by this band. Ditty's pleasant and catchy sentimentality.	85--85--85--85				
<b>Timoteo</b> An attractive schmelz ballad with a simple, sensitive quality is done up handsomely by Morgan and his organization. Could rack up slow but growing action.	81--82--81--80				
<b>PHIL HARRIS (Walter Scharf Ork)</b>					
<b>Coofus</b> VICTOR 20-3468—Cornell revival, which got its new impetus from Eric Paul's guitar weaving, gets a pleasing vocal plus period ending here.	71--72--70--72				
<b>The Thing</b> Mystery gimmick novelty could easily become the season's No. 1 ballad hit. Has the earmarks.	89--89--89--89				

(Continued on page 78)

WEEK AFTER WEEK!

HIT AFTER HIT!

BY

TERESA  
BREWER

"The  
THING"

LONDON  
RECORDS

No. 873-78 rpm  
No. 45873-45 rpm

backed by  
"I GUESS I'LL HAVE TO DREAM THE REST"  
Henry Jerome and his Orchestra

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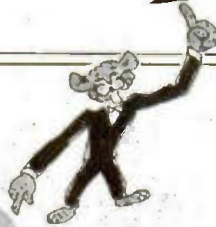
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THE GREAT MR.



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sings

**I'M SO CRAZY FOR LOVE  
I GUESS I'LL HAVE TO DREAM THE REST**  
Available 2 Record Speeds  
78 RPM—MGM 10856 • 45 RPM—MGM K10856

**BE MY LOVE  
ONLY A MOMENT AGO**  
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I'VE NEVER BEEN IN LOVE BEFORE**  
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THE POPULAR MR.



## BLUE BARRON

and his Orchestra play

**YOU ARE THE IDEAL OF MY DREAMS  
THAT'S THE WAY IT GOES WITH LOVE**  
Available 2 Record Speeds  
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**RED CHEEKS AND WHITE WHISKERS  
JOLLY JOLLY JINGLE**  
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**BEYOND THE REEF  
BUBBLES**  
Available 2 Record Speeds  
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### YOUR LUCKY 7 BEST SELLERS!

GEORGE SHEARING Quintet	WHEN YOUR LOVER HAS GONE • CARNEGIE HORIZONS	MGM 10763*
ART MOONEY and his Orchestra	I'LL NEVER BE FREE • TO THINK YOU'VE CHOSEN ME!	MGM 10839*
JOHNNY DESMOND	SLEIGH RIDE • A MARSHMALLOW WORLD	MGM 10827*
MONICA LEWIS	NEVERTHELESS • LET'S DO IT AGAIN	MGM 10772
RUSS CASE and his Orchestra	MARRYING FOR LOVE • IT'S A LOVELY DAY TODAY	MGM 10833
DAVID ROSE	YOU'RE JUST IN LOVE • THE BEST THING FOR YOU	MGM 10845
HANK WILLIAMS	WONDERFUL ONE • THE TINA LINA	MGM 30279*
	MOANIN' THE BLUES • NOBODY'S LONESOME FOR ME	MGM 10832*

\* also available on 45 RPM



*Yes!* M-G-M RECORDS ARE BETTER THAN EVER!!!

## THE BILLBOARD Music Popularity Charts

### • The Billboard Picks

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

**TENNESSEE WALTZ** to Stafford ..... Columbia 39065  
Miss Stafford sets the mood mood in a sparkling job of the lovely waltz revival. Able backing from Phil Weston's orchestra.

**MUSIC BY THE ANGELS AND LYRICS BY THE LORD**  
**THE THING** ..... Ames Brothers ..... Coral 60330  
Brothers set an ethereal effect with "Angels," a high-toned tune of drama in ballad form. Their coverage on "The Thing" should see heavy play, especially in the juke.

**MY HEART CRIES FOR YOU** ..... Dinah Shore ..... RCA Victor 20-3978  
La Shore debuts on Victor with a heart-warming rendition of a lovely new waltz ballad with recurrent refrain in the "Goodnight, Goodnight" pattern. Hear! Hear! leads us and charms in a provocative backing job.

**OH, BABE** ..... Ralph Flanagan Ork ..... RCA Victor 20-3984  
The new familiar pop-Miller-Flanagan dance styling is neatly applied in the rhythmic rocker for a sock side.

### • The Disk Jockeys Pick

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

1. THE THING	Phil Harris	Victor 20-3968
2. OH, BABE	Faith Flanagan Ork	Victor 20-3954
3. TENNESSEE WALTZ	Patil Page	Mercury 5535
4. AUTUMN LEAVES	Ray Anthony Ork	Capitol 3280
5. CROSS MY HEART I LOVE YOU	Hugh Winterhalter Ork	Victor 20-3943
6. MIDASSES	Jo Stafford	Capitol 3248
7. THE PLACE WHERE I WORSHIP	Al Morgan	London 704
8. LETTER TO MY MOTHER	Leo Field	London 827
9. CROSSY CHRISTMAS	Crosby Class	Decca 27249
10. OH, BABE	Benny Goodman Ork	Columbia 39045

### • The Retailers Pick

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

1. OH, BABE	Key Starr	Capitol 3278
2. TO THINK YOU'VE CHOSEN ME	Edly Howard	Mercury 5537
3. THE THING	Phil Harris	Victor 20-3968
4. CROSS MY HEART I LOVE YOU	Hugh Winterhalter Ork	Victor 20-3943
5. OH, BABE	Ames Brothers	Coral 60327
6. AUTUMN LEAVES	Mich Miller Ork	Columbia 38921
7. YOU'RE JUST IN LOVE	Perry Como	Victor 20-3940
8. MIDASSES	Teresa Brewer	London 704
9. MARSHMALLOW WORLD	Vaughn Monroe	Victor 20-3942
10. AUTUMN LEAVES	Jo Stafford	Capitol 3248

### • The Operators Pick

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

1. OH, BABE	Key Starr	Capitol 3278
2. PETITE WALTZ	Sammy Kaye	Columbia 39036
3. THE THING	Phil Harris	Victor 20-3968
4. LUCKY, LUCKY	Ernie King	Decca 27122
5. THE PLACE WHERE I WORSHIP	Al Morgan	London 704
6. OH, BABE	Ames Brothers	Coral 60327
7. TENNESSEE WALTZ	Patil Page	Mercury 5535
8. I DON'T MIND BEING ALL ALONE	Ames Brothers	Coral 60300
9. STRANGERS	Sammy Kaye	Columbia 39007

### • The Country and Western Disk Jockeys Pick

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

1. GOLDEN ROCKET	Hank Snow	Victor 21-0400
2. THREE LITTLE DWARFS	Stuart Hamblen	Columbia 20754
3. LOVERBUG BITCH	Ernest Tubb and Red Foley	Decca 46278
4. IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME	Ernie Lee	Mercury 6299
5. K. P. BLUES	Montano Slim	Victor 21-0397
6. MY MULA BABY	Cowboy Copas	King 895

### THE TATTOOED LADY FORTUNE #145

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**THIS HOT BILLBILLY RECORD IS A SMASH HIT!**

Backed with "MEAN AND EVIL BLUES"  
By Skeets McDonald and Johnny White's Band

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**FORTUNE RECORDS**

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PHIL HARRIS  
made it?  
"THE THING"

It's not Nutty, it's Nuttier...  
It's not DIZZY, it's DIZZIER!

an overnight

*Sensation*

*this guy did it...*

PHIL  
HARRIS

*has it...*



PHIL HARRIS made it...  
"THE THING"

THE  
THING

PHIL DID IT?  
"THE THING"



45 RPM—47-3968  
78 RPM—20-3968

RCA VICTOR Records

RCA VICTOR Records

presents

Our Lady of Fatima

as played and sung by...

PHIL SPITALNY

his HOUR OF CHARM

ALL GIRL ORCHESTRA and CHORUS



78 rpm 20-3920
45 rpm 47-3920



THE BILLBOARD Music Popularity Charts

Album and LP Reviews

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

The large surface number in each review is the retail rating. This rating is based on some key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operation or disk jockeys is indicated in headline comment under the separate headings within each review.

The Categories:

Production Idea (originality of selection), 15 points; Name Value, 15; Catcher of Material, 15; Manufacturer's Distribution Power, 10; Exploitation Side (record company and other advertising promotion, film, TV, and other help), 10; Interpretation, 15; Record Quality, 5; Manufacturer's Production Efficiency, 5; Packaging (art work, sound, wrapping), 10.

POPULAR

CHRISTMAS CHRISTERS: The St. Luke's Chorus William Ripley, Dir., Cond. 77

Cap (33) H-9012
Cantata (or Noel) Carol of the Bells, I Saw Three Ships, Goin' Home, Good King Wenceslas, Sleep, Jesus, We Three Kings, Sing Noel, Masters in the Hall, Sleep of the Child Jesus, Noel King, Good News.

This is the second volume of Christmas songs and carols by the St. Luke's choir, a noted group of 60 boys removed from music and concert appearances. The current volume contains 31 pieces, most of which are familiar seasonal religious works. The excellent choir sings these beautiful and with appropriate reverence. The pair of St. Luke's Christmas albums are good enough to stand on against all comers in the standard seasonal beyond and record competition.

JUKES Not suitable. JOCKS Well done by men and women suitable for the Christmas season.

SING AND DANCE WITH FRANK SINATRA 76

Capitol (33) CL-6143
Lower: It's Only a Paper Moon, My Blue Heaven, If I Am Dependent on You, You Do Something to Me, Smokey 17, Tap Conventual, When You're Smiling, Sinatra, whose previous and successful packages have cemented on romantic standards, pulls a switch for his latest and knocks out eight standard pieces in jumbo time. The Voice was one of the sexiest and finest rhythm numbers in the business and the remnants of his mastery of phrasing and beat are present in the same set. Not generally his efforts here are forced. George Siravo's arrangements are superb song staff, some of it too heavy in support of the small Sinatra speech. But there's plenty drive and spirit in the artist's work, and then almost steals the album from Sinatra. "Paper Moon," "Waves," "Dependin'" and "Smiling" are the best samples. Sinatra's still large following will want this set.

JUKES Good swinging stuff for Christmas stores on pop sheets.

SAMMY KAYE'S SUNDAY SERENADE 81

Columbia (33) CL-6155
Music, Blazing, Please, Honey, Blue Prelude, Just a Glimpse, You've Got Me Crying Again, As Time Goes By, My Greatest Love, You Dugma Be in Pictures. A package of eight stardust evergreens, several of which of late have undergone revivalist treatment, here are sold as a typical selection of stuff from Kaye's long-time Sunday music program. It's ready-made stuff for the guy's large following and his reputation of the tunes fall very much on the ear to expand the potential beyond the fan following. Very alarm bells ring for his several fine vocal contributions with Judy Johnson turning in a few choice moments. Few discs mark in a romantic vein. Should have little trouble in getting up fast sales currently while the Dear Boy is hot as a pistol on wax.

JUKES Individual sides on 78 are all good especially current tunes like "Wavering," "Crying."

SUNDAY EVENING SONGS—Jo Stafford, Gordon MacRae, Paul Weston, Ork 81

Capitol (33) H-247
Now the Day is Over, In the Evening, Jubilee, Long, Long Ago, Love's Old Sweet Song, Sweet and

Love: Last Night, Stars of the Summer Night. The fine, warm close harmony blend of Stafford and MacRae has proven a successful formula for poplite sales dating back to their immensely profitable "Whispering Willows." Here they couple do eight songs, each an evocation of mood with the same honey and semi-religious feel of "Moons." The result, produced with extremely good taste by the singers with Paul Weston's backing should prove a stand-stiller from the standard package. Will make solid Christmas gift stuff, too.

JUKES "When honey well-timed is called for, these sides are the bill to a 'T'."

PIANO MOODS—DARDANELLE 65

Columbia (33) CL-6142
I'm in the Mood for Love, Over the Moon, Love, Love, Memories of You, I Got a Kick Out of You, It's Wonderful, Yacht, These Three Eyes. This addition to the Columbia series of pop-lite piano styles and styles highlights one of the few tempo performers of note on the 80. This versatile music also is quite sweet on the river and can make a top notch when the lyric is called for. Here she makes a demonstration of a graceful, delicate, melodic keyboard style which is just the proper thing for the cocktail lounge. Done up in two convincing renderings of four familiar reverberating songs, this package has the musical and song content to attract the piano style customer but will have to ultimately depend on the draw of the girl's name, which currently is limited.

JUKES For piano shops and cocktail hour spots where the time is available in the 15-minute slots.

CHRISTMAS BELLS—Cathedral Organ 50

Capitol (33) H-9013
Aeolian Flutes, Carols of the World, Joy to the World, It Came Upon the Midnight Clear, O Little Town of Bethlehem, Mass, the Herald Angels Sing, Sing Our Wild Birds, Jesus, Joy of Man's Desiring, The First Noel, God Rest Ye Merry Gentlemen, If Angels Must Have a Recurring of Yule hymns and carols featuring carillons and organs, this is his most. Performances are crisp and stately, and exhibiting how this old Christmas staple of the frosty morning, slight and a trimmed tree before a warm fireplace. Churches and other institutions should make the biggest part of the market for this LP.

JUKES Might be used for the holiday festive and before Christmas day.

KID DRY—Kid Dry and His Crew 45

Columbia (33) CL-6145
Sandy Blues, Creole Song, The Glory of Love, Make My Heart Sings, Blues for Jimmy, At a Georgia Camp Meeting, Go Back Where You Stayed Last Night, You're Mine, Wicked, Doo. This is a sad dis-appointment after the fine Kid Dry album of several years ago. Three of the original performers have died since the first album was cut. They were trumpet, Matt Carey, guitar, Bud Scott, and piano, Buster Wilson. Donald Ed Garland has been replaced, as has clarinetist Barney Bigard. These replacements are capable jazzmen, but most of them lack the sard-in-the-bone New Orleans musical sense. Result: The best is weak and 1940s old instead of strong and 1920s old. Vocal cuts are so much dead air. The purchase Carey here has been replaced by Teddy Bustany's swing.

(Continued on page 76)

A SPLENDID RECORD FOR A SPLENDID CAUSE
"THE HAP-HAP-HAPPY OLD MAN"
on Cormac Record CR5 #1146
featuring PAUL SCOTT with the MOOD MAKERS
Words by ARLIE E. FARMER. Music by MARGARET L. HERNDON
backed with "TO YOU AND YOURS, MERRY CHRISTMAS"
NOTE: Arlie Farmer and Margaret Herndon are sharing generosity of their royalties from "Hap-Hap-Happy" with the Ella's Crippled Children's Fund for the benefit of crippled children.
AVAILABLE AT YOUR DISTRIBUTOR
STOP!! LOOK!! LISTEN!!
DANNY SCHOLL'S
Original Hit Rendition of
"IT'M GONNA LIVE TILL I DIE"
NATIONAL NO. 9119

# THE BILLBOARD Music Popularity Charts

## • The Honor Roll of Popular Songwriters

By Jack Burton

### No. 78—MILTON AGER

It was the World's Fair year of 1933, and Chicago, bursting with pride and hospitality, was a wide open town. Down in the Loop the musical extravaganza, 1492—was a nightly sell-out and Florenz Ziegfeld was making his debut as an impresario by glorifying Sandow, the strong man, instead of beautiful girls. On the famed midway, John Philip Sousa's band was featuring Charles K. Harris' *After the Ball* and Little Egypt was dancing to the exotic strains of an Oriental melody composed by Sol Bloom, who later was to become a patriarch among the nation's concert men. And about five miles to the west, as the stork flew, Milton Ager was born on an October day of this epochal year.

Since Chicago's West Side is not noted as a cultural center Milton Ager must have come under the influence of the musical gaiety that welled from the race city that had been built on the 400th anniversary of the discovery of America. There was no music in the roaring blast furnaces of the Canteen foundry near his home or in the elevated trains that rumbled overhead or in the baroque of the soap-box orators in Union Park. Nevertheless Milton Ager, who had a natural ear for music, was destined for a musical career from the day his nimble fingers first touched the keyboard of an upright piano, which he taught himself to play instead of wasting his time and tuition money he didn't have at Papa Ziegfeld's Chicago Musical College.

In the days when "Tinker to Evers to Chance" were making diamond history, Ager worked as a peanut vender on week-ends at the old Cub ball park, and after graduating from McKinley High School he persuaded the manager of the Chicago branch of Waterson, Berlin & Snyder, to hire him as a semi-plunger. On this job he was still working for peanuts, and doubling as window dressing, too, since he demonstrated the hits of Irving Berlin and Ted Snyder while playing the piano in the display window that overlooked State Street. His apprenticeship also took him on the business side of the footlights when he traveled the Orpheum Circuit as an accompanist for Gene Green, a scat singer who popularized Melancholy Baby and pioneered song intermissions at movie picture houses in the silent film era.

Like all embryo songwriters, Milton Ager had his eyes and heart set on New York's Tin Pan Alley, and realized his dream in 1914 when he was made an arranger in the home office where he learned what makes a popular song elicit by taking down piano copies for Irving Berlin, Walter Donaldson, George Meyer, Jean Schwartz and other top composers on the Waterson, Berlin & Snyder staff.

Milton Ager also did a bit of extra-circuit work that put his name on a sheet music cover for the first time. With Pete Wendling as a partner, Ager composed instrumental pieces that they demonstrated as a two-piano team and sold to Henry Waterson at \$25 apiece, a take that was split \$12.50-\$12.50. These numbers, which were used in the making of Little Wonder 10-cent records, bore such titles as *Hee-Ha* and *The Steeplechase*, and Ager loaded the arrangements with sound effects that made virtuoso out of tramp

drummers, anticipating the vogue of Mule Train and Spike Jones by 35 years.

While working at Waterson, Berlin & Snyder's, Ager became acquainted with Billy Strömberg, and when the writer of *Master Dooley* and *Chimney*, My Chimney, founded the William Jerome Music Company with the original backing of George M. Cohan, Milton joined the new firm and wrote several songs with the top man himself. In 1917, however, when Cohan gave Leo Feist the publishing rights to *Over There* on the condition that the William Jerome Music Company and its personnel should be absorbed in the deal, Ager, while working as a free lance, frequented Feist's and the near-by Blue Ribbon Bar in order to cultivate Grant Clarke, whom

he regarded as one of the great lyricists of all time.

Thus a friendship was formed that resulted in Milton Ager's first hit in 1918, following a hitch in the army at Fort Greenleaf, Ga., where he became imbued with the song possibilities of Dixieland. With Grant Clarke he did some preliminary work on a number they both liked but which made little if any impression on Feist's high brass until Al Jolson dropped in one afternoon in search of new material. And after Jolson had turned thumbs down on all the published songs in the catalog, Clarke dug up the dormant number that he and Ager had been working on.

"That's It," Jolson declared after hearing only the first few bars of the chorus. "Finish it and make me a special arrangement."

And Ager and Clarke had a smash hit in *Everything Is Peaches* Down in Georgia the night Jolson first sang it in a Winter Garden revue.

After writing two other popular sellers, that *I'm in Heaven When I'm in My Mother's Arms*, Milton Ager, thru Jack McGowan, met John Murray Anderson, who at McGowan's suggestion, commissioned Ager to write the score for *Whoz in a Name*, a musical he was about to produce, and when the show opened, Ager made the Broadway grade with *A Young Man's Fancy*, the hit of the production with a melody based on the tinkling notes of a music box.

What's in a Name also brought Milton Ager and Jack Yellen, the lyricist, together for the first time. (Continued on page 38)

# SMASHING THROUGH TO NEW TOP SALES!

## "Tennessee Waltz" by Patti Page

55-4-5534X45

Flipside— "Boogie Woogie Santa Claus"

### MORE MERCURY MONEY MAKERS!

#### "I'm Gonna Live 'Til I Die"

Frankie Laine  
("A Man Gets Awfully Lonesome")  
5544-5544x45

#### "It's a Marshmallow World"

Vic Damone  
("When the Lights Are Low")  
5496-5496x45

#### "Stranger in the City"

Tony Martin with Lee Douglas & Orch.  
("And You'll Be Home")  
5536-5536x45

#### "Our Lady of Fatima"

Richard Hayes and Kitty Katon  
("Ave Maria")  
Vic Damone—5535

#### Also Available

#### "Our Lady of Fatima"

("Honestly I Love You")  
Richard Hayes and Kitty Katon  
5466-5466x45

#### "Frosty the Snowman"

Two Ten Baker with Jerry Murad's Harmonicals  
("Tubby the Tuba Song")  
MMP-76

#### "Time Out for Tears"

Dinah Washington  
("Only a Moment Ago")  
5501-5501x45

#### "Nevertheless"

Frankie Laine  
("I Was Dancing with Someone")  
5485-5485x45

#### "Moonlight and Roses"

Mark Jeffries  
("The One Room")  
5541

#### "The Medicine Show"

Bar Butler  
("The Rubber Ball Bounce")  
6261

#### "The Thing"

Two Ten Baker with David LaWinter & His Orch.  
("Autumn Leaves")  
David LaWinter & His Orch.  
5546-5546x45

#### "Hey Keesidetch"

Jerry Murad's Harmonicals  
("Harmonicals' Blues")  
5533

#### "To Think You've Chosen Me"

Eddy Howard  
("The One Room")  
5517-5517x45

#### "Xmas in Killarney"

Ralph Marterie & His Orch.  
("Rinshaw Gay")  
Bette Chapel with Ralph Marterie's Orch.  
5549

#### "All About Eve"

Alfred Newman and His Orch.  
("Banjo and Fiddle")  
5540

#### "You're Just in Love"

Bette Chapel with David LaWinter & His Orch.  
("I've Never Been in Love Before")  
5545

#### "Jing-a-Ling, Jing-a-Ling"

Richard Hayes with Jerry Murad's Harmonicals  
("Silent Bob")  
Richard Hayes and Kitty Katon  
5532

#### Also Available

#### "Jing-a-Ling, Jing-a-Ling"

("Can't Seem To Laugh Anymore")  
Richard Hayes with Jerry Murad's Harmonicals  
5492-5492x45

#### "Basin Street Blues"

Mark Jeffries  
("Honey")  
5542

#### "If You've Got the Money, I've Got the Time"

Bruce Lee & His Southamptoners  
("No, No, Joe")  
6289

#### "Hot Rod Race"

Tiny Tim and His Orchestra  
("Love Bug 123")  
5543

#### "All My Love"

Patti Page  
("Roses Remind Me of You")  
5455-5455x45

#### "Oh Babe"

Kay Brown  
("Babe Me")  
5538

#### "I'll Never Smile Again"

Ralph Marterie and His Orch.  
("Only Have Eyes for You")  
5507-5507x45

#### "Handcuffed to Love"

Tiny Tim and His Orchestra  
("I Can't Give You Anything But Love, Baby")  
5546

#### "Back in Your Own Backyard"

Tiny Tim and His Orchestra  
("I'll Sell My Ship Aboard")  
5508-5508x45

#### "I'm Movin' On"

Tiny Tim and His Orchestra  
("Just a Girl That Man Forgot")  
5524

#### "Beyond the Reef"

Jerry Byrd  
("Pagan Love Song")  
5531

#### "How Deep Is the Ocean"

Dinah Washington  
("Why Don't You Think Things Over")  
8192

#### "These Foolish Things"

Mark Jeffries  
("Solitude")  
5539

#### "Hadaloo Bounce"

Bill Hattler & His Ship Blue Boys  
("When Your Own Love Ain't Around")  
6275

#### "Teardrops From My Eyes"

Red Kirk  
("Can't Understand a Woman")  
6288

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**We Need Another NINE PIECE COMMERCIAL BAND**  
for traveling and some location in Midwest  
**SEND FULL DETAILS, PICTURES AND RECORDS IF ANY**  
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# "I SOLEMNLY SWEAR"



as recorded by  
*Glenn*  
**MOORE**

(and the Moore Men)

MGM'S  
NEW  
STAR

and we think you will get a  
kick out of the flip...



"GET ME THE WHA'  
CHA-MA CALL IT"

**M-G-M RECORDS**  
#10842

Continued from page 37

a meeting that resulted two years later in the founding of Ager, Yellen & Bornstein, a music publishing firm that made Tin Pan Alley history by successfully challenging the prestige of such old houses as Harms, Witmark, Remick and Harry Von Tilzer.

**Jack Yellen**

Like Milton Ager, Jack Yellen came into Tin Pan Alley the hard way. Born in Poland July 8, 1892, and brought to America five years later when his parents settled in Buffalo, Yellen started writing songs while attending the University of Michigan in order to pay his way thru college. Yellen sold these songs in a Buffalo photographer, who ran a song publishing shop as a sideline, and was paid in certificates for cabinet photographs that Jack peddled from house to house, averaging 35 per cent on the deal.

During his sophomore year, Yellen met George L. Cobb, a roving music teacher, who offered to write the music so that Jack would be free to concentrate on the lyrics and thus double the output. In addition to working the house-to-house racket as a team, Yellen and Cobb went to New York that summer to sell their wares in the hope of getting their hands on some folding money instead of photograph due bills, but they found on their arrival that someone had swiped the marbles that spelled "Welcome" from the door-mats of Manhattan's music publishing houses.

After graduating from Michigan with a B. A. degree in 1913, Yellen worked as a reporter on *The Buffalo Courier* but continued his collaboration with Cobb. They finally came up with a hit, too, *All Aboard for Dixieland*, which they sold to Elizabeth Murray for \$100.

**SONGWRITERS COMING UP!**

MILTON AGER (Part II)  
in Continued Issues *The Billboard*  
Will Present

- CON CONRAD
- BILLY ROSE
- HARRY WARREN
- HARRY M. WOODS
- ALLIE WRENDEL
- RALPH RAINGER

**PERTINENT DATA ON SONGS AND SONGWRITERS**

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

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

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

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

Later, when the rights were sold to Remick for \$5,000 plus royalties, they were in the market for aspirin tablets—in the economical family size bottle. But after writing *Listen to That Dixie Band*, they finally struck pay dirt with *Are You From Dixie*, which Wilmark's bought for \$1,250.

Flushed by the success of his Dixie songs, Jack Yellen resigned as sports editor of *The Buffalo Courier* in 1917 and came to New York for a second time to crash the gates of Tin Pan Alley. But all he got out of the trip was \$50 he received for writing seven songs for a floorshow at Rector's restaurant and a draft card from the War Department. But while in the army he met Abe Olman with whom he collaborated on *I'm Waiting for Ships That Never Come In* and *Down By the O-N-I-O* before he joined Ager in writing the songs for *What's in a Name*.

During the next 10 years as a team, Ager and Yellen wrote and published such outstanding popular songs as *Who Cares?*, *Lovin' Sam*, *the Shirk of Alabama*, *Mama Goes Where Papa Goes*, *I Wonder What's Become of Sally*, *Crazy Words*, *Crazy Tune*, *Could It Be Certainly Could* and *Ain't She Sweet*, and with the advent of talking pictures they contributed the music for *Chasing Rainbows*, starring Bessie Love and Charles King; *King of Jazz*, starring Paul White-man and his band; *They Learned About Women*, which introduced Van and Schenck to the films, and *Honky Tonk*, Sophie Tucker's Hollywood premiere.

But down thru the years Milton Ager and Jack Yellen probably will be best remembered as the writers of a theme song of a na-

tional epoch—the Depression: *Happy Days Are Here Again*, a song that duplicated Theodore Metz's *Hot Time in the Old Town Tonight*, theme song of the Spanish-American War and sung by Teddy Roosevelt's Rough Riders as they charged up San Juan Hill, and George M. Cohan's *Over There*, America's musical challenge to Kaiser Wilhelm during the first World War.

Written for the motion picture *Chasing Rainbows*, *Happy Days Are Here Again* was invoked as a paean of optimism at the Democratic National Convention in 1932 when Franklin D. Roosevelt was nominated for the first time, and became closely identified with the man who declared "We have nothing to fear but fear itself" when he took office in 1933.

When Warner Bros. purchased an interest in Ager, Yellen & Bornstein, Jack Yellen retired to his farm near Springfield, N. Y., to live the life of a country squire. He was fed up with song writing, and recalled bitterly that when he married in 1922, his Atlantic City honeymoon was turned into a song-plugging tour.

But in 1931 he was lured back to Broadway to produce and write the lyrics for *You Said It*. He spent another few months with the cows and chickens and then sailed for England to write the songs for Sophie Tucker's London revue, *Follow a Star*. On his return to America he enjoyed a few more months of bucolic leisure before George White brought him to New York to write the 1935 edition of the *Scandals*, and after the final curtain shanghaied him on a Hollywood train to whip the film edition into shape.

Milton Ager, in the meantime, carried on with other lyricists, and writing with Joe Young and Benny Davis in the main, has been represented on the Hit Parade with *Auf Wiederseh'n My Dear*, *Little You Know*, *Dream Man Make Me Dream Some More*, *You Can't Pull the Wool Over My Eyes* and *Sweet Dreams*, *Sweetheart*. He has a new theme song now, written by Vic Mizzy: *Take It Easy*.

(Continued next week)

**Block Plugging**

Continued from page 11

for best records in each of the past four weeks. Among other selections, the following were the "bests":

On October 14, *I Guess I'll Have To Dream the Rest*, by Andy Russell.

On October 21, *I Guess I'll Have To Dream the Rest*, by Frank Sinatra.

On October 28, *I Guess I'll Have To Dream the Rest*, by Billy Eckstine.

On November 4, *I Guess I'll Have To Dream the Rest*, by the Fontane Sisters.

Of course, the hand that feeds Block wrote one-third of the song. That same hand spins his records. And needless to add, that nutrition-minded paw points the way for the Martin Block Publishing Company which publishes *I Guess I'll Have To Dream the Rest*.

*Billy*

# Bobcat's

OUTSTANDING RECORD SMASH

# BE MY LOVE

From the M-G-M Picture  
"THE TOAST OF NEW ORLEANS"

MGM #10799  
K10799

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
107 SEVENTH AVE. NEW YORK 19, N.Y.

THE PEAK MUSICAL  
DISC COLLECTION

"CORN SILK"  
Flip  
"SOMEBODY'S KISSES"

by  
**LEO PIEPER**  
TOWER RECORD 1430

**TOWER RECORDS**  
100 E. OHIO ST. - CHICAGO 19, ILL.

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—EVERYONE LOVES IT—  
The sweetest of all "heart" songs,  
entitled—  
**"Deep Within My Heart"**  
For a free copy WRITE  
**KLEWER MUSIC PUBLISHER**  
4359 N. Gratiot Ave., Mt. Clemens, Mich.

## Is Disk Business Changing?

• Continued from page 11

had a couple of records as Bob Dewey, and a few of the sides are showing healthy signs. Rene's first pop-styled record, pairing Bubble, Bubble, Bubble and Always You, has just been released.

At Columbia, both a. and r. director Mitch Miller and musical director Percy Faith have had solid disks fronting orks—and Faith is a competent composer who could easily bust out with a hit tune. His latest, *My Heart Cries for You*, written with Carl Sigman, has been recorded by Dinah Shore and by Guy Mitchell. West Coast musical director Paul Weston, too, has demonstrated his proficiency as a money-making artist and a hit songwriter.

At Decca, Veepee and a. and r. topper Dave Kapp has a number of tunes to his credit, as has Milt Gabler of the staff. Sy Oliver, Sonny Burke and Victor Young are other full or part time Decca staffers who have turned in considerable solid clifing, tho the latter's main work is on film scores.

Capitol's Lou Busch is, of course, Joe (Fingers) Carr, whose *Sam's Song* and other platters have been money-makers all the way up to the hill. And at Mercury, West Coast musical director Harry Geller has turned out some fine disks.

### Slow Growth of Trend

This random round-up, while by no means complete, indicates the slow growth of staff dependency in the record business. Actually, the practice of having a. and r. men write tunes, or even record them, is not new. In earlier days, however, as often as not the name (either real or disguised) of an a. and r. man on a song merely meant that he was out in, not that he had a hand in writing it. And staff men, such as Leonard Joy in his Victor days, would occasionally front a house ork for a singer's date. The trend has, however, according to all competent observers, reached a point never previously equalled.

Degree to which it might cut in on disk opportunities for outside writers is perhaps more strongly pointed up at the moment than at any time in recent history because—on top of the staff movement in this direction—three big show scores are currently being eteied or released. These as is known, are the Irving Berlin *Call Me Madam*, the Frank Loesser *Gypsy* and *Della*, and the Cole Porter *Out of This World* clifings. With 15 to 25 tunes from such productions virtually recording

"musis," plus an occasional platter by an a. and r. staffer, some publishers feel there isn't much room left for them to squeeze in their own tunes.

Whether the trend will continue and grow, or whether it will die a quiet death in the future, depends on various factors, most of them totally unpredictable. If other a. and r. writing efforts do as well for the diskeries as Green's *Thing*, the trend will be encouraged by the platter makers. If most of them lay eggs, it won't. If publisher and/or writer pressure on whatever powers they may be able to reach in the platter companies is effective, it won't last too long. If too many artists squawk about a. and r. ork leaders' own hit records it may be hit in the head. From here on in it's strictly anybody's guess.

## New Rex Records To Accent Kidisks, American Classics

NEW YORK, Nov. 11.—A new record company has been incorporated here under the name of Rex Records Corporation. Alexander Schwartz is chairman of the board; Nanette Gullford, president, and Richard B. Morris, vice-president.

The diskery, which will build a general line, will at the outset emphasize children's disks and classical material by modern American composers. Its first kidisk releases are two albums in a large projected series, *Records of Knowledge*. These include four seven-inch records each, 78 r.p.m., retailing at \$3 per set. The first titles are *Sing a Song of Presidents* and *Sing a Song of Piqueers and Explorers*.

### Ever Experience

Miss Gullford, prominent in legit music circles as a translator of foreign operas, was a prima donna at the Metropolitan for 10 years. Morris, son of filmdom's Boris Morris, was formerly veepee with the now-defunct ARA label. He'll handle artists and repertoire chores for Rex.

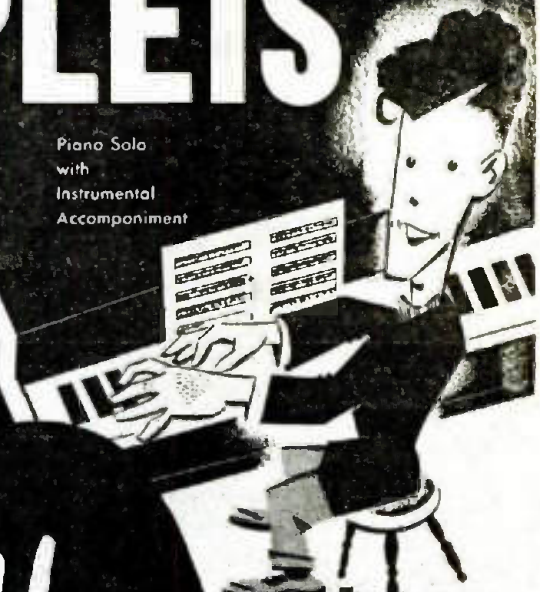
Three distributors have been set, and others are currently being lined up. To date the line is represented by Mutual Distributors, Boston; Marce Distributing Company, Philadelphia; and Mangold Distributors, Baltimore.

NEVER BEFORE ANYTHING LIKE IT!

THE UNUSUAL PIANO STYLING OF...

# JACK PLEIS

Piano Solo with Instrumental Accompaniment



"I'LL ALWAYS BE IN LOVE WITH YOU"

NO. 853  
78 rpm

NO. 30299  
45 rpm

backed by

CARAVAN

# LONDON RECORDS

## NICK PAONE

and His Gang Present 4 Great Records

"CHRISTMAS SERENADE"

Backed by

NEW YEAR SONG ET #1310

"MERRY CHRISTMAS TO YOU"

Backed by

"THE SAVIOUR IS BORN" ET #1505

"LIFE BEGINS TODAY"

Backed by

"MAMMA MARIA" ET #1309

Coming Up Fast

"DINGYA D'DINGYA"

Backed by

"SHOW ME HOW" ET #1506

Some Choice Territories Still Available

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55 West 42d Street  
New York, N. Y.

LATCH ON TO!!

DANNY SCHOLL'S

Original Hit Rendition of

"I'M GONNA LIVE TILL I DIE"

NATIONAL NO. 9119

**King BEST SELLERS**

**POPULAR**

- ★ **JOHNNY LONG**  
15068 LOVER, COME BACK TO ME  
DON'T WHISTLE TILL YOU SEE THE BLUE OF HER EYES
- ★ **PEE WEE ERWIN**  
15073 MUSIC—SOUTHERN STYLE  
ECCENTRIC  
15074 WASHUCA OVER YOU  
SHAKE IT AND BREAK IT
- ★ **BETTIE CLOONEY**  
15072 STRANGERS  
WHEN YOU LOVE (YOU SHOULD LOVE FROM THE HEART)
- ★ **BOB VINCENT**  
15066 ALTOONA  
I ONLY WANT YOU TO LOVE ME

**FOLK-WESTERN**

- ★ **MOON MULLICAN**  
894 NINE TENTHS OF THE TENNESSEE RIVER  
WELL, OH, WELL  
890 I'LL SAIL MY SHIP ALONE  
MOON'S TUNE
- ★ **WAYNE RANEY**  
914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME  
REAL HOT BOOCIE
- ★ **CLYDE MOODY**  
909 REMEMBER ME (I'M THE ONE WHO LOVES YOU)  
I'VE ONLY MYSELF TO BLAME
- ★ **RED PERKINS**  
903 BIG BLUE DIAMONDS  
RAC MAN BOOCIE
- ★ **COWBOY COPAS**  
895 MY HOLLA BABY  
SICARD, SEALEO, THEN FOR-GOTTEN
- ★ **REDD STEWART**  
907 WORRIED 'CAUSE I'M LOSING YOU  
TAKE BACK YOUR PAPER HEART

**SEPIA-BLUES**

- ★ **WYONNIE HARRIS & LUCKY MILLINDER**  
4418 OH BABE!  
SILENT GEORGE  
4419 TEARDROPS FROM MY EYES  
PLEASE OPEN YOUR HEART
- ★ **LONNIE JOHNSON**  
4411 I'M SO CRAZY FOR LOVE  
NOTHING CLICKIN', CHICKIN'
- ★ **IVORY JOE HUNTER**  
4905 LYING WOMAN  
TOO LATE
- ★ **WYONNIE HARRIS**  
4407 I WANT TO LOVE YOU, BABY  
MR. BLUES IS COMING TO TOWN
- ★ **SONNY THOMPSON**  
4399 BLUES FOR THE NIGHT-OWLS  
HARLEM RUG CUTTERS
- ★ **SPIRIT OF MEMPHIS QUARTET**  
4346 DAYS PASSED AND COME  
BLESS'D ARE THE DEAD
- ★ **JOE THOMAS**  
4401 HARLEM HOP  
SOOYEE SOOYEE BABY
- ★ **TINY BRADSHAW**  
4397 I'M GOING TO HAVE MY SELF BALL  
BUTTERFLY  
4357 WELL, OH, WELL  
I HATE YOU

**DE-LUXE**

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

**RECORDS, INC.**  
1540 BREWSTER AVE., CINCINNATI 7, OHIO

**REMINGTON Records**  
MUSIC FOR MILLIONS

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- RUMORS TO CONTRARY

REMINGTON 33 1/3 LP RECORDS WILL REMAIN AT THE ORIGINAL LOW PRICE

HIGH QUALITY CUSTOM MADE 33 1/3 LONG PLAYING UNBREAKABLE	10" Standard	\$ .99
	10" Classical	\$ 1.49
	12" Classical	\$ 1.99

★ STANDARD DEALER DISCOUNTS AVAILABLE  
★ ALL NEW EUROPEAN RECORDINGS  
★ DISTRIBUTORS IN ALL MAJOR CITIES  
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By internationally known artists such as Albert Spalding, Ernest Van Dusen, Robert Stolt, H. Arthur Brown, Georges Enesco.

★ Complete Audible Range Reproduction

Write us for complete catalogue of 60 records available for immediate delivery.

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263 West 54th Street, New York City  
VIENNA • PARIS • BRAM • LONDON  
Factory: WESTFIELD, MASS.

### Col. Suit on Price Cuts Aired

• Continued from page 11

case was established by President Edward H. Wallerstein and vice-president in charge of merchandising, Paul Southard.

Under questioning it was revealed by Southard that, in addition to his post in Columbia's national organization (he's also on the diskery's board of directors), he's on the board of directors of Times-Columbia, metropolitan area Columbia distributor, and is financially interested in the latter firm. Wallerstein informed the court that he was aware of Southard's dual role.

**Followed Complaints**

Reportedly, the Columbia action was undertaken following complaints from out-of-town dealers and distributors against the metropolitan dealers who solicited business at cut-rates outside the local market.

Meanwhile, most of the dealers involved have dropped active participation in the suit pending the outcome of the first defense—that

### Industry Okay On New Treaty Sought by U. S.

WASHINGTON, Nov. 11.—Before deciding on signing a United Nations Educational, Scientific and Cultural Organization (UNESCO) treaty, ending duties on all sheet music and on audiovisual material for radio-TV and schools, the State Department is inviting consultation with interested persons.

Proposed for duty exemption are disks, sound-tape and wire, films, film strips, and newscasts designed for use by radio-TV, schools and scientific bodies. Also sheet music, newspapers and magazines (with less than 70 per cent advertising), books, travel literature and art objects.

**35-Million Export**

The State Department is endorsing the pact, but wants to be sure it has the general approval of firms and persons affected. U.S. exports of materials that would be duty-free totaled about \$35,000,000 last year, while imports amounted to some \$25,000,000.

To allay fears of a U.S. industry that a flood of cheap imports might hurt their business, the U. S. insisted on an escape clause in the treaty. In the event that increased imports cause or threaten serious injury to domestic firms, the U. S. can back out of the treaty on that item. Other signatories have the same privilege.

A narrower treaty covering only recordings, educational films and filmstrips for radio-TV and schools is now pending in the Senate for ratification. This agreement has been signed by 15 nations, including the U. S., and ratified by three.

### London Hits Hot

• Continued from page 11

the production, Teresa Brewer's disk of *The Thing*, cut Saturday (8), got into local shops Tuesday (7). The original Victor version didn't get around until the following day.

London has designed four items for special promotion, with all available London personnel flying around the country to hit the territorial jocks and distrib. All were rush issues. The *Thing* was produced in four days, including a week-end Anita O'Day's *Yea God* was gotten out in five days—including a delay caused by a bad master; Ray Smith's country disk of *It Is No Secret* was out in a comparatively leisurely 10 days, and Buddy Greco's *I Can't Give You Anything But Love* took seven.

**Sales Routes**

Sales and repertoire chief Joe Deaney hit Chicago last week-end, while promotion man Walt Maguire is touring Syracuse, Buffalo, Cleveland, Pittsburgh and Scranton, Pa. Flack Harvey Geiler is covering the New England cities.

In line with the diskery's "revitalization" program, Martstone leaves next week on a distributor-coverage trip thru the South.

### Frog Singers Want Special Tunes on Wax

PARIS, Nov. 11.—French singers are rugged individualists. They won't sing popular hits. They'll only sing songs written especially to fit their personalities. So stated a spokesman for Pathe-Marconi, largest French diskery, in discussing the French record industry.

"Thus you don't find Edith Piaf recording Goodnight, Irene, and you seldom if ever find Maurice Chevalier, Jacqueline Francois, Tino Rossi or Yves Montand warbling the song hits of Broadway. If one star makes a song famous, the other stars leave it alone."

Biggest disk hit in France today is *Etoile de Norge* (Forever and Ever). Over a million copies have been sold. This is rare, for a sale of 100,000 copies of a record in France is considered terrific. Run-up in popularity is the zither music from *The Third Man*.

Estimated record sale in France this year is five million disks. Popular 10-inch records retail around 300 francs each, or approximately 90 cents.

**BROADCAST RECORDINGS**

**NOW ON 78, 45 and 33 1/3 RPM**

**FEATURING KEN GRIFFIN "The KING of the ORGAN"**

Ken Griffin... Griffin has played his way into the heart of America. The sounding tones of his music give the listener a feeling that transcends the normal and confusion of today's world. Now on all speeds—78, 45 and 33 1/3 RPM—25¢ 45's and 33 1/3's on pure red vinyl.

**Christmas Album**

All America enjoys the Griffin style on these perennial favorites:

White Christmas	501	Silent Night	500
Some One Is Coming to Town	501	Joy to the World	500
		O Little Town of Bethlehem	500
		Adagio Fado	500

**OTHER BROADCAST RECORDINGS FEATURING KEN GRIFFIN**

No. 450—My Isle of Golden Dreams	No. 473—London Love Call	No. 440—You Can't Be True
Every Little Movement	Lady Ring	Barcelona
No. 411—Fool Wing	No. 472—O Way, Did I Kiss Your Girl	No. 418—Buenos Aires
Don't You Ever Think of Me?	Don't Touch My Heart	Carito Lento
No. 430—Sentimental Journey	No. 421—A Guy Ranchero	No. 417—Menton's Walk
St. Louis Blues	No. 420—Bells of St. Mary's	Alto De
No. 424—November Echoes	No. 410—Griffin Blues	No. 416—Balled to a Lady
Happy Birthday Medley	Apple Blossom Wedding	Bye Bye
		Illusions
		No. 400—Cadenza Walk
		No. 449—Fring Song
		Glow Worm

**SPECIAL CHRISTMAS NOVELTY** featuring Clio Swanson and the Meropohard band  
Single Tangle Tangle Broom 512  
I Want a Kiss Drive  
on your distributor, or  
64 E. Jackson Blvd., Chicago 4, Ill.

### RCA Cuts Hue

• Continued from page 11

rhythm and blues—will be pressed in black effective November 15 while longhair will remain a transparent red and kiddie wax a transparent yellow.

Barkmeier's massive points out that the black disk will be a vinyl disk "similar to that now used in the production of 45 r.p.m. records." He explains that the diskery has obtained enough material necessary to maintain quality standards. Something of the color identification system will be retained by making use of the appropriate hues in printing the labels.

**Move's Notice**

Barkmeier, when contacted, explained that the reason Victor decided to eliminate the colors was to afford the diskery an opportunity to make use of scrap vinyl. Under the multi-color system, the exec said that the scraps up from center holes and trimmed edges could not be salvaged. By establishing the uniform black, these waste products can be converted into usable vinyl substance.

Barkmeier explained that this vinyl conservation program was an essential step since vinyl production, recovering from the effects of a lengthy chlorine manufacturers' strike and involved in production for war uses, is still at a precariously low point for the disk industry.

The exec also reported that in the event the war situation becomes any more serious and vinyl production far wax falls to a drastic low, the diskery is prepared with several formulae to meet any existing situation which could hamper production of the 45's.

### MPCE Hunts

• Continued from page 16

Cohn, of Seligson and Shields, and Jules Nassberg—both insurance firms—and the American Federation of Labor have been contacted for pension plan suggestions.

The MPCE had asked for a pension plan in the last contract negotiations, and the members suggested that the pluggers come up with a concrete plan. Fred Moritt, MPCE's new attorney, who was re-elected as State Senator from the 11th Senatorial District, Brooklyn, has set the pension plan idea as one of his first objectives for the union.



### 10 AMERICANS COLLECT FROM FRENCH 'ASCAP'

NEW YORK, Nov. 11.—Possibly 10 writer-members of the American Society of Composers, Authors and Publishers (ASCAP) belong to SACEM, the French performing rights society. SACEM pays them direct for performances earned where SACEM has jurisdiction and where SACEM collects from other foreign societies. American members include Irving Berlin, Dave Stampfer, Gene Buck and the Harry Von Tilzer estate, who joined before ASCAP was founded.

The French society is celebrating its 100th anniversary this year. It was the first, and is considered the model writers' society (see other story). For one, it pays writers two-thirds and publishers one-third of moneys collected. SACEM, it is said, is eager to admit important writers from all companies, in the interest of international prestige and strength. ASCAP, on the other hand, prefers to restrict membership to Americans, and rarely admits writers of other nationalities.

### S&S Speeds Sked

Continued from page 16

terial from Tin Pan Alley and from cartoon flicks. The new release includes such titles as *Who's Afraid of the Big Bad Wolf*, *Ferdinand*, *Little Lulu* and *Funny Little Bunnies*—all from cartoons. Other sides carry such pop matter as *Peter Cottontail*, *Jing-a-Ling*, *The Noise Song* and *Icka Backa, Soda Cracker*. The new releases will be especially grouped on a large-size transcription for spinning by the nation's 250 kiddie jocks.

#### Publishing Field

S&S also threatens to become involved in the pop publishing field thru its literary properties. Timesmith Cliff Friend has already been commissioned to cleft six tunes based on Little Golden Books. The diskery is cutting all of them and negotiating with pop publishers to take over their exploitation. One ditty, *Icka Backa, Soda Cracker*, by Leo Israel and Larry Clinton, has already been turned over to Howie Richmond's *Cromwell Music*.

The company, whose six-inch disks are turned out by the injection molding process, now plans to test a line of 10-inch disks in the fall of 1951. Prices will be determined by market tests. With the current line aimed at tots under seven, the larger disks will attempt to reach a broader age range.

Talent employed in most of the Little Golden cutting includes Anne Lloyd, the Sandpipers (the Texaco Quartet), Gil Mack, Audrey Marsh and musical director-arranger Mitch Miller. The latter doubles as pop artists and repertoire chief for Columbia Records.

### Music-TV-Film

Continued from page 16  
contract. CBS and ABC have already strongly indicated they want to produce TV film. The other networks, it is felt, must do the same if the system of network production and packaging—as it exists in AM broadcasting—is to be maintained.

The factors working against an easy settlement are various, and it is perhaps sufficient to point out two. Firstly, networks admit that whatever Petrillo gives them in the way of a deal, he will have to make available to the indies. Therefore, if Petrillo drops his royalty demand with the regard to the networks, he may have to drop the proposal with regard to the indies.

Secondly, can Petrillo afford to drop the royalty philosophy? Certainly not, if he can help it. The AFM chief, at the June convention of the AFM, presented the first film-TV contracts to the membership as a major victory. Too, this royalty philosophy, if projected into the future—when much of the film output will be made for both TV and theaters—actually means a royalty on sound track. The stakes are very high and will be relinquished only under duress.

## Dailey Sets Flanagan on College Segs

NEW YORK, Nov. 11.—When Ralph Flanagan opens his return engagement at Frank Dailey's Meadowbrook December 19 for two weeks thru the Christmas and New Year's holidays, the fast-stepping orator will be assured of playing to no less than a thousand people each night for the length of the engagement. Dailey, who has successfully been selling private parties as a special service, to date has lined up deals with students of 19 colleges for the Flanagan engagement and expects to seal deals with at least three more schools before the playing time. Flanagan is currently busy expanding his library to include the anthems of the schools due to be represented at the Meadowbrook.

Schools lined up to date include North Carolina State, Georgia Tech, Syracuse U., Cornell, North Carolina, Princeton, Michigan, Duke, Brown, Colgate, Lafayette, Bucknell, Lehigh, Rutgers, Williams, Wesleyan, Dartmouth, Amherst and Pennsylvania.

### "Wanderer" Wanders Thru East Club Route

NEW YORK, Nov. 11.—Balladeer Murray Phillips, "The Wanderer" who has been appearing on Eastern TV outlets (he's currently audience warmer-upper on the NBC Jack Carson show) is carving out a circuit of club date bookings in Eastern States. He recently played at the banquet of the United Jewish Appeal, Quakertown, Pa.

Phillips, an ex-sailor and a teacher of Spanish and physical education in the New York school system, reports the opportunities for folk artists at Eastern club date functions have measurably increased during the past year. The brighter picture, he says, stems from the heightened popularity of folk music brought to the people via disks and personal appearances by Burl Ives, Rich rd Dyer-Bennett and other top talents.

## AUTRY ON COL. COMBO KIDISK

NEW YORK, Nov. 11.—Columbia Records is teeing off a new picture-book kidisk album series with Gene Autry at the Rodeo. Package, which is set to retail at \$3.40 is a two-record, 10-inch unbreakable set, done in a dialog-and-song format pegged on the Autry rodeo.

Hard-cover album, the back of which is an autographed photo of the singing lariatier, contains a 20-page picture book. Promotion will be oriented on the draw of the Autry rodeo. Set was produced by Columbia. Kidisk a 5c. topper, Hecky Krano. RCA Victor has been out with a picture book album of Roy Rogers' Rodeo for some months, reportedly doing well saleswise.

## Tour To Star Hackett, Wiley

PHILADELPHIA, Nov. 11.—Trumpeter Bobby Hackett, heading his own jazz quartet which is linked with the Columbia Record label, will split his billing with Miss Lee Wiley, one of the jazz greats of a decade ago among the swing singers, for a projected tour of the hot jazz dens. Hackett is holding forth on his own for a fortnight at Lee's Guber's Rendezvous here, but teams with Miss Wiley November 24 at the Blue Note, Loop hot jazz cafe in Chicago, where they remain thru December 7.

The tour will take the two to Toronto, Detroit, Boston and Philadelphia, with a wind-up engagement at Tony Colucci's Cafe Society Downtown in New York. Ernie Anderson is booking the nitery tour.

Miss Wiley comes in from the West Coast, where she has been singing the sound track for the Helen Morgan role in MGM's new production of *Show Boat*. Before going out on the tour, Hackett's four put in a waxing session for Columbia, with the sides slated for December issue. With Hackett are three rhythm men—Bob Casey, bass; Charlie Queener, piano, and Don Marino, drums.

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DOT #1012 "ST. LOUIS TICKLE"

"I GET THE BLUES WHEN IT RAINS"

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DOT #1003 "TREE OF LEVEL"

DOT #1011 "JESUS MET THE WOMAN AT THE WELL"

DOT #1004 "LET ME TELL YOU ABOUT JESUS"

"DEAR LORD, LOOK DOWN UPON ME"

"SAVIOR, DON'T PASS ME BY"

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# NIGHT CLUBS-VAUDE

## OUCH! AVERAGE ACTOR MAKES ONLY 2G YEARLY

### AGVA Study Shows the Kids Still Hungry, Waiting for the Big Break

By Bill Smith

Continued from page 1  
or standards are concerned, is \$75 a week. That takes in the week-end jobs which pay about \$20-\$30. Theater jobs have a higher average, but that, too, is leveled off by the number of girls working in lines in the Music Hall and Roxy. Girls get about \$70 in these houses.

Club dates in the New York area are fairly good, tho the life of a club date performer is seldom more than two years. By that time he's been seen so often that his value drops. Incidentally, breaking into the club date field is a

## AGVA Again Puts Axe to Celeb Nights

NEW YORK, Nov. 11.—Celebrity nights at cafes have again been outlawed by the American Guild of Variety Artists (AGVA). The clamp-down will go into effect November 19.

The latest bait was the result of a hassle between Dario, of La Martinique, and AGVA over a celeb night show put on at the spot Sunday (8) night. AGVA insisted that all acts get one-seventh of their established salary, and Dario demurred. If Eddie Davis, of Leon and Eddie's, can have Sunday night celeb nights, Dario asked, why couldn't he?

Final Upshot

The final upshot was that neither Leon and Eddie's, La Martinique nor any other club will be permitted to have acts work for free any longer. In the case of Leon and Eddie's, however, spot payed acts a one-show minimum. But even that has been ruled out by the talent union.

Where acts do go on and get one-seventh of their established weekly salary, AGVA insists that the money be turned over to them. It will then issue its own check to the performer for the amount due them.

## PHIL. AGVA ASKS AID VS. DUNN

### Levels Charge at National For Dropping Buyer Levies

NEW YORK, Nov. 11.—Another ring-around-the-roy involving the upper echelon of the American Guild of Variety Artists (AGVA) developed last week as the result of AGVA's dropping the \$5-\$25 bite on talent buyers and substituting for it a 1 per cent salary bite on members.

Dick Jones, Philadelphia AGVA rep, whose branch proposed the talent buyers' charge, Henry Dunn, union topper, and others "deliberately and maliciously . . . sabotaging the wishes of the convention by a 'dereliction of duty' for not following thru the 'convention's directive.' The charges were placed before the Associated Actors

## Liquor Ops Ready To Rap Speaks

PHILADELPHIA, Nov. 11.—Retail Liquor Dealers' Association of Pennsylvania served notice on speakeasies and the one-man private club operations that it intends to use all its power in an all-out war on the illegal outlets in 1951. When State Legislature convenes in January, licensed dealers taking in the tavern, restaurant and nightery owners will ask for new measures to cut down on the number of speakeasies and one-man clubs which operate after-hours and Sundays.

tough proposition. Those who make the grade make enough each week to bring their earnings to livable standards. This doesn't include the standard acts and names who make as much money out of club dates on one week-end as they make on full week jobs in cafes or theaters.

A Sam Levinson, for example, gets \$1,000 a shot and can do five to 10 a week.

A minimum of \$125 weekly around Chicago apparently makes that area a good place to work. Actually, that is far from the truth. Chi is top-heavy with strip joints, some using as many as 10 strips on each bill and each one gets \$125. With some 60 strip spots in action against only about eight non-strip clubs, the average seems to be higher than the national figure. There are six or seven theaters around Chi which include week-ends. Salary there is about \$350 for full weeks. City is a big club date zone, but the

customs applying in New York also apply in Chicago.

The St. Louis area is considered by AGVA the "worst show town in the country." It claims that most of the clubs are "joints," but even there the average is about \$50. The Municipal Opera running afire in Forest Park gives work to about a 100-person chorus plus principals. A couple of hotels in town pay well but not enough to bring up any regional average.

The poorest playing time on the West Coast is the San Francisco area. Town itself is dead, tho club dates are fairly good. Incidentally, the best club date area in the country is the Pacific Northwest. Minimus are about \$20, but there's plenty of work. Jumps, however, are tough. Acts need cars to get around.

The Coast proper, including L. A. and Hollywood, has about 45 cafes paying an average of \$90 at the better spots and around \$50 for

(Continued on page 42)

## DEEP HOLE DOWN DEEP SOUTH

## Beach Clubs in Miami Book Negro Artists for Season

MIAMI BEACH, Fla., Nov. 11.—The long existing barriers against Negro performers working or living on the Beach will be lowered another notch the coming season when at least two clubs will start rolling.

Alan Gale, with his new room on Collins Avenue, will start off with Sarah Vaughan, Fimmie Rogers and the Terry Brothers. Following show will have Peg-Ley Bates and Thelma Carpenter, with additional acts now being dickered for. The biggest name so far, Billy Daniels, was bought by the Copa Club, and various fishing trips are being attempted to get Lena Horne, Billy Eckstine and similar attractions to come down.

So far, with the exception of Daniels, the other names have refused the Beach offers. In some cases it is unavailability; in others it is a reluctance to work in discriminating areas.

The first breach in the local discriminating laws was made by Barry Gray, in the season of 1947-'48, when he disk-jockeyed out of the Copa. He brought the late Bill Robinson to the mike, and followed it with a chat-chat with Bill (Ink Spots) Kenny. The first Negro act to actually work in a Beach club were the Step-Brothers, who appeared at the Beachcomber with the Martin and Lewis show in 1949.

The problem of housing Negro

## Extra Added

Brief but important night club-vaudeville news

### New York:

Frankie Laine goes into the Copa some time in January. . . . Paradise, latest to start bidding for names. . . . Lena Horne is probably out of the Copa; refuses to do three shows. . . . Herman Hover (Ciro's, Hollywood) has a new gimmick—a "Ciro hall of fame awards." Newspapermen will be judges. . . . Al Kelly, now d-d—doctor of double talk—awarded him by Gagwriters' Institute. . . . Contract between Martin-Lewis and MCA has a rider that if AGVA rules against MCA in contract hassle the money advanced to the team will revert to the agency. . . . Paul Brady (ex-carson and Bixby) and Roberta Wynne have teamed up as a new act, "Paul and Roberta Brady," working around Detroit. . . . Martin Natals, now operates Barney Gallant's club. Opened a new Rose Room, booked by Jean

(Continued on page 43)

## Danny Davis Dead at 53

MIAMI, Nov. 11.—Danny Davis, joint op of Kitty Davis's theater-restaurant, died in his sleep Wednesday night (8) of a cerebral hemorrhage.

Davis, who was 53 years old, had a varied career on Miami Beach. Coming from Chicago before World War II, he and his wife, Kitty Davis, opened the Kitty Davis Airliner and made it an immediate success. During the lush days of the spot, Davis played acts who, subsequently, became the biggest names in showbiz.

Davis was a firebrand. He tangled with acts and competitors. His rep was such that many corries

(Continued on page 43)

## FOR WHOM THE AD LIB TOLLS

PHILADELPHIA, Nov. 11.—B. S. Pulley, who has been duking between the Guys and Dolls musical revue and the Little Ratskeller niter, finally attracted the show's producer, Ernie Martin, to the ringside to catch his after-show performances without the inhibitions and restraint of the legit theater.

When Pulley came over to the table after his act, Producer Martin gulped out: "You're great, Pulley, but please, don't ever ad lib in my show!"

## Buying Ups Receipts

WASHINGTON, Nov. 11.—Higher purchasing power is finally hiking niter receipts. It was indicated this week as Commerce Department announced a 3 per cent September jump in the take of the nation's drinking places. The gain over August was five times that scored by eating-drinking places lumped together.

The September gain over a year earlier for drinking places was 3 per cent, but for the first nine months of 1950 total receipts were 4 1/2 per cent from the comparable 1949 period.

The September gain over a year earlier for drinking places was 3 per cent, but for the first nine months of 1950 total receipts were 4 1/2 per cent from the comparable 1949 period.

## FLESH COMING BACK TO TWO OLDER HOUSES

### Boston Scollay, Detroit Capitol Into New Shifts

NEW YORK, Nov. 11.—Two houses which have been without stagings for periods ranging up to 20 years will put back flesh on a spot basis.

A Scollay Square Theater, a nabe house in Boston, which hasn't had any live shows for nearly two decades, will open November 22 with a package headed by the Duke Ellington band. Show will carry four-five acts; Howell and Bower the only one lined up so far.

Capitol Theater, Detroit, will also give shows a whirl when it opens November 17 with Illinois Jacquet and band plus acts for a week. Two weeks later the house will play Duke Ellington.

Both the Scollay Square and the Capitol, tho independently owned, are booked by Harry Levine, of the Paramount chain. Paramount shares ownership with the Scollay Square.

Paramount also planned to reopen the Olympia, Miami, shortly after Thanksgiving Day. But so far no notice of reopening has been received at the booking office.

## Casablanca Sets 1st Show

MIAMI, Nov. 11.—The new Casablanca Hotel, now being erected on the beach, will start off the season with Gloria DeHaven January 17. Next act to follow will be Patu Page, who's opening date is February 31.

Hotel, one of the lushest on the gold list, tried to get Judy Garland for the preem, offering \$15,000, but there was no deal. Spot will have one of the biggest cales in the area, a 400-seater called the Moroccan Room, and is expected to be one of the biggest talent buyers in the area.

Casablanca, a member of the local hotel association, has been included in the American Guild of Variety Artists' (AGVA) unfair list. It is expected, however, that hotel will clear itself before the opening date.

## 2 New Shows Lift Stem Gross to 378G

NEW YORK, Nov. 11.—New shows at two of the first-run presentation houses lifted the total grosses for last week to \$378,000 against the previous week's \$361,000. The theaters responsible for the rise were the Paramount and the Strand. The Roxy, however, is still the champ. It keeps on rolling along racking up the king-sized grosses.

Radio City Music Hall (6,200 seats, average \$123,000) exited with a poor \$98,000 for the *Miswear Story*. Walter Dore and other acts. New show, reviewed this issue, has King Solomon's Mimes, Phil Foster, Bobby Brandt and Virginia Sorrento.

Roxy (6,000 seats; average \$62,000) rolled into its fifth week still going strong. With *All About Eve* and *Martha Stewart* and the *Blackburn Twins*, the show pulled in a juicy \$99,000 for its fourth frame after already racking up \$90,000, \$115,000 and \$100,000 respectively for the preceding weeks.

### Capitol Up 5C

Capitol (4,827 seats; average \$43,000) went out with \$49,000 after two weeks of *To Please A Lady* plus Billy Daniels, Luba Malina and Pupi Campo's band. New show has Tommy Dorsey band, Rory Calhoun, Jackie Gleason and *Devil's Doorway*.

Paramount (3,654 seats; average \$10,000) opened in good style with \$70,000 for its first period with Ames Brothers, George Kaye, Tex Beneke's band and *I'll Get By*.

Strand (2,700 seats; average \$41,000) had a fairish first week of \$45,000 for Henry Youngman, Carol Bruce, Al Morgan and *Rocky Mountain*.

Palace (1,700 seats; average \$18,000) finished with \$18,000 for eight-act bill headed by Rex Weber and *Southside 1-1000*. New bill, reviewed this issue, has Irene Bordoin, Dick Buckley, six other acts and *The Fireball*.

## Due Bills Hit Philly Scene

PHILADELPHIA, Nov. 11.—Due bills, issued to cover advertising charges, have invaded the night club field for the first time here. Dave Lodge Poster Advertising Company here announced, "We are now able to offer you due bills for two of the largest night clubs in the city: the Latin Casino and the Little Ratskeller."

Both rooms are center-city spots and both have placed their sales appeal on outdoor billboards of the Lodge Poster Company, which has sold boards to many niteries in the past. It was the Lodge firm which sold niterery owner Frank Palumbo on the idea of using the outdoor billboard in New York to advertise his Click niterery here.

# Night Club Reviews

# Vaudeville Reviews

### Empire Room, Palmer House, Chicago

(Thursday, November 3)  
Capacity 500. Price policy \$1-\$1.50 cover with \$2 minimum. Shows at 8:30 and 11:30. Publicity, Freddie Townsend. Production and executive books, Merrie Abbots. Estimated budget, last show, \$7,300. Estimated budget this show, \$4,300.

House has a good package, headed by Liberace, who's reached the perennial fave class here. Liberace has molded new bits like a sock pianistic medley from South Pacific and a punkish What's Better Than Love into his classy presentations. Unfortunately, he still insists on singing difficult melodies like September Song when his thin voice is suited only to light material. As was the case his last time in, diners saluted his offerings with salvos.

Martha Wright, making her Chicago debut, does some measure up to par of fem warblers booked here. Her voice falls between the standards of opera and pops. A strawberry blonde, her looks are strong enough to carry her if she gets better material than her *Lovely Town* and *Kiss Me Again* offerings. Earned okay response.

**Presents Strong Novelty**  
Merrie Abbott has come up with another strong novelty in *Laurette* and *Clymas*. Pair does some biting satires, explaining fully what they are attempting before their numbers. The blond fem has a low voice that carries a bossy intonation, which should be removed to make her patter more effective.

The Merrie Abbott Dancers could use some new production numbers. They are going into their second four-week show, using a pair of revivals. Eddie O'Neal's ork cut a good show.

Johnny Sippl.

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### Tabarin, Paris

(Tuesday, October 26)

Capacity 1,000. Price policy, \$1 to admission. Operator, Auguste Boac. Publicity, M. Meiraud.  
The tourist season is over, the Tabarin had plenty of Americans and locals in the house as well, at the show caught. Its two-hour show by Pierre Sandrin has been running for over a year.

Tagged *Reflections*, packaged mixes sentimentality with top performances and plenty of nearly nude girls. First half is called "Howe" using a bedroom, bathroom, garden, living room, and library sets. Marcel DuPont, director, and Erte, who designed sets and costumes, did a good job. Fabulous costumes are usually more breath-taking than the kids who wear them.

In the garden scene a young girl danced around three husky male statues in the moonlight. The statues must be made of cement because she climbs all over them without knocking them down. The figures are nude except for strategically placed fig leaves.

**Woodrow Clicks**  
One of the best is the balancing act by Woodrow, who juggles a top hat, cane and cigar, then clamps the cigar between his teeth and balances the hat on it. Next he tosses away the cigar and juggles three top hats with machine-gun speed, moving them so fast from his head into the air that they seem to be floating. He got the biggest hand of the show.

The library number is the most expensive-looking part of the show. In it there is also a little dance by Lela, called *Alcohol*, depicting a French version of a lost week-end.

The second half of the show featured more singing and dancing with ample display of costumes and bosoms. It wound up with a circus production built around an animal trainer and girls dressed like panthers, tigresses and ponies.

### Paradise, New York

(Wednesday, November 8)

Capacity 150. Price policy, \$2.50-\$3 minimum. Shows at 8:30, 10:30 and 11:30. Operator, Paul Schuster. Booking, executive, Publicity, Ed Weber. Estimated budget current show, \$1,750.

New show did a sneak opening Wednesday (8) night to obviously small biz, tho it shapes up as a fair commercial bet once it starts rolling. Actual preem is set for Friday (10) when better biz is anticipated.

Show has Hal Fisher on top with Frank Stevens, Bobby (Tables) Davis and a Jeannette Hackett line (8) giving it body, stretch out and sight value. Fisher, who hasn't been caught in many years, comedy emcees in the traditional manner. In his own spot (he works with his wife, Laura), he works slow and easy, with good results. His panto bits are little gems, particularly his drunk and lighthouse things.

Stevens, a wavy-haired, good looking tenor, showed a pleasant voice and selling style with his choice of standards, ending with *Sorrento*. The audience warmed quickly to him.

Tables Davis started with his hoofing routine, then went into his chair-table teeth-lifts. As usual, the short lad got the ooohs and ahs, plus rousing mitts.

The Hackett line was surprisingly good for a ready-made package. The kids, most of them lookers, did three numbers, each with sufficient precision and appropriate costumes to hold attention.

Show was cut in okay fashion, considering talk-over rehearsals, by Ned Harvey's band.

Bill Smith.

### Club Lido, Paris

(Monday, October 30)

Capacity 1,000. Producer-director-operator, Pierre Louis-Querin. Booking, William Morris Agency. Last show, \$7,000. Estimated cost, this show, \$5,000,000 francs.

The Lido is one of those places that ops dream about. It is jammed all week, with almos; everyone a champagne buyer. Current show, \$20,000,000 francs, runs two hours. It opens with the Bluebell Ballet Dancers, followed by Bela Kreml, who does a juggling act with three hats and a cane, closing with the three wooden blocks. He looks and works well and gets a good hand.

The production, *Rhapsodie in Gold*, as one of the best ever caught

(Continued on page 44)

### Capitol, New York

(Thursday, November 9)

Capacity 4,077. Price, 50 cents-\$1.50. Four shows daily. Executive, Richard Lee's chain booker, Sid Pirmanoff. Producer, Allan Zee. Show played by Tommy Dorsey ork.

Marquee-wise, the current layout figures to draw well. Once inside the crowds won't be disappointed, but they won't see a sock show, either. Sporting a new band (three rhythm, five trumpets, five reeds two trombones), Tommy Dorsey is still a crowd pleaser. Opening with Berlin's new *It's a Lovely Day Today*, Dorsey intord trumpeter-vocalist Johnny Amoroso, a good looking youngster with a fine, big voice. Later did *So Long Gully* and *The Song Is You*, getting fem ooohs and aahs and a real big mitt. Number 2 spot went to Serge Flash with his standard rubber-ball juggling that never fails to amaze and sell.

On next was the sexiest-looking hunk of whistle-bait that either the Dorsey band or the Capitol stage has seen in a long time. T. D.'s latest chirp, Francis Irvin, is a tall, bosomy, red-head who doesn't have to sing a note to get a hand. That she can actually stay in tune and tempo with the band is strictly an extra added. Singing *Everybody Wants to Go to Heaven and It's So Nice* To Have a Man Around the House, she stopped 'em. Dorsey followed with a Charlie Shavers trumpet solo on *Dark Eyes* that displayed some fine horn technique and built to a sock finish.

**Calhoun Next**  
Rory Calhoun, brought on by ex-Cugat chirp, Lita Baron, in a duet failed to impress with patter or vocalizing. Gal warbled *All My Love*, bringing in Calhoun for duets on *El Cambachero*, *I Didn't Slip and Fall* and *Peace Pipe*.

The gal looked fine; Calhoun's manly stature intrigued the fems, but film names need more than rep to sell here.

Closing the show was Jackie Gleason, who worked with Dorsey, Clarence Stroud and four other guys playing straight. His "split an infinitive" routine with Stroud was slow in building, but finished with yooks. The bit with Dorsey didn't get across even if the band yucked it up good. Best of Gleason's routines was the French *Foreign Legion*, tho it's better suited to clubs. The Dorsey band, hastily assembled for this date, did a fine job of show backing, displaying a good beat and clean section work.

**Pic: Devil's Doorway.**  
Joe Martin.

### Radio City Music Hall, New York

(Thursday, November 9)

Capacity, 6,300 seats. Price range, 50 cents-\$4.50. Four shows daily. Executive booker, Leon Leonoff. Producer, Russell Markert. Show played by Radio City Symphony Ork, directed by Raymond Paige.

The current staghaw is full of the customary Music Hall production tricks, plus an ingeniously devised opening ballet, with choreography by Florence Rogge, that was as magnificent as it was delightful. Cast included a moving performance by Robert Devoy, who played a sensitive Pierrot to Patricia Bowman's flirtatious jeune fille. Scene was an outdoor garden, set to Schumanns *Les Papillons*. The entire corps de ballet, costumed appropriately as butterflies, moved thru the number with eye-filling grace. The scrim was effectively used in the number.

The second, set to Rubinstein's *Romance*, was replicated with 12th century, rainbow-hued costumes, with choral backing by the house glee club and duet work by June Gardner, soprano, and Michael Guida, tenor.

### Foster Comes On

Out of this splendor the pace made a rapid switch when Phil Foster, lugging a mike, came on in one. His Brooklynian reminiscences started the jammed house. It gradually warmed up to pay off its scattered yooks. It seemed apparent that much of the audience was bewildered. (Since last caught Foster has left and George Conley filled in.)

Show returned to traditional lines, tho the big finale with the always satisfying Rockettes was used as a tally to the two acts who preceded them. First on in this

(Continued on page 45)

### Chicago, Chicago

(Friday, November 3)

Capacity, 4,700. Price policy, 50 to 90 cents daily. Five shows weekdays, six shows weekends. House booker, Harry Levine. Show played by Jerry Blesser and the house band.

Arthur Godfrey's second edition of Talent Scouts stands way over No. 1 for two reasons: Billy Gilbert and Bill Lawrence. Gilbert is the major difference. He does a better emcee job and his in-between patter tops the late Col. Stoopnagle. Gilbert should do more personals. He's strictly a homefolks guy with plenty on the ball, his fluent comedy intros molding show into a smooth unit.

The ovation given Lawrence indicates his solid draw. Only hitch in his stint was his rigid walkman, which may be eliminated with more experience. However, he socked across standards and pops.

**Show Opening Slow**  
Show opened slowly with two sub-par acts. Banjoist Johnny Gergler needs better format to match his good plucking. He was noticeably nervous. Statuesque Jessica Haist has a voice, better suited to music halls and concerts than a vaude house. Her selection and treatment of two standards was over patron's heads.

Show went into high gear with Joe Foreman, ace impressionist.

(Continued on page 44)

### Palace, New York

(Thursday, November 9)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily: five week-end. RKO chain booker, Dan Fienberg. Producer, Dan Dennis. Show cut by Don Albert house ork.

Current show has a couple of good spots, tho the poorly paced others made the entire show suffer. It opened good with the Four Angels (two girls; two boys) in some fancy balancing and hand-to-hand work. Act was dressed very nicely; the girls in black velvet lights, the boys in white mess jackets. Group went thru some sensational holds, consisting of three high-balancing, double bridges and ingenious harness holds, finishing to appreciative hands.

The Turner Twins kept up the pace with some listenable two-part warbling, plus a well conceived routine. Gals, both blond and with eye-appeal, opened with *Big Brass Band From Brazil* and then into a medley from *Annie Get Your Gun* in rapid-fire fashion. Their comedy closer with bits earned them solid milting.

**Morey and Eaton Okay**  
Morey and Eaton worked smoothly and well. Harry Eaton straighted for Dorothy Morey's (Mrs. Eaton) comedy for good laughs. They added plus values with the aid of their two Mexican Chinahuatlas, finishing well ahead.

Duval's (magicianry also kept the

(Continued on page 44)

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Hocus-Pocus of Magic and Magi by Bill Sachs

HARRY BLACKSTONE tossed a surprise bombshell into the ranks of his numerous magic friends in Chicago last Tuesday afternoon (7) when, with little fanfare and virtually unheralded, he marched down the aisle of Chicago Temple, Chicago, to take unto himself a new bride in the person of Mrs. Elizabeth (Betsey) Ross, widow, of Tucumcari, N. M. The pair met two months ago while taking treatment for an asthmatic condition at the same Southern health spot. When Blackstone arrived in Chicago early Tuesday (7) with his prospective bride, he called his good friend, Dr. Harlan Tarbell, to announce that he would be married that morning in a Chicago judge's chamber. Dr. Tarbell begged Harry to postpone the event to permit arrangements for a church wedding that afternoon. Blackstone acquiesced, and Doc Tarbell went to work on arrangements, calling up the CHI newspapers and contacting all magi in town to be present for the ceremony. Everything went off like clockwork with the Rev. Charles Ray Goff, of Chicago Temple, officiating. Dr. Tarbell was best man, and Kay Glem, maid of honor. A host of magicians and their wives, residing or playing in the Windy City, were present for the ceremony, which Tarbell described as "truly beautiful and impressive." Doc Tarbell tendered the newlyweds a wedding dinner and theater party, after which they left for Mexico City for their honeymoon.

MRS. HARRIET DOWNS, wife of the late King of Koins, T. Nelson Downs, is in St. Thomas Mercy Hospital, Marshalltown, Ia., with complications, according to word from Harry E. Keaton, Detroit magic enthusiast, who urges that old magic friends drop her a line. Cecil also reports that E. W. Shows, veteran member of the International Brotherhood of Magicians, is mending from a recent heart attack at his home, 541 North Detroit Street, Kenosha, O. Another recent heart attack victim, according to Cecil, was Paul Siegal, Chicago trixster, who is resting at his home, 10553 South Sangamon Avenue, that city. ... Laurie Ireland, Chi magician and magic dealer, after three weeks in a hospital is recuperating at his home, 804 South Wesley Avenue, Oak Park, Ill. ... Sir Edwards (Ramon LaRue) has again signed with the International Harvester Company to present his magic-mental turn out of Memphis starting January 3, 1951. ...

LUCILLE AND EDDIE ROBERTS this week hop back to the Mount Royal Hotel, Montreal, North Detroit Street, Kenosha, O. Another recent heart attack victim, according to Cecil, was Paul Siegal, Chicago trixster, who is resting at his home, 10553 South Sangamon Avenue, that city. ... Laurie Ireland, Chi magician and magic dealer, after three weeks in a hospital is recuperating at his home, 804 South Wesley Avenue, Oak Park, Ill. ... Sir Edwards (Ramon LaRue) has again signed with the International Harvester Company to present his magic-mental turn out of Memphis starting January 3, 1951. ...

Radio City, N. Y. Continued from page 43 one was Virginia Somers, piano and voice. Gal, dressed in flaming red, used a low-register voice to sell a couple of standards. The revolving stage moved around again to bring on Bobby Brandt, who's played the house before. Brandt bowed pleasantly peering hooding act combined with mild tumbling for cold applause. As Brandt danced off the Rockettes came on for their big one. Picture, King Solomon's Mines. Bill Smith.

Chicago, Chi Continued from page 43 Youngster uses celebs like John Garfield, Lugosi and Karlhoff, the Dead End Kids and Pete Smith to score easily. His finale audience milking was only sour note. Time Short Maria Neglia, young Italian fiddler, who's worked here before, did only two numbers but hands indicated she could have done another pair. The Beachcombers, with Natalie, formerly with Johnny Long, have a harmony singing group that should get video brass oging. Three boys and glamorous Polyneesian gal are tops visously and musically. Marshall Eisen, local cocktail single, needs a simpler bit than his New Yorker-ish burlesque of a Wagonette opera. Altho the edgewent over the heads of about 80 per cent of the audience he walked off to fair mitt. His trick bosom and funny hat bit is good for vaude. Pic, The Toast of New Orleans Johnny Sippel.

Club Lido, Paris Continued from page 43 here. The models, from the waist down, in golden costumes trimmed with red plush. As they parade around, Ted Lawrie, American singer, comes on as a gypsy, backed by 20 gypsy fiddlers. Number uses two covered wagons drawn by burros Thruout the production Bill Weber, George Reich, Michel Volinoff and Jack Miller, ballet boys do wild dances around Annie Cordy, production singer. As the lights dim, the wagons filled with gorgeous nudes with just enough showing pass thru for big hands. The Four Step Brothers were outstanding here. Another highlight was the Texas number, with Ted Lawrie and Annie Cordy. Abe Goss has opened on the Kane Circuit at the Mayfair, Dayton, O. ... Tom Phillips, B.A.A. prexy, is mourning the loss of his granddaughter, Barbara Mallon, 9, killed October 29 in an auto accident while driving to church with her dad in Berea, O., near Cleveland. Her long a featured strip on the circuits, leaves the Moulin Rouge, New Orleans, after eight weeks

Palace, N. Y. Continued from page 43 The Three Rays showed a fair tumbling precision act, too pretty dull comedy. Gals, costumed in okay fashion plus a little flash, leaned mostly on their pratfalls and knock-about bits. Their quipke take-offs of the Ritz Breviers, The Stooges, etc., were poorly sold. The kids need plenty of coaching in timing before they can do comedy. Irene Bordoin in the six spot, worked as well as ever, even if she no longer looked as good. Accompanied by Arnold New, piano, singer teed off with her familiar Something About Paree; then a pop, La Vie En Rose, and into a comedy number, Don't Believe What They Say About the French. Latter got laughs and hands, adding up to a fine walk-off payola. Slow Take From then on, the show went down, largely the fault of Dick Buckley. He came on in a brown shirt and business suit and three or four strictly local lines that only a showbiz crowd could understand, and then went out front to pick his contestants. Usually, Buckley's method gets quick co-operation. This time he sweated it out for about 10 minutes before he got anybody on. It showed everything to a wide extent to the confusion, he brought up a Negro. Considering that Buckley's ventriloquist turn calls for Amos 'n Andy stuff, his choice showed embarrassingly poor taste. Don Fransero, balding trapezist, affected by the poor showing of Buckley ahead of him, failed to register. Working on a high rigged bar, he came on in Spanish costume and went into his act. Beginning was slow—so snappers, a series of front and back fall-aways, got little more than scant attention. Pic, The Fireball. Bill Smith.

Burlesque Bits by Uno

VICKE LESTER is convalescing in Milwaukee from a recent eye operation. ... Grace Reed has joined her husband, Billy (Zoot) Reed, at the White Swan, East St. Louis, Ill., after doing straight on the circuits. ... Stanley Montfort and Murray Briscoe, straight men; Joe DeRita and Bobby Morris, comics; Allen Cole, vocalist, and Darryl Orlando, feature, have closed at the Rialto, Chicago, to open at the Desert Inn, Las Vegas, Nev., with "Minsky's Folies" November 14. Montfort is also doubling as stage manager. ... Attending the funeral services for Fred Block, former Mutual Circuit exec, November 3 at Riverside Chapel, New York, were Dave Ferguson, William Degen Weinberger, Abe Lastfogel, William Morris Jr., Al Jaller and Ruth Bernstein, representing the Jewish Theatrical Guild of which Block was one of the founders; Bill Brandell, Sam M. Lewis, Sig Schever, Harry Delf and Sam Lewis, of the Friars; Harry Hershfeld, Joe Browning and George Leffler, of the Lambs; Arthur Rosefield, Cy Seymour and Morton Back, of the Variety Club; and Johnny LaFerra, Mrs. Tillie Schlechter, Mandy Kay, Phil Coscia, Mac Koler, Leon Kramer, Lou Hearn, Harland Dixon, Emmett Callahan, Andy Rice, Jean Bedini, Lou Grosner, Max Wilner, Frankie Wheeler, Sam Wachel, George Marx, Eddie Fox, Harry Jackson, Eddie Parks, and the deceased's nephews, Jack, Sid, Lester, Haskell and Sam Block.

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Sides and Asides

Brief but important legit news

Tix Fight in Flux

The hassle between local ticket brokers and the Show-of-the-Month Club remains in the crucible stage. The Committee of Theatrical Producers (CTP) recessed a meeting last week until Thursday (16) before making recommendations to the League of New York Theaters (LNYT) for final approval by the Ticket Code Enforcement Authority. Reports to date have some producers favoring the allotment of 25 per cent of orchestra pews to brokers for the first eight or 10 weeks of a show, with a subsequent increase to 50 per cent. The tickets would have to be bought by brokers in advance and would carry no return privilege. Actors Equity reps on the rode authority might not go along with this notion, unless such an agreement included sharp teeth for rigid enforcement. The primary object of all concerned is a system fair to everybody, without bringing back the old evils of "buy" system, although some feel that a return of the latter with proper modification wouldn't be so bad.

"Long Days" Near

Davis W. Snow's play, "The Long Days," which had a silt try-out at Westport, Conn., will be sponsored for Broadway by a new producing team, Peggy Tait and Temple Buell. Rehearsals are scheduled to start in December under direction of Martin Manulis. Florence Reed will repeat her tryout role in the New York production.

"High" News

Powers Moulton, Daily News staffer, has written a comedy titled "Sky High," which will be unveiled by the Journeymen, a co-operative drama group made up of working newsmen and women, at the Provincetown Playhouse, January 2-7. George Fillella will stage it.

BROADWAY SHOWLOG

Table listing Broadway shows and their performance times. Columns include show titles and performance counts.

Million "Time"

Total gross for "The Happy Time" passed the million-dollar mark last week. In a forty-week run, the comedy in addition to paying off its production out of \$38,000, has racked up profits of something over 150G, or about five times the original investment. With a pie sale still in the offing, "Time" should keep backers as happy as the play.

"17" Cleffers

Walter Kent and Kim Gannon are whipping up the tunes and lyrics for the Sammy Lambert-Milton Berle musical version of "Seventeen." The team promises to make complete delivery by December 15. The producers want to get into rehearsal by the first of the year. Alec Templeton had been hiding down the composer's slot, but extensive concert commitments interfered.

210G "Wedding"

"The Member of the Wedding" cost \$75,000 to unveil last January. To date its pay-off has reached a total of \$210,000. Coproducer Robert Whitehead announced last week the most recent melon, a split of \$22,500.

Cullman in ANTA

Howard Cullman was added to the directorate of the American National Theater and Academy (ANTA) at a board meeting Monday (8). Cullman replaces Times critic Enoch Johnson, who resigned because he must review ANTA productions.

No TV in Fulton

The City Investment Company, which operates the Fulton Theatre, wishes to deny recent reports that the house will be recast to TV. The Fulton will continue to be dedicated to legit.

Paris Tero Stars Play de Chaillot

PARIS, Nov. 11.—Nuits de Ballets, a program of solos and duos by local terping stars, presented by Jean-Marie Grenier and arranged by Jean Laurent, played at the huge Palais de Chaillot October 31 and was repeated Tuesday (7). Seats sold from \$1 to \$2. The production is one of a series of presentations of classical music and dance by serious artists in Paris who pool their talents for the occasions. Their work is so well-known that any production by Grenier is usually a sellout in advance.

The first part of the program, called Homage to Tchaikovsky, consisted of four pas-de-deux and one solo. Boris Trilline soloed selections from Swan Lake, and paired with Genevieve Lespagnol in an item from the Nutcracker Suite. Nikita Tain appeared in two duets, the first from Nutcracker with Andree Degas, and

"Out of World," "Guys-Dolls" Hug Philly, Rake Big Takes

PHILADELPHIA, Nov. 11.—Although it's a sellout for its three preem weeks here with s.r.o. for this its second frame, reports have it that producers Lemuel Ayres and Saint Subber are not going to take Cole Porter's Out of This World into New York just yet. World opened Saturday (4) at the Shubert, after cancelling one benefit performance at a late hour Thursday night, but going thru with benefit previews on Friday night and Saturday matinee before the official premiere (see review in this issue). The musical is slated to stay on until November 25. Three-week sales, before opening curtain, reached about \$100,000, to make it a virtual sellout sight-unseen. However, despite the scramble for tickets and the newspaper reviews, reports have it that the pro-

BREAK-IN SCORES CHICAGO

Ampl. in the Park... Yes No Cost Per... Chicago Theater... 1 3 25 (Opened Saturday, November 4) Meno-America, Ann Masters... Carred billetly along an image of delightful... Tribune, George Castile... They will either have to take it out and shoot it, or call a smart blue pencil in surgical consultation... Sam... Robert... Add: so to so much film-film in spite of the most... Near, Sydney Harris... He G. B. Shiffan... He could even tolerate... before our eyes to make a present, if not memorable... PHILADELPHIA The Golden State... Yes No Cost Per... Without St. Theater... 1 1 50 (Opened Tuesday, November 7) E. E. R... While pirating acting is nearly... Inquirer, Henry... Once started, his people are entertaining and his... has a certain business...

Stagehands' Row Still Unsettled

NEW YORK, Nov. 11.—Some progress in two out of three sectors was made this week toward a settlement of the stagehands' demands on employers in legit, operatic and TV fields. The union met Wednesday (8) with Metapers Association reps and followed thru Thursday (9) with similar preliminary negotiations with TV network execs. Further meetings are scheduled for next week, Wednesday (15) with Metopera and Thursday (16) with video.

No direct contact has been made to date between the union and the League of New York Theaters, the legit managers org, since the strike vote was taken last October (22).

DRAMATIC ROUTES

Ampl. in the Park... Chicago... Bless You All (Shubert) New Haven... Boston... The... Comp. Back, Little (Shubert) Kansas City, Mo... Opera Co. (Ford) Baltimore... Golden State (Walnut St.) Philadelphia... International Opera Co. (Shubert) Buffalo... The... East in the Stars (Royal Northern) Chicago... South Pacific (Shubert) Chicago... The... Louisville 18 (Ryman and) Nashville 18 (Auditorium) Memphis 17-18... West, Mass (Blackstone) Chicago...

the second Blue Bird with Marie-Louise Didon. Two newcomers, Claire Som... (Continued on page 46)

Downing Accepts Post On ANTA Fund Drive

NEW YORK, Nov. 11.—Helen Hayes, president of the American National Theater and Academy (ANTA), announced at a press conference Wednesday (8) that Robert W. Downing, president of the City Investigating Company, has accepted the chairmanship of the organization's major fund-raising campaign. ANTA is chartered by Congress to promote interest in legitimate theater on a national basis; it is not subsidized by federal funds, and the money for its projects must be raised via private and public appeal.

There are three major objectives. First come funds for the purchase and equipment of the country's first voluntarily supported theater, the ANTA Playhouse (formerly the Guild Theater). Earlier this year ANTA was able to take title to the building via \$70,000 which was privately advanced. The advance was made with the understanding that a subsequent public campaign would be instituted to complete the purchase and make necessary improvements. This will entail a capital investment of some \$780,000. Next is the establishment of a national post-graduate theater - nendemy, which calls for 25 scholarships for post-graduate students at \$1,000 a year each, or a total \$225,000 investment over a three-year period. Thirdly, to extend ANTA's special services to theaters over the country. This would include funds for the sponsoring of professional touring troupes, creating new audiences, technical advice on new theater projects, etc.

No Prediction Yet In accepting the assignment, Downing said that he could not predict exactly how much money would be needed. The first step, he said, is to pay off the mortgage on the theater, since the property is fully worth the price, and the move will enable ANTA to get on a permanent self-supporting basis.

The public launching of the drive will be made at the ANTA Theater ball on New Year's Eve at the Plaza Hotel, but bids for advance gifts will be made to individuals and corporations thru December to defray costs of specific improvements to the Playhouse. New rehearsal and audition sta-

Westport Appeals Assessment Action

BRIDGEPORT, Conn., Nov. 11.—Westport Season of 1950, Inc., operator of the Westport Country Playhouse, filed a Superior Court appeal this week from an emigration contribution assessment levied against it by John J. Egan, administrator of the Connecticut unemployment compensation law. The assessment was issued, according to the complaint, last September, for the second quarter of 1950. It was based, the corporation says, upon wages of \$11,998.08, showing an employer's contribution of \$323.95, with interest of \$4.86 due. The appellant claims that the assessment was based upon a mistake on the facts.

dios, a casting room, wardrobe room and individual orchestra chairs or sections will be marked as memorials in the name of such donors or in memory of whomever they designate.

Miss Hayes pointed out that "every public cause in the past has depended heavily on those of us who work in the theater. Now we are asking co-operation for a campaign of our own. It is the first time we have passed the hat."

Current plans call for the use of the Playhouse for a maximum number of hours Mondays will be given over to children's play afternoons to lectures and concerts, and evenings will be devoted to new plays and revivals by outstanding talent.

Miss Richmond Leaving Equity

NEW YORK, Nov. 11.—Equity council has prevailed upon Ruth Richmond, veteran executive secretary of Chorus Equity, to take a three-month leave of absence with pay in lieu of accepting her immediate resignation. Miss Richmond had had doctors' orders to stop work entirely, or at least take a long rest. A spokesman for Equity said yesterday (10) that the interim would be used to break in a suitable assistant in her duties and that he was sure that Miss Richmond would return to at least complete such training at the end of her leave.

Council also voted an appropriation of \$500 annually for 10 years to establish a hospital bed as a memorial to the late Paul Turner, Equity's first attorney. The actors' fund will administer the gift.

"S. P." Still Stem's Best

NEW YORK, Nov. 11.—After a year and a half, it is a pleasure to report all things as right as rain at the Majestic. As of last Tuesday (7) night the house was packed to its ultimate quota of standees and everybody appeared to be having as fine a time as when the first curtain raised on South Pacific back in April, 1949. The cast seemed to be having just as fine a time, too, which is likely a reason that Pacific always appears to come up to every pew-sitter's expectations. Also, it is evident that Messrs. Rodgers, Hammerstein, Hayward and Logan keep a wary and watchful eye on the Stem's prize musical baby and check continuously against the possibility of the slightest let-down in production. Obviously, such attention pays off. The show runs like clockwork and every piece of original business is meticulously maintained.

It would be gilding the lily to beat the drum again for Mary Martin. The Donaldson Award voters picked her as the Stem's best musical comedy actress for the 1948-49 season, and as far as this reporter is concerned she still is. It will be a sad day when she calls it one on that South Sea island. It is also hard to think of a better replacement for Ezio Pinza's pliant than Ray Middleton. His performance is patterned on his predecessor's and yet completely his own. He manages to project the robust middle age character calls for and has developed a splendid French accent, and neither on acting or vocal qualifications does he leave anything to be desired.

In support there are still splendid contributions from two other Donaldson Award winners, Juanita Hall and Myron McCormick. William Tabbert and Betta St. John still charm as the tragic lovers. Martin Wolfson and Harvey Stephens continue to uphold the honor of navy brass. And in the pit Salvatore Dell'Isola still bats the ultimate thread melody out of the wonderful Rodgers score.

Things are very bright indeed at the Majestic. A reporter almost wishes something would slip, so that he might have something to carp about. Bob Francis.

Out-of-Town Reviews

THE GOLDEN STATE

(Opened Tuesday, November 7)

Walnut Street Theater, Philadelphia

A comedy by Samuel Spewack. Staged by the author. Setting and lighting by Lester Pollock. Costumes by Grace Maucan. First and second violins by Jacobson. Presented by Bella Spewack.

CAPT. Josephine Hull, Johnny Brando, Frank Toddell, Henri Beckman, Polly Rowles, Ben Laskland, John Randolph, Lou Polan. Street Theater, John Hudson and Robert Pike. Partial to Philadelphia in presenting their individual or collective efforts, the Spewacks have pressed their local luck a little too far in this instance. As a result, there's that feeling of emptiness engendered by The Golden State which is similar to the emptiness which the characters on stage must have experienced when the back-yard gold bubble created by the record bursts both face and hope. And like the stage players whose hopes are raised so high by the finding of gold under foot, perhaps the playgoer is too hopeful when the Spewacks are concerned.

In substance, State is a characterization, rather than a comedy, of people and manners. All are real and certainly plausible. Spewack puts plenty of words in their mouths—too many words in the first act—but his people never get around. As a result, his play is rather devoid of action, which makes it stiff and stilted when building to a comedy situation. And while Spewack falls far short from his intention, State has plenty of reason for being if the author can give it the right words and proper movement. For, instead of fading their fortune in that "golden State" of California, his people find themselves. They prove that to their own satisfaction. And if they can ever convince the petholders, State may have more reason for survival.

Cast Stimulating. While there is little in the play and its playing to stimulate any real run, it's the cast that makes possible to carry on beyond the slow and tedious first act. Any warmth and chuckles projected are due solely to the capabilities of its players.

Foremost, of course, is the lovely Josephine Hull, who wells across her soubriquet of "first lady" among comediennes. As a native daughter of California who runs a rooming house for Hollywood hopefuls, while waiting for her phony Spanish claim to the land to be adjudicated, Miss Hull's perennial optimism in the goodness of mankind makes all her blundering and imaginative excesses easy to take. Just as heart-warming is Ernest Truex as the desert, red gold prospector, who is just as optimistic that he'll strike pay dirt.

While both dominate the doings, there are plenty of other likable odd denizens living in the household, and all are well with the words at hand. Jocelyn Brando is a car-hop wedded to John Randolph, a bottled-water salesman. Lou Polan is the bankrupt manufacturer turned would-be songwriter, and Polly Rowles is his wife, who helps the touseledding by selling hand-painted ties. Ben Laskland is a paroled embezzler whose new mining company falls foul of the law because it is illegal, apart from being dishonest.

The Spewacks are set on bringing State to the Stern following its local run. But such haste is more than risky, unless yeoman effort meanwhile is put on script repairs. Maurice Ordenker.

Legit Kicks Off

Continued from page 1. eight-week series of 30-minute documentaries on the theater, probably featuring name stars.

Spearheading the campaign will be an organization called the Theater Council of America, headed by playwright Robert E. Sherwood, which will function on a national basis, with regional groups participating in key cities. Figures in government, industry, social agencies and the arts will participate in the program.

The campaign will be financed by L. M. T. with its new public relations director, Gerald Goodie, in executive charge. Other details of the program will be announced next week.

OUT OF THIS WORLD

(Opened Saturday, November 4, 1950)

Shubert Theater, Philadelphia

A musical comedy. Book and lyrics by Cole Porter. Book by Dwight Taylor and Reginald Lawrence. Dances by Henry Hays. Settings and costumes by Lemuel Ayres. Music arranged by Descriptive Music. Press representative, George and Dorothy Ross. Musical director, Pembroke Davenport. Overall direction by Agnes de Millie. Just presented by Lemuel Ayres and Saint Subber.

CAPT. William Redfield, Priscilla Gillette, William Eythe, Frank Milton, George Bernard, Janet Collins, Peggy Ree, Charlotte Greenwood, Barbara Ashley, David Burns. Hay Harrison, singing, dancing and dancing ensemble.

It must have been purely faith in the strength of a Cole Porter score and the recollection of the Saint Subber-Ayres hit Kiss Me, Kate that hyped the record advance sale their newest ops enjoyed here. On paper, when you add a Charlotte Greenwood as the leading light, it is easy to understand an unsuspecting public mobbing of the box-office for Out of This World.

It's also easy to understand the overworked Amphyrion legend about celestial Jupiter teaching a mortal bride that the physical presence of a husband in bed may be improved upon—which just about sums up the book, if it can be called such. But what is difficult to understand is that it shouldn't take the combined genius of a Cole Porter, plus a Saint Subber, plus a Lemuel Ayres to know better.

If World is intended to be the more recent's answer to Mike Todd's Deep Sleep, then it may be recorded that the mission has been accomplished admirably. World is certainly overloaded with half-dressed and almost undressed males, and just as many females who are just as much over-dressed. However, Porter has welded spicy and sophisticated words to their feet, and sultry, Score is embellished with some 20 items which are either toe-tlingling or smart to the ear. However, their effectiveness is gained chiefly from the efforts of the band in the pit rather than from the stage. For while all the players are most personable in their stints, they are actors first and not nearly as strong on the song-selling. Chalk up Use Your Imagination as the show's No. 1 hit, altho the lyrics preclude the possibilities of many tune cuties from reaching your radio sets.

Not only is the book devoid of a story that can be satisfactorily spread over two acts, but it literally cries for comedy relief. David Burns, as a fugitive reeler king hiding out in an Athens suburb, tries nobly but in vain in face of no material. Miss Greenwood also has little to play around with as June, wife of the cheating Jupiter, and all her steps into her own fate in the proceedings with a Nobody's Chasing Me lyrical soliloquy. For once she's on her particular long-armed and long-legged beam again—a saving grace for all concerned.

In the lavish settings provided, the only sparkle created is in the dance patterns of Hanyu Holm, with a special nod in the direction of tiny Janet Collins, a septia maid whose exotic and sensuous interpretation of "Lamour" between the man-god and the maid-mortal is something to behold and stop a show.

William Redfield as the prankish Mercury; Priscilla Gillette as the lovely Helen who gets her treatment laid up in best Freudian fashion while honeymooning in Greece; William Eythe, the honeymooning husband more concerned about his newspaper reporting chores; George Jongeyans as Jupiter, and Barbara Ashley as the Lovemore Chior, all appear to be plenty capable for what is asked of them as long as too much singing isn't involved.

In sum, sumptuous staging and dressing can never make up for bad balance and pacing. World packs what it's got into a first act which boils up to a torridly sexy prance finale, which touches the borderline of sheer offensiveness. All thereafter is anti-climactic. The production is a dud, a big business on the Stern, but unless radical adjustments are made here, it will be a big disappointment. Maurice Ordenker.

THE MAGISTRATE

(Opened Wednesday Evening, November 1)

Brattle Theater, Cambridge, Mass.

Face by Arthur Wing Pinero. Directed by Peter Temple. Assistant director, Richard Hudgins. Costumes by O'Hearn. Costumes by Penelope Gardner. Lighting by Carson Randall. General manager, Peter Temple. Press representative, George Campbell. Stage manager, Carson Randall. Presented by the Brattle Theater Company.

Bette Tomlinson, Doris Blackney, Cita Parrington, Wilson Hall, Sylvia, Charles Polk, Popham, Canada Humphrey, Agatha Fowler, Sylvia Stone, Mr. Parker, Arthur Treacher, Mr. Bullington, Ed Pierson, Charlotte Verinder, Margaret Althean, Adolphe, David Brown, Achille, Biondi, Paul Ballantyne, Colonel Lodyan, Peter Temple, Captain, John, Inspector, Hester, Paul Starr, Sgt. Harris, John Lovell, Wormington, Richard Baldwin.

While Brattle Theater Company is lending the talents and some of its players to the Theater Guild for The Relapse, currently wending its way toward Broadway, another squad is having a comical local romp in Pinero's creaky old farce, The Magistrate. None other than Arthur Treacher, England's gift to high comedy in America, is adding his adroit skill in the title role.

The adjective "Victorian" has become an epithet, rather than a compliment. But calling Magistrate a Victorian farce by no means belittles its antic humors. Rosty may be, but it offers a wonderfully kind of haphazard entertainment for those who enter into its spirit.

High Fun

It is all highly improbable fun. Treacher plays the title role of an English judge who marries late in life and only belatedly learns that his stepson is hardly the mope he expected. The young blade leads him into a night of sport. And at the same time his wife becomes involved in an effort to keep the secret of her age. All, including the judge, wind up in court early on a gray morning, and the judge sentences him to a week's imprisonment. The complications continue, varied and intricate, until only a playwright's license can extricate any of his players.

In the interim everyone's had a lot of fun, and Treacher has had an acting field day. He runs away with all honors. The Brattle company give him solid, if pedestrian, support. But his comic turns—a flip of a leg, a double take, a long-drawn face—send the audience into convulsions.

The production, ably staged by Peter Temple, who also plays a major supporting role, is another in the Brattle company's long list of unusual revivals. It's not much of a play, but it certainly is entertainment. Bill Riley.

Paris Terps Star

Continued from page 45. bert and Jean-Pierre Martino, made their debut in Premier Rendez-Vous dance-patterned by Yves Brioux.

In addition to the tulle-and-tighters, a talented young violinist, Elaine Magan, soloed with Marie-Louise Devion in Theme. The symphony orchestra was bated by Rene-Pierre Chouteau.

Best of the evening came in program's second stanza which boasted originality and color. Genevieve Lespagnol was called back to repeat her naive interpretation of La Guarterana by Gerera. The ballerina gave the satire of the awkward charm of country dancing a wonderfully skillful interpretation. Janine Charral and Serve Peretti contributed a further excellent account of themselves in Giselle.

Two dance poems were likewise offered. Jean Laurent read La Fontaine's "The Young Widow" while Marie-Louise Devion interpreted the lines in dance without orchestral accompaniment. Laurent also read A. de Musset's Adieu to a Parisienne while Andree Degas interpreted the lines. Degas has a pert projection and was especially good in this dance as well as in the comic Cock-Walk by Debussy.

The producers made use of no formal scenery. Curtains, backgrounds, plus an occasional prop served more than sufficiently for excellent atmosphere. Arthur Rosset.

Off Broadway Opening

BROADWAY

(Opened Friday, October 27)

Lennox Hill Playhouse

A play by Philip Hurling and George Abbot. Directed by George Abbot. Presented by the Lennox Hill Playhouse.

Nick Verdis, Ludwig Roth, Roy Lane, Alan Stevenson, Elizabeth Moore, Sylvia Pfingler, Roger, Bill Dancy, Press representative, Dorothy Storm, Production management, Brien Zarbaska, Al Wurde, Gene Walk. Presented by the Equity Literary Theater.

The old piano in the first act and is probably more amusing now than when it was done originally. Broadway brings back the flapper chorus girl, the bootleggers and their wars and the corn of the old song and dance routines. A gangland chief plays around with a young innocent nitery chorine who is the comic's gal friend. The baddie murders the head of the rival gang, is accused by the comedian before a detective but gets off the hook when the innocent lies. But the gangster gets his comeuppance when another chorine, the murdered gangster's girl, kills him with a trusty splicer. The comic and his gal get back together again, and everyone lives happily thereafter.

The cast go thru their paces with nary a hitch, but special credit for the smoothness of production is due to an excellent crew, which handles the fantastic number of light and sound cues to perfection. However, the stage team must not be slighted. Even with a high over-all batting average on good performances, the cast still has some stand-outs. Leading the league are Leonard Yorr, Patricia Shay and James Vender, all giving in excellent jobs. Others running are Ludwig Roth and Pamela Duncan. The rest give good readings and proper "Turbulent '20s" atmosphere.

There's been a lot of hard work on this initial ELT production, and most of it's to the good. However, a few missteps in casting, occasional static staging and some cast uneasiness mar an otherwise good directing job by Leon Astin. Pictorially speaking, Patience Perry's sets and Dorothy Crossan's costumes are excellent.

Broadway is a fine beginning for the ELT season. Past years have revealed some lull, but if future production units keep their eyes on this one and try to meet its mark, the record this year ought to be clean. Dennis McDonald.

Private Label TV

Continued from page 10.

to 14 per cent. One dealer advantage, however, lies in his ability to operate a profitable installation and service department. Most chains farm out their service, netting a much smaller profit.

Constant Supply. While the shortage of components has undoubtedly affected the private label program of many department stores, the larger chains are confident that they will be able to maintain a constant supply of video sets. Among the larger outfits using private labels are Allied Stores, Sears, Roebuck, Affiliated Retailers, Associated Merchandising Corporation, Montgomery Ward, Cavendish Buying, and Spiegel. Some of the largest suppliers of private label sets are Philharmonic, Bendix, Wells-Gardner, Tele-King, Starrett, and Neck.

While private label costs are intriguing to the smaller TV dealers, most are convinced that they cannot merchandise sets under their own names except in rare cases. Department stores, with the aid of budget-cutting, are building strong public confidence, and it fairly simple to set a set carrying the store name.

Broadway Opening

THE LADY'S NOT FOR BURNING

(Opened Wednesday, November 8)

Royale Theater

A comedy by Christopher Fry. Staged by John Gielgud. Setting by Oliver Messel. Company manager, Charles Mullen. Stage manager, Alison Colvin. Press representative, William Keefe and David Tree. Presented by Atlanta Productions (The Theater Guild, Tenent Productions Ltd. and John C. Wilson).

Richard Burton, Richard Burton, Thomas Menap, John Gielgud, Alison Elliot, Penelope Montagu, Nicholas Davis, David Drott, Nicholas Davis, Nora Nicholson, Humphrey Denon, Leona Leish, Hebble Jordan, George Howe, Janet Jourdan, Pamela Brown, The Casanova, Peter Bull, Edward Tanserocoom, Eliot Makeham, Matthew Skippa, Ems Perry.

The much-heralded The Lady's Not for Burning by England's current bright boy-of-the-theater, Christopher Fry, has arrived at last. Let it be reported that it more than lives up to the promise predicted by a reading of its script. It unveils as a pretty special brand of delightful foolery, but by the same token it will require a pretty special kind of audience to savor its delights.

It is not that Burning is in any way pretentious or obscure—far from it. But its period is Elizabethan, and it is penned in soaring blank verse, a combination from which an average pew-sitter ordinarily shrinks away. Also it is strictly a conversation piece, embracing very little action, and beside the beholder who lets attention wander for a minute, Burning calls for the closest kind of attention. However, for those who appreciate wit and wisdom, doled out in nip-ups that range from ribaldry to stately verse, more broadly commercial fun-making, and Fry's satiric comedy is completely rewarding. What that man can do with the English language is a caution.

It must also be pointed out that while Burning concerns the affairs of a discharged 15th Century soldier of fortune, who is misanthropically bent on getting humiliated and, and a young lady condemned for witchcraft for no better reason than that she talks French to her people and invites her peacock in for Sunday dinner, Fry's approach is consistently modern. The highest flights of Elizabethan eloquence are cross-checked with rickety modern poppy twists, as the Ben Jonson had somehow called in Russell Crouse and Howard Lindsay for collaboration. The device asks for a few-sitting mental gymnastics, but has plenty of chucklesome sham.

John Gielgud has staged Burning with style, and the ex-soldier gives him an opportunity for half a dozen changes of pace—from bravura swaggering to the quietness of high comedy. It is a splendid piece of work.

Co-star Pamela Brown's witch-who-really-isn't justifies all the nice things that were said of her when she was here three years ago. She is completely captivating, and her diction is a tonic for Fry's verse. In support, Eliot Makeham's chaplain is a gem, and so likewise is Esme Percy's drunken rhapsodist. Actually, the whole cast is practically flawless. If there is a weak spot, it is in Nora Nicholson's delivery. Some very funny lines fall to her share, and they are not always audible.

With all the rest of its blessings, Burning has been beautifully backgrounded by Oliver Messel. With a tidy nest egg of over 110G via Guild subscribers and orders and theater parties, it should be able to get along nicely until its kind of audience hears about its virtues. There should be plenty who will beat the drum stoutly for it. Bob Francis.

New Tint Tube

Continued from page 10.

was issued October 31, five years after Dr. Bramley applied to the patent office.

According to Dr. Bramley, the tube is particularly suited to CBS color and makes the system all-electronic. Altho it is a single cathode ray tube, the scientist described it as "a primary black-and-white tube plus a color anode ray tube." Immediately upon receiving the government okay, Dr. Bramley notified the director of research at Peter G. Goldmark, Goldmark, however, claims not to have heard about the Bramley patent.

## Pasadena Moonlight Operation To Neschkes; Biz Shows Rise

PASADENA, Calif., Nov. 11.—Moonlight Rollerway here, which had been scheduled to close for conversion into a bowling alley, has been taken over from owner R. E. Perkins by Clifford E. Neschke, its former manager, who will operate it with Mrs. Neschke under a 10-year lease with renewal option, it was announced this week.

## "Vanities" Sets New York Date

NEW YORK, Nov. 11.—Skating Vanities, the roller extravaganza, will make its first postwar stand in metropolitan New York this season, it was announced by producer Harold Steinman. The engagement will be at Westchester County Center, White Plains, February 15-18, just before the east shoves off for its European tour. Steinman says that due to limited seating capacity of Westchester Arena, a sellout each night will be necessary to break even. Sentiment, numerous requests from residents of New York City and desire to crack a market which previously had not supported the show are reasons given by Steinman for his decision to add White Plains to the schedule.

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## Roller Rumbblings

L. L. Stoyton's Elms Skating Rink at Eaton, O., reopened October 22 with regular scheduled skating sessions scheduled for Sundays, Tuesdays and Thursdays. Remaining nights of the week will be devoted to parties, dancing or skating.

Barbara Alspaugh was one of the figure skaters to help in the Rollerland—WXLW Community Chest benefit at Rollerland, Indianapolis October 30. Entertainment by rink regulars and by the WXLW staff was presented.

Flint Park Rollerade, Flint, Mich., operated by Mr. and Mrs. Earl King, held a Halloween party October 31. Event featured prizes for costumes. Rollerade recently drew 200 skaters with its annual outdoor weller roast.

## Borreli Arena Farewell Party

GLOUCESTER CITY, N. J., Nov. 11.—The hum of skate wheels will be heard for the last time at M. D. Borrelli's Rollarena Recreation Center here Monday (18) when the operator stages a farewell party for skaters who have patronized the rink since it began operation in 1937.

Borreli, who also owns Sunset Beach Ballroom at Almonesson, N. J., where he contemplates construction of another rink, at a later date, has sold the Rollarena to factory interests.

Food and refreshments will be served at the Monday party by Borrelli as a token of his appreciation for loyal patronage for 13 years. Borrelli has extended a special invitation, via advertisement in the local press, to old-timers who "met at the rink, married and have families today."

## ARENAS AND AUDITORIA

Paul von Gassner, head instructor for years at the Rye (N. Y.) Ice Club, has been named to head the ice and roller teaching staffs. Ice assistants selected by von Gassner are Murel Pack, a veteran Olympic star Audrey Pepp. A summertime position for a roller instructor is open, plus several jobs as ice and roller attendants.

## Dance Competition Tees Off at Empire

BROOKLYN, Nov. 11.—Empire Rollerdrone, operated by Milk Duranc, teed off with a series of Thursday evening amateur skate-dance contests November 9 with a glide waltz event.

Empire contests, like ones that have been running Sunday nights at Park Circle Rink, are open to BSROA members and other trophies each time to first-place winners and medals to runners-up. Like the Park Circle set-up, each contest will be a complete competition. A different dance will be posted well in advance every week.

Johany James, pro at Park Circle, reports that skate-dance contests have hyped Sunday night biz considerably this season and most of last. Events draw an average of 20 teams (40 admissions that wouldn't be there otherwise) plus a sizable gallery of friends, and insure regular mention for the rink in the local skating press.

## Roanoke Skating Sold for \$87,500

ROANOKE, Va., Nov. 11.—The skating rink on Williamson Road, which drew protests from near-residents when it was in the planning stage, will go by the board in 30 days thru sale of the property. Raymond A. Ellis built the establishment.

E. P. Goodwin, president of Crystal Spring Land Company, which bought a large tract fronting on Williamson at the corner of Barkley Street, including the rink, said the building is being leased to Chesapeake & Potomac Telephone Company for a service garage.

The tract, which fronts 100 feet on Williamson, was bought for \$87,500 from Ellis. Goodwin stated.

## Canton, O., Building Situation Is Up-Dated

CANTON, O., Nov. 11.—"Get off my back, please," Charles J. Hostetter, Canton Repository staffer, wrote The Billboard this week, explaining that a recent story stating that he was in charge of booking for the proposed new arena here had misled him with letters.

"I don't mind a few letters like that, but I have a feeling that your wide readership will lead to a lot more of the same," Hostetter pointed out. "It wouldn't be so bad if I could refer the letters and letter-writers to someone else, but this is becoming ridiculous. Here's the situation: Our auditorium has no manager at present."

## Philadelphia Winter Events In Full Sway

PHILADELPHIA, Nov. 11.—Philadelphia Arena, managed by Pete Tyrrell, with a variety of attractions booked, promises to keep going strong for the remainder of the year. Season was launched in early October with the 11th annual return of the Hamid-Morton Circus sponsored by the LuLu Shrine Temple, followed by the run of Icecapades of 1950. The circus week, with full houses late in the week, made for a profitable booking.

Already booked for the remainder of the year at the 6,500-seat arena is the Gene Autry Rodeo, roller skating derby and the Ice Follies with a schedule of basketball, boxing and other athletic events making for solid bookings. Altho operated as a separate enterprise, the Arena owned by The Philadelphia Inquirer, also houses the WFIL-TV studios.

## Von Hagen Norw'd Skatery Bought by Bakery; TV Hurts

CINCINNATI, Nov. 11.—Ed J. Von Hagen this week announced the sale of his near-by Norwood (O.) Roller rink and surrounding premises for a "very attractive price" to the Pennington Bakery Company. The deal becomes effective December 8, ending a period of 14 years of operation for the rink which opened October 9, 1934.

Von Hagen gave television's stiff competition as his reason for selling. Von Hagen has no business plans for the future. First on the agenda, he said, will be a long vacation in Arizona. He does, however, intend to remain active in the United Rink Operators, and said he may be a candidate for the association's presidency when the group meets December 4 and 5 in the Sheraton Hotel, New York.

## Mineola Prize Layout

MINEOLA, N. Y., Nov. 11.—Earl Van Horn, operator of Mineola Roller Rink, offered prizes valued at more than \$300 for the October 31 Halloween party held at the rink. Six writ waches were awarded, three to women and three to men for the finest, most original and funnest costumes. In addition, \$30 in cash was awarded to children for costumes in like categories.

## Okla. City Season Opens Strong, Bookings Heavy

By Daphne (Dee) Pelt  
OKLAHOMA CITY, Nov. 11.—James C. Burge, former president of Oklahoma City Municipal Auditorium, this summer was named promotion manager for the Oklahoma Publishing Company (Oklahoma and Times), and Dee Fuller, formerly with Criterion Theaters here, took over as aud manager.

This was a smart move, as the publishing company's new promotion manager will head up the promotion for the newspapers' big shows, such as Milk and Ice fund presentations, which are staged in the building.

The fall season is a heavy one. It opened October 28 with the Sadler's Wells Ballet, which was sold out after seven days of newspaper promotion. James Melton followed on October 30 with Xavier Cugat in next, November 2. Other bookings include Grand Ole Opry, November 5; Polack Bros. Shrine Circus, November 7-11; Don Cosacchia Chorus, November 14; Red, White and Blue Revue, November 17-18, and Skating Vanities, November 21-26.

The aud is the newest in the Southwest. It was built and equipped at a cost of more than \$1,200,000. Designed for wide utility, the building has a Little Theater, committee rooms with stages, conference rooms, main auditorium, banquet hall and display mart. The main floor, which houses the auditorium, has a seating capacity of 6,000 and a completely equipped stage, 47 by 70 feet. Modern designing makes possible the removal of the elevated floor from the main part of the auditorium to clear 14,800 square feet of level floor space for exhibits (95 booths), dances or athletic events. Five hundred additional persons may be seated on the stage for basketball or boxing.

The Little Theater, equipped with small stage and double dressing rooms, occupies the second floor. It is used for conventions or gatherings not exceeding 1,000 persons, and is called the Hall of Mirrors because of the 300 square feet of mirrors on one wall. Oklahoma City's first complete television theater, operated by Station WKY, is also on the second floor.

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## R. R. RATES PUT DAILEY TRAIN IN SCRAP YARD

### Michaels Company Gets 28 Cars; No Showmen as Possible Buyers

By Tom Parkinson  
CHICAGO, Nov. 11.—The Dailey Bros. Circus railroad cars have been delivered to the Hyman Michaels Company, a major scrap metals firm, in the latest of a series of moves which can be traced to high railroad rates for circus and carnival trains.

An executive of the Michaels Company here said the first of the 28 cars was turned over to the firm at Gonzalez, Tex., Dailey's winter quarters, Tuesday (?). All of the train will arrive at the Michaels branch at Mattoon, Ill., near St. Louis, within a short time. He declined to reveal the price paid for the equipment.

#### All Rail Shows Threatened

The rail rates, which reportedly set back the Dailey org by as much as \$225,000 in its curtailed 1950 season, apparently threaten the entire railroad show field. Other circuses and carnivals are taking less drastic means to improve their chances of surviving the heavy charges, which have increased about 70 per cent since 1947.

Michaels' plans call for scrapping about a third of the cars at once. The remainder will be put up for sale to shows or industrial concerns. Significantly, the com-

pany spokesman said they had prospective buyers among industrialists, but apparently no showmen were interested in buying rail equipment.

The train consists of 15 flats, 7 stock cars, 5 sleepers and 1 private car. It was purchased from the Lone Star Circus Corporation. While this is the first time Michaels has bought an entire show train, the firm frequently has bought fewer numbers of cars from circuses and carnivals.

#### End of Dailey Climb

Sale of the cars marks the end of the skyrocket climb of the Dailey show as a rail outfit. Starting as a truck show, it switched to rails in 1944 and used 10 cars

at the outset. In midseason it added two more, and for 1945 it was on 15 cars. Austin Bros., a 10-car show, also was operated in 1945 by the present owners of Dailey Bros. Ben Devoport and Harry Hammill. For 1946 and 1947 Dailey used 20 cars. Five more were added in 1949 and in 1950 the show used 27 cars.

Unverified reports on the show's plans for 1951 are that it will be an 18-truck show, playing two and three-day stands under auspices. The title may be changed to Robbins Bros. Circus. It was reported. Completion of the Michaels deal also apparently ended rumors that two other circuses, now moving on trucks, were buying the Dailey cars.

## Atlanta Fair Signs C'cade; Pensacola Pacts R. American

### Double Loss for Johnny J. Jones; Chattanooga Expected To Switch

CHICAGO, Nov. 11.—Two switches by Southern fairs in the booking of Midwest carnivals occurred this week, with the Royal American Shows picking up the Pensacola (Fla.) Inter-State Fair as an added, tail-end date for their 1951 route, and Al Wagner's Cavalcade of Amusements signing the Southeastern Fair, Atlanta.

Midway attractions at both Atlanta and Pensacola this year were supplied by the Johnny J. Jones Exposition. The loss of the two fairs brings to three the total of fairs played this season by the Jones org which has signed other shows for '51. Two weeks ago the Missouri State Fair, Sedalia, which had Jones this year, signed the Cettin & Wilson Shows.

#### Georgia Dates Not Set

Mike Benton, president of the Atlanta fair, in wiring The Billboard that he had closed with the Cavalcade for '51, pointed out that the exact dates for the Georgia annual have not been set. The presumption is that they will be patterned to fit the Cavalcade's dates either going in or out of Atlanta.

#### RA's For Shreveport?

The Pensacola fair will add to the fair route of the Royal American Shows, which are expected to again have the longest fair season of any railroad show in the country. While the signing of the Louisiana State Fair, Shreveport, has

not been announced, it is regarded as a certainty. The Pensacola fair this year preceded the Shreveport annual, but the Pensacola dates will be moved back to permit Royal American to play the Florida event.

Indications are that the Chattanooga Fair, which had the Jones shows on the midway this year, will also make a change. Announcement is expected to be made early next week.

## Allentown Fair Nets \$41,794 Despite Rain

ALLENTOWN, Pa., Nov. 11.—Despite rain on three days of the Great Allentown Fair here this year, revenue was off only \$9,000 from record '47 receipts, and the season wound up with a net profit of \$41,794.35. Arthur W. Durner, treasurer, disclosed in his report to the board of directors.

Total receipts were \$184,775.70, with expenditures of \$142,980.85. As of October 31 the annual had a cash balance of \$32,000 following the payment of all current bills, improvements and maintenance costs.

#### Financial Success

Financial success of this year's fair was attributed by President H. M. Singmaster to the canvas cover over the grandstand stage, which permitted attractions to perform despite inclement weather.

Edwin Saeger, Stanley Swayer and Edward Meglahery were appointed a committee to draw up plans for modernization of men's rest rooms under the grandstand. Directors also authorized insuring the fair's buildings on a five-year plan, thereby saving \$1,500 over the previous annual basis.

## McGowan Strikes Out On Own as Specialist

CHICAGO, Nov. 11.—C. J. B. McGowan, for 14 years affiliated with Charles A. Lenz, outdoor insurance agent, announced this week that he is stepping out on his own as a specialist in handling outdoor amusement accounts. His son, J. E. McGowan, is affiliated with him in the McGowan Insurance Agency, which has offices at 175 West Jackson Boulevard here.

## SUN OIL WELL

### Horan Sets Nifty Video Flack Deal

NEW YORK, Nov. 11.—Irish Horan's Lucky Hell Drivers are in for some top-bracket flacking with the thrill unit slated as a feature in Sun Oil Company (Sunaco) commercials during the telecasting of pro football games beginning with the screening of the New York Giants-Chicago Cards tussle at the Polo Grounds here tomorrow.

Horan set the deal with the Hewitt, Ogilvy, Benson & Mather ad agency, representing Sunoco, and Lou Ergmann, acting for the agency. Network includes outlets in Cincinnati, Detroit, Indianapolis and Chicago, as well as the East.

Plugs consist of two commercials, one a four-minute flicker and the other a 90-second strip, both filmed at the 1950 Indiana State Fair by Wally Orr Productions, Philadelphia. Horan and Harry Wismer are commentators.

In connection with the initial shot tomorrow, Horan will team with Joe Hassel and Red Grange in a half-time interview.

Altho not confirmed, it is reported that Horan's participation will earn the showman a vast amount of gasoline and by-products in addition to the major publicity.

## DALLAS FIRE

### Fire Destroys Slinnetts' Famed Ride

DALLAS, Nov. 11.—Merry-Go-Round owned by R. J. and E. M. Slinnett on the State Fair of Texas midway burned here Monday night (8), insurance was believed to be about \$20,000, not enough to cover the loss.

Ride was the only one of its type. Its 72 hand-carved oak horses were made by German war prisoners during World War I. Two others were built at the same time. One burned at Santa Monica, Calif., several years ago, the other went down with a ship which sank on its way to England. Each of the horses was valued by the Slinnetts at \$750. Ride had been on the midway since 1923.

Crowd of about 5,000 watched the three-alarm blaze, which spread rapidly thru the structure and caught the wood top. Firemen were able to beat off flames threatening the Cotton Bowl Roller Rink, behind the ride, but the adjacent Tilt-a-Whirl, also owned by the Slinnetts, was badly damaged.

## Stebbins Ends Season With 40% Gross Hike

NEW YORK, Nov. 11.—Back at this headquarters here after six months on the road, stock and big car race promoter Walter Stebbins estimated his business this season at about 40 per cent over last year's mark, with separate turns at Cortland, N. Y., providing his largest individual fair and still date score.

Stebbins said he staged 13 weekly Sunday stock car events at Lockport, N. Y., from June thru October, with good results. Slated for next year is the night employment of the quarter-mile track within the half-mile oval at Lockport, according to Stebbins.

Cortland County Fair, August 21-27, gave Stebbins solid returns, as did a Decoration Day still date at that location. Early-season rains caused the cancellation of events twice at Cortland and at another still date, Honesdale, Pa. These rains held down the gross for the start, but the weather

## Houston Shrine Circus Biz Cut By Bus Strike

### Dailey Animals Spotted; Huber Injured in Fall

HOUSTON, Nov. 11.—A walk-out of bus drivers here was blamed for a dip in business for the annual Shrine Circus which opened November 1 for a two-week run. Average paid attendance for early days of the show was well below that of recent years.

Opening night and a subsequent matinee were full houses. A preview matinee for underprivileged children also was full. But others were running at about three-quarters of capacity.

The strike began on the second day of the show's run and coincided with the attendance drop. Traffic congestion and lack of parking facilities kept potential circus-goers away from the downtown area, it was believed.

#### Fritzie Injured

Fritz Huber, known professionally as the Great Fritzie, wire walker, was injured at the conclusion of his act on the first night when he fell 15 feet into the stands. Extent of his injuries was not determined at once by hospital attendants.

Program features Dailey Bros. Circus animals, including polar bears, worked by Rex Williams; lion, worked by Joe Horwath; and elephants worked by Norma Davenport.

Prof. George Keller's lion act also is featured. Other acts include Bruno Zaccchini, human cannonball; Les Idallys; Bogginos, Eriksons and Romanos Brothers, acrobats; Bob Cimse Troupe; Great Burton, balancing; Ernie Wiswell, atomic Ford; Arthur Henry's ponies, William Bushbom's Liberty horse, Hazel's ponies, Frauline Schmit's chimps, and Janet and Roberta's dog and pony acts. Clowns include Hipp Raymond and Jess Renner. Charles E. Kamp is general chairman and John L. Andrews is director.

## Stern Is Named Detroit Cele's Tech. Director

DETROIT, Nov. 11.—Plans for the 250th Birthday Celebration to be held here next summer took definite shape this week with the appointment of Alfred Stern as top technical director of the project. Stern, who has been a Broadway legitimate stage designer, was associated with plans for the Automobile Golden Jubilee held here four years ago.

Offices are being opened in the Veterans Memorial Building.

## San Francisco Skeds Repeat Of "Mile" Cele

SAN FRANCISCO, Nov. 11.—Plans are being made for the holding of the third annual Mission Miracle Mile Fall Festival next September. Joseph S. Ravinsky, Mission Street Merchants' Association (MSMA), announced.

Ravinsky also said that both Charles Teevln and Art Cranes, who directed most of the 1950 Mission events, will again be associated in staging the 1951 affair. Also scheduled next fall are a Mission Merchants' Thrift Week, the third Mission Maid Queen contest, a mammoth kiddies' day, mayor's banquet, parades and a gain fiesta lane midway to be located in the center of the Mission district.

This year's event was held as part of the California statehood centennial celebration and was one of the most successful affairs staged by MSMA. West Coast Shows were featured as a midway attraction and were set up on one of the business streets that had been blocked off to traffic.

## Baldwin Is Named St. Paul Boss

ST. PAUL, Nov. 11.—D. K. (Doug) Baldwin, assistant secretary, Minnesota State Fair, this week was appointed general chairman of the 1951 St. Paul Winter Carnival, January 27-February 4.

Baldwin will direct over 800 volunteer workers on 75 special committees in preparation for the carnival. He undertook the job as a civic venture and is not being paid. "My plan is to put the Winter Carnival on a business basis," Baldwin declared. "Once we can get it on such a footing there is no doubt that its present reputation as the leading winter fete of the world will be enhanced even more."

Baldwin's appointment was announced by Lambert S. Gill, president of Saintpaulites, Inc., Winter Carnival sponsor, which picks a king, Boreas Rex, and a Queen of the Snows to reign over the city during the festival.

In accepting the post, Baldwin said that plans already are in the blueprint stage which will make the carnival the "most different and colorful" in the city's history.

#### Much Honored

Formerly secretary and general manager of the Alabama State Fair, Baldwin is a past president of the International Association of Fairs and Expositions. During World War II he was director of Red Cross club and recreational activities under General MacArthur in the Pacific and was awarded the Medal of Freedom by MacArthur.

Gill said that over 100 separate events, a number of them new to carnival lore, will be introduced this year to symbolize the fight between Boreas Rex and Vulcanus Rex, the fire king, who traditionally vanquishes the king and queen of the snows at the end of the carnival.

## Huckstead Quits Peoria Fair Post

PEORIA, Ill., Nov. 11.—I. R. Huckstead, executive secretary of the Heart of Illinois Exposition here, has resigned that post, he announced this week. The 1950 fair, first to be held here in 20 years, was whacked by cold and rain on four days and nights and wound up with a net profit of slightly over \$100.

### 3000 BINGO

No. 1 Cards, heavy white, black back, 3 1/2" x 7 1/2". No duplicate cards. These sets complete with 1000 numbers. Each card, 35 words, 25,000 to cards, 24,750 cards, 24,500 100 cards, 24,250 200 cards, 24,000 300 cards, 23,750 400 cards, 23,500 500 cards, 23,250 600 cards, 23,000 700 cards, 22,750 800 cards, 22,500 900 cards, 22,250 1000 cards. All cards in Green, Red, Yellow or Blue. (See colored BINGO CARDS, No. 1, etc., \$100.00).

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Made in 10 sets of 100 cards each. (Played in 7 rows across the board, not to fold down. Light weight cards. For sets of 100 cards each. Each card contains 15 numbers.)

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White, Green, Yellow, Cards, postal card thickness. Can be returned or discarded. 1,000, size 3 1/2" x 7 1/2", \$1 per 100. 1,500, size 3 1/2" x 7 1/2", \$1.50 per 100. 2,000, size 3 1/2" x 7 1/2", \$2 per 100. 2,500, size 3 1/2" x 7 1/2", \$2.50 per 100. 3,000, size 3 1/2" x 7 1/2", \$3 per 100.

#### NUMBERED BINGO CARDS

White, Green, Red, Salmon, Yellow, For 100 2.00  
3 1/2" x 7 1/2" Thin, "Revolving" BINGO Sheets, 3 colors, size only, no pads, size 1 1/2" x 3 1/2" 1.50  
Flexible Markers, 1/2" Green, round or square, 1/2" diameter, 1/2" hole 1.50  
Smaller size, 1/4" diam., red or green, 1/2" hole, 1/2" diameter, 1/2" hole 1.00  
Adv. Check Pad, size 3 1/2" x 7 1/2" 1.75  
Cardboard Strip Markers, 1/8" per 100 1.25  
Rubber Covered Wire, 24" 2.00  
Claret Wood Ball Markers, Master Theatrical Service Label, 100 18.00  
Thin, Transparent Plastic Markers, Brown, 1/8" inch, per 100 1.50  
Flashlight, 7.5" Dia. BINGO Sheets, also 5" dia., very large numerals, 7 colors, loose, 1/2" dia., 1/2" hole 2.00  
Round White No. 7 Cards, 1/2" x 3 1/2" 1.00  
to 1 1/2" larger dia., 1/2" dia., 1000 to 10 1.00  
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Aldine Circus Buzzer, 1/2" dia., operated, complete with 75 Numbered "Play" Cards, 1/2" dia., 1/2" hole, 100, 100. 100. 100.  
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### RUBBER TANK FOR SALE

36" x 30" waterproof display tank used for one horticulturist's show-and-learn openers and 200 plants. Purchased from Clydesdale Tire and Rubber Co. of Akron, Ohio, at cost of \$2,375.00. SELLER: Dan J. Conroy, 1000 N. Franklin St., Chicago, Ill. Contact: Dan J. Conroy, 1000 N. Franklin St., Chicago, Ill. Phone: 2-4871.

## Cartooning, Sketching Break Showmen's Years

By Sam Albort

**ABOUT THIS TIME** of the year there is plenty of talk in Los Angeles about the annual banquet and ball. Talking loudest of all is M. H. (Mush) Ellison, who plans to give the members of the Pacific Coast Showmen's Association (PCSA) the affair of their lives at the Elks' Club December 16.

Ellison, as chairman of the 1950 event, will be responsible for the show, dinner, dance music and a general good time. While the committee will spend quite a bit of money staging the festivities, an eye will be kept on expenditures so that as much as possible can be returned to the club's treasury. This money will be used to carry out the association's charity program.

Ellison's past experiences have equipped him to handle the assignment given him by PCSA's president, Joe Krug. Ellison has been in show business, on and off, for 42 years. And during the few intervals he was away, he was never far from it or show people. His achievements in other fields include that of statistical draftsman, which he did from 1942 to 1947, for the air force, and cartoonist. In the latter field, he used funny incidents on various lots for his drawings, some of which appeared in *The Billboard* in the early '20s.

The work that he did for the air force was of a serious nature and was in direct contrast to the light side of life featured in his pen and ink sketches for *Puck*, *humorous Life*, *Judge* and other publications. However, the broad scope of life between these two extremes has affected upon Ellison. He can be serious and technical, especially on an expedient, or he can look at a situation and analyze it from a fun-provoking angle. Combine these two abilities and the result is the

(Continued on page 37)



M. H. ELLISON

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Phone wire or write for full, detailed details about this phenomenal money winning ride.

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## Storey Shifts To Cleveland

CLEVELAND, Nov. 11.—Wilson Storey has moved headquarters of his Pan American Theatrical Booking Agency to Cleveland from Sarasota, Fla., but will maintain a branch office in the latter city to service Southern trade.

Besides circus, fair, park and club bookings, Storey is specializing in European and Latin-American bookings. He announced the recent signing of the following acts for Latin-American circus appearances: Josephine Sternastini, high wire; Alex Konyot, high-school act; Beatrice Dante, clumps; and Mabel Stark's tiger act, for 12 weeks in Colombia with options. Loyal Repensky Troupe and Malikova, high wire, have been signed for a Mexico City date starting the end of December.

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A limited quantity of BIG ELI Whools will be built for 1951 shipment. All standard sizes will be available. Revised orders for BIG ELI Whools are now on file and others are pending. Due to present and expected future material shortages, only a limited number of additional orders can be accepted for 1951 Whool shipments. Write for descriptive material and Price List.

Model D-140 Eli Power Units will also be available for 1951 shipment. This unit is supplied at standard equipment with No. 5 and No. 12 Whools, and is also adaptable for use on other riding devices. Write for descriptive material and Price List.

Due to present material and labor conditions BIG ELI Wheel grates have advanced approximately 10%. The quality of BIG ELI Products has not been sacrificed. High quality workmanship and the best of materials have been built into BIG ELI Whools for over 50 years.

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Merry-Go-Round, 30 ft. machine with 20 jumping horses and 2 chariot-horse, khaki top and sidewall, pulled by Atlas-Chalmers engine. Price, \$5500.

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Mr. Phil Danietta of Syracuse, New York, writes: "The Merry-Go-Round has given us fine service, and is a very nice looking machine and I do like it very much." Note—Mr. Danietta's machine is a Teen Agee De Lux. Delivered this spring. We will maintain last season's price if possible. We do guarantee delivery because we have ample material on hand. Send your deposit today. Prices start from \$5,975.00 for a Teen Agee adult machine.

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**Fallon, Nev., Plant Sale Dooms Annual Grounds Disposal Stems From 1950 Loss of \$10,000**  
 FALLON, Nev., Nov. 11.—With the grounds of the Nevada State Fair being offered for sale to Churchill County, the decision virtually puts an end to the annual event as far as this city of 2,500 population is concerned. If the county does not buy the property, it will be appraised and offered on an open market.  
 Decision of the executive committee to place the fairgrounds and equipment on the market is necessary, said George D. Ernst, president of the Nevada State Agricultural Society, because of inadequate support from the State. The fair was unable to pay its prize winners \$6,657.09, and other obligations, including federal withholding, admission taxes and other accounts, also are outstanding. The total indebtedness is about \$10,000, Ernst told *The Billboard*.  
 The event has been receiving \$5,000 annually from the State and Churchill County contributed \$2,500 this year. Expenses totaled \$33,600.  
 Ernst declared that the annual had outgrown its facilities and financial support. If the fair here is abandoned, there is a possibility that one may be started in Reno, La. Vegas or Elko, all larger than Fallon. Fallon is 60 miles from Reno, which has been suggested as a location and where the race track facilities could be used. However, if moved, the event would not be under the sponsorship of the agricultural society.  
 Ernst added that several service clubs are interested in buying the site. The county, as yet, has not indicated any move toward purchase of the property.

**Page Org Closes Fall Circus Trek**  
 SPRINGFIELD, Tenn., Nov. 11.—Page Bros.' Circus, operated by W. E. Page, closed this week and returned to quarters of Page Bros. carnival here this week. The five-truck org opened October 21, following closing of the carnival, and featured Capt. Harrell's lion act. Page had announced plans for a six-week tour originally. He said the earlier closing was ordered so that he might attend several fair association meetings and the Chicago convention.

**Chico, high act, has signed for his 10th season with Boyle Woolfolk, Chicago.** Other new acts linked by the Chicago agency for next year's outdoor season include Will Wright, jugglers, and James and Dolly Conner's dog act... Miss Luxem, swaypole, and husband - manager, Harvey Earlin, have rented a winter home in Berkeley, Ind. Kayletta infers from her Whittier, Calif., home that she is planning to come to Chicago for the outdoor convention.  
 Louis Reis presented his electrical novelty act at the Electrical Exposition and Modern Living Show staged at the Pan-Pacific Auditorium in Los Angeles, October 20-29. Also part of bill were Les Charivels, comedy duo.

**Officials of the Chatotele (N. C.) Food Show booked in Watkins' trained chimps, and Sylvia Watkins' dogs and ponies for their event after seeing the acts at the Charlotte fair, despite the fact that the indoor show was skedded for the following week.** Watkins' chimps will open December 22 in Mexico City for 10 weeks. Act was booked south of the border by Charles Sasse... Playing New York theaters last week were Serge Flash, juggler, at the Capitol, and Don Fransero, trapeze, and the Four Angels equilibristas, at the Palace.  
 Flo Diacoff, of the Diacoffs, left North Hollywood, Calif., for Fort Meyers, Fla., where she was married Thursday (9) to Frank Zingaro, concessionaire. Following a honeymoon to Miami and Havana, the Zingaros will return to the West Coast.

**Wilson Storey, manager of Pan American Theatrical Booking Agency, Cleveland, reports that he booked Josephine Borsini; Mabel Stark, tigers; Alex Konyot, high school horse; Beatrice, high wire, and Dante, chimp act, at a circus date in Cali, Colombia, November 4.** Bert Dario, high act, infers from Walnut Ridge, Ark., that he and Corrino will play the Macon, Ga., Shrine Circus followed by indoor dates in Okmulgee, Okla., Texas, Florida and Cuba.  
 Gene C. Aris, manager of the S. F. Card Company, San Francisco, is recovering from an illness that has kept him confined for the past few weeks. Mrs. Helen Azis has been carrying on the business and reports that business in their amusement de-

**Talent Topics**  
 By Charlie Byrnes  
 Capt. Roy Simms, high act, who is wintering on his 10-acre farm at Dennard, Ark., meets he will attend the Chicago meetings. He also is skedded to play indoor dates with his clown act.  
 William, Willy and Elizabeth Hoffman, The Willys, juggling recently opened their new 18-unit Hollywood Motel in Lyons, Kan... The revived Benny Fox Star Spangled Circus opened November 1 at Lowry Field, Denver, with a line-up that included Andre and Charlie, trampoline; Harris Reynolds, bar; Juggling Jewels, jugglers; Tallies, bar; Huxtel Sisters, acro; Ricarinos, contortion; Sophisticates, skating; and Bobo Barnett, Kenneth Waite and Mc and Mrs. Charles Baker, clowns. The Oliviera, perch, join the unit at Temple, Tex. All acts were booked thru the Charles Zemanet Agency, Chicago.  
 Talent line-up for ABC's "Paces" TV program, Sunday (19) will include Don Francisco, tight wire; Kayos, risley; Princess Musetta (Eileen Velarde), and Excess Baggage, dogs, booked in thru Vic Brown, Chicago.

**Hamid Units Click in Dixie**  
 NEW YORK, Nov. 11.—George A. Hamid, head of the talent agency bearing his name, reported that business for his units at Southern annuals was equal to, and in many instances surpassed, the record takes of 1948-1949.  
 A net profit of \$11,000 was earned this year by the Mount Airy (N. C.) Fair Association, Hamid reported. Most of the earnings were derived from the grandstand presentations and exec plan to expand these show facilities.  
 Annuals at Hickory and Henderson, N. C., playing grandstand attractions without permanent seating, are both anxious to build permanent structures as a result of the popularity of the show offerings, Hamid said.  
 Free Act Deals Knocked  
 Hamid criticized carnival ops who have made a practice of offering fair excess one or two free acts in their deal for the midways. This has resulted in the elimination of bona fide grandstand presentations and resultant revenue at these events, Hamid said.  
 Peak business was scored at the North Carolina State Fair, Raleigh, despite some inclement weather. Two shows were presented nightly, with a turnaway registered on one night in the rain.  
 At Winston-Salem, N. C., two shows were given Tuesday and Wednesday nights to accommodate the crowds. Capacity was registered on each of the other nights.  
 Two shows on every night but one were necessary to satisfy the demand at Spartanburg, S. C. The turnaways were numerous. At the South Carolina State Fair, Columbia, double offerings were also necessary despite considerable inclement weather.  
 Richmond Bias Up  
 At Richmond, Va., despite three days of rain, only one show was lost, and business was reported slightly ahead of 1949.  
 Business at Macon, Ga., was exceptionally good considering the weather, Hamid said. Hamid attractions, appearing at the event for the first time in five years, included Bill Behney's revue.  
 Crowds at the Orangeburg and Anderson, S. C., events were reported good.  
 Hamid said he would devote most of his time between now and the Chicago meetings to his offices here and in Atlantic City.

**Camden Preps For 10-Day 1951 Annual**  
 CAMDEN, N. J., Nov. 11.—Plans for the 1951 10-day South Jersey State Fair and Exposition here already are being worked out. The recently incorporated event, with John H. Mohrfield III, as president; Samuel Burdoff, manager-director and secretary; Seymour Dubrow, treasurer; and a board of directors including Chester Knab and Louis Silverman, will be held May 24-June 2, Walter D. Nealand, publicity director, said this week.  
 Fairgrounds, totaling 80 acres, will be located in the heart of the city. City's industrial and professional leaders are co-operating with the fair body.  
 All churches, civic, fraternal and veterans' groups are being invited to co-operate in the presentation of the fair and all are being granted free space at the grounds by Veterans of Foreign Wars, sponsoring org.  
 Backed by the fair's theme, "Building Today for Tomorrow," 2,000,000 tickets are to be distributed by participating merchants in New Jersey and Philadelphia.  
 A large department store is negotiating for an exhibit to be known as the Book Fair, where children's literature will be displayed, explained and sold by dealers, publishers, who will assist parents in the selection of books.  
 Harry Grafton, for many years associated with Convention Hall as director of exhibit department will handle the various exhibits. He's currently working on the "Avenue of Homes Beautiful."  
 Thousands of dollars will be awarded in premiums. All county agents in South Jersey will cooperate. Parking facilities to handle 10,000 cars will be provided on or adjacent to the fairgrounds. A vigorous publicity campaign will be used.  
 Temporary offices are located here, but with the government's administration building on the grounds. If not, general offices will be opened downtown.  
 No grandstand will be used, but a large program of thrill attractions will be presented, together with daily fireworks displays. Arrangements have been made for all school systems in South Jersey to be entertained on two days during fair week. As an added inducement, several automobiles will be given away.

**French Stall Int'l Event**  
 PARIS, Nov. 11.—The French Cabinet decided Wednesday (8) to postpone the date of the proposed Paris International Exposition, originally slated for 1955, until 1961.  
 Reason for delaying the big expo is the French government's lack of funds due to heavy commitments made in rearmament, modernization and reconstruction fields for the next few years.

**Bloomfield, Ia., Names Gene Racey President**  
 BLOOMFIELD, Ia., Nov. 11.—Gene Racey, of Fulacoy, has been elected president of the Davis County Fair here, succeeding Leo Foster.  
 Other officers include Leo Taylor, vice-president; C. C. Wagler, secretary, and J. M. Shields, treasurer. Fair dates for '51 will be August 14-17.

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## SOUTH PROVES SOLID FOR RINGLING-BARNUM

### Carolina Biz Big; Fayetteville Dip Doesn't Damage Show's Take

ATLANTA, Nov. 11.—Ringling Bros. and Barnum & Bailey Circus registered heavy turnouts in the Carolinas this week to continue a trend that has held up thru most of the South. However, performances here Wednesday (8) drew half and three-quarter houses.

Two days at Fort Bragg, Fayetteville, N. C. (4-5), were somewhat of a disappointment, although it was understood that the show itself came out on top thru pre-sale of all seats to the Exchange Club and an army post organization. On Saturday (4) the show played to half and three-quarter houses, and Sunday (5) the matinee was a full house, while the night show was a half house. This was the first of Ringling's pre-sale deals which had not produced major turnouts for all performances involved.

Firestone Tire & Rubber Company, keystone of the R-B pre-sale plan, came thru with a full matinee for its half of the Charlotte, N. C. stand Monday (6). The 5,000 attending were from plants at Gastonia and Bennettsville, S. C. Some 90,000 Firestone employees will have seen the show

by the end of the season. Forty-degree weather didn't deter patronage, and another capacity house was registered at the night show, which was open to the public. First section didn't arrive until 7 a.m. from Fort Bragg, delaying the matinee until 4.

On the lot in Charlotte was Dave Friedman, Paramount Pictures operations manager in the Carolinas, who visited with Scott Hall, of the Side Show, who last

### Stevens Scores In Texas; King Five Days Behind

CROCKETT, Tex., Nov. 11.—Stevens Bros. Circus five days ahead of King Bros. here, played to a three-quarter matinee and full night house Saturday (4). Temperatures dropped during the day but were clear and warm. Stevens was the first show in for seven years.

King billed the spot two years ago but blew the earlier date.

season managed the Side Show on Biller Bros. Circus; Lorraine Russo, of the ballet; Lew Brown and Ed Kelly.

Friedman reported the Cecil B. DeMille, Paramount producer, will begin shooting of The Greatest Show on Earth, the film based on R-B, January 15 at the show's Sarasota quarters. Betty Hutton and Dorothy Lamour have been given starring roles in the pic.

Greenville, S. C., Tuesday (7) popped with a full house at night and a three-quarter matinee.

Earlier, the show played to a full and a half house at Raleigh, N. C. (3); a full night show and better-than-three-quarters matinee at Winston-Salem, N. C. (2); a three-quarters matinee and full night house at Greensboro, N. C. (1), and two three-quarter houses at Rocky Mount, N. C. (October 30).

Coming up for Ringling in its final week of the 1950 season is a pre-sale date at Orlando, Fla. (Continued on page 72)

### King Finale Nov. 20; Sets Plans for '51

#### Year's Biz Okay; Animal Purchases To Include Bulls

CROCKETT, TEX., Nov. 11.—King Bros. Circus will end its season November 20 at Mobile, Ala., and return to winter quarters at Macon, Ga. Floyd King, co-owner, said the show will have traveled 14,400 miles in 32 weeks, stopping in 18 States and four Canadian provinces.

Topping plans for next season are those for adding cage animals and lead stock and bringing the elephant herd up to 14 animals. Maximo Truzzi and Manuel Baragan head a list of arts con-

tractors. King billed the spot two years ago but blew the earlier date.

Charley (Venge) Brady, superintendent, will be in charge of quarters work and will have a crew of about 40 persons. Mayme Ward will prepare 1951 wardrobe. Mills said, and one of the additional trucks will be for new wardrobe.

A farewell party for show personnel was staged in the menagerie top Sunday (4). Doc Waddell will open performances on the final day with prayers, a continuation of his usual opening, and closing-day custom.

H. W. Ahrhart Jr., general agent, and R. M. Harvey, special agent, will handle 1951 bookings. The Mills policy of playing all dates under auspices and with advance promotion crews will be continued. Mills said the show was scheduled to open the 1951 season in mid-April.

H. W. Ahrhart Jr., general agent, and R. M. Harvey, special agent, will handle 1951 bookings. The Mills policy of playing all dates under auspices and with advance promotion crews will be continued. Mills said the show was scheduled to open the 1951 season in mid-April.

### INDIANS, WIND AND STRAW BIZ

## Southeastern Territory Gives Beers-Barnes Org Okay Season

VALDOSTA, Ga., Nov. 11.—Deers-Barnes Circus equipment has been stored at quarters here and most of the personnel has moved to Miami for the winter after closing of the org's 18th season October 28 at Pelham, Ga. Plans call for opening the 1951 season in April.

Gene Christian, general agent, reported that the show's season was somewhat better than last year. Excellent business in North Carolina and Virginia in the spring was followed by a month of weak houses in Pennsylvania. West Virginia was good for two weeks while three more weeks in Virginia and two in North Carolina were fair. South Carolina gave good business. Of five weeks in

Georgia, four were excellent and one was fair, he said.

Sponsors used by the org included Parent-Teachers' Association, DeMolay, Kiwanis, churches, and Lions. PTA date at Doerun, Ga., population 800, gave the show one of its biggest ticket sales of the season. Beers-Barnes was the first show ever to make the Cherokee Indian reservation in North Carolina and garnered a big day's biz. Christian stated. However, the stand was marred by a truck accident on the move from Cherokee which forced blowing of the next town.

Storm Hits Top Head winds of a Florida hurricane ripped the big top October 18 and the show lost the next day

### KID PUTS SLUG IN STAR'S LEG

JACKSON, Miss., Nov. 11.—Sunset Carson, featured with the Clyde Beatty Circus, visited a boy who had a broken leg here Saturday (4), and came away with a leg injury of his own. While Carson was autographing the cast on the boy's leg, another youngster inspected the cowboy's rifle. It fired and Sunset was struck. The minor bullet injury kept Carson in a hospital after doctors ruled out a plan to have the actor ride a wheel chair instead of his horse in the circus.

### Polack Draws Strong Opener At Okla. City

OKLAHOMA CITY, Nov. 11.—Opening night business for Polack Bros. Western Unit here Tuesday (7) topped last year's despite competition of election day. The nine-day run in Municipal Auditorium ends Saturday (11).

Turnaway business marked all six shows at Harlingen, Tex., and (Continued on page 72)

### Kelly-Miller Gets Big Biz In Louisiana

#### Weather Hits Two Towns; Capacities Scored Elsewhere

ABBEVILLE, La., Nov. 11.—Al G. Kelly & Miller Bros. Circus, deep in Louisiana on its first tour of the State, attracted top business at most places all along the line here Wednesday (8), the night show was full and the matinee was a three-quarters house.

The same sized turnouts were on hand at Oakdale, La., Saturday (4) despite a cold wave which followed a rain the night before. Colfax, La. (3), the rain held crowds to a half house at the matinee and a three-quarter house in the evening. Elephants aided in getting the show off the lot.

Leesville, La. (1), gave a half-house matinee and full one at night. At Monro, La. (Oct. 31), Kelly-Miller attracted what was described as the largest crowd ever assembled there for any attraction. The matinee was near capacity and the night show was a major turnaway with the crowd jamming into the top an hour before show time.

### Final 6 Days Give Beatty Big Houses

#### Mississippi, Louisiana Towns Produce Biz; Show Moves Into Shreveport WQ

SHREVEPORT, La., Nov. 11.—Clyde Beatty Circus, scored five full houses during the final six days of its 1950 tour before moving into quarters at Louisiana State Fairgrounds here Tuesday (7).

At Laurel, Miss., (1) the org registered a full and a half-house. Hattiesburg, Miss. (2) was the week's disappointment, with both houses hovering around the one-half mark. But Jackson, Miss. (4) turned in a three-quarter matinee to go with a full night house. At Tallulah, La. (5) the full one came in the afternoon, although the matinee was 90 minutes late, and the night show was for a half house.

Final Stop Final stop on the 1950 trek was Monroe, La. (6) where both performances scored full houses. Again, the matinee was late, scheduled for 3:15 p.m., it got underway at 4 p.m.

The show arrived in Shreveport Tuesday afternoon and began moving into the same buildings used when it wintered here after the 1947 season. Arrangements to use the fairgrounds were made thru Fair Secretary W. R. Hirsch. Beatty's animal act together with the show's horses and elephants will move from here to

New Orleans for the Tom Packs date late this month. It also was reported that some of the Beatty show may be taken from here to Hollywood for film work this winter.

### Cedar Rapids Biz Fair for Suesz's Clyde Bros. Org

CEDAR RAPIDS, Nov. 11.—Clyde Bros. Circus played to fair business during a four-day stand November 2-5, at Memorial Coliseum under Shrine auspices here Saturday (4) and Sunday (5) matinees drew three-quarter houses, while night shows Friday and Saturday were for half houses. Thursday and Sunday night shows attracted about 500 persons each. Advance publicity was not strong.

Fast-moving program included Lee and Josephine Gasca, wire; Clark's bears; Gladys Gillian's lions; Colleano Family, foal jugglers; Clair's juggling; Killawaves, bikes; Frank Cain, clowns, and in the finale spot, Poodles Hanneford Family, bareback.

Clyde Bros. opened its indoor season at Freeport, Ill., October 9. It came here from Ottumwa and moved next to Waterloo and Des Moines, Ia. Howard Suesz is owner.

### Roye Pilots Okla. Show, May Get Other Dates

OKMULGEE, Okla., Nov. 11.—Happy Roye reports he was awarded a contract to furnish and promote a December 7-9 circus in the Fairgrounds Arena here under auspices of Chapter 10, Disabled American Veterans.

Attractions booked for the show include the M & S Circus Attractions, the Deoro trapeze and slack wire acts and the LaZellus Troupe. If the local event proves successful, Roye expects to receive contracts to stage circuses for other DAV chapters in the State.

### Capacities for Biller

CROWLEY, La., Nov. 11.—Biller Bros. Circus played to a pair of full houses here Tuesday (8) in warm, sunny weather and gained favorable comment from townspeople.

### MILLS TAGS YEAR AS "SUCCESSFUL"

#### Org Moves to New Columbus Quarters After 30-Week Tour; Skeds Additions

CAMDEN, S. C., Nov. 11.—Jack Mills, co-owner of Mills Bros. Circus, said here today that the show's season has been "successful from every standpoint." The circus closes Monday (13) at Sumter, S. C., and jumps 61 miles to new winter quarters at Ohio State Fairgrounds, Columbus.

Mills said Hans Ledcor, New York booker, had conferred with the Mills brothers recently and will meet with them again in December to discuss importation of

### Barker Stays Outside; Sets Long Season

FORT ARTHUR, Tex., Nov. 11.—Barker Bros. Circus has been playing to satisfactory business in ball parks and rodeo arenas of East Texas and plans to stay out all winter. Jack Karen, recently appointed general agent, said here this week. Some indoor dates are planned.

Karen said the org, managed by Bill Blomberg, attracted fair business at Henderson, Tex., and substantial business at Lufkin, where West Bros. war paper was 22 (Continued on page 72)

### Wiswell Booked For Tex. Shows

CINCINNATI, Nov. 11.—Ernie Wiswell, after closing with the Polack Bros. Eastern unit, will play the Houston and Fort Worth Shrine circuses with his original Funny Ford act. He was inked by John Andrews, who will produce both Texas shows.

It will be Wiswell's fourth appearance at the Houston date.

### Robert Segee Jailed In Ohio for 2 Fires

CIRCEVILLE, O., Nov. 11.—Robert Dale Segee, 21, who has said he started the Ringling-Barnum fire of 1944 in Hartford, Conn., was sentenced recently to from four to 40 years in the Ohio penitentiary for starting two minor fires here.

No charges have been brought against him for the Ringling fire or other blazes he allegedly set.

# Dressing Room Gossip

## Ringling-Barnum

A cold front hit us in Fort BRAGG, N. C., where we experienced our coldest day of the season. Two-day business was good, with a large number of the audience consisting of army men. A show was given at the army hospital. Those working are Charles Chaluidis, Norman Wright, Laura May Petrillo, Ugo Bogino, Al Swartz, Buzzie Potts, Ernie Burch, Albert White, Beverlee Page, Rita Schroeder, Charley Bell, Irving Romig, Franklin and Astrid, and Lettie Brunn. Charlotte, N. C., gave us two full houses, one for Firestone. New lot from the past few years was at the Southern States fairgrounds. The Shrine band of Charlotte gave a party for members of our band after the night show.

The Zoppe family rated a big write-up and pictures in the Winston-Salem City Sentinel, featuring the family and the newest member, 6-week-old Alberto Jr. Some of DeMille's men were on the lot again last week, making more notes. Dr. H. Chester Hoy visited in Fort Bragg. He is from the Museum of the American Circus at Sarasota. He also is a circus fan and a member of the Circus Model Builders.

Visitors: Mr. and Mrs. Pep Graves and daughter, Mickey; William Gamble, CFA; Ralph Holt and son.

Tommy Clark reported for army duty. Harry Baker, driver with the show for 58 years, closed his career recently and returned to his home at St. Marys, O. Mr. and Mrs. Bill Yeske are in Sarasota to prepare for winter quarters work.—MARY JANE MILLER.

## King Bros.

Well, the last route card is out and everyone is busy with plans for the winter. Our lot has been one of the longest ever undertaken by a motorized circus.

Outside of a rainy spring, weather has been ideal during the summer and fall, excepting for one day at Dublin, Tex., when a Norther hit us with a 30-mph. wind. Our tale, however, the next day in Cleburne, the weather was bright and warm and we forgot about the cold blast. According to Al Dean, weatherman with the show, the last rain fell August 23 at Astoria, Ore.

James Kauro, in charge of the giraffe and White star show, had the misfortune at Big Springs, Tex., to blow his pike with four \$100 bills. He blames it on the light-fitting cowboy pants that he bought in Gene Autrey's cowboys' store while we were in Phoenix, Ariz. Earl DeGlepper joined the press department at aabile, Tex. He has been with the Dailey Bros. and Cole Bros. circuses the past several years.

Bill and Stella Hamilton, Long Beach, Calif., are spending their vacation on the show. Ernest Pingardner and Annie went back from a fast trip to Chicago. Mrs. Charles (Butch) Cohn, Gonzales, Tex., visited her husband at Temple, Tex. Others from Gonzales on the lot in Temple were Col. Huff Davis, David Cohn, Arkie Williams and wife, Mrs. Mike Nobel and Dick Bayes. H. C. (Nick) Carter, Navasota, Tex., caught the night show at Marlin, Tex. Visitors at Cleburne from the Gainesville, Tex., Community Circus were A. Morton Smith, F. E. Schmitz, Mr. and Mrs. Porth Sims, Alex. Murrell, May Vaughn, Jerry Smith, Vern Brewer, Betty Ward, Ralph Gerneth and Mary Louise Bezner.

## Cole & Walters

Our monkey escaped and has not been caught as yet. Same thing happened to the kangaroo at Sinton, Tex. With a \$50 reward, school was dismissed to catch the animal with no success. Many folks visited the Polack Western unit. Zora Elaire and Charles Kennedy have joined the Side Show.

Visitors: Ben Davenport and daughter, of the Dailey show; Jack Lewis and Oscar Wiley, our advance men; Billy Griffin, Harry Dunn, Jingles Carsey, Mr. and Mrs. Bee Carsey, band leader, J. J. Edwards, press agent; Louie Stern, manager; Mr. and Mrs. Charles Webb and son, concessionaires, all of Polack's Western; Bob Bunch, advance man on Stevens circus; Art Miller and Jimmie Saunders, on Kelly-Miller advance.

A shower was held in Hal-Innwood for Beverly Yannette and Jimmy Divine. They have a new trailer. Frank Canoe, on Side

## Mills Bros.

The farewell party for the personment, given Sunday before closing in the managerie tent by the management, with refreshments, dancing to Bob Mills and his band boys, and entertainment by various performers, was the big topic of backyard conversation.

Betty Hydrick, Station WRNO announcer and a native of Wales, and the Wallabies, our English acrobatic girls, had a grand time at Orangeburg. Wallaby Margaret Smith was interviewed on Betty's a.m. program and the English troupe were guests at Mrs. Hydrick's home for tea between shows. Phil Street, Billy Sheels and Bobby Miller were visitors at Orangeburg. Cowboy Austin celebrated a birthday. Rev. Doc Waddell preached in two churches on our Sunday at Orangeburg and on the radio at Wallerboro. Judge John Sloan of Juvenile Court and a large orphan group were special twelve guests at Columbia. Two troupes of performers staged benefits at a Charleston hospital on Saturday at Camp Gordon, Augusta. Harry B. Iler and Ringling checker-up Ed Caupert were Greenville visitors and Arthur (Heritage) Hoffman was on the lot renewing acquaintances at Greenwood.

Destinations of personnel: Jack, Jake and Harry Mills, Cleveland; Charley (Lucky) Vensel, Mr. and Mrs. Sam Burnett, Mr. and Mrs. Frank Noel, Mark Roe, Bill Brundt, Mayme Ward, Shorty Goode, Charles Mosconi, Jim Righter, Red Booth, Claude Foredice, Bill Bennett, Slim Hargraves, Joe Harkin, to quarters at Columbus, O.

Bert and Jeanette Wallace, Columbus and Flora, Ill.; Mr. and Mrs. Charles Rupp, Columbus; Bob Combs and John Mott, Columbus; Sol Langerman, Steve Crowe and Marjorie Butcher, Cleveland; Proctor Bauhman, Chief White Eagle, Mrs. Red Wing and Princess White Cloud, Circleville, O.; Mr. and Mrs. Bob Mills, Winston-Salem; the Wallabies, New York City; then England; Jose Torres, New York; then Havana; Valenciano, Cuba; Mr. and Mrs. Ray Goody, Parma, O.; Mr. and Mrs. Joe Dobas, Ventnor, N. J.

Ming Linc Stars, New York; Rickerts and Janels, Cornwall, N. Y.; Mr. and Mrs. Jack LaPearl, "Railroad Hollow," South Webster, O.; Bill Bailey, Durham; Len (Shorty) Schreiner, Columbus and Toledo; Mr. and Mrs. H. K. Marley, Ottawa, Kan.; Larry Lawrence, Canton, N. Y.; Herb Johnson, Saginaw; Dick Rogers, New Bedford, Mass.; Sam Shuman, Pittsborough; Doc Waddell, Columbus and tour of Midwest.

Arthur (Hard Times) Leonard, Columbus, then Miami; Felix Fatis, Brauzukas, Cicero, Ill.; William (Shorty) Douglas, Canton, O.; Jim Ray, Savannah; Tom Ganton, Cincinnati; Jack Jan and Jacqueline Tolliver, Cincinnati; Viola and Ronny Cornalla, Gary, Ind.; Alabama Campbell, Vero, Ala.; Louis Grabs, Tampa; Mr. and Mrs. George Donaldson and Philip Galloway, St. Petersburg; Mr. and Mrs. Elbert (Doc) Guillard, Wisconsin Dells, Wis.; Archie Litzen, Trenton, N. J.; Ed Doman, Titusville, N. J.; Frank Owens, Somerset, Ky.; Frank Novak, Elberon, Ia.; Myrna Karsey, Chicago; Kirk and Ida Taylor, Detroit, then Christmas parades; Don and Virginia Mann, Vesper, Wis.; Dean Thomas, quarters and Pittsburgh; Ray (Red) Haddix, St. Petersburg; Slim Ohlers, Warren, O.; Ed Burdick, Washington, Pa.; Blackie Wilson, Dayton; Shorty Brady, Cheyogan, Mich.; A. L. (Blackie) Harris, quarters; Don Fillion, Iron Mountain, Mich.

Bob Wilson, Chicago; Tom McGowan, Jersey City, N. J.; Max Gross, Detroit; John Makinson, Kansas City, Mo.; Al Sydlak, Tawas, Mich.; Charles Swigert, Toronto, O.; Ed Logwood, Saragosa; Tom Goetz, Warren, O.; Bill Tracy, Florida; Tom Vlach, St. Charles, Mo.; Oliver (John) Kirby, Baltimore; George Strongman and Bill Meyer, Miami Beach, then New York; Mike Sarecky, Brookline; Dean McMurray, Dayton; Fred Stafford, quarters and Bristol, Conn.

Show, has left. Mr. and Mrs. Wayne Newman and daughter, Phyllis, left for their home in Griffin, Ind. Tom and Tiny Twist, Wallaby Boss and yours truly visited the Dailey quarters at Gorzailes, Tex.—MILDRED WELBES.

## Orrin Davenport

Orrin Davenport's opening got off to a flying start in Kansas City, Mo., October 30, closing November 5. This marked the first year of the Davenport Circus for Arat Temple. Show received praise from the local papers. Attendance was big.

Acts included Terrell Jacobs, Wallendas, Hanneford Family, La Brae & Bernice, Yacopsis, Tiens Ti La Troupe, Klausen's bears, Sonny Moore's dogs; Harry, Ruby and Naomi Haag's dogs and ponies; Guerres's seals, Flying Siegrists and Eldonas, La Blonde Troupe, Mlle. Rieck, Skating Jackies and Four Macks, Princess Mussella, Marjorie Cordell, Corrine Dearo, Rose Behee, Madeline Kreis, Kinko, Orontas, Oliveras, Francisco and Dolores.

Crown alley, headed by Earl Shipley, George Salls, Joe Lewis, Jack Le Claire, Kinko, Smoky Rouse, Percy Rademaker, Oscar Lowande, Prince Henry and Mr. and Mrs. Bill Bentlage. Web girls; Eva May Lewis, Kay Francis Hanneford, Arden Larry, Peggy MacDonald, Helen Callenda, Yette Walters, Edna Walters and Joan Day. Tom Pack's elephants were handled by Mac and Peggy MacDonald.

The staff: Orrin Davenport, producer and managing director; Preston Lambert, announcer; Izzy Cervone, musical director; Harry Haag, director of transportation; Charles Jones, Marine brothers, Irish Ryan, Blackie Benny, the Bum and Paul, rigging and properties. Visitors included Frank Simmons, Jess Moore and Mr. and Mrs. Johnny Marietta.

The clowns made a visit to the Mercy Hospital and the Deland School for Crippled Children on Tuesday and balloons, favors and entertainment were provided for the children, thru the efforts of the clowns and Shriners.

The Alpha Beta Gaminas had their Inning Thursday night at the Continental Hotel. Arat Temple provided a gay evening good food and refreshments for the show personnel. Carl Wallenda has purchased a new White tractor to pull his pole wagon. Jack Le Claire has a new Chevrolet panel truck and has converted it into a hotel. New trucks for Clausen's bears. The Eldon Days and the Siegrists will spend the winter in Gainesville, Tex. The finish tandem somersault trick of the Yacopsis is a humdinger.—DICK LEWIS.

## Siebrond Bros.

Show closed its 27-week season Sunday, October 29, in Tucson, Ariz. Exceptionally good weather made the last fall week a joy and was a considerable boost to business. The Stardusters visited our final day and even gave a hand with the last teardown. Clara and Eugene Hoffmann, Bob and Helen Renous and Tom and Betty Hodgini have some club dates booked in the Tucson-Phoenix area, while Patricia and Danita Roche, Tommy and Ross Patine, Harry Ross and the writer are taking short vacations before starting their Midwest and Eastern dates. The writer is flying to Los Angeles for a week of business and pleasure.

Those going to Chicago include the Patines, Ross and Pat, the Roche's, the Hoffmanns and the Renous. Jerry Van Deventer, organist, has left for Los Angeles, where Jack and Grace Fairburn expect to go soon. Jack Poster, publicity agent, is en route to Salt Lake City. Capt. and Mrs. Harry Clark expect to spend most of the winter in Phoenix and visiting relatives in California.

The show is quite crowded on the winter quarters lot in Phoenix since a very high wind struck it about three weeks ago and most of the buildings are either wholly or partly demolished and debris is piled all over the grounds. However, repair work is underway and the damage will be cleaned up shortly.

Visitors in Tucson and Phoenix have included Mr. and Mrs. Basil Smith and David Smith, the Stardusters, Bones Harless, Dorothy and Babe Clark-Beck. Joe Bro—Mike Meank—JOE HODGES HODGINI.

## Frank Wirth

When we arrived in Columbus, O. from Sioux City, Ia., we met many old friends, among whom were the De Waynes, the Zaechins and the Latalies. Phil Wirth, whom we haven't seen in years, looks the same. Jack Cervone has opened the 1951 free rolling contest and is leading, with Smoky Rouse a close second. Kinko Mouse, Harry Lamar, Henry (Mouse) GASKILL.

# Under the Marquee

Mr. and Mrs. Max Craig and Tiny Gallagher have joined Julian War's show for a few weeks. Mrs. Vernon Pratt staged a circus at the Hugo, Okla., PTA carnival recently. Acts were Dolly Jacobs' baby elephant a pony drill worked by George King and Hazel King's dogs. Show was for benefit of the Hugo High School band.

The problem of designers of better get wardrobe is to think up different ways of showing the same amount of wool.

James L. Marzhaman, Eastern vice-president of CFA, Hagerstown, Md., reports Emmett Kelly Tent members won a prize at the recent Hagerstown Mummer's parade with their line-up which included three Hunt Bros.' Circus elephants and one of Hunt's trucks; the tent's circus wagon, which is equipped with calliope record player, and many of the members in clown make-up. Roy Bush handled the elephants.

Any business can figure out circus life if he can figure out just what to make of it.

Great Gretoman, high wire, has been added to the Tom Pack's program for the New Orleans

Shrine date. Mlle. Mussette will be featured in the Packs aerial ballet at the St. Louis Piremen's show. Charles Jones will be busier with the St. Louis date. Estella H. Karm, one-time advance agent for Al G. Barnes Circus, is rounding out her 16th year as secretary to radio's Mary Margaret McBride.

Shrines female bar in any circus dressing room is the show who says: "I hate publicity."

C. S. Primrose, press agent, returned to his home in Oak Park, Ill., last week after closing with the Beatty show. Phil (Dawner) Darling, who tramped with Barnum & Bailey, Sells-Floto and other shows, is now residing in Los Angeles. He recently returned and moved to the Coast to be near his son.

Fortunately, one may live in a circus wagon all winter without having to keep a horse.

Robert D. Good, Allentown, Pa., circus fan, reports he fulfilled his lifetime ambition when he saw the Royal Lipizzan Stallions from Vienna's Spanish Riding Academy recently. The 14 stallions (Continued on page 77)

## Clyde Beatty

The final whistle has blown, the band played and Leno Sme and the 1950 season is history.

Destinations of personnel: Clyde Beatty to winter quarters to put away the show and then to indoor dates starting at New Orleans; Al Moss, Arcadia, Calif.; Pat Graham, 20 Palms, Calif.; Jack Malone, Los Angeles; William (Hammerhead) Sawyer and Joe Allen, New Orleans; Richard Shipley and Clin Clinton, New Orleans; Bill Lewis, Worcester, Mass.; Eddie Howe, New York City; Paul Thomas, Los Angeles; George Davis, Hot Springs; Charles A. Foster, Phoenix; James O'Donnell, New York; Fred Donovan, Springfield, Ill.; Raymond Miles, Detroit; Jimmy and Nellie Albanese, Ft. Lauderdale, Fla.; Bill Pelly, quarters and then to Los Angeles; Dave Slan, New Orleans; Archie Rendon, Leon Drewry and Lonnie Wilson, Los Angeles; Ray Hattick, New York.

Mr. and Mrs. Frank Atardi, New Orleans; Buddy Saline, LaCrosse, Wis.; Don Lakin, Miami Beach, Fla.; Cartnell Williams, Cincinnati. (Continued on page 72)

## Polack Bros.' Eastern

Utica, N. Y., three days in a theater instead of the usual six-day stand at the Armory. Two extra shows were necessary to handle the crowds. Elephants didn't work inasmuch as there wasn't a stagedoor large enough. It was decided to bring them thru the lobby and down the aisle to a ramp that led to the stage. When ramp was reached, the lead bull wouldn't go. Potentate Roedel and local jeweler, aided by his wife, decorated his window with a display—wagons and other pieces, loaned by Milo Smith and Bruce Sauter, circus fans. Pictures of the acts owned by Roedel also were displayed. Sauter joined the Scotch clown band.

Mrs. Elsa Sidney renewed acquaintances she met while convalescing in a hospital after a fall two years ago. Bill Green, press agent, got plenty of newspaper space and radio time, with Henry Kyes, Ed Raymond and the writer doing 30-minute interviews. The Gautier returned to finish the season. Program here was augmented by the Gausmith Brothers and the Rudynoffs. Both acts will go to Syracuse, N. Y., where we show next. Visitors were Mr. and Mrs. Don Foggate, Miss Younder, Fred Timon and Charlie Musser.—IRENE LAPPERTY.

## Billie Bros.

Visits have been exchanged with the Kelly-Miller and Capell Bros.' shows. Little Anna McIntosh had a birthday party in the big top and was presented with roses. Regie Reppert has returned for the remainder of the season. Joe Man recently visited with the two McIntosh families. Season soon will close and everyone is making new wardrobe for our winter dates. Mrs. Dee (Winnie) Aldrich is visiting her husband.—IRA GASKILL.

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**JACK MANKEY**  
Plymouth Park, Colton, Texas

## Government Files Notice of Appeal In Ride Tax Case

List of Lower Court's "Errors" To Be Submitted Within 40 Days

CHICAGO, Nov. 11.—Bureau of Internal Revenue has filed notice of appeal in the Federal Court case in which the District Court held that amusement rides were not

subject to federal admission taxes. Appeal was filed here Friday (3) and notice of it was given Monday (6). Within a 40-day period, the government will file transcripts of the case and will list the points on which it believes the lower court was in error.

Federal District Judge Michael L. Igoe, Chicago, ruled in September in favor of Arthur E. Fritz, Chicago Kiddieland operator, by holding that the 20 per cent admission tax was not due on rides. The government's action takes the case to the Seventh District Court of Appeals here.

Observers pointed out that after the transcript is filed, each side will prepare briefs before the case is actually heard. Guesses on when the hearing might be held ranged from three or four months to a year.

## Olympic Sets Plans Below Ban Limits

IRVINGTON, N. J., Nov. 11.—Since no extensive additions or improvements were in sight at the time of the National Production Board's recent edict banning amusement construction, Olympic Park here has no worries on that score, according to Park Treasurer Robert Guenther.

Guenther said it was too early for major plans touching next season to be formulated. At present only the normal round of repainting and general renovation work is being carried out, he said.

Park's roller-skating rink will be in operation thru the winter on Tuesday, Friday and Saturday nights, plus Sunday afternoon session, Guenther said.

## Detroit Zoo Sets Attendance Mark; 60% Ride on Train

DETROIT, Nov. 11.—Detroit Zoo closed for the winter Monday (9), with a record of 1,800,000 visitors during the season, about 200,000 over any previous year, according to Frank G. Melanis, director. Miniature railway carried 1,050,000 passengers, indicating that about 60 per cent of the visitors used the road to get around.

As a winter public relations program the zoo is distributing a series of 12-minute reels of motion pictures showing activities during the season.

## BUILDING CURB NIPS 3 DEALS

CHICAGO, Nov. 11.—Government restrictions on amusement building pitched three strikes to one leading park supplier on the first day. Here for conferences on three separate major kiddie projects, he walked into three cancellations, one for a \$500,000 deal. He said he also knew of plans for two Roller Coasters which probably would be called off. Federal bans limit amount of building materials which may be used for amusement construction.

## Rocks' Spot Sets Changes Despite Curbs

New Range, Front, Painting Skedded By Playland Ops

NEW YORK, Nov. 11.—Despite the recent National Production Board (NPB) curb on amusement building which negated plans of Rockaways' Playland Management for major projects, including an extended kiddie park and new restaurant, general renovation work continues.

An illuminated, animated sign, 15 by 40 feet, is being built for the Skipper ride. Roller Coaster structure is in for a red, white, blue and green paint job, with the cars done up in silver and yellow.

Minch-Feltman firm, of Coney Island, will install a new archery range and 45 Bowl-O-Games will be spotted along the midway. Flunspit also will be flashed with blow-ups of 50 publicity pix that hit in both local and national press in the past season.

Also slated is a new front for the park's department in the shape of a billboard. Building is located three blocks from the spot itself on one of the main causeways leading into the park.

## Atlantic City Luxury Tax \$\$ Top 1949

ATLANTIC CITY, Nov. 11.—Luxury tax receipts here for the first half of September showed a slight gain over the same period in 1949, according to deputy tax administrator Harold T. Willis, who said that the gain indicated better biz for the month this year than in 1949.

For the first 15 days of September, which included the Labor Day week-end, and the Miss America pageant, the Luxury Tax Office collected a total of \$111,729 on hotel rooms, liquor and cigarettes. Last year the total for the same period was \$107,380.

Luxury tax figures for the first eight months this year showed that any loss in business here is considerably lower than commonly believed and well below the national figure, set at 10 to 15 per cent.

Items subject to luxury tax produced \$1,025,368 for the first eight months of this year, compared with \$1,076,137 for the same period in 1949. Willis said. He pointed out that this was only a percentage drop of about 4 per cent, compared with the greater losses reported nationally. Willis said that if collections for the rest of September maintained their pace, the total might be more than \$10,000 higher than the same month last year and help offset the \$50,769 lost during the first eight months of this year.

## Zoos in Swap

CALGARY, Alta., Nov. 11.—Newcomers at the Calgary Zoo are a pair of cinnamon ringtail monkeys from the Egypt, Mass., zoo. They were sent in exchange for two pelicans.

## Federal Ban Hinders Kelmans' Fla. Plans

CRUGERS, N. Y., Nov. 11.—Recent National Production Board ruling restricting a use in amusement building has put a serious crimp in the plans of Ed Kelmans, operator of Indian Point Park here, to establish small-scale spots at Miami Beach and Ojus, Fla. Latter is Cole Bros. Circus's former winter quarters.

Kelmans plans to establish a kiddie park at Miami Beach, with the county sponsoring the deal. He needs approval of the County Commission. Despite the construction ban, Kelmans said he retained hopes for completion of the operation.

Proposed set-up at Ojus would embrace big rides. The property in this case is State-owned, and Kelmans was not as enthusiastic over its potentialities as in the case of the Miami Beach site. The Ojus location is on a main traffic artery, Route 1, while the other is a beach-front site.

In addition to the building edict as a deterring factor, Kelmans said he was not pushing the

Florida projects too hard because of the late start he made. He reckoned the Florida biz season as starting about Thanksgiving Day. Because of affairs at his local park, he was able to head South only recently.

## OLD-TIMER

## Fire Razes Famed M-G-R In New York

NEW YORK, Nov. 11.—Central Park Carousel, a landmark here for 79 years, was razed by fire Wednesday (8), and Myron Lomberg, device owner, said it probably was damaged beyond repair. Lomberg said he bought his insurance totaled about \$10,000, but that it would require about \$25,000 to \$30,000 to replace the ride.

He said his was the third device to occupy the city department of parks-owned structure opposite 65th Street and west of Central Drive. The walls of the building remained intact, but the cupola and roof of the structure were burned.

Lomberg installed the 44 wooden horse ride when he leased the building in 1922. The 7-seat three-minute device was operated by Lomberg's brother-in-law, Max Sefsky. Personalities who enjoyed the ride included Ethel Merman, Jack Dempsey and the grandchildren of the late President Franklin D. Roosevelt.

Lomberg said the horses were hand-carved. He and park department officials said it was too soon to tell whether a carousel could operate in the scorched building again.

## Ban Hits Kid Park Program

BOSTON, Nov. 11.—Suspension of all Kiddieland expansion plans because of the federal curb on amusement building projects was reported this week by Richard A. Smith, of the Smith Management Company here.

The firm operates drive-in theaters and recently has added Kiddielands at two of them as experimental runs to determine plans and policies for possible future expansion in Kiddieland business. The experimental moppet parks are at Detroit and near Paterson, N. J.

## Markey Sets Boston Date

BOSTON, Nov. 11.—Annual meeting of New England Association of Amusement Parks and Beaches will be held at the Parker House here March 28, Fred L. Markey, secretary, announces. Date of the meeting was previously incorrectly reported.

A gala program is being planned in honor of the organization's silver anniversary. President John Collins and Vice-President John Dineen are association delegates to the New England Council conference which will be held here November 16-17.

## Cincy Zoo Execs East

CINCINNATI, Nov. 11.—E. W. Townsley, treasurer, and J. F. Heusser, director of the Cincinnati Zoo, left this week for visits to the Philadelphia and Bronx zoos. They will make a survey of available small animals which will be needed for the zoo's new small-mammal exhibit which will open in 1951. They also plan a visit to Poughkeepsie, N. Y., to inspect small transportation devices and investigate the possibility of installing open motor-driven vehicles for use of patrons at the zoo.

## Steeplechase Unaffected by Building Ban

NEW YORK, Nov. 11.—Recent order of the National Production Board halting new amusement construction will not seriously affect Coney Island's Steeplechase Park. James J. Onorato reported this week.

Exception to the statement, he said, was the abandoning of proposed renovation on a bathhouse at the island spot, the cost of which would have exceeded the government's \$5,000 limit. Onorato said that the general working idea at the park was to hold expenditures to a minimum, and with a plentiful supply of material already cached, the prospect for the future was fair.

Warm weather this fall has been a boon to putting the park personnel ahead of their normal schedule for repair work, Onorato said. At present all rides have been taken under cover, dismantled and are ready for overhauling. First major renovation job completed at Steeplechase was the work on the famous outside horse ride, the park manager said.

## Rename Schott Coney Prexy

CINCINNATI, Nov. 11.—Edward L. Schott was re-elected president of Coney Island, Inc., at a reorganization meeting of directors which followed the annual stockholders' meeting Monday (8).

The following were re-elected directors: E. W. Edwards, Robert McClure, U. S. Secretary of Commerce Charles Sawyer, Charles Sawyer Jr., Edward L. Schott, John Towle, Ralph G. Wachs, Fred E. Wesselmann and John P. Williams.

Wesselmann was re-elected vice-president and chairman of the board and Wachs was re-elected secretary-treasurer.

In his annual report Schott said 1950 business was satisfactory despite unseasonable weather.

## Spanglers Back Home From Pleasure Jaunt

SUNBURY, Pa., Nov. 11.—R. M. Spangler, operator of Rolling Green Park near here, reports he and Mrs. Spangler returned recently from a 3,000-mile pleasure-business trip thru the Middle West. While on the trip some new equipment for the 1951 Rolling Green season was bought and the Spanglers were guests of Joe Malec Jr., Peony Park, Omaha, and the Sinsky brothers, of Playland Park, Council Bluffs, Ia.

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# Cartooning, Sketching Break Showmen's Years

Continued from page 51

making of a good banquet and ball chairman.

Ellison has his own ideas as to how such an event should be conducted. The moving of the event to the Elks' Club has met his wholehearted approval. He contends that the club, founded in 1922, has done a lot of work for showmen. Upon the basis of his record there is no need today to search out a prestige spot for the big night—the association lends its own prestige. However, the Elks' Club is not without its honor, and members may expect a free hand in their entertaining, an important point at such doings.

Milford Hamilton Ellison was born in New Orleans in 1892 and grew up in Pine Bluff, Ark. The moniker, Mush, like his arrival in the Arkansas town, came at an early age. He is unable to explain how he got it or why his folks moved north. For fellow showmen, the obtaining of the nickname is probably more important than the reason why his parents established a new home. Any way, few of his many friends know him by his Social Security name, but the mention of Mush immediately identifies Ellison.

Ellison thought at one time that he would be able to ditch the nickname. It was just a thought, for when he enlisted in the army in early 1918 all of his papers were filed with his legal name. His belief that he'd never run into any of his old-time friends was shattered almost the minute he was transferred to Camp Travis in San Antonio. One of the first men he met was a top sergeant—and his, too—by the name of Harry Kreisbeber.

"Mush Ellison, what're you doing here?" the top kick asked in surprise.

To explain the situation was easy for Ellison replied that he was not there for a vacation.

Ellison was only 16 years old when he entered outdoor show business in 1908 as a stage employee and magician's assistant with the Layton Carnival & Fireworks Company. As the assistant to the Ala Something-or-other, it was his job to escape quickly and undetected from a basket in which he was supposedly sealed. He understood why the audience couldn't see thru the trick for it seemed simple enough.

After remaining with this show for a season, the concession business attracted him for the primary reason that it offered more money. From 1909 to 1913 he had games on the shows of J. George Loos, Young Bros., Charlie Nigro, Laodis Bros. and A. B. Miller. Upon the completion of five years with the organizations, Ellison returned to Pine Bluff and divided his time between that of storekeeper at the Jefferson Hotel and stagecraft at the Elks Theater.

After a number of years of the stationary assignment, Ellison again felt the urge to hit the road. This time he took out concessions on the International Shows, Sam Leonard Shows and was also with Adolph Obadal's Texas Amusement Company. In 1927, Ellison was out with the No. 2 unit of the Wigham show but left it to go with Busch & McCloud, where he served in the combined capacities of projectionist, stagehand, blackface comedian and roll-down operator. The way he was able to fill all posts was to rush from one to the other. The work of a roll-down operator came at the end of the show when Ellison had quickly washed away the burnt cork and rushed outside the tent to be on hand when the audience trailed out.

His four-part job with Busch & McCloud was interrupted in the spring of 1918 when he enlisted in the army and was made a bugler in the infantry. While he was stationed in San Antonio he became a member of the then famous Camp Travis Gloom Chasers, a sort of World War I USO. The entertainment unit gave shows for the personnel and Ellison's chalk talks were a featured part of the program. He recalls that among the performers was Bill Doss, the well-known minstrel man.

After his discharge from the service December 4, 1918, Ellison again picked up his concession stands. This time he rejoined Obadal's show when it went out in the spring of the following year. He remained with the organization two years.

In addition to marking the resumption of a fine association, 1919 was important for another reason. It was in this year that he married Maxine N. McKiddy in Ballinger, Tex. She had been with Tommy Tidwell's as well as Obadal's show.

The following year Ellison left Obadal to go with Harry Waugh on the Alamo Shows out of San Antonio. At the close of the season, Ellison moved to the West Coast, where he opened the following spring with a cork gallery on the Foley & Burk Shows. He remained with this organization until 1942, when he put away his concessions and became attached to the specialized depot of the air force.

When the war was over and there was no need for his statistical drafting, Ellison again took to the road. He returned to the Foley & Burk lot but with the C. E. Albright Concessions. He became secretary of the firm, a post he holds today.

Altho he had known Charlie Albright for a number of years, Ellison had never thought that his acquaintance went back as far as it did. One day some jackpots were being set up in the Albright office wagon and he brought out a picture made on the Landis Show about 1911. Albright pointed himself out in the photo. Ellison remembered him then. At the time Albright was engraving ruby glass. Because of this, Albright can not be rightfully referred to as a new boss.

During the many years that Elli-

# Wilburn Wins CSRA Honors

DAYTON, O., Nov. 11.—Jimmy Wilburn, Indianapolis, a four-time winner of the combined Consolidated and Central States Racing Association championship, added his fifth association title in 1950. It was announced by Norman Witte, executive secretary, at association headquarters here.

The contest was settled at the final race at Bloomington, Ind., October 29 and involved Bobby Grim, Pana, Ill., and Sid Bufkin, Mount Carmel, Ill.

Harry King, Tampa, winner of four races at St. Paul, Des Moines, Iowa, Mich., and Circleville, O., was fourth among 83 drivers who annexed championship points in 47 races this season.

Past winners of the CSRA title include Joe Chitwood, Red Campbell, Everett Saylor, PeeWee Neathorn, Carl Scarborough, Ted Horn and Wilburn.

Witte disclosed that the year's racing was free of fatalities in spite of record speeds, marking the fourth straight season totaling 298 race meets, that association events have been death-free.

# Butlin Again Wins Stay in Bahamas

NASSAU, Bahamas, Nov. 11.—Defense counsel of William E. (Billy) Butlin interests succeeded in forestalling decision on application of creditors of Butlin's (Bahamas), Ltd., to have the affairs of that unit of Butlin's holiday camps completed. Hearings set for Thursday (9) were postponed until Monday (20).

Butlin, head of the firm which operates a string of holiday camps in England, arrived here this week with a representative of a financial group which is considering putting up the money necessary to sustain the unit here. Also on hand is a rep of the Cape and Finance Company, Ltd., of London, largest creditor of the Butlin enterprise.

# W. Lish Joins Benedict Ranks

BROOKLYN, Nov. 11.—William Lish, well-known independent concessionaire, and Moll Winitz, a non-pro, were married Thursday (2) at the City Hall here. Lou Perry, also a concessionaire, was best man. The couple will reside here.

Lish operates independently at several of the major fairs in this country and Canada. He was formerly with the Ringling circus and several major carnivals.

# Cedar Rapids Permit Asked for Kiddieland

CEDAR RAPIDS, Ia., Nov. 11.—M. F. Schank, of Wichita, Kan., is seeking this city's permission to set up a kiddieland here. He said his investment would be about \$40,000. Proposition was turned over by the park commissioner to the city planning commission for a recommendation.

son has been in show business, it seems that his duties have always included responsibilities of watching money and entertaining. The dual-purpose capacity in which he has officiated in past years is coming in handy in preparation for the PCSA's 30th annual banquet and ball.

# Stebbins Winds Up Season

Continued from page 50

org gave each event its biggest Saturday to date. Showings marked the third annual appearance at Elmsburg and the fourth at Cortland.

Stebbins said a July Fourth date at Cortland was named out and that, as a general rule, he eschews booking events for that day because of the number of competing attractions offered the public. However, a Decoration Day date at Lehigh, Pa., was successful. He said Sunday afternoon stock car races had been planned for Cortland, but they were by the board, due to a local city ordinance prohibiting Sabbath activity. The season closed with a stock car date at Lockport.

Stebbins felt that the pull of stock car shows, with their smash-up attractions, was on the wane in the East. With the cost of equipment always rising, he said that a big-time promotion was required

if a top-drawer big car event were to be offered. Stebbins held the good, competitive big car event to be the public's desire and the answer to diminishing interest in stocks.

Apart from the Korean war and its darker possibilities, Stebbins said that if the situation got much worse he would close up shop.

Race promoter said he would not be active in the East at all next year, with the reason being that a multitude of tracks tended to burn out the potential this season. Altho he had the possibility of promoting events at a Long Island, N. Y. oval this year, Stebbins said he declined the task because it would have meant spending the season bucking a neighboring track, with less time and effort left for actual crowd-drawing to his own events.

Stebbins' activities this year did not include midget auto race promotion.

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## OUTDOOR SHOWBIZ COLONY AWAITS HOT SPRINGS BALL

HOT SPRINGS, Nov. 11.—The large showfolk colony here is eagerly awaiting the big social event of the season, the annual banquet and ball of the Hot Springs Showmen's Association Thursday (16) before the colony thins out for the trek to the Chicago outdoor conventions. The banquet-ball is to have as its feature a floor show of eight acts that are to be flown in from Chicago.

Showfolk here, according to the club's registry, are Mike Doonan, Harry and Vivian Zindars, Margaret and Evelyn Hoek, Chuck and Martha Moss, Bob and Betty Harris, Curley and June Reynolds, Ralph and Barbara Woody, Dorothy Flanagan, Daisy Hennies, Charley Hutchison, Bill and Leona Crowe, Clint and Marion Schuttor, Chester Mays, Edith Kelly, Virginia Calabria, Stevie Mandrick, Sammy Ahrick, Keith and Peggy Chapman, Johnny and Helen Hill, Marcelyn Cutler, Sammy and Dorothy Blake, Pearl Wevdt, Doc O'Kelly, Moe Eberstein, Charlie Owens, John Gallagher, Gus and Bessie Pappas, Bill and Mickey Collins and Mr. and Mrs. Archie Wagner.

One of the most popular spots in town is the City in the heart of the town. Included among outdoor showfolks staying there are Mr. and Mrs. Al Baysinger, Mr. and Mrs. Woody Galtner, Jimmy and Sherin Hill, Noble C. and Viola Fairly, Mr. and Mrs. Eddie Walters, Charley and Grace Goss, Mr. and Mrs. Boots Cutler and Mr. and Mrs. Spike Malone.

## Strates Biz Soars 20% at Charleston

### Wor Industry Dollars, Sailors Swell Attendance and Take to Near Record

CHARLESTON, S. C., Nov. 11.—James E. Strates Shows topped their 1949 gross at Charleston Agricultural Fair by 20 per cent. Altho the figure did not equal the lush war-time takes, it provided ample loot for all units.

Increased dollar volume was largely due to the fact that the ship yards are again in operation and sailors are plentiful in the area. Ideal weather the first five days also helped. A cold wave smacked the finale at 7 p.m.

Considerably boosting the total were the two children's days staged Tuesday (31) and Saturday (4). Crowds were boosted thru the awarding of two Ford sedans, one on Thursday (2) and the other on closing Saturday.

#### Milgrate Entertain Vets

On Wednesday (1) Nate Eagle and the cast of his Hollywood Midway Movie Stars unit visited convalescing veterans of the Korean War at the Naval Hospital.

They were said to be the first performers to visit with and entertain the wounded there.

Rita Cortes closed her Latin American show here. Mrs. Doc Hartwick left to prepare her home at Gibston, Fla., in advance of her husband who continues to manage his two shows. Irvin C. Miller, owner-manager, of the Brown Skin Models, has booked a route of theaters for the winter. After a northern tour his Negro musical will head south for shows' winter date at Central Florida Exposition, Orlando.

Jack and Bonnie Norman canceled all club and theater bookings and will vacation in Florida after attending the Chicago meetings. Nate Eagle's troupe, all home owners in Sarasota, Fla., will return here after closing. Frank Cuckey and Ann Skoltes, midjet entertainers, went to her home in Canada to get her parent's blessings and then wedding bells.

## PRELL SETS SECOND UNIT TO PLAY ANNUALS IN '51

### Org Concludes Good Season in Ga.; 10 Florida Fairs, Early Bow Set

VALDOSTA, Ga., Nov. 11.—Sam E. Prell, owner-operator of Prell's Broadway Shows, said here this week that he would build a second unit to play fairs in 1951. Org shutters here tonight for a short hiatus before playing a number of Florida winter dates.

Planned unit is skedded to replace Visona Bros' Shows, which were contracted by Prell to play a second route of fairs sized by him for the past two seasons. Prell's midway contracts with annuals this year totaled 44 weeks, several more than last year.

Joe Prell, a son, will manage the second unit. For a number of years he has assisted his father in booking and management. He also acted as manager of the No. 2 unit the past two seasons.

Sam said that the proposed unit will consist of at least 5 major rides, 3 kiddie rides and 3 back-end attractions. Second unit will probably be launched August 1.

The Visonas, wintering for the first time at Goldsboro, N. C., probably will open in Dixie territory.

Their first experience on multiple fair midways was under the Prell banner and it is expected that the winter meetings will find them soliciting fun zone contracts on their own.

With the exception of bucking considerable rainy weather, Prell said the season was well ahead of last year and some of the earnings are slated to be invested in new ride units.

Ebensburg and Butler, Pa., and Rocky Mount and Greenville, N. C., fairs each contributed a larger gross than a year ago, Prell said. At Athens, Ga., all previous

records were smashed. Attendance was up 40 per cent and the midway gross went up 25 per cent. Prell was awarded the annual for next year.

Ann units leave here tomorrow for Kissimmee, Fla.; quarters Ten Florida fairs will be played beginning in January. After closing for a few weeks shows open their regular season March 29.

## Braunstein, B. Zacchini Frame New Org

SARASOTA, Nov. 11.—Benjamin Braunstein, veteran outdoor showman, and Bruno Zacchini, of cannon act note, have organized a new motorized carnival. It will be known as Jewel Crown Shows.

Braunstein will carry the title of manager, Zacchini, general manager, with Mrs. Benjamin Braunstein, secretary-treasurer and hotel-owner; Carl Schlossburg, president.

Plans are to go out in 1951 with 8 major and 4 kiddie rides, 10 shows, light towers, searchlights and the Zacchini cannon act as the free attractions.

Org has established quarters here. Workers are rebuilding and painting equipment. Front gate is being prepped by Dick Keller.

## Penn Premier Closes in N. C.; Season Winner

### Spotty Still Dotes Overcome by Biz At Northern Fairs

GOLDSBORO, N. C., Nov. 11.—With business at their fairs topping all previous records in many instances, Penn Premier Shows labeled the season a winner as they pulled into local quarters a week ago. A number of set-backs, occasioned principally by bad weather, were encountered during the six-month tour. In a few instances spending was considerably off but the good ones made up for the bad dates.

Owner Lloyd Serfass said that shows' northern fairs contributed record grosses. Financially the org was in good shape going into its fair route since the still dates were off only about 10 per cent. Numerous additional improvements are planned for 1951. Serfass said.

Unit prepped April 10 in Chester, Pa., day and dailing James E. (Continued on page 60)

## Showmen's League's Revised Election Slate Announced

CHICAGO, Nov. 11.—Revised slates for the election of officers of the Showmen's League of America were presented at the club's meeting Thursday (9). The election will be held November 27.

Candidates on the regular ticket include Ned E. Torti, for president; S. T. Jessop, first vice-president; James P. Sullivan, second vice-president; Carl J. Sedlmayr Jr., third vice-president; Walter F. Driver, treasurer; Joseph L. Streibich, secretary, and Frank R. Conklin, trustee, for a five-year term.

#### Board of Gov. Slate

Nominations on the regular ballot for the board of governors include Douglas K. Baldwin, Arthur E. Briscoe, Oscar C. Buck, James Campbell, William Carsky, William T. Collins, William Cowan, Herb Dotten, John Duffield, David B. Eady, Noble Fairly, E. E. Farrow, George B. Flint, John W.

Gallagan, K. H. Garman, Harry (Irish) Gaughan, Joe Glacchio, Jack Gilbert, Max Goodman, Sam Gordon, W. R. Hirsch, Harry W. Hennies, George W. Johnson, John Lempert and Dave Malcolm.

Also Andy Markham, Bernie Mendelson, Arthur Morse, Maurice (Lefty) Ohren, Paul Olesky, Harold Paddock, H. V. Peterson, Pat Furell, Hubert Schloss, Joseph S. Scholbo, H. B. Shive, Louis Stern, James E. Strates, Albert J. Sweeney, J. C. (Tommy) Thomas, Cecil Turner, Al Wagner, Neil Webb, Ben Weiss, E. W. Wells, John P. Wulf, Ben Young, Edward L. Young and Charles Zemetar.

#### Independent Ticket

Louis Keller's nomination for president is the sole major nominee on the independent ticket.

Those nominated on the independent slate for the board of governors include Jack Benjamin, Louis J. Berger, Max Brantman, Fritz Brown, Elmer Byrnes, Hadji Delgarian, Dave Fineman, Art Frazier, Jack Gallagher, Geo. A. Golden, Morris A. Haft, Jack (Continued on page 60)

## SPECIAL RR SESSION

## ACA Convention Program Outlined

CHICAGO, Nov. 11.—Subject of new products available to carnivals will be covered extensively at the annual meeting of the American Association of Carnivals (ACA), to be held here Monday (27) thru Thursday (30). Max Cohen, group's general counsel, will cover this phase of the meeting in reports made the first two days.

Gatherings of general counsel, associate counsel, board of directors, officers and past presidents will take place the afternoon of opening day. Meeting will be opened by President Merie A. Beam and will include election of officers, appointment of associate counsel, action on membership applications, discussion of association policies for 1951, financial reports, and selection of the next meeting place.

Special meeting of railroad show owners and managers, with

reference to transportation problems and costs, will be held the morning of the second day. That afternoon election of board of directors members and the reading of directors' reports will take place. A general conference also will be held on admission taxes, public relations and safety, labor matters, taxation, railroad and motor transportation and a legislative program.

If additional sessions are needed and authorized they will be held Wednesday (29) and Thursday (30) afternoons.

## Patty Conklin To Be PCSA Toastmaster

LOS ANGELES, Nov. 11.—J. W. (Patty) Conklin has accepted the invitation of M. H. Ellison, Pacific Coast Showmen's Association banquet and ball chairman, to serve as toastmaster of the event at the Elks Club here December 16.

Conklin said he will arrive here several days before but he will leave on the morning of December 17. Conklin explained that he and family are scheduled to leave New York about December 20 for the West Indies.

Ellison reported on the plans for the 30th annual event and said that the floorshow again would be booked by Walter Trask Agency. He said this year's affair will feature "a better show and more dancing."

Ellison, who closed the season with Foley & Burk Shows, arrived here only recently to devote his time to the banquet. He appointed the following PCSA members to his executive committee: Al Weber, Mike J. Doonan, Walter Trask, Joe Steimer, Sam Abbott, Hunter Farmer, Joe Glacy, Al Flint, Harry Hargrave, and Orville N. Crafts.

ARCADIA, Calif., Nov. 11.—With the city council giving first reading to the comprehensive regulatory ordinance governing carnivals, fairs, auctions, festivals and all types of public entertainment, an open hearing has been set for November 21.

## CLUB TO BURN MORTGAGE

## San Francisco Show Folks Clear 40G Debt in 7 Years

SAN FRANCISCO, Nov. 11.—Show Folks of America, San Francisco chapter, will mark an important milestone here Sunday, November 26, when it stages its annual Memorial Day exercises at Mount Olivet Cemetery and follows with the burning of the mortgage on the property. In the seven years that the club has been established, it has worked itself from under an approximate \$40,000 indebtedness.

Mike Krekos, president, said the club starts its last two-thirds of an elaborate program Monday (20) when the annual Ladies' Bazaar will be staged. Frances Waldmann is chairman, and Lola Krekos, co-chairman. Charlotte Porter

is in charge of arranging for the event.

#### Memorial Services

The Memorial Day exercises will be presided over by Harry G. Seber, a past president and current executive secretary who also serves as chaplain and cemetery committee chairman.

Show Folks started its Carload of Special Events program October 16 when Somebody's Birthday was staged. This was followed October 23 by a Night in Hazel, which featured T. A. Little entertainers; Halloween on October 30, and Jessie Silva's Kiddie Revue, November 8. Future events include Chinese

Night, with Chinese show and Cantonese food December 4; election of officers, December 11; Spanish Night, with Spanish show and food, December 18, and the President's Party, December 28.

#### Banquet Attraction

Annual banquet and ball will be staged this year at the Fairmont Hotel December 29. Altho not under club sponsorship, the Shrine Football Game, December 30, is being held as an added attraction to bring showmen to the Bay City. A limited number of tickets have been obtained for the game, which is already sold out, for visitors. A New Year's Party will be held January 1 to open 1951's schedule.

## WOT Creditors Meet Nov. 14

MUSKOGEE, Okla., Nov. 11.—First meeting of creditors in the bankruptcy proceedings filed by L. C. (Curly) Reynolds, owner-manager of World of Today Shows, October 30 is scheduled for Tuesday (14) in the District Court of the United States for the Eastern District of Oklahoma here.

Reynolds' bankruptcy proceedings culminated a season which saw his shows suffer a fire in local quarters, the damage of which was not covered by insurance, and a rough still-date tour.

## Daniel's Biz Off '49 Pace

MONTREAL, Nov. 11.—Altho season's business was below 1949, Daniel's Greater Shows wound up okay. B. Harovitz, org's owner, announced here at shows' winter base.

Org carried 7 major and 3 kiddie rides, 6 shows and around 35 concessions on this year's tour of Ontario and Quebec and played 13 still dates and 10 fairs. Opening in mid-May, org traveled 3,600 miles without mishaps to close here October 8.

Workers are prepping equipment for next year and plans are to add some kiddie rides and shows and enlarge the lighting facilities.

# Vivona Org Seeks Own Fair Route

GOLDSBORO, N. C., Nov. 11.—After two years of playing fairs under the Sam E. Prell banner, Vivona Bros. Shows will seek its own route of annuals, it was announced here this week. Herb Shive will handle the general agonizing with the assistance of Morris and John Vivona, show operators.

The org is wintering in the South at the Seymour-Johnson Air Base here for the first time. Unit originated and formerly wintered at Irvington, N. J.

The 1951 trek will probably start in Southern territory. Previously the Vivona limited their showings to still dates mostly in New Jersey and New York.

**Cosham Territory**  
According to Shive, the org will again concentrate on still dates, including many celebrations in the metropolitan New York area. Fairs will be sought principally in Pennsylvania, Virginia and North and South Carolina.

**Extensive refurbishing** is planned. New show trailers are slated for construction and new

canvas will be added. The full program will not be initiated until after the here meetings.

The Vivona's will again be active at several indoor events in the metropolitan New York area. For a number of years they have furnished moppet rides for Christmas shows and similar promotions. The necessary units are stored at their Irvington quarters.

## A. J. Budd Dies In San Francisco

SAN FRANCISCO, Nov. 11.—William Henry Muldoon, known in outdoor show business as Anna John Budd and operator of side shows on numerous West Coast carnivals, died in St. Louis Hospital Wednesday (8).

His units for many years were on such orgs as Crafts 20 Bug, Foley & Burk and West Coast shows. His body was shipped to Boston for interment. He was a member of the Show Folks of America, San Francisco chapter and Pacific Coast Showmen's Association, Los Angeles.

## Penn Premier Closes in N. C.

**States shows.** It also bucked snow on two days. The going was rough for the next eight weeks, with an average of three days lost to rain at each date.

First break of the season was at Easton, Pa., where the Serfass unit was the first to play within the city limits in eight years. Weather was perfect and attendance good but spending was not up to expectations.

Central Pennsylvania dates, which the org has played for 12 years, were fair, dipping only

about 10 per cent. Drop in gross figures was attributed by Serfass to the invasion of the territory by a number of other shows.

The first big one was the Allegheny Old Home Week, a July 4 date. Grosses held up but failed to go ahead despite the largest paid attendance ever recorded. Five weeks in New York, mostly in connection with Bremen's celebrations, were fair, but none was tremendous.

Org jumped from Port Royal (Pa.) Fair 550 miles to the Troy (N. C.) Fair to start its southern route. Only half of the org was erected because of a muddy lot. Weather cleared and the last two days were exceptionally good.

At Durham (N. C.) Fair, the gross soared 35 per cent over last year. At each fair thereafter gate attendance and grosses were up. Exception was at Chase City (Va.) Fair where a jump in admission from 50 to 90 cents was blamed for the dip. Two Children's Days held up, however.

Staff included Lloyd D. Serfass, general manager; May E. Serfass, treasurer; Frank Long, secretary; John Watkins, special agent and lot superintendent; Ralph Shaffer, billposter; Mark C. Curley, Graham business manager; Ted Comfort, builder; Doc Turney, chief electrician; Don Davis, transportation; Miles Detrick, general foreman and The Billboard sales agent, and Walter Roberts, scenic artist.

Personnel listed  
Ride units and their foremen were: Twin Ferris Wheels, William Redman; Kiddie Jet, kiddie autos, Ben Sowers; train, Jeff Davis; Chalplane, Tracy; Octopus, Jim Bowman; Rollaround, Raymond Pugr; Merry-Go-Round, Ray Merril; kiddie boat, Paul Buchanan; Tilt-a-Whirl, Curley Cramm; Spitfire, Mark Hall; live ponies, Leland Ebersole.

Shows and their managers were: Side Show, Lew Alters; Snake, Frenchy Cole; Minstrel, Johnny Reddick; Deloras, Steve on Parade and Modds of 1950, Jack Chelkerell; Glass House, Lew Samms; Life and Jungle Rat, John Porter; Motordrome, Flash and Alvina Williams; Monkey Circus, Captain Munn; two-headed cow, Carl Thompson; Jim the human hog, Mr. Thornton.

Concession personnel included Lew Bernstein; Al Boxall, bingo; Hal Roberts, Harry Stevens, candy, apples and popcorn; Maude and Tommy Allen; Rex, ball game; Bagley, long range; Frank Harrison, Lew Hall, Stanley Family; McIntyre's cookhouse; Ted Comfort, short range; Mr. and Mrs. Gabo Novak; Jones's ball game; Stevens's photo gallery and palmistry booth; Pete Joseph, Mr. and Mrs. Dell Bartfield and Slim Williams, floss and novelties.

## 3 ORGS CUDDLE UP IN SINGLE GOLDSBORO, N. C., QUARTERS

GOLDSBORO, N. C., Nov. 11.—A palmy situation has developed here with three orgs snugly bedded down in the same winter quarters at the Seymour-Johnson Air Base. Participating in the relative act are Lloyd Serfass' Penn Premier Shows, Bill Page's Mighty Page Shows and Vivona Bros' Shows, owned by Morris and John Vivona.

The Serfass org last year wintered at Carthage, N. C., where it was destroyed by fire. Page hibernated at Wilson, N. C., and the Vivona's hibernated at Irvington, N. J., their home town.

Adoption of southern quarters by the Vivona's means that the org will follow the most popular routing, that of starting out in Dixie territory, for the first time. Org limited its dates to New Jersey and New York until last year when it first embarked on a southern fair route as a No. 2 unit under the Sam E. Prell banner.

## BALLYHOO BROS.

### 'Big One in Little Pond' Runs Show Into Grief

By Starr De Belle  
WHIPSAW CROSSING, N. C., Nov. 11.—We press agents are fellows who never read our own copy as long as we're sure we're reporting the gross high enough to overshadow a competitor's copy, and we never use a back-spacer but go on to say, "On the other hand..." That's the proverbial needle in the canvas loof. We like to hit back at anybody who isn't swinging at us with, "After the minnow comes the whale," which is the straw that always fails to break the camel's back and the kind of chaff that isn't spread in straw houses.

The only time on record that the saw was ever used legitimately was here by this midway—and the show's press department is taking the bow. First, let me state that the show is in its third week of November, which is well into that time of the season when Mulligan stew and coffee is the pay-off.

Search for "fish"  
The free act during our late fall and winter tour is billed as "The Human Fish." The act consists of a six-by-four-foot tank with a glass front, an announcer with a gift of gab and a 100-pound gal who eats an apple and reads a funny book while under water. Due to the extremely cold weather during the past three weeks it has been difficult for us to keep a gal for the act.

Finding a new "fish," as the gals are called, has become the gag of the midway. We needed a new fish badly here for a Wednesday showing as the one we had married a sheet writer who was trailing the show and had announced that she was blowing the midway on

Wednesday morning. The boss sent one of our press agents to a nearby city to promote one with the understanding that the main object was matrimony.

"Comes the Whale"  
The office was of the opinion that she should marry into the show so we could hold her. The ad demanded no talent and the best bets were laundry queens and chambermaids who yearned for Hollywood. Our agent scoured the city all day Monday for a 100-pounder without results, but located one on Tuesday morning that weighed well over 350 pounds. He wired the boss, "Am bringing a whale. Meet the 4:30 p.m. train."

The depot agent, who is also the telegraph operator here, showed the wire to the natives who spread the news all over the burg. At train-time they were at the depot to see only our agent and the hefty blond woman. However, the day wasn't lost. An empty refrigerator car was shunted from the mixed train onto a siding by the lot. We backed a semi-trailer up to the car's door and went thru the motions of unloading something big while our canvases held the crowds back. Then rushing to the burg's 10-watt station we broadcast the joyous tidings. "After the minnow comes the whale."

That night the lot was jammed with whale-hunting natives. We blew the rest of the week thru public opinion and the depot agent was rapped for unknowingly duking them in.

Just who is in the hell was the showman that cracked, "I'd rather be a big fish in a little pond."

**From the Lots**  
ALLEN GREATER  
NORTHAMPTON, Mass., Nov. 11.—Org closed its season here on the fairgrounds. Biz was fair, there being four days rain out of 10. Merry-Go-Round topped the rides, and 10-in-1 shows. Concession did okay except P.E. Shows gross on the season was 10 per cent ahead of last year. Org will open April 18 in 1951 and close October 12. There will be two new rides—Little Dipper and kiddie boat ride. Org will play New York, Massachusetts, Connecticut, Rhode Island and New Hampshire. Painting will start in January. Four new trailers will be purchased. A Casler has bought a new house trailer. Manager John Allen will vacation for two months in Florida.

JOHNNY T. TINSLEY  
BRUNSDIDGE, Ala., Nov. 11.—Shows are playing their third Alabama fair here.

Org carries 15 rides, 8 shows and close to 50 concessions. Great Wilno, cannon act, is the free attraction. Altho winter quarters are not set, it is probable that the org will quarter in Alabama this year.

Personnel line-up follows:  
Rides  
In addition to office-owned rides are Clark's Tom Thumb Train, Eddie Wheeler's Mir-Up, E. Straas' three Eddie Rides and John Howley's Roll-a-Whirl.

Shows  
Staff's Wild Life, Motordrome, Cliff Bonitas, Harlem on Parade, Sammy Green, Monkey Speedway, Ken Murray, Mechakas, Basketball, C. W. (Red) Miller, Snakes, Wash, Beach, Glass House, Harvey Wilson, Funhouse, Frank Continum.

Concessionaires  
Carlton Rodgers, George Harris, John Scott, Otto Scott, Buster McCaslan, Jack G. Williams, Charles Smith, Jimmie Smith, Joe Durfl, Fred Robenk, Dutch Schilling, D. W. Favor, A. C. Eagle, Sam Winter, the Leitchases, T. M. Cowart, J. C. Sprick, Danny Dorse, Harvey Dorse, Ray Dolechal, Mrs. John Howley, George Edmond, George Hinnant, R. L. Horwood, the McLendon and W. W. Wilno (Carl) (Stinky) Kalinsky and Bill Young have the concessions. Also, grab stands, and Harry Wein, bingo.

## Marge Chipman's Final Rites Held

LOS ANGELES, Nov. 11.—Funeral services for Mrs. Harry Chipman were held here Tuesday (7) at Breese Bros. & Gillette Mortuary, with Edith Bullock, chaplain of the Pacific Coast Showmen's Association Ladies' Auxiliary, reading The Rose.

Mrs. Chipman, known as Marge, died October 31 in Seattle following a long illness. Born Mary Elizabeth Kennedy, she entered show business at an early age when she joined Captain Boucher Shows. About 1925 she started the Kennedy Shows and later owned the Inter-Mountain and White City shows.

In 1944 she married Chipman, a former circus press agent. After the marriage, the Chipmans opened the Circus Inn in Yakima, Wash., a gathering place for show people.

Her husband survives. Burial was in Showman's Rest, Evergreen Cemetery, here. Pallbearers were Ray Holden, Al Flint, Ben Beno, Harry Hargrave, Edwin Tait and Jerry Mackay.

## Winter Quarters

### Mighty Hoosier State

GREENSBURG, Ind., Nov. 11.—Shows moved into local quarters after chalking up highly successful stands at Versailles and Aurora, Ind. During the latter stand Owner W. A. Geren sold his bingo stand to Mrs. Marge Miller, of Drago Amusements. He also delivered a Tilt-a-Whirl to Drago at Kokomo, Ind. The bingo and ride will be replaced when shows open next spring.

Pappy Snyder is in charge of quarters and work has begun on getting equipment in shape for next season. Owner Geren plans to remain at quarters for a few weeks before heading for a Southern vacation. W. H. (Bill) and Marion Lambert left for Gulfport, Miss., to vacation. Bill says that he will buy all new light plants for next season.—ROSIE ST. CLAIR.

**Logasse Amusement**  
HAVERHILL, Mass., Nov. 11.—After a successful four-unit season, shows are now in winter quarters here and in Plaistow, N. H.

Crews are busy getting ready to decorate neighboring towns for Christmas and will this year work in Claremont, Portsmouth, Dover, Exeter and Manchester, N. H., and in Lowell and Haverhill, Mass. Following the holidays, work will begin on the rides.

Mrs. Eli N. Logasse is president of the org; Orville L. Wesley, general manager; Joseph W. Homan, manager of the No. 1 unit; Joseph W. Lowes, No. 2; Harvey J. Verette, No. 3; and Philip J. Bourgeois, No. 4. Louis E. Lejeune and Elphege J. Cartier are storehouse managers, and Harry Ryan is assistant general manager.

**Golden Rule**  
CAMDEN, N. J.—Nov. 11.—Org is in local quarters following a season that started out poorly due to bad weather, but ended up a winner. Season closed September 23. Org plans to follow its 1950 route next year.

Four rides and 15 concessions were carried. A kiddie ride may be added for next year. Ed Davis left recently with several concessions for Southern fairs.

**G. & B. Rides**  
PARKERSBURG, W. Va., Nov. 11.—Six new Ford units and a new office trailer, and Smith & Smith Chairplane have been added to G. & B. Rides in preparation for the 1951 season. Owner George Bros, who bought the late Pete Jones's equipment last spring, had

**Showmen's League**  
Continued from page 59  
Hawthorne, Maxie Herman, Robert Hughby, Ben Hyman, William Kaplan, H. A. (Whitey) Lehter, Edward Levinson, Harry Mamsch, Vince McCabe, Sam Menchin, Richard Miller, Edward Murphy, Chas. Owens, John Quinn, Harry Ross, Jack Ruben, Harry Schaber, Robert Seery, Edward Soper, Harry Simonds, William E. Snyder and O. J. Weiss.

## Texas Centennial

KINGSVILLE, Tex., Nov. 11.—Org's 10-day stand at Waco, Tex., was above expectations. It is in its sixth week under new owners, Emmott Bufkin and Buster Ellis. A new front entrance, recently built, adds to the looks of the show with its new lighting effects. Rides are being painted as org plans to remain out all winter.

Tommy Spoon, who was hospitalized, has returned. Mrs. Pearl Ellis, who had a heart attack and was taken to the hospital, is back. Jack and Virginia Barnes visited with the former's parents at Waco. Recent visitors were Roy Allen, Pop Hale, Roland Smith, Moko and Eloise Marchbank, Hattie and Lee White, Mr. and Mrs. Tom Fleming and Mrs. Emmett Bufkin and two small sons.—MRS. PEARL ELLIS.

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**Midway Confab**  
Lou Pease, Girl Show operator, is wintering in Miami, where he's driving taxicabs. . . Mr. and Mrs. Lloyd Burge, ride operators on W. G. Wade Shows, are in Ocean Springs, Miss., where they will winter. . . Val Stokes, of Bill Kennedy's Side Show on M. A. Strader, Magic Empire and Gold Medal Shows and formerly with Bob M. Meyer's cookhouse, is wintering in Bay St. Louis, Miss. . . Mr. and Mrs. Ari Frazier have returned to Gem City Shows' Mobile, Ala., quarters from Chattanooga where they took delivery on a new Cadillac. . . Mary Singleton and Mrs. Vera Hancock, who closed with Royal American Shows in Shreveport, La., were injured recently in Meridian, Miss. Upon release from the hospital they were taken to the Singleton home in Birmingham.  
From showmen's reports on their fair grounds, the run-of-the-mill trouper can believe everything except a rumor of one having a bad week.  
Ivan (Whitley) Mikaelson, Kansas City, Mo., showman, played a three-day engagement at the Weston tobacco sales last week. Louise Donahue left Chicago November 15 for South America and a 38-day cruise. . . Carmelita Horan is planning to visit the Mayo Clinic, Rochester, Minn., soon for a physical check-up.  
Some get show trailers have acquired vocabularies that a small boy can have his mouth sopped for using.  
Joseph Frederick, owner of Motor States Shows, was stricken last week at his Detroit home by a complication of illnesses and will probably undergo major surgery soon, according to Mrs. Frederick. . . Ray and Florence Williams recently put the Ray Williams Shows into Detroit winter quarters after closing the season at DeGraff, O. . . Harry Ross, of the Johnny J. Jones Exposition, was a recent visitor at Michigan Showmen's Association, Detroit. . . Paul Gidder, talker on the Eddie Miller Girl Show with Happyland Shows the past season, has joined the sales staff of the House of Stapleton, Detroit.  
Getting mileage to return to quarters after the banquet will be comparatively easy for anybody who can remember precisely what he said to the boss's pet fair manager at the height of the party.  
Personnel of Penn Premier Shows recently taking delivery on new cars included org's owners, Mr. and Mrs. Lloyd D. Serfass; Lew Bernstein, Jack Hallinan and Tom Edgerston. The Serfasses will attend the Chicago meetings, after which Mrs. Serfass journeys to Hot Springs for a vacation. . . Fay Renton, daughter of Mr. and Mrs. Al Renton, concessionaire, whose home is in Ruskin, Fla., and Junior McClellan, unit manager for Al Boxall, bingo op, are engaged to be married.  
Then there's the house trailerite's wife who is making a correspondence course in the touch system for grapevine dining.  
Fred Young, formerly of the Aerial Youngs, visited the Orrin Davenport Shrine show at Kansas City, Mo., recently. . . Johnny

Richard, one-time Ringling bandmaster and more recently with a Long Beach, Calif., band, has been named leader of a company band at Mount Morris, Ill.  
Dick Coleman, owner of Coleman Bros.' Shows, is en route from his home in Middletown, Conn., to Jacksonville, Fla., to look over the fair and to observe any new attractions that might be presented. His sons, Bobby and Francis, are busy at quarters. . . Dom Viorca, a member of the operating clan of the Vivona Bros.' Shows, is in his sophomore year at Duke University, Durham, N. C.  
Most depressing thing in finance is the fact that during visits to cities where troupers are wintering there's a risk in bringing a dollar.  
Uncle Dave Altman, for more than 30 years Merry-Go-Round foreman with Coleman Bros.' Shows, is receiving treatment in Veterans Hospital, Rocky Hill, Conn., after losing his eyesight, reports Harold W. Gardner. Altman would like to hear from friends.  
The fact that every begonia wants to be a general agent proves that his ambition is to start from the top.  
Guy and Mel Dodson, former show owners, and J. C. Weer, ride operator on Johnny J. Jones Exposition the past season, visited Mills Bros. Circus at Wallerboro, S. C. . . Mr. and Mrs. Sam E. Prall, who closed their Prall's Broadway Shows Saturday (11), at Valdosta, Ga., left for Hot Springs for a short vacation. They will attend the outdoor meetings in Chicago and spend some time at their New Jersey home before heading for Florida and their winter fair dates. . . Mrs. Lillian Eldkin, who operated a popcorn stand at Fairyland kiddie park, Long Island, N. Y., this year, has closed for the season.  
Stop-gap fund is a quarter tossed to a moocher to keep him from loudly gapping for one when you're talking to a fair manager.  
Following a fairly successful outdoor season, Mr. and Mrs. Scottie LaBrake are in Jacksonville, Fla., where they will winter. . . Mr. and Mrs. Jimmy Pumphrey, who are wintering in Wauchula, Fla., last week took delivery on a new house trailer from Dick Harris.  
General opening is a profession that enables one to live beyond his means on his boss's initiative.  
Charles N. Payne, former electrician on E. J. Casey Shows and this year electrician on the Congress of Hollywood Daredavils Thrill Show, is vacationing in Eastern Canada following the org's close at Calgary, Alta.  
Every now and then we read where someone sent a check to a conscience fund, but never to a manager for back pay.  
Mrs. Edie Walters is in St. Joseph's Hospital, Hot Springs, following a major operation. . . Alton and Dora Pearson recently stopped off at Hot Springs for a few days while en route to their Tampa home.

**FOR SALE—SKOOTER CARS**  
Excellent Condition. Reason for Selling: Purchasing Special New Cars. Will Arrange Inspection If Desired.  
**ROYAL AMERICAN SHOWS**  
TAMPA, FLORIDA

**FOR SALE**  
**WANT TO BUY FOR CASH**  
3-ELEPHANT ACT 6-HORSE LIBERTY ACT  
4-PONY DRILL  
INTERESTED IN ACQUIRING OTHER FIRST-CLASS CIRCUS ANIMAL ACTS.  
**DON FRANKLIN SHOWS**  
FAIRGROUNDS, BOERNE, TEXAS  
Or Will Be at the Sherman Hotel, Chicago, During the Convention

**CRAFTS will BUY for CASH**  
Streamlined WHIP in FIRST CLASS Condition  
**CRAFTS 20 Big SHOWS**  
728 BELLAIR STREET Phone: SUNSET 2-3131 or contact at Convention, Sherman Hotel, Chicago, Mar. 24 to 29, 1950. NORTH HOLLYWOOD, CALIF.

**FOR SALE**  
27-foot Lighthouse Trailer. Built for use as Concession. Back and side open. Formerly used by Meyer Family, Glam Showers. All completely rebuilt aluminum siding. Large living quarters in rear. \$2000.00.  
**HENRY MYERS**  
STATE ROUTE 8 KENT, OHIO

**FOR SALE**  
27-foot Lighthouse Trailer. Built for use as Concession. Back and side open. Formerly used by Meyer Family, Glam Showers. All completely rebuilt aluminum siding. Large living quarters in rear. \$2000.00.  
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**en route . . . or on location . . .**  
**Enjoy HOME COMFORT!**  
DESIGNED WITH YOUR COMFORT IN MIND  
A MODERN APARTMENT  
Smart solutions for verified new living comfort.  
YOUR CHOICE OF BEDROOMS  
Inland or twin beds. A floor plan to suit your mood.  
EFFICIENCY KITCHENS  
Spice 'n' open priority considered in the layout design.  
SHOWER AND TOILET  
More independence, more New Moon a real home.  
"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made."  
**MEET THE NEW MOON E-Z PAYMENT PLAN FOR SHOW PEOPLE**  
WRITE today for details on E-Z payment plan for show people and literature on the New Moon Fleet.  
**TRAILER**  
**Bedmo COMPANY**  
54 BRIDGE STREET, ALMA, MICHIGAN

**WHEELS OF ALL KINDS**  
Merchandise Wheels, Turkey Raffles, etc.  
**KENO BINGO**  
Perfect for Lodges, Societies, Clubs, Unions, Churches, etc. Enjoyed by everybody!  
Most Popular Fund-Raising Game. Complete equipment and supplies.  
**WRITE FOR CATALOG**  
**NOTE NEW ADDRESS**  
**H. C. EVANS & CO.**  
1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS

**FOR SALE OR TRADE**  
1 No. 5 EH Wheel, Circle and Star, U-2 International motor, white seats, 1942 Dodge 1 1/2 ton tractor with semi built for Rides, 1 1948 Rollplane Super, both motor perfect. Ride same as new, semi built for same, good clean tractor, 1946 Spilling in perfect condition, semi built for same, 1945 Dodge 2 ton tractor, 1946 Flying Scooter, 8 tub. Semi for same, also clean tractor, 1948 Rollowheel, very clean, 1 Transformer Semi, complete 2 100 K.V.A. Pats with 2 600 switch boxes, 1 Transformer straight truck with 1 50 K.V.A. Pat, 1 200 switch box, 3 Kid Rides—10 Car Auto, Allan Herschell: Twin Ferris Wheels and Train, 2 coaches. There is no use writing back and forth as to prices, pictures, age and condition. If you are interested in clean and well kept equipment, I have just that and priced very reasonably to cash buyers. This equipment can be seen any time between now and December 15th by visiting me Western Union giving me three days' notice. Want 8 or 16 tub Octopus, must be late model and clean; Allan Herschell Merry-Go-Round, must be late model two-aboard. All replies:  
**W. R. GEREN**  
Box 29, Greensburg, Indiana. Winter Quarters: 2nd and Carver Streets.  
P.S.—Will attend Chicago Convention.

**REINFORCED FOLDING CHAIRS**  
Immediate Delivery  
New, durable, strong and reasonably priced seats of tough, mild Northern Hardwood  
**WRITE FOR LOWEST PRICES**  
**MORRIS MANDELL, INC.**  
16 East 13th St. (Dept. B) New York 3, N. Y. Phone: ALBANY 8-9727

**IMPORTANT NOTICE**  
**TO FROZEN CUSTARD MACHINE OPERATORS**  
You cannot operate in the State of Florida, 1949-1951, unless you comply with all State sanitary requirements and secure license in advance for each location.  
Mts must be purchased from an approved milk manufacturer in Florida. There will be no skimming of cream and dipping in chocolate or raw allowed at fairs, carnivals and such places, such skimming and dipping must be done in some licensed ice cream manufacturing plant of business.  
Notify JOHN H. SCOTT, Chief Dairy Supervisor, Florida State Department of Agriculture, 108 Seale Building, Gainesville, Florida, if you plan to operate in the State.

Used Everywhere for Over 35 Years  
**ROLL TICKETS**  
PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** DEPT. B SHAMONKIN, PA.  
Send Cash With Order. Stock Tickets, \$21.50 per 100.00.  
100,000  
**\$29.00**  
10,000 . . . 5 9.50  
20,000 . . . 11.75  
50,000 . . . 18.25

**INSURANCE**  
**IDA E. COHEN**  
 175 W. JACKSON BLVD.  
 CHICAGO, ILLINOIS

**PENNY PITCH GAMES**  
 Size 4x4 1/2" 30¢  
 Size 4x4" 25¢  
 Size 4x3 1/2" 20¢  
 Size 4x3" 15¢

**BINGO GAMES**  
 75-Player Bingo, Complete \$6.00  
 100-Player Bingo, Complete \$8.00  
 1-75 Deposit on All Orders  
**SLACK MFG. CO.**  
 114-122 W. Illinois St. CHICAGO, ILL.

**LOOK!**  
 UP AND OVER  
 Newly designed Kiddie Ride, 3 passenger ride, only \$548. F.O.B. Wichita Falls, Texas.  
 For photos and more details write—write  
**O. R. HALL**  
 410 Ohio Ave.  
 Wichita Falls, Texas

**Yager United Attractions**  
**WANT**  
 For Amie, L.A. Firemen's Festival Nov. 18-19.  
 Hunky Punks at all shows. No exclusions on Stock Shows. Also want Rides and shows not conflicting with our show. Please contact Yager United Attractions, 1814 W. Randolph St., Chicago, Ill. 60619. With six more cities to follow.

**FOR SALE**  
 T-Car Tilt, 2-5 Ferris Wheel, Locomotive with or without tracks, Coast, Solid Wheel, Miniature Train. The above Rides stored in Chicago, Ill. be delivered.  
**BOX CB-135**  
 THE BILLBOARD  
 181 W. Randolph St. CHICAGO, ILLINOIS

**NOZLEY AMUSEMENT**  
**GREGORY, ARK.**  
 Want Sit-Down Grab, Spring Game, Glass Pitch, Cork Cannon, Short Range Gallery, Heart Pique and any Slum Hunky Punks not conflicting. Also want P.C. and Hunky Pank Agent. Out all writers.

**FOR SALE**  
 One two-abroad Perry Merry-Go-Round, in good shape. 24 horses on this machine. Will sell without transportation. \$250.00. One Greater Charly's model, with 1800 Ford Truck, in good condition. Plane has a complete with ticket box, fence and lights. Will sell both Truck and Plane for \$100.00. One Miniature Train with three cars, one down, with a Briggs & Stratton motor and just over 200 feet of track, 18 inch gauge, 80 feet of fence with posts, 150 feet of chain, two 18 inch wheels, 2 1/2 inch axles, complete ride for \$900.00. **STYB'S SHOWS**, 20 Laurentine Ave., Ely, St. Paul, Minn.

**WANTED**  
 For Good Louisiana Spots  
 Top Corn, Candy Apple, 1/2 Stock Concessions or Agents for office-owned concessions.  
**RAINES AMUSEMENT COMPANY**  
 Berce, La., this week; then per route.

**TWO KIDDY RIDES**  
 One Kiddy Trip Auto Ride and one Miniature Train with ten Houdy Hall Gum Poppers with 100 lb. of gum. Vendors are brand new. Must sell. Write  
**WILLIAM NORQUEST**  
 412 Lake Ave. Ashland, Ohio

**FOR SALE**  
 Super Roll-Plane, perfect shape. Spillman Merry-go-round, three-abroad. Funhouse on semi trailer 50 NVA. Diamond Light Plant. Transportation available. Write, write, phone.  
**J. R. EBRIGT**  
 ELYON, KANS.

**WANTED**  
 Rides, Wild Animal Shows, other Concessions, Fridays and Saturdays during winter months.  
**FARMERS MARKET & AUCTION**  
 CLEARWATER, FLORIDA  
**GIVE TO THE**  
**RUNYON CANCER FUND**

# Club Activities

## Michigan Showmen's Association

3153 Cass Ave., Detroit  
 DETROIT, Nov. 11.—Regular meeting Monday (8) was well attended, with President Robert Morrison in the chair. Assisting him were Fred Silber, first vice-president; Marvin Keyes, second vice-president; George Harris, third vice-president; Louis Rosenthal, treasurer; and Edward Ford, chaplain.  
 Ben Miller reported that Jack Gallagher and Sam Fishman are recuperating at their homes, while Tony Moreno is still in a Memphis hospital.

Petitions are being circulated for the nomination and election of officers. Installation ceremonies this year will be held jointly with the Ladies' Auxiliary.  
 Recent visitors include Harry Ross, Leonard Lundquist, Stanford Baker, William Zakoor, Ralph Jameson, William Boss, Charles Duma and Louis Stone.  
**Ladies' Auxiliary**  
 Rose Lewiston, president, was in the chair at the regular meeting, assisted by Clara Silber, first vice-president; Leona Bennett, second vice-president; Charlotte Richardson, treasurer; and Bernice Stahl, acting secretary.  
 Donations for the children's Christmas party received from Maude Pence, Helen Baker and Mayme Wade. Pat Cromale and Cora Pollard made donations to the gift shop.

Membership application received from Bonnie Davis, petitions are being readied for the coming election of officers. Correspondence read from the auxiliary of the Hot Springs Showmen's Association, the Michigan Showmen's Association and Mayme Wade. Pat Grogan and Helen Baker were back off the road.

## Show Folks of America, Inc.

145 Turk Street, San Francisco  
 SAN FRANCISCO, Nov. 11.—October 30 meeting was called to order by President M. K. Kreekos. Treasurer Dwight Kane and Corresponding Secretary Albert Roche were absent. Called to the rostrum were Bill Kindel, Edith Walpert, Mr. and Mrs. Jimmy Lynch and Teddy Texeira.  
 Elected to membership were Robert D. Farra, Ada E. Baird, Joy Erwin and Chester Nichols. Letters, with dues enclosed, came from B. B. Bassford, Mrs. N. E. Hunter and John Dennick. Bill Kindel is chairman of the banquet and ball which will be held in the Gold Room, Fairmont Hotel, December 29. Council Railroad won the pot of gold.  
 Russell Jeffers' eye condition is improving. Glenn Artz is seriously ill at his home. Fred Hanson reported that Fred Ferguson, confined in Marine Hospital, enjoyed receiving letters and cards from friends.  
 Presented at the meeting were those members who have been absent for some time: Johnny and Chiekie Provenzale, Ed (Rosy) Ritro, Jimmy and Josephine Lynch, Teddy Texeira, Ernie Santanni and Russell Jeffers. Meeting was adjourned for Halloween entertainment and bingo.

## Miami Showmen's Association

216 W. Flagler St., Miami  
 MIAMI, Nov. 11.—The first meeting of the season will be held November 14. A large attendance is expected as President Carl J. Sedlmayr has an important message for the members. The banquet and ball committee is taking reservations for this annual affair. Rip Westlake, who has been in Military Hospital for an operation, is recuperating at his home. Doc Garfield is with E. K. Fernandez in Honolulu. Says he expects to be back in Miami around Christmas.  
 Phil Cook came in from the world of Mirth Shows, bringing a nice check from the Jamboree that was held on the show. Mrs. Jean Dellabate had a relapse and is at the St. Francis Hospital, Miami Beach, Tuesday, December 12, is the big day for the Century Club tickets. If you have not received your tickets, suggest that you get them immediately.

## Greater Tampa Showmen's Assn.

Tampa, Fla.  
**Ladies' Auxiliary**  
 Mrs. C. J. Sedlmayr Jr., president, was in the chair at the first meeting of the season Wednesday (8). Also on the platform were Mrs. Paul Kleider, first vice-president; Mrs. Leo Carrel, second vice-president; Mrs. Eddie Young, third vice-president; Mrs. E. Pillingham, secretary; and Mrs. James Owen, treasurer.  
 Mrs. Hal Hall read the invocation. Thank-you notes were read from Deana Berni, Lolita Kemp and Mary Holman. New members include Marie Carder, Juanita Frances Israel, Juanita Albini, Yolande Houli, Inez Campbell, Mary Jean Davis, Frankie Sue Hoard, Bernice Bennett, Patricia Shaffer, Gloria Constance Corneil, Louise Mills Warrery, Isabel Lusk, Lorraine Dickerson, Lorraine Ward, Ruth Chio Kadomastee, Froda Donick, Blanche Sullivan, Estelline Pike, Helen Hall, Ellen Ida Knight, Mildred Carlson, Florencia Schiavo, Ida J. Marin, Iva May Anderson, Billie Parks, Betty Gripps, Billie Macooly and Dorothy Huffman.  
 Mrs. C. J. Sedlmayr Sr. donated a hand-embroidered linen table cloth to be given away Saturday night. Mrs. Esther Young presented the club with a pencil sharpener to match the furniture in the office.  
 Geraldine Gaughn, librarian, announced that proceeds from a basket picnic held this summer will be used to purchase a needed book case for the library. The picnic committee included Beulah Thomas, Florence Rubin, Halie Terrell, Harry Gaughn, Fred Boekelman, Eddie Young, Harry Ruben, Dorothy Raffel and Jack Galluppo.  
 The auxiliary will set up an X-ray unit outside the club in early December for the benefit of all in the neighborhood. Committee to serve on this project includes Flo Pontico, Billie Cooper, Deana Berni, Virginia McGee, Ella Stophel, Vera Larkin, Lois Turvov, Ethel Garland, Marta Saurain and Marie Caughey.

## National Showmen's Association

1564 Broadway, New York  
 NEW YORK, Nov. 11.—At the regular meeting Wednesday night (8) assistant treasurer-elect, John S. Weismann, spoke on the necessity of making progress in the bond drive, begun last May by President Jack Perry to secure a new home for the organization. Despite the small attendance, about \$10,000 in pledges for the bonds was secured. Several members of the Ladies' Auxiliary were present and also pledged bond purchases. Auxiliary will make its pledges as a group at the next regular meeting.  
 President Emeritus George A. Hamer, President Jack Perry, who made a special trip for the meeting, Secretary Phil Isser, Counselor Max Hofmann; Joseph A. McKee, banquet committee chairman; Dave Solit of the Hamid office, and Stanley Wathon were present.  
 Visitors included Irving Sherman, Irvin Nathan, Sam Lipsich, Edward Goldstein, Sam Weiss, Bill Powell, Morris Sommers and Isidore Treblish. A special banquet meeting will be held Wednesday (15), and memorial services will be conducted Sunday (19).

## Rogers Gross Slumps; Earl Rogers Marries

**PELICAN RAPIDS, Minn., Nov. 11.**—Equipment of Rogers Bros.' Shows is stored in winter quarters here following a season which produced a gross below the 1949 like because of the rainy spring. Booking activities for 1951 have already started.  
 Co-Owner Earl Rogers was married October 20 to Betsy Shaw, of Ferguson Falls, Minn., and has left on a honeymoon and buying trip in the East.  
 Painting and repair work at quarters will get under way February 1. Officials plan the addition of two kiddie rides for 1951 to give the show a total of 10.

## Showmen's League of America

400 S. State St., Chicago  
 CHICAGO, Nov. 11.—Vice-President Lou Keller presided at the Thursday (9) meeting. Also at the table were Walter F. Driver, treasurer; J. W. Conklin, past president; and Joe Strelbich, secretary.  
 Elected to membership were John R. Smith, Johnnie Criss, George Harris, Mark P. Rellly, James B. Wages, Benjamin Glasberger, James Cassidy, Louis Soper, William E. Jones, Robert Robbin and Charlie Byrnes, bringing the total in the membership drive to 79.  
 Ways and means committee reports the Buick is ready for delivery and urges co-operation during the last days of the drive. House committee announced plans for the Thanksgiving dinner November 23 and the meeting set for that date will be held Saturday, November 25. The American Legion Post party has also been changed to November 24.  
 Members present for their first meeting of the season included J. D. Edwards, John Duffield, John Lempert, Ed Kohnhuff, Chester Barker, Ray Oakes Jr., Henry F. Thosie, Earl Newberry, Andy Kasten, Joseph M. Dugas, Lester Davis, Manuel Blasco, Richard Reuland, Joseph M. Pavese, Harry Bernstein, Sam Brody, William Gillickman, Harry Ross, Paul Delaney, Robert Mautner, Dave Malcolm, John Courtney, Arthur Morse, Dave Russell and J. W. (Patty) Conkila.

## Arizona Showmen's Association

Arizona Hotel Bldg., Phoenix, Ariz.  
 PHOENIX, Ariz., Nov. 11.—The first regular meeting of the fall season was called to order, President Lloyd Wilson presiding. All district officers were present. One hundred and two members were present and it was the largest meeting ever held by the club since its organization. Don Hanna, treasurer, reported he had secured new clubrooms at 216 West Washington Street. Forty-five new members were voted on and all were accepted. On motion of Hiko Sieber, the Ladies members of the club will furnish their part of the new clubrooms.  
 Joe Krug, president of the Pacific Coast Showmen's Association, and his wife, Ethel, were present, and he gave a short talk. Donation books are coming in very good. Sammy Comis arrived here for a short visit and stated he was feeling okay after his long illness in a hospital. Charles Thompson, co-owner of the Cactus Santa Heights, is confined at Santa Monica Hospital. The Ladies reports say he is getting along okay after an operation. J. Hicks visited the clubrooms. Hollywood Towers won the pot of gold.

## From the Lotts

• Continued from page 60  
 Mike (Frenchie) Crowatt has five joints; Don Green has over and under seven; the A. S. Bromers popcorn and jewelry; Mr. and Mrs. Barnes, mug joint and candy floss. Shows are booked solid until January 18.—J. D. FAULKNER.

## Midway of Mirth

BLYTHERVILLE, Ark., Nov. 11.—Ideal weather has been boosting business recently.  
 Jimmie Rogers, general superintendent, suffered a cut eye recently when a light bulb exploded in his face. Frank Lavell is reported to be recuperating from a recent illness. Calvin Landrum is in the hospital for treatment.  
 Visitors included Roger Walk-up, Pale Sutton, Wane Mayberry, Mr. and Mrs. Joe Wherry; Mr. and Mrs. Charles Rogers and son, Jimmie, and Melvyn and Jack Rogers. Org will winter in Trenton, Ill.

## Winter Quarters

• Continued from page 60  
 a satisfactory season despite much bad weather.  
 Work is now under way at quarters here, with E. E. Miller and Harry Moore repairing and painting. Personnel springing equipment here are Ralph Jackson, kiddie airplanes; J. Ward, kiddie Ferris Wheel; Ted Cole, bingo, and Glenna Hinzman, concessionaire. Show will open in the spring with six rides.

## Lee Amusement

MONTGOMERY, Ala., Nov. 11.—Show closed November 4 at Tallahassee, Fla., and is now in quarters here. The preceding week, Walter B. Fox was a guest of General Agent and Assistant Manager L. D. (Bill) Dollar when the show played Baldwin County Fair, Rockdale, Ala., and also visited with Lee Houston, who formerly trouped with Fox on Wallace Bros.' Shows.  
 According to Dollar, the show did good business this year whenever weather permitted, playing Alabama and a few Georgia border towns. Org carried 5 major and 3 kiddie rides, 4 shows and about 8 concessions, most of which were office-owned.

## Lee United

BAY CITY, Mich., Nov. 11.—Winter quarters of the org opened last week with Earl Martindale in charge. Trucks are being repaired and rides and canvas put in shape. A number of showfolk are wintering in Bay City. Jack and Max Halstead, cookhouse operators, have taken over the Forest City Hotel and Coffee Shop for the winter.  
 Owner Charles H. Lee and concessionaire Bob Lous left November 10 on a business trip for the show and a short vacation in Hot Springs. After being away from the Lee org one season, Harry G. Taylor will return to round out his 11th year as general manager. Shows will open early in April.—HARRY G. TAYLOR.

**LONE STAR SHOWS** W. Barry  
 I. B. McPadden Manager Myrtle McPadden Treasurer

**WANT** Three more weeks in Macon. Don't write, write for space.  
**WANT 3 AND 3** These more weeks in Macon. Don't write, write for space.  
 No X, everything open. Want Hunky Punks of all kinds. Especially want at Coney Island, Mug Joint, Long and Short Range Shooting Gallery, Cigarette Gallery, Derby, Hoopla, Pitch-Tilt-You-Win, Novelty, Ball Games. Can use Rat-Came. All P.C.'s open. Can use Bingo at once. Writer also. Write also for all. Who else? You can get a writer's bank roll. SHOWS: Wild Life, Monkey, Girl Show, Fat Show, Snake Show, Motordrome, Fun-in-the-Dark. Give you a good proposition if you have own equipment. RIDES: Want Five-ton, Scooter and Pony Ride. Can use any Ride not conflicting with the 9 we have.

**NOTICE:** Starting Monday, Nov. 20, we play under the auspices of the Bibb County School Patrol, sponsored by the Sheriff's Office. This will be one of the best in the city. Radio, newspaper advertising in a big way. Two Kids' Days, Thanksgiving and Saturday. Bikes given away both days. So don't hesitate, come on at once. First come, first served. Now at Broadway and Centond St. You can tell the date for this date for Thursday, Friday and Saturday. Don't write, write at once. Let us know how much space you need. Can use a clean Mill Camp.

**J. H. McPADDEN** Now at Broadway and Centond St. Macon, Ga. P.S.: Our fourth week in Macon. There just be a reason.

**WANTED FOR THE BIGGEST SPOT OF THE SEASON**  
 A few more Stock Concessions, week of Nov. 20 to 25, downtown in Lake City, Fla. The first one in the city limits in 4 years. All address  
**JOHN H. DAVIS, Mgr.**  
**SOUTHERN STATES SHOWS**  
 HIGH SPRINGS, FLA., THIS WEEK.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 12¢ A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ANOTHER BEST BUY: TEN SOLID PARODIES of recent songs for distribution...

ARRANGING FOR BAND ORCHESTRATIONS...

THE "CIGAR" MAGAZINE... CONTAINING...

LAUGH LINES—FIVE READS; ALSO NO. 13...

QUICK WIT—HOW TO GET LAUGHS every four seconds...

SEND FOR "CARIBBO ON A CARIBBEAN"...

SENSATIONAL GAGS, STORIES, SKITS, Monologues, Acts, Pastors, etc. 1st 1st free...

AGENTS & DISTRIBUTORS

AAA ATTRACTIVE NEW SERIAL SENNA...

AAA BEST DEAL TALKING CARDS \$1.20 doz. \$8.50 hundred...

AAA SENSATIONAL TALKING XMAS CARDS...

AAA RED HOT NOVELTY FOR MEN! Everyone buys...

ARAZONE PEARL SEA SHELL JEWELRY...

AGENTS: DISTRIBUTORS: E. EISENBERG...

AGENTS: COMIC XMAS CARDS, \$3.50 per 100...

A LIMITED SUPPLY OF LADIES' NYLON GLOVES...

AMAZING TALKING GREETING CARDS—Birthdays...

AMAZING! NEW! PLASTIC LETTERS—stick to glass...

AMAZING NEW TALKING SANTA CLAUSES...

BUY THOUSANDS OF NATIONALLY ADVERTISED products...

BUSION BEAUTIES WEARING ONLY A SMILE...

BARGAINS LEAVE UP TO 36% HOBBY...

BUY NYLONS DIRECT FROM MILL—Write for Jobber's Manual...

CAMEO CIGARETTES, CARTON FREE—\$4.49 wholesale...

CARDED MEN'S HEADQUARTERS—All Handkerchiefs...

CHRISTMAS TREY BULBS—C&S IMPORTERS...

COMPLETE LINE OF PLASTICS—BALL, Headed Table Cloths...

CONCESSIONAIRE: SELL BATH CUBS...

DEALERS, AGENTS, TOBACCO—SELL Handmade Tobaccos...

RACER BUYERS WANTING—AMAZING! French...

EXCELLENT SIDE LINE FOR PRINTING and Advertising Salesmen...

FAST SELLING MERCHANDISE AT BELOW prices...

PART XMAS SELLER—PERFUME, NIPERK...

FREE SAMPLES—80 PROFITS SHOWING amazing Glow-in-the-Dark specialties...

FREE SAMPLE & INFORMATION—SENIOR National new sports article...

FREE FOLIO—700 MONEY MAKING deals...

FULL FASHIONED NYLONS—MILL, BECK...

GET UNSEEN, UNBELIEVABLE, THRILLING...

GIRL PHOTOS—GET THE BEST THESE top quality photos...

QUALITY PHOTOS—122 MAIN STREET PHOTOS...

UPPER SPEED—UPPER SPEED... 35¢ per 100...

★ Christmas is Coming! Hurry, Hurry for this... Combination Special

Luxurious 5-Piece JEWELRY SET in 24-K gold plate... 17-Jewel Watch... \$14.50

All for Only \$14.50 Rush your Order Today! Cel-Max

COMPARE THESE VALUES!



5-PC. MEN'S ENSEMBLE WATCH AND JEWELRY SET. Consists of 1pc. Gold Faced Mesh 17" wide Bracelet Watch...

Watches equipped with the famous Pigeon 17-jewel movement...



3-PC. WOMEN'S WATCH AND JEWELRY SET. An exact replica of watch costing \$2,550.00...



75% DEPOSIT, BALANCE C. O. D. F. O. & CHICAGO WHOLESALE ONLY

COOK BROS. 816 W. Maxwell St. Chicago, Ill.

OUR APOLOGIES! In the Cook Brothers' ad of Nov. 11th...

3 SETS OR MORE ASSORTED MEN'S OR LADIES' SETS, \$24.75 Each. SAMPLE SET, \$26.50

Introducing the hottest sensation in jewelry buys for 1951. Earrings & Necklace Sets. \$6.75 Doz. Boxed. SPECIAL! \$65 gross

"SEASON" YOUR SALES WITH THIS POPULAR PAIR!

SALT & PEPPER SHAKERS. Authentic miniature made of porcelain and attractively trimmed...

BILL'S SPECIALTY MFG. CO. 433 N. 2nd St. MILWAUKEE, WIS. GOLD WIRE ARTISTS DEMONSTRATORS, FAIR AND RESORT WORKERS

GIVE TO THE DAMON RUNYON CANCER FUND. Write for \$5 sample line, stating requirements. \$2 deposit required—bal. C.O.D.

NEW AND TERRIFIC!! TALKING TOYS. "JO-JO" and his BANDA. MECHANICAL MONSTER. "CUTIE-CIGAR". Novelties Mfg. Co.

JEWELRY HOT BUY! HOT BUY! BANKRUPT STOCK, SACRIFICING FOR CASH. LUCKY NOVELTY PRIZE BOXES. GIVEAWAYS (SLUAM)

Quick Photo Invention! PHOTO MASTER. Finished Photos in 2 Minutes.

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200/36	ANTIMONY SILVER JEWEL CASE	9	9.00
1539	ANTIMONY SILVER HORSE & RIDER ASH TRAY	9	9.00
1536	LARGE ANTIMONY SALT & PEPPER SETS, in Handsome Silk-Lined Display Box	10	10.20
401	LARGE SIZE ATOMIZER, Individ. Boxed	2	8.00
3022	IMPORTED BINOCULARS	4	5.50
827	LARGE METAL OPERA GLASSES	9	8.00
200	IMPORTED METAL TELESCOPES	2	4.00
840	3 PC. STAINLESS CARVING SETS, Attractively Boxed	10	20.00
500/31	ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	9	9.00
200/32	ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	4	4.00
2700	5-PIECE TRAVELER'S SET, Gold Plated Pen, Pencil, Ball Pen, Flashlight & Knife in attractive velvet display box. Price tagged \$22.50	13	5.00
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Newest Imperial Creation!

## MUSICAL JEWEL CHEST



Made of Genuine Walnut, Lined in Velvet with Elevator Gray. Complete with Latest Paris Style, Fine Quality, Rhinestone Necklace, Bracelet and Earrings to Match.

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MA 408—Mule Dancers	Doz.	4.25
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MA 412—Man's Yellow Metal Signet Ring	Doz.	\$7.20
MA 413—Man's Yellow Metal Birthstone Ring	Doz.	10.80
MA 414—Lady's Yellow Metal Birthstone Ring	Doz.	6.75
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**\$6.00 PROFIT IN JUST 30 MINUTES**

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Terrible Flash & Values in Real Fur & Plush Stuffed Toys for the Christmas Season

#201

#202 30" REAL FUR Bear. Special Animal ACE TOY selling for \$36.00. Retail \$45.00. Colors: SAMPLE DOZEN.

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Brand new 1950 model cases for Benrus, Elgin, Bulova ladies. Reusable metal cases. Tube new

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\$12.95 \$14.65 \$18.95

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**RHINESTONE DIALS AT NO EXTRA CHARGE**

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Colors of expensive 2000 & 3000 watches. \$9.95

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High multicolored check **BERETS**

Made out of water repellent rayon with highly colorful new pom-pom, full lining, elastic hat band.

**CASH IN** on this latest craze that is sweeping the country. Ideal for gift, see prices, show, coloring and sportswear. Sample prepaid \$8.50. Berets for \$2.50 on receipt. Per money order.

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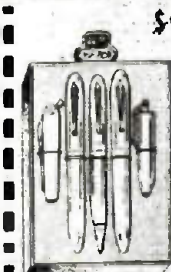


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DOZ.  
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Original 3-Pc. Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.



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Consists of beautiful gold plated PEN, PENCIL, BALL PEN, FLASHLIGHT and PEN KNIFE in plush box with \$22.50 Gold Embossed price tag. **DON'T BE FOOLED BY IMITATIONS!** WE ALSO HAVE THE PEASIE FINISH SET AT \$10.50 DOZ.

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Here's the year's prize winning doll.

**"WANDA"**  
**THE WALKING DOLL**

18" Tall, she actually walks, turns, has "eyes" and "mouth" which continuously express in human-like facial. Adults as well as children love this doll.

Individually boxed and guaranteed!

**SPECIAL PRICE \$114.00**  
DOZ.

**SAMPLE DOLL \$11.50**



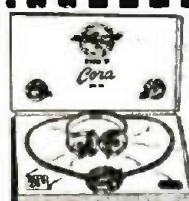
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With Patented Expansion Flap

Sensational PLASTONE finish makes these wallets look like the real thing. Who had terrific response to this number all year—it's a sure winner for Christmas. Individually boxed.

**MINIMUM ORDER \$8.00**  
ONE DOZEN

WE HAVE A LARGE SELECTION OF BOTH MEN'S AND LADIES' WALLETS IN ALL PRICE RANGES. WRITE FOR COMPLETE LINE OF SAMPLES!



**25 DIFFERENT STYLES FROM THE ORIGINATORS OF EXQUISITELY DESIGNED COSTUME JEWELRY SETS**

Write for Complete Illustrated Catalog!

SET PICTURED - NO. 304

**\$42.00**  
DOZ.

Sample Set \$4.00

Necklace, Bracelet, Brooch & Earring Set. 24 K Gold Plated. Limbed Chain, Six Links. Gift Box.

ALL SETS FOR RESALE ONLY!

#3902 CONTINENTAL BLACK HANDLE LIGHTER	\$8.00 DOZ.
"DREAM GIRL" LITE-UP PENCIL	\$4.00 DOZ.; \$45.00 GR.
SMALL BLACK HANDLE PISTOL LIGHTER	\$6.00 DOZ.; \$66.00 GR.
LARGE PEARL HANDLE LIGHTER	\$12.00 DOZ.
AUTOMATIC TYPE PISTOL LIGHTER	\$6.00 DOZ.
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WORLD'S SMALLEST COCKTAIL LIGHTER. CHROME FINISH	\$5.40 DOZ.
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LARGE WALKING BEAR	\$6.75 DOZ.; \$72.00 GR.
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25% Deposit Required With All Orders; Balance C. O. D.

Write for Football and Novelty Catalog!

**KIM & CIOFFI**

912 Arch Street Philadelphia, Pa. Market 7-2283

**Merchandise Topics**

**New York**

A protective hosiery spray called Nylonizer has appeared on the market. The spray is said to coat hosiery with a thin film not visible to the naked eye, yet furnishing protection for every thread in the stocking. Applied from a push-button spray can, the \$1.98 seller is claimed to last for 70 applications. The quick-drying product is said to be particularly effective on 15 denier hose.

Cole Studio is manufacturing costume jewelry with large chunks of treated, colored glass (similar to rough, uncut gems) as center stones. The unusual jewelry is available in a wide range of colors. Lou Ginsburg, of the Merchandise Distributing Company, reports that he's purchased the entire novelty stock of a large bankrupt mail-order house.

The Wallace Shop is turning out a Christmas-corsage-greeting card. The \$1.50 retailer has a corsage attached to a Christmas-greeting card, packed in a clear acetate box with outer carton for mailing. Marcel S. Steger is offering a silver colored mechanical pencil that writes in red, blue, black, brown, yellow and green. For writing a dial operation allows the selection of any of the six colors. Also, Norman Gerstenzang, of the Pen Corporation of America, has announced a new type fountain pen. Featuring an adjustable pen point regulated by turning a band on the barrel of the pen, the instrument writes from superfine to heavy strokes. Also, while Secretary Pen Company continues to do a big job with its animated remembrance advertising pencils, Union Pencil Company claims it is offering outstanding values in parts for fountain pen desk sets.

Book matches with a new type of striking strip have been shown by Universal Match Corporation. According to the manufacturer, the new strip can become completely saturated with water, yet will light a match after excess water has been wiped off.

**Los Angeles:**

John Gary, of Gary Enterprises, announces a three-color Santa Claus of plastic that is self-adhering. Retailing at 50 cents, it has four action poses. Firm also has talking Santa with four big candy canes. Novelty Manufacturing Company has a big seller in its steel Robot-Mechanical Man. Complete with dials, the arms and legs move. Company Prexy Julius Pollack also has Cante Cigar. You pull the tip out and up pops a lit, S. Big and little nudist. Mini Manufacturing Company has named Satisfactory Sales as sole distributor for its soft rubber, plastic lines, which includes Bushman The Gorrilla, Satan the Red Devil, a small three-inch mouse Mr. Bones, the White Skeleton, Sheba, the new harem dancer on a plastic base, as well as the Smiling Octopus, according to Charles Carter. . . Satisfactory Sales is now making deliveries on its No. 2 series of the Mild Cigarette Viewer. These are 20 new kodachrome pictures of Hollywood models, states Lou and Herman Rubin.

**Detroit:**

George Falck, head of Arrow Chemical Products, has returned to his desk after several weeks illness, and is planning to launch a new campaign for his novelty line. Paul S. Patterson is establishing the Patterson Novelty Shop at 405 Woodward Avenue, buying the retail store formerly operated there by Border Novelty Company. Patterson formerly operated the Avenue Novelty Shop in the Avenue Theater Building and is now expanding into the wholesale novelty field. William Zakoor, head of Border Novelty Company, has signs up on his new location at 539 Woodward Avenue announcing opening of the wholesale novelty house. House of Stapleton, headed by Charles H. Stapleton, has moved into larger quarters at 2236 Michigan Avenue. Michigan Salvage Company, old-line specialty firm, is switching the bulk of its operations to the newly formed Canvas Products Company, an affiliate, but will continue some miscellaneous business, according to Fred Maldiver.

**17 Jewel Waterproof Wrist Watch**  
-WCABLOC MOVEMENT  
Radium Dial  
Sweep Second Hand

Chrome plate case with stainless steel back. Stainless steel expansion band. Lock in gift box.

No. BBSW161  
**\$13.50**  
EACH ONLY

**SPECIAL BUY!!**

**Imported Expansion Bracelet**

for men's watches. Heavy duty flexible bracelet to chrome or gift finish.

Chrome No. BBS7W100  
Dill Finish No. BBS7W105

Per Dozen **\$3.50**  
Per Dozen **\$4.50**

**SPORT—OPERA GLASSES**

Coloured white pearl body. Black lacquered metal framing. Matted French metal tubes. Polished ground lenses. Length closed 2 inches; extended 2 1/2 inches; width 3 3/4 inches. A casual, compact, attractive style.

No. BBS207467  
**\$3.00**  
DOZEN

**Popular Styled LIGHTERS**

**PISTOL LIGHTERS**

Small size. Bright polished chrome plated with black trim on handle. 2 1/2 x 3 1/2 inches overall. Individually boxed.

No. BBS3J832  
Dozen **\$6.75**

Larger size. Heavily polished chrome plated with black trim on handle. 2 1/2 x 3 1/2 inches overall. Individually boxed.

No. BBS3J832  
Dozen **\$9.00**

**PEARL HANDLE PISTOL LIGHTER**

Highly polished chrome plate with mother of pearl handle. 2 1/2 x 3 1/2 inches overall. Individually boxed.

No. BBS3J881  
Dozen **\$12.00**

**Best Quality CAMERA STYLE LIGHTER**

With Camera Style with campane on front. Load and release can be removed for use as a pocket lighter. Each in box.

No. BBS3J822  
Dozen **\$12.00**

**MINIATURE LADIES' POCKET LIGHTER**

Overall Dimension, 1" Square.

No. BBS3J862. Per Doz. **\$4.00**

**Aladdin's Lamp Lighter**

Table lighter in a classic design. Silver finish. 4 1/2 x 3 1/2 inches. Each in box.

No. H1183J836  
Dozen **\$8.00**

**TABLE LIGHTER SETS**

Silver plated 'auto' table lighter. 4 1/2 x 3 1/2 inches. Each in carton.

No. BBS3J859  
PER SET **\$1.90**

Matching Aladdin's Lamp or Tiki lighter, cigarette urn and tray in silver plate. Tray 7 1/2 x 5 1/2 inches overall. Each in carton.

No. BBS3J837  
PER SET **\$2.50**

25% deposit required on all orders.

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**"BILLY THE KID" & His Horse**

This roarin' bootin' cowboy comes to you as a straight shootin' sales getter, 21" tall! Studied to his cute, plastic baby face; cowboy hat, the mad chaps. Plush and plaid costume. Horse is rich yellow plush trimmed with felt and blue, white, and red mane, ears, harness and tail. Billy car dismount from horse to hypo seat!

Sample \$4.00 Ea.  
**\$39.00**  
DOZ.

IT'S REALLY TWO ITEMS IN ONE!

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**JOE END & COMPANY, Inc.**  
435 West Broadway New York 12  
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SEND YOUR SIZE

Money back guarantee

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104 East Pizite Ave. Colorado Springs, Colo.

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Tax Paid Prepaid

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Parcel Post

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Arbuckle, Geo. Adams, A. & M. Adams, Mrs. Edna Adams, Mrs. M. Adams, Mrs. M. Adams, Mrs. M. Adams...

Terrell, Harry Arnold Thomas, Jack Thompson, Mrs. D. Thompson, Mrs. D. Thompson, Mrs. D. Thompson...

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

Baron, Fred Bacon, Charles Bacon, Charles Bacon, Charles Bacon, Charles Bacon...

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Abel, J. J. Adams, J. J. Adams, J. J. Adams, J. J. Adams, J. J. Adams, J. J. Adams...

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Adams, J. J. Adams, J. J. Adams, J. J. Adams, J. J. Adams, J. J. Adams, J. J. Adams...

NEW CUTE DOG. We have the best to have this number. DOZEN, \$8.00. SAMPLE, \$1.00. CASE LOTS OF 40 DOZEN, \$7.20 DOZ.

MECHANICAL TOYS. 3090 CLEVER WALKING BEAR DOZEN WITH FISH (NEW) LARGE, \$7.20. 3068 BEGGING FUR DOG, 6.00. 3050 BABY TURTLE, 3.60.

HAWAIIAN MUSIC COLL. Made of soft flexible plastic rubber. 100% rubber. 100% rubber. 100% rubber. 100% rubber. 100% rubber.

ATTENTION ALL WAGON JOBBERS. Write Us for Complete Price List on All Party Necessity Goods. B & S SALES CO. 1003 Maple Avenue, Burlington, N. C.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

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PLUG IN PROFITS WITH ELECTRIC EYE SANTA. 21042B-27" Tall-Santa's eyes blink off and on in traditional dress with the push of a button. Perfect attention getting window or counter display. Sample, \$6.00 doz.

PISTOL LIGHTERS, JEWELRY & RINGS SEND FOR CATALOGUE. We have 81 exclusive styles in Rings, also Lighting, Flashy 14K Gold Plate and Silver Plated Sets and LADIES' SOLITAIRE RINGS. \$15.00-\$25.00.

ELGIN • BENRUS GRUEN • BULOVA WALTHAM. For men and women. Beautiful watch, gold plated band, the holder and cuff links; beautifully boxed. Watched again in ELGIN, WALTHAM, BULOVA, BENRUS, GRUEN. Retail price \$12.95.

STREL OR WOOD CHAIRS. Folding or Non-Folding. Prices: 40-42" Folding, \$1.50; 44-46" Folding, \$2.00; 48-50" Folding, \$2.50.

PHOTOS IN MILLIONS. 8x10, 5x7, 4x6. \$1.00 per dozen. \$1.50 per dozen. \$2.00 per dozen.

25¢ STARTS UP YOUR OWN BUSINESS. Yes, 25¢ will begin your career. New 10 page wholesale catalog. Free! Write for it today.

The Most Terrific Novelty Items Of The Year...

Sensational New "FUZZEE" Cocker Spaniel LAMP! Includes images of the lamp and a dog. Text describes it as a fuzzy lamp that looks and feels like a real dog. Price \$2.50 each.

Young Ones - Grown-Ups Want This Spectacular Snowman Bank! Includes image of a snowman bank. Text describes it as a delightful toy for youngsters and a decorative piece for Christmas. Price \$5.40.

SEND COUPON NOW! Please rush my order for the following: FUZZEE COCKER SPANIEL Lamps, SNOWMAN Banks. Includes a coupon form with fields for name, address, city, state, and zip.

IT'S TERRIFIC! IT'S SENSATIONAL! "BUBBLE GARDEN" LAMP Includes image of a lamp with a globe-like base. Text describes it as a gorgeous, real multi-color flower lamp. Price \$6.00 each.

CARNIVAL, NOVELTY SHOPS, PITCHMEN When In TEXAS Visit Us Large stock always on hand. Includes list of items like dolls, balloons, and novelties. M. NOWOTNY & CO., SAN ANTONIO 2, TEX.

Pipes for Pitchmen by Bill Baker

DOC SHERWIN'S movie show has returned to quarters in Hugo, Okla., following a successful 1950 tour. Who's staying south this winter? J. H. RUTLEDGE... BIG AL WILSON... Knowledge means little if you apply it incorrectly. E. T. WHITSON... TOM O'CONNOR... He succeeds because he goes right along with the progressive methods of his business.

were headed for a favorite Saturday stock sale. We were only 10 miles from the sale when a truck's lights blinded Duke Greenleaf and we side-swiped the truck. Since we were driving slowly the car did not overturn. But was wrecked. My wife sustained a broken arm and fractured hip and was hospitalized for 12 days and it will be several weeks before she regains the use of the arm.

STILL PURVEYING sheet below the Mason-Dixon line is Heavy Faulkner. Some fellows take on partners only because misery loves company. VAN HELMAN is working novelty hats around Maryland following a successful stand with the trinkets at the Marlboro Fair, Seat Pleasant. Get within the law and you'll have little difficulty in returning to that favorite spot of yours. GENE ANDES is in the South after successfully completing a run at fairs with his plastic glass layout. What has become of the lobby gowfs? It's the crowd in the pitchman's lap, not the pitchman, that the knackers are interested in stopping. There's nothing wrong with the pitch business that most of these in it don't know about. Now's the time many pitchers begin to wonder why their seasons were blinks.

Some people are ready to pay their bills only when they feel that their creditors have dropped dead. Ground Broken Chamber of Commerce, were held at the new site. The 400-acre tract, which will be the future home of Kentucky State Fair, also house permanent displays of the State's natural resources and its agricultural and industrial products.

The annual horse show will continue to be an integral part of the fair. A large, modern midway, and several exhibition buildings round out plans for the plant, scheduled for 1953-'54 completion.

Western Fairs D. Hinder, Perris, chairman; Jensen Fred McCarg, Monterey; Roy Welch, Yuba City; Pullenway, Blaine; Kenrose Placerville; J. W. McMuray, Puyallup; Wash, L. H. Morgan, Auburn; Chambers and Russell E. Pettis, San Jose; Lawrence Pettis, chairman; Don R. Jaquis, Lancaster and Muckleton. "The Good Neighbors Hour" committee — Norma Hilfman, Letts; M. C. McCarthy, Dixon; Judge Oliver German, Los Banos; Harold Lane, Los Angeles; Harold Rapp, Santa Barbara; and Tadpole Young, Pearland. Transportation committee — Paul J. Christofides, Chowchilla; Philip Smith, Davis; Santa Ana; Alan Miller, Fresno; and Wentworth Lynch, Plymouth. Publicity-advertising organizers — Roy Gardner, Fresno; chairman, Ralph Bell, Sacramento; Roy Disraeli, Pomona; Earl Sheldon, Los Angeles; Larry Blump, Stockton; Fred Gray, San Francisco; and Charlie Thompson, Alhambra. Entertainment committee — Boris Patis, Sacramento; chairman, Scott Hatten; and Everett Allen, Fresno.

T. A. (SLIM) RHODES is letters the following from St. Louis: "Here's one for the Friday the 13th lovers On Friday, October 13, my brother-in-law, his girl friend and my wife and I

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Freight Rates Secretary Emery Boucher, Quebec. Speakers and their topics at the two-day meeting include Copyright—The London Case, Walter Jackson, London; Junior Farmers at the PNE, V. Ben Williams, Vancouver; Covered Stages, Jackson, and Alex. C. Ross, Sherbrooke; Control of Brucellosis, Dr. T. Childs, Ottawa; A Voice From the East, A. B. Banks, Toronto. Operating an Ice Arena, Ross, Evan McCagan, London, and James Paul, Edmonton; Control of Independent Concessions, S. N. MacEachern, Saskatoon, and S. E. Jackson, Ottawa; Permanent Concessions, Tom McLeod, Regina; Uniform Regulations, Walter Jackson, London; The Royal Winter Fair, C. S. McKee, Toronto; Value of Free Shows, Elwood A. Hughes, Toronto; Plowing Matches in Ontario, J. A. Carroll, Toronto, and the Canadian International Trade Fair, F. P. Costrove, Ottawa. Subjects for general discussion are Free Admission to Exhibitors, Outside Gate Admission Prices and Freight Rates.

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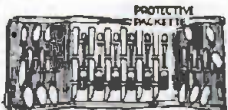
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WFA Sets Fresno Program

Workshop Planning and Revenue Building from Concessions and Commercial Exhibits discussion. Group I fairs (fairs with less than 15,000 reported attend- ) session will be conducted by Joe Whitaker, Gridley, as chairman of the concession panel. Panel members will include Bob McClure, Crescent City; Silvio Rose, Placerville; A. A. Jensen, Susanville; Nic Huddleston, Roseville; and E. B. Mathews, Yreka. Roy Welch, Yuba City, will serve as chairman of the Commercial Industrial Sales Panel with Phil Lewis, Lakenor; L. H. Burns, King City; Ed Warren, Calistoga; and J. D. Berry, Hanford as panel members. Edith Scott, Grass Valley, will be the panel secretary.

Group I Fairs. Included in the Group I fairs, raised by less than 15,000 attendance, based on 1949 Division of Audits reports of admissions, are: 4th District Fair, Petaluma; 10th District, Yreka; 13th District, Yuba City; 17th District, Grass Valley; 20th District, Auburn; 26th District, Plumas; 27th District, Anderson; 28th District, Colusa; 29th District, Red Bluff; 34th District, Cedarville; 35-A District, Marin; 36th District, Dixon; 39th District, Angels Camp; 41st District, Crescent City; 44th District, Colusa; 40th District, Lakenor; White County Fair, Gridley; El Dorado County Fair, Colusa; Lassen County, Susanville; Madera County, Chowchilla; Mendocino County, Bonville; Napa County, Calistoga; Placer County, Roseville; Plumas County, Quincy; Shasta County, McArthur; and Trinity County, Hawfork.

Group II, fairs with more than 15,000 attendance and less than 30,000 attendance, will meet in Room 214 of the Hotel Californian. Maurice J. Hogan, Chico, will serve as concession panel chairman, with the panel made up of Larry Lewis, Paso Robles; Jesse Chambers, Santa Maria; Sam Kellell, Galt; Max Schmeffel, San Fernando; and W. C. Foxley, Ukiah. D. V. Stewart, Imperial, will serve as chairman of the Commercial Industrial Sales panel, with the following panel members: J. T. O'Shaughnessy, Madera; L. E. Verhulsen, Ventura; Cecil Jo Hindley, Ferndale; and Leon Dunning, Hanford, Fred McCargar, Monterey, will act as panel secretary.

Group Two. Fairs in this category are: 3d District Fair, Chico; 7th District, Monterey; 9th District, Eureka; 12th District, Ukiah; 14th District, Watsonville; 18th District, Paso Robles; 19th District, Santa Barbara; 21-A District, Madera; 23d District, Antioch; 24-A District, Hanford; 25th District, Napa; 31st District, Ventura; 32d District, Santa Ana; 37th District, Santa Maria; 40th District, Woodland; 42d District, Oxnard; 45th District, Imperial; 6th District, Hemet; 50th District, Lancaster; 51st District, San Fernando; 52d District, Galt; Humboldt County Fair, Ferndale; Merced County, Los Banos; San Francisco Flower Show, and Lodi Grape Festival, Lodi.

Group III, which includes fairs with over 50,000 attendance and out-of-State fairs, will meet in Room 206 in the Hotel Californian with Ted Rosequist of the California State Fair acting as chairman of the concessions panel. Members are Tom A. Dedge, Fresno and J. H. McMurray, Puyallup, Wash. R. M. C. Fullenwider, Indio, heads up the commercial panel with W. C. Woxberg, Merced, and Russell E. Pettit, San Jose, serving. Mrs. Dickey of Fresno will be secretary.

Third Group. Classified under Group III are the following California fairs: 1st District, Oakland; 1-A District, San Francisco; 15th District, Bakerfield; 21st District, Fresno; 22d District, Del Mar; 24th District, Tulare; 35th District, Merced; 38th District, Turlock; 48th District, Los Angeles; Riverside County Fair and Date Festival, Indio; San Mateo County, San Mateo; Colifornia State Fair, Sacramento; Los Angeles County Fair, Pomona; and Santa Clara County Fair, San Jose.

Out-of-State Group III annuals are: Arizona State Fair, Phoenix; Oregon State Fair, Salem; Utah State Fair, Salt Lake City; Western Washington Fair, Puyallup; Panhandle South Plains Fair, Lubbock, Tex.; Central Washington Fair, Yakima; Multnomah County Fair, Gresham, Ore.; Nevada State Fair, Fallon; Washington County Fair, Hillsboro, Ore., and

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**Indians and Wind**  
 Continued from page 54  
 gave a special matinee to straw business. Straw houses also were scored at Cairo, Ga. (27) and the Pelham finale was to a strong night house.

Mrs. George Beers, 71, widow of the founder, completed her 18th year with the show. Previously, she was with the Beers rep show for about 30 years. Other personnel this season included:  
 Charles Beers, secretary-treasurer; George W. Beers, lot superintendent; Diana Beers, traps; Jean Ann Beers, Wild Life exhibit; Roger Barnes, co-owner and equestrian director; Ella Beers Barnes, organist; Lois Barnes, elephant and wire act; Barbara Ann Barnes, ladder; Walt Davis, Liberty horses; Doris Barnes Davis, aerial and wire; James E. (Tex.) Lawton, concessions; Tillie Beers, Mixon; Lawton, dogs; Patricia and Nancy Lawton, pony drill; Alan Mixon, 24-hour man; James Malinnes, exhibits; June Mixon Malinnes, purchasing agent; Harry L. Holmes, juggling and novelty turns; N. Paul Thomas, Show; Art Deval, horses; Carl Olson and Richard Warner, seats and Carl Bergstrom, director of billing.

**King Finale Nov. 20**  
 Continued from page 54  
 tracted for 1951, along with the Christian family.  
 Co-owners Lucio Cristiani and King said the season had been a money-maker. The season was highlighted by King Bros' invasion of the Peace River district of Allenton, 500 miles northwest of Edmont and extending to the Alean Highway.  
 In Texas recently King blew Dublin (3) because of high winds. A day earlier show played to half and three-quarter houses in Cisco, Tex.

Full night houses and three-quarter matinees were scored at Temple, Tex. (8), and at Marlin, Tex. (7). Local persons said the King tour was timed correctly to coincide with the end of the cotton harvest in this area. It was the first org to make Marlin in several years.

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**Barker Stays**  
 Continued from page 4  
 numbered. Barker will play Orange, Tex., with Kiwanis auspices Tuesday and Wednesday (14-15).  
 Blomberg works Liberty horses, dogs, ponies, mules and monkeys in the show. Walter Jenner and Buddy, the seal, are on the bill. Bozo Harrell heads clown alley, and Noble Hamiter joined recently with his elephant.

Karen was named general agent to succeed R. M. Harvey, who signed recently with Mills Bros. for 1951. Ahead of Barker are four telephone crews headed by Dick Adams, Ed O'Neal, Gus Larsen and Gladys Karen. Allan Tobell has concessions on the show.

**Polack Draws**  
 Continued from page 54  
 doubled last year's take for the Shrine Club there.  
 Four more stands remain this season for the unit. Six days at Springfield, Ill., starting Tuesday (14). Two new dates, Marlon, O., and Owensboro, Ky., follow, and, as usual, Charleston, W. Va., ending December 10, will be the final stand.

Henry Barrett handled the Oklahoma City promotion and next goes to Flint, Mich., the Eastern Unit's 1951 tee-off stand. Jack Daugherty handled Harlingen, where he returned home to Bakersfield, Calif.  
 Several Polack staffers, including Louis Stern, managing director, visited the Shrine show at Houston this week.

**South Solid for R-B**  
 Continued from page 54  
 where the Chamber of Commerce has bought the performances for Thursday (16). The season will end with a two-day stand at Miami (18-19).  
 At quarters, work will get under way soon on the unit which will open at Havana in December. Also scheduled for winter quarters activity is work on Cecil B. De-Mille's movie about R-B. A crew has been with the show in recent days and at quarters Arthur M. Conello, general manager of the show, conferred at Sarasota with movie execs recently.

**Frank Wirth**  
 Continued from page 55  
 Boers, the half of the two and one-half Bentlages, is still getting lost. The Antelaks are sporting beautiful wardrobes. The newspapers have been giving the show plenty of space. Sonny Moore's Roustabouts stopped the show.  
 Smoky Roze is now working with the De Waynes, as well as Sonny Moore and the Hannefords.

**Clyde Beatty**  
 Continued from page 55  
 Blackie Seamster, Phoenix; Ellis Lea, San Francisco; Chic Sherman, Long Beach, Calif.; Benny Israel, New York; Volney Kasher, Miami; Ralph Browning, Phoenix; Barter Neale, Louisville; Edward Say, U. S. Army; Willie Richard, Houston; Martin J. Healy, Miami; Vic Robbins, Ray Rousch and Bill Farmer, Los Angeles; Willard Isley, Santa Anita, Calif.; Glen Bass, Joplin, Mo.; Denny Nease, Santa Anita, Calif.; Hillis Hunter, Miami; C. L. Burkett, Indianapolis; Fred Mullens, Venice, Calif.; Doss Gibson, Monticello, Md.; Johnny Milonga and Calby Cling, New Orleans and Ellen Voise, Sarasota, Fla.; Barbara Weir, Los Angeles.

Joan and Jerry Lewis, New Orleans; Charles Rainer, Concord, N. C.; the Bartons, Sweden; Caudillo Sister, Mexico City; Bernie Griggs and family, New Orleans and then Sarasota; Mark Anthony, Bobby Kay, Harold Hall and Mel Rennick, Los Angeles; Jack Voise, Detroit; George Voise, Saginaw, Mich.; Lefty Swanson, Spanish Forks, Utah; Sancho Morales, Los Angeles; Lavonda and Alva Evans, Bowling Green, Mo.; Red and Barbara White, New York; Alex Linton, Sarasota; Duke Kamakua, San Francisco; Mr. and Mrs. Joe Carvalho, Bermuda; Samuel Danesi, Philadelphia; Jose DeLeon, Miami; Sam Alexander, Tucson; Gene Nadreau, Charlotte, N. C.; George Newberry, Canton, O.; Frank (New Jersey) Shank, Chicago; Raymond Maxwell, Los Angeles; Red, Amy and Marsha Larkin, Shreveport, La.

**West Bros. Opens Season in Kansas**  
 EMPORIA, Kan., Nov. 11.—West Bros.' Circus, owned by Julian West, completed a three-day stand here Saturday (4) after opening at Parsons, Kan., Wednesday (1) for what West said will be a 25 to 30-week indoor season.  
 Acts included the Jacksons, bars, Jean LaTour, traps; Elstons, wire, Adrians, high wire; Aces, rolling globe; Shelbys, trampoline; St. Leon, Troupe, teeterboard; Ed Weidmann's elephant and Roy Bible's chimp.

Chuck Laisure has joined clown alley for this date. The Hannefords go to Kansas City, Mo., from here. Tommy is learning to speak Spanish for date in Cuba. The De Waynes go to Baltimore to join Polacks' Eastern unit. Boers, Bentlage, Lasalle and Roze go to Kansas City. Al Stoops goes to St. Louis. Jack Cervone goes to Houston.—BOZO LAMONT.

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 Medium size Chromium Lighters \$5.50 per doz.

**3-PIECE PEN SET**  
 Consisting of ball point pen, fountain pen, and pencil. In beautiful presentation box. Assembled colors. We give guarantee comes with every set. Beautiful solid embossed \$7.50 sets comes with set.  
 \$4.00 per Doz.  
 \$42.00 per Gr.

**Ladies' Midget Chromium Lighters**  
 Smallest in the world. Every woman owns one..... \$4.00

**Beautiful 4-Piece Jewelry Set**  
 Special \$39.00  
 \$39.00 set  
 This is one of the most outstanding jewelry sets in the country. Sets—Necklace and Earrings—boxed. \$11.00 per doz. sets.

**30" PLUSH**  
 Consisting of Bear, Drum Major, Fireman, Cowboys, Snow Day.  
 \$4.00 per Doz.  
 36" Cinderella Doll. \$2.00  
 12" Bear. \$2.00

**WANDA THE WALKING DOLL**  
 The greatest selling doll of all time  
 \$11.50  
 \$114.00 PER DOZEN



SOMETHING NEW IN JAR TICKETS

IT'S DIFFERENT SENSATIONAL ORIGINAL... Be the first in your territory with this "MONEY MAKER" that will increase your play and profits.

in a hurry..

We can give you fast delivery from stock... Don't lose LOCATIONS and customers by running out of STOCK. SAVE MONEY by not OVERBUYING.

Rake COIN MACHINE EXCHANGE... 609 SPRING GARDEN ST. PHILA. 23, PA. LOMARD 3-2676

Distributors of Coin-Operated Machines and Salesboards

TURKEY PUSH CARDS

Now ready for immediate shipment, our 1950 line of attractive and unusual Turkey Push Cards

WRITE US FOR PROFITABLE DEALS In regards to SALESBOARDS

R. C. WALTERS MFG. CO. 4201 Marloch St. Louis 10, Mo.

Represent the Mfr. First Time! A Fine Line of AMERICAN MADE 15 J. WATCHES and 15 J. WATCH ENSEMBLES

SALESBOARD SALESMEN Make EXTRA MONEY carrying an additional line calling on your same customers for an old established, reliable concern.

WE ARE MANUFACTURERS of All Kinds - PULL TICKET GAMES - TIP BOOKS

Salesboard Sidelights

Jerry Scanlan, Chicago, released two new pellet games for his Little Chief line last week. Newcomers are Gold Front, a definite payout number featuring coins, and Charley's Rich Uncle.

Turkey Push Cards have been as high on the promotion calendar of card makers W. H. Brady Company, Chippewa Falls, Wis., and Ray Mertz & Company, Chicago, which are in their first pre-Thanksgiving week of top plugging.

Joseph Zimmerman, Empire Press, Chicago, holds that the "middle road" pricing policy of his firm is paying off in both quality material and an uptick in orders.

Sam Feldman, sales manager of Harlich Corporation, Chicago, thinks the better-times ten taken by most salesboard spokesmen these days is based on more fact than fluff.

Gardner & Company, Chicago, keeps on pitching at a high tempo on its full-fledged production program.

Under the Marquee

board lines are keeping the order and production departments busy right thru each week. Under the Marquee

Money supply is at an all-time high. This is proved by statistics, not by individual showmen's bankrolls.

Jack (Corrigan) Dinch, clown, and George Blinks' dog net worked a Halloween party at Memorial Auditorium, Racine, Wis.

An old timer uses his ocher and paints to make his weather prediction and to make sure, step outside to see if it's raining.

A pygmy hippo, shipped from Firestone Tire & Rubber Company's Liberia, Africa, plantations, was presented to Ringling Barnum prexy, John Ringling North by Harry S. Firestone Jr.

R. V. Lewis, who was Side Show band leader with the Dales and Cappel Bros, shows this year, is recovering from an operation in Cook County Hospital, Chicago.

Showmen who still call acrobats, acrobats, ballet girls and clowns "thinkers" do it because they can't figure out whether they're actors or performers.

Willis Hales, veteran trouper, is still a patient at State Hospital, Ward X, Waymart, Pa., and would like to hear from friends.

Ray Harris, formerly with the Ringling-Barnum and other shows, recently resigned as dis-

trict manager of the Edwards Theater Circuit in Southern California and is now located at the Avenue Theater in San Francisco as manager for General Theaters.

Horrors of the conditions of showbiz come home to an almost broken clown who received a \$2.97 telegram, collect, stating why they couldn't use him.

While playing the International Stock Show, Fair and Rodeo at Pasadena, Tex. (Houston suburb), Roy Romas took delivery on a Columbia, Calif., house trailer and two more blooded Palomino stallions for the Romas Riding Range Dude Ranch in San Antonio.

Willie, the clown, worked the Moose Circus in Macon, Ga., with Jimmy O'Donald, Hi-Lo Merk and Silvers Johnson. Willie will be at the Shrine Circus in that city, doing street advertising before the show the first week and appearing in the program the second week.

NOW IS THE TIME FOR PROFITS! ORDER TODAY FROM SUPERIOR PRODUCTS, INC. 2133 W. Fulton St. Chicago 23, Ill.

LET EMPIRE PAY YOUR RENT

WE ARE NOT HIGH IN PRICE

WE ARE NOT TOO LOW

WE ARE JUST RIGHT!

WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE PUNCH BOARDS PUSH CARDS

EMPIRE PRESS 324 W. SUPERIOR ST. CHICAGO 10, Michowd 4 6116

TURKEY PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by RAY MERTZ & CO. 125 S. Dearborn St. Chicago 5

SALESBOARDS table with columns for Item, Price, Profit, and Description. Includes items like 1800 25 Charley, 1800 25 J.P. Charley, etc.

SALESBOARDS—JAR TICKETS NEW LOW PRICE

Table listing Jar Tickets with columns for Item, Price, Profit, and Description. Includes items like 1800 25 CHARLEY, 1800 25 LUCKY BUCK, etc.

PUNCH CARDS

Table listing Punch Cards with columns for Item, Price, Profit, and Description. Includes items like 10-Hole, 20-Hole, 30-Hole, etc.

USE BLACKHAWK BOARDS

IMMEDIATE DELIVERY in any quantity of the below boards. You will find them the finest that money can buy. Includes a picture of a Blackhawk and a list of board types.

SALESBOARDS FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES—GIANT ASSORTMENT—FASTEST SELLERS

## NPA Ruling Gives Coinmen Steel Supply Green Light

Producers Required To Allot Metal to Non-Defense Users

WASHINGTON, Nov. 11.—Coin machine manufacturers customarily buying steel from warehouses will get a lift from a new order by National Production Authority

(NPA) this week requiring producers to allot as much of the metal for non-defense use to distributors as they got in the first nine months of the year.

In turn, the warehouses are required to parcel out sheet, plate and bar steel to all their regular customers on the same proportionate basis as in the past. By also limiting the amount of defense orders that must be accepted by warehouses, NPA feels it has assured a fair amount of steel for non-defense use.

The purpose of the order, according to NPA, is to establish regular allotments to warehouse concerns to supply the small business firms dependent on them for steel needs. The agency hopes

this step will forestall any additional rises in steel prices to the smaller consumer.

## Amer. Shuffle In Tele Sales Pitch

UNION CITY, N. J., Nov. 11.—American Shuffleboard Company has gone on television to promote its nine-foot Buccaneer board. It launched the first of a weekly series of sports programs Thursday (9) over WCAU-TV, Philadelphia.

The show, called Bill Campbell at Home, is written and produced by Howard James, American advertising director. He said similar programs may be scheduled in other video markets later.

## TRADE PLUG

### Forbes Mag Lauds Shuffle Game Growth

MINNEAPOLIS, Nov. 11.—Pointing up the continued growth of interest in the coin machine industry by other fields of endeavor is an article in the November 1 issue of *Forbes*, bi-weekly of the financial world. Titled "Tom Thumb Bowling Alley," it reviews the success of shuffle games and success that success in the amusement game field is won only by the same sound business practices as those in any other field.

Among those responsible for trade facts in the article are Harold Lieberman, partner with Hy G. Music Company, local distributors for several amusement game manufacturers. A picture of Lieberman with Ed Levin, Chicago Coin Machine Company sales manager, discussing Chicago Coin's Bowling Alley illustrates the story.

#### Points Up Interest

High points of the *Forbes* piece are several features which have made shuffle games popular and what it takes to be a successful operator. In the first group are

(Continued on page 92)

## Chicago Coin Distribs Show Punchy 5-Ball

CHICAGO, Nov. 11.—Chicago Coin Machine Company has shipped samples of the five-ball game "Punchy" to distributors, owners Sam Wolberg and Sam Gensburg announced this week.

Action centers around the boxing theme, and the new product has been designed for stepped-up action thru the entire game. A special pair of bumpers fenced in by simulated boxing ropes near the bottom of the playfield runs up a heavy point score whenever a ball gets in this area.

It is possible to set up free plays by four methods: High score, making all the bumpers in the spell-name feature, dropping a ball in a center kick-out pocket after making the name score, and dropping a ball in a bottom kick-out pocket after completing the name bumper set.

High score goes over 9,000,000 points.

## Coinex Firm In Expansion

CHICAGO, Nov. 11.—Murray Rosenthal, head of Coinex here, this week reported the firm was expanding and will, in the future, job amusement games. A premium department also has been added.

Firm headquarters have been realigned, with a new display room being set up. Games are all set for operation so that ops can test each unit. A premium display also is featured.

Shop and shipping and receiving facilities also have been enlarged to handle the new phase of the firm's business, Rosenthal stated.

## 1951 Key Legal Year For Trade; 44 State Bodies Meet in Jan.

Coinmen Alerted to New Bills Seen as Threat to Industry

CHICAGO, Nov. 11.—With 44 State legislatures scheduled to convene in January and most of them scheduled to introduce one or more bills affecting the trade either in part or as a whole, 1951 looms as one of the most active in the history of the field, according to industry leaders here. For this reason it becomes increasingly important that operators, distributors and manufacturers keep up to date on new coin machine measures. It was pointed out. More often than not, trade members have not been aware of such bills until it was too late to present their side of the picture, with obvious results, the execs stated.

Only four States, Kentucky, Louisiana, Mississippi and Virginia, are not scheduled to convene in January.

The calling of so many State bodies at one time early next year also stands out in view of the Korean War which now seems likely to last thru the winter. For this reason during the last war that so many anti-coin machine bills

were passed in State houses while much of the trade was pre-occupied with the war effort and little opposition materialized.

As in the past, local trade associations are expected to keep informed on local matters and pass information on new bills on to their members. However, it is mandatory, it was further pointed out, that each coinman pay close attention to these developments since a great majority of operators and distributors are unaffiliated

(Continued on page 94)

## SELLING SYSTEM

### Denver Ops Get Plant Tours To See Service

DENVER, Nov. 11.—A highly original approach to "merchandising service" in the coin machine field has been developed by Jack Williams, head of Capitol Sales Company here, in the form of "plant tours" of his West Colfax Avenue repair shop.

Williams maintains the only completely equipped bell-machine repair shop between Chicago and the West Coast (as it is advertised) and, instead of the usual cluttered atmosphere and piles of parts, frames, housings, etc., stacked in confusion, the Capitol Sales Shop's careful maintenance schedule helps keep the plant exceptionally neat.

This has given rise to a novel plant tour system of selling Capitol's service to operators of all types of games and bell machines in particular.

First the operator sees a room which contains complete parts and accessories for all bell machines

## D'Inzillo Sets New Conversion

NEW YORK, Nov. 11.—Al D'Inzillo, associated with Albert Simon here, has developed a conversion kit for Chicago Coin Bowling Alley said to be suitable for installation on location. Called Easy Strike, the conversion features replacement of illuminated pin images on the lower half of the light glass with realistic, 5/8-inch high-up pins made of plastic.

The kit for the two-player game is being offered at \$39.50.

## SCRAP CHINESE COINS GIVE OPS SLEUTHING JOB

DETROIT, Nov. 11.—Coin machine operators, accustomed to finding a few foreign coins and odd metal substitutes for the regular coins in their collections, were puzzled recently by a small flood of Chinese coins. The Oriental bits were fairly well localized in one section of the city, and some sleuthing was done.

The coins were refugees from the scrap pile. A local company, in need of scrap metal, had bought up a sizable stock of coinage from a stamping company which had made them up for Chinese usage—and then found themselves stuck with the stock as a result of international developments. Workers in the plant here discovered the adaptability of the coins for some types of machines and speedily took advantage of them.

## GAME SCHOOLS

### Bally Skeds Last of '50 Clinic Dates

CHICAGO, Nov. 11.—The final Bally service school of 1950 will be held at the Bally Manufacturing Company plant here December 11, 12 and 13. The November school begins Monday (13) and runs thru Wednesday (15).

As in the past, Engineer Bob Breither will direct the three-day service meets, and operators and servicemen interested in the games clinics should drop a post card to Breither indicating names of persons planning to attend, plus dates of attendance. On arrival at the plant they should ask for Breither.

## Detroit Union Elects; Eye Natl. Jurisdiction

DETROIT, Nov. 11.—William E. Bufalino was re-elected president and business manager of the Service Drivers and Helpers' Local 985 of the teamsters' union, which has State-wide jurisdiction in the coin machine field. Other new officers are: Edward Helbig, vice-president; Arthur Gallo, secretary-treasurer; William Vankoughnet, recording secretary; John Alluvot, Edward Tumbry and Gerald Davison, trustees.

Bufalino is a native of Pennsylvania. He received his Bachelor of Arts degree at the University of Scranton, and Bachelor of Laws at Dickinson Law School, Carlisle, Pa. He was recently admitted to practice law before the Federal Supreme Court at Washington.

Jurisdiction of the teamsters in the coin machine field is to become the subject of a major organizing movement on the part of the union nationally, Bufalino said, with the international urging all its local unions to center attention on this industry.

Covers All Phases  
Local 985, as he pointed out, includes the servicemen for automatic phonographs, amusement

## DSA Surprise Move Re-Names All Officers

DETROIT, Nov. 11.—A surprise vote of confidence was adopted by the Detroit Shuffleboard Association (DSA) at its November meeting at its November meeting to short-cut the planned nomination period and proceed immediately to re-elect by acclamation the entire slate of first-year officers, headed by President Michael Benson.

Other officers, besides Benson, are Barney Burke, vice-president; Charles Friedenberg, secretary-treasurer; Fred W. Chlopan, executive director, and directors Joseph Brilliant, Maurice J. Feldman and Dale Sauve.

One change was made in the board of directors, with the resignation of Ben Okum, of Okay Vending Company, who has withdrawn from the shuffleboard field to devote his attention to his other business activities. T. J. Dewberry was elected to serve in his stead.

The formal installation of officers by the shuffleboard group will be held in January, with a party in the evening, climaxing an all-day business session. Invitations will be sent to all persons connected with the industry. Arrangements will be in charge of Chlopan, who is also president of the Table Shuffleboard Association of America.

## Distribs Bow Gottlieb New Joker 5-Ball

CHICAGO, Nov. 11.—Utilizing high score and special point scoring, the five-ball game, Joker, was introduced to the trade this week at all distributors of B. Gottlieb & Company. It features a last minute ball action designed to maintain player interest till the final ball has dropped in the outthole.

Using a "playing card" theme, main idea of game is to make bumpers designated as aces or jokers. This can be accomplished either by direct contact or by the spot principle. When certain combinations of aces and jokers are made, special points as well as high score points are tallied on the scoreboard. Thus 7 aces count 3 points, 7 aces and 2 jokers score 3 points and 7 aces and 4 jokers record 5 points. High score goes to over 4,000,000 points and the maximum number of special points on Joker is 26.

Rollover switches and flippers (Continued on page 92)

## M & T Appoints Empire Distrib

CHICAGO, Nov. 11.—M & T Sales this week announced the appointment of Empire Coin Machine Exchange here as national distributor for its new conversion unit for Universal's Twin Bowler shuffle game. Gil Kitt, Empire co-owner, stated the new conversion, which will be handled on an exclusive basis by his firm, features motor-driven pins, and can be installed on location.

Empire is also exclusive national rep for M & T's conversion unit for Chicago Coin's Bowling All

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of *The Billboard* are:  
**IS DISK BUSINESS CHANGING?** Companies depend more and more on a. and r. staffs (General Department).  
**DISKERS HAVE SUBS READY IF VINYL FAILS.** Recording companies prepare for shortage if and when (Music Department).  
**OLD MAJESTIC DONS NEW FACE.** New label to hit market with seven pops, eight Westerns and three rhythm and blues (Music Department).  
**LONDON HITS WITH "HOT" DISKS.** The diskery speeds up delivery on tunes (Music Department).  
**SHOW TUNES PLANS CHAMPION RECORDS.** The publishing firm readies debut with record label (Music Department).  
 And other informative news stories as well as the Honor Roll of Hits and pop charts.

## North Illinois Ops Air Trade Problems

31 Members Weigh 45s, TV Inroads At Meet; Plan Location Promotion

By Tom McDonough  
 MORTON GROVE, Ill., Nov. 11.—The growing interest in 45 r.p.m. music boxes, television competition and organized play promotion were the key points discussed at the November meeting of the Music Operators of Northern Illinois (MONI) held at Gutman's here Wednesday (8) night. Preceded by a banquet, the business session was attended by 31 members.

## Det. Outlets, AFM Set Pact For 2 Years

DETROIT, Nov. 11.—New two-year contract with no significant changes has been negotiated by the Detroit Federation of Musicians with three local radio stations—WWJ, WJR and WXYZ—to expire October 14, 1952. Some fringe adjustments were made, but general wages and conditions remain unchanged.  
 Detroit musicians feel satisfied with the new contract. Jack Ferencz, union president, indicated, despite the lack of any increase.  
 No contract was signed with WJBR, which has not employed musicians regularly for two years.

## EXTRA YULE PROFITS

### Year-to-Year Record Builds Xmas Grosses

LAKEWOOD, Colo., Nov. 11.—Keeping an accurate record of the total play on every Christmas record at specific locations and referring to it when making up the holiday music menu for the year following, is a sure-fire means of increasing route profits, according to Jim Blackwell, head of Midwest Music Company here.  
 Blackwell, at one time one of the largest phonograph operators, has had a lot of experience with merchandising tunes and gives particular attention to the holiday market when he feels everyone is "music-minded." Therefore, at every location, there is a special form filled out on yule tunes, which

## 30 Seeburg 45 Units in Chi

CHICAGO, Nov. 11.—The first 30 Seeburg 45 r.p.m. phonographs delivered to Atlas Music, Seeburg distributor in this area, have already been placed on location, Morrie and Eddie Ginsburg, firm heads, reported this week.  
 A backlog of 200 orders from local operators will be filled as fast as possible, with machines moving onto locations immediately upon receipt.  
 Atlas is programming every machine for the operator before it leaves the distributor's headquarters, Eddie Ginsburg said. The 100 selections cover all classifications. Operators pay the exact cost of the records.

show their total play per day and for the entire season, which is carefully filed away for the following year.

**Results Vary**  
 Results are often surprising, it was indicated. Many tunes which are nationally favored Christmas records prove to be only a flash in the pan in some locations, showing a poor amount of play as fast as the public grows tired of hearing the same melodies over the air.  
 One of the hitches in the 45 more as time goes on.

(Continued on page 78)

## Diskers Unalarmed at Vinyl Supply; Line Up Substitutes

bakelite division of Union Carbide & Carbon Corporation, the firm which supplies the disk industry with about 90 per cent of its vinyl, record manufacturers are now getting as much vinyl per month as they have been getting for the past 18 months, ended July 1, 1950. However, many more records are being manufactured today than a year ago. Therefore, the shortage of vinyl exists only in relation to the relative boom in the disk business. It is tough to supply new diskeries, Miller said, for such supplies would have to come out of the allotment set aside for currently operating companies.  
 Chlorine, which is necessary to the manufacture of vinyl, is still in short supply as a result of the four-month strike which started in June, according to Miller. "I

## MUSICAL MESSAGES FOR ELECTIONS

### Politicos Use 2,000 Juke Boxes To Promote Campaign in Michigan

DETROIT, Nov. 11.—The political campaign in Michigan, in advance of the November 7 election, served as a testing ground for the use of juke boxes for serious political effort on a sizable scale. Carrying into the automatic music field the style of musical background which has characterized gubernatorial campaigns by some more flamboyant candidates in other States, recordings of *No Moon, No Stars, No You* were put on an estimated 2,000 juke boxes in the State, with a preface announcing the candidate's musical donation.

These were divided between Gov. G. Mennen Williams and Wayne County Prosecuting Attorney Gerald K. O'Brien. It is believed that about 1,000 boxes in Wayne County, including suburbs of Detroit as well as numerous locations in the city, carried the message for O'Brien, while another 1,000 scattered throughout the State supported Williams.  
 The message was carefully designed to be as non-political in

character as possible, following the formal, "This number is brought to you by your governor, G. Mennen Williams" (or "your prosecutor, Gerald K. O'Brien").  
 In many locations it proved a musical treat and so was free from objections that might be based on political advertising and, according to those in charge, did not run afoul of the strict regulations on operation of licensed establish-

ments set by the Michigan Liquor Control Commission.  
 The record campaign was sponsored jointly by the Teamsters' Union and the Michigan Federation of Labor as part of their political activity in the election. The idea was conceived by William E. Bufalino, president of Service Drivers and Helpers Local 985, and it was members of this

## Juke Ops Test Premium Gimmick To Boost Play

CHICAGO, Nov. 11.—A new trend has evidenced itself here in the past few weeks which, for the first time locally, and only in remote instances nationally, weds the juke box with the fast-moving premium bid. While early tests have been inconclusive, the move bids fair to increase in usage, according to local distributors involved in the test.

In an effort to boost lagging grosses of the past month, several operators, who previously had found the premiums good play-boosters on their amusement equipment, recently tried a "mystery tune" promotion on a few boxes—using premiums as prizes for those patrons guessing the name of the unidentified platter.  
 In one instance, an operator reported a location which had averaged \$9 a week for the past two months, had jumped to \$22 the first week the mystery tune was used. While other initial tests also revealed increases in the weekly income, the amounts varied from small to more than double the weekly gross.

**Variations**  
 The mystery tune type of juke box promotion has been growing in favor in many parts of the country during the past few months. There are several variations of the gimmick, with most

of them offering the record to the person who correctly identifies it.  
 Use of a prize, however, is expected to hypo interest in the promotion. In those tests attempted to date, clocks, lamps and

## Coin Radios On Wane in Hotel Field

NEW YORK, Nov. 11.—A declining market for coin-operated radios in hotels, with an accelerating trend to offer guests the facility as a free or rental service, was underlined at the National Hotel Exposition here this week. Television, too, seemed to be following the same pattern, with the tendency in hotels away from pay-as-you-view.  
 Once a prime showcase for coin radio and video suppliers, the hotel confab had only one company exhibiting coin equipment. And Hotel Radio Corporation, the lone

## Ristaucrat Bows 60 Play 45 Unit

Appoints 2 Pa. Distribs; Special Staff Named for Commercial Model

APPLETON, Wis., Nov. 11.—First installations of the Ristaucrat 45 r.p.m. industrial and commercial system are now under way, Joe Cohen, Ristaucrat, Inc., sales executive, announced here this week. He also announced the appointment of two distributors for the Pennsylvania territory.  
 The commercial and industrial model can be set up in plants, factories, department stores and similar locations where a continued

large audience is assured. It is available with units which play up to 60 45 r.p.m. records, thus assuring a continuous three-hour program. Other combinations include 36 and 18 disks. In effect, the commercial Ristaucrat links up one or more additional units to the original 12-record model.

**Tests Okayed**  
 Cohen said the commercial set-up has received much favorable comment from initial users who tested the units. For this reason a special sales staff has been organized to handle the new project. It is made up of William Karr, Martin Parker and Carl Bowie.

## Atlantic Gives Ops 45 Package

NEW YORK, Nov. 11.—Atlantic New York, Seeburg distributor here, has moved 60 of the manufacturer's 45 r.p.m. phonograph since its introduction two weeks ago. The machines are already being operated in the New York area, and Meyer Parkoff, Atlantic topper, claimed this week that operator demand for the slow-speed job is exceeding the supply.  
 As an aid to programming the non-pop slots in the machine, Atlantic offers a giveaway deal of five sets of 45 r.p.m. disks, 40 records to a package, to each operator upon purchase of his first five machines. The deal includes complete sets of typed title strips.

hope chlorine becomes plentiful soon," he stated, and indicated the possibility that if the war situation did not ease up, there might be a greater allotment of chlorine for military purposes.

**RCA's Move**  
 RCA Victor this week notified its distributors that, "owing to a shortage of materials essential to the production of colored vinyl 45-r.p.m. records," the diskery would discontinue its color identification system for all lines except the Red Seal and Midisk series (see separate story in Music Department). Paul Barkmeier explained that the diskery decided to eliminate the colors in order to make use of scrap vinyl. Under the multi-color system, the scrap material from center holes and

trimmed edges could not be salvaged. But by using black, these scraps could be converted into usable vinyl. He also stated that, in the event the war situation causes a shortage in vinyl, the diskery has several substitutes. Columbia Records, too, is known to have substitute products in the event of a vinyl shortage.

Decca Records apparently feels there is no immediate urgency in the vinyl situation. Execs state that supplies have loosened considerably since the chlorine strike.  
 Frank Walker, MGM chief, said it will take months to recover from the chlorine strike, but he added that the vinyl situation looks better at the moment and should improve unless the war takes a turn for the worse.

# THE BILLBOARD Music Popularity Charts

BASED ON AN ANALYSIS OF THE SALES OF ALL THE RECORDS RELEASED IN THE UNITED STATES DURING THE WEEK ENDING NOVEMBER 11, 1950

## • Album and LP Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-59 POOR

• Continued from page 36

### POPULAR

**UNDEFEAT.** Except for some of the slugging baritone effects of the leader's team, this is not New Orleans—it's California.  
**JUKES** Not suitable. **JOCKS** Dull—and tunes are not bandaid.

**FAVORITE CHRISTMAS SONGS—Decca 82**  
Day-Mitchell: Boy Choir (3-7")  
Victor (45) WP-297  
O, Holy Night; Gesù Bambino; Away In A Manger; God Rest Ye Merry Gentlemen; We Three Kings of Orient Are; Silent Night  
Day's name can be counted on to pull this package into a high sales category. Treatment is tailored for the family trade, and this program is sure to find ready acceptance with 45 r.p.m. buyers. The former's youthful tones blend nicely with the sweet-sounding mezzopiano choir.  
**JUKES** Not suitable. **JOCKS** Holiday season staple fare.

**WE CALLED IT MUSIC—Edsel Condon 65**  
One and Famous Jazzmen (1-10")  
(Decca (33) DL-5246)  
We Called It Music; Nobody Knows My Melancholy Baby; It's Tuppence In Holland; Down Among The Shilohs Pines; I'll Save As Apple; After; Aunt Hagar's Blues; Rose of the Rio Grande  
This is the album that was predicted to go along with the back of the name which was proved by Condon. It was originally issued on 78's, and gains only in production value in the transfer to the LP medium. Condon's are strictly second-rate two-beat for the most part. Condon's name could attract some new sales and the following of such illustrious sidemen as Jack Parnet (two solos on two songs as well as piano), Bobby Mackert, Max Kammerly, etc., may fill in some added demand.  
**JUKES** Not suitable. **JOCKS** For jazz sets intended to liven-up.

**PIANO MOODS—JOE BUSHKIN (1-10") 76**  
Columbia (33) CL-6152  
Hallelujah; I've Got a Crush On You; They Say It's Wonderful; Portrait of Tallulah; Here In My Arms; Friends From Heaven; Every Day Is Christmas; The Lady Is a Tramp  
Eight samplings of the eclectic Bushkin keyboard technique made up what should prove a leading seller in Columbia's new piano series. The 88's, currently on the rise as a solo and TV performer, supplies thru his chords with a shrewd sort of ease. A vet of years' service with name bands and small jazz combos, he is expert and efficient. He has some ideas and originality, but he has the flesh and knowhow which Mr. Mechanical Public will buy every time in preference to truly creative pianists.  
**JUKES** Not suitable. **JOCKS** Broadway appeal makes this a good program bet.

### CLASSICAL

**MOZART: CONCERTO FOR CLARINET 77**  
AND ORCHESTRA IN A MAJOR—Soloists  
Neil Zimbalay Sinfonietta (1-10")  
(Decca (33) DL-7500)  
Karl, who cut this concerto for Victor about 10 years ago, does an inimitable better job in this new reading. The graceful, melodic work—speaking the clarinet much like a singer—requires a fine grasp of Mozartian style, which Karl has. Further, his tone is a thing of rare beauty. Recording is excellent, and packaging is in good taste. Should sell well beyond the connoisseurs' corner.

**ISAAC STERN IN VIOLIN FAVORITES—75**  
Isaac Stern: Alexander Zakin (1-12")  
Columbia (33) ML-4324  
Diana; Mira Staccato; Wagner: Album Leaf; Mitbewein; Tjarda; Pugnat; Largo; Sérénade; Capriccio; Dvorak: Slavonic Dance No. 2; Bloch: Marche; Prokofiev: Dance des Jeunes; Antillaises; Miquel; Novacek: Regueton mobile.  
Stern, fast emerging as one of the top contemporary fiddlers, makes a bid for the light concert fanciers with this collection of mazur pieces. Material, for the most part, is light, colorful, flaky or romantic. Recording is very live, and Stern's technique is slightly amazing.

**ENCHANTED MELODIES—Ezio Pinza 80**  
Ezio Pinza, Wilfrid Pelletier, Dir.  
Ciney King (1-10")  
Columbia (33) ML-2142  
Au Pays; Do You Remember; Into the Night; Barber of Seville: La calunnia e un vendicello; Le Org; L'ultimo Carbone; Tosti: Serenata; La Bonheur; Vecchia Zimara, anti.  
Collection of songs in English, French and Italian and some familiar Italian operatic arias provide a strong cross-section of the great, popular bass's repertoire. There's something here for his best-Opera fans as well as his "Soft Pacific" admirers. The operatic material comes off handsomely. Good material here for middle-brow and even pop spinners.

**VERDI: HIGHLIGHTS FROM RIGOLETTO 86**  
—Jim Pierce-Leand: Bergen-Liane  
Eiman-Robert Shaw Chorus-RCA Victor  
Ork. Renato Cellini, conductor (1-12")  
Victor (33) LM-3104  
Specially produced and recorded, this capric Rigolotto is as noteworthy an item as anything currently around. It would be hard to single out any individual for special praise. It's a stirring rendition by all hands—soloists, the first Shaw chorus and the RCA ork. under Cellini. Disk should sell long and strong.

It is good as any from abroad, and the singers are generally top-grade. The opera itself, and the big-name singers will encounter little resistance. Further, the performance has fine unity and flow—suggesting its actual stage performance rather than a group of recording dates.

**SCHUMANN: CARNAVAL—Claudio Arrau 72**  
(1-10")  
Decca-Parlophone (33) DL-7500  
One of the important items in Decca's first classical LP release, this transfer from the Parlophone catalog should prove a size sales record. The work is a standard piano literature. 21 short pieces in the original Schumann vein. Arrau plays them with plenty of authority. Scholars might find an excess of vigor in his attack, but the broad pianist will doubtless love his. Piano sound is quite good; an excellent transfer job here.

**SACHS/VERELL: SITWELL/LAMBERT: THE RIO GRANDE 71**  
The Philharmonic Ork and Chorus—Conical Lambert, Cond.  
BENJAMIN BRITTEN: FOUR SEA INTERLUDES FROM THE OPERA "PETER GRIMES"—London Symphony Ork—Sir Malcolm Sargent, Cond. (1-10")  
Columbia (33) ML-2145  
A pair of picturesque slices from the modern English music scene comprise this coupling. The

Lambert piece, a colorful tonal picture of the river, is built around a poem by Sitwell. The work shows strong jazz derivations and is dotted with particularly vital percussive effects. Lambert, musical director of Sadler's Wells, conducts his own work in a splendidly recorded performance. The Britten pieces from his noted 1945 opera are transfers from 78's of a sharply etched performance of these brief, but affecting tone poems which serve as interlude music to "Grimes."

**MANHATTAN MOODS—Morton Gould Ork 79**  
(1-10")  
Columbia (33) ML-2144  
Manhattan Serenade; Park Avenue Fantasy; Big City Blues; Nocturne; Manhattan Moonlight; Street Scene.

The custom built audience which meets a Gould package (usually one by Konstantiner or the Boston Pass in a tight vein) should derive much pleasure from his latest collection. This hour's half-dozen pieces serving up musical illustrations of the heartbeat of heart of New York City. Some of these are familiar (Alfred Newman's "Street Scene" and Louis Alter's "Manhattan Serenade") while the others are less noted, including Gould's own "Big City Blues." All are treated by the conductor composer-arranger in the spirit of the Gershwin concept of the Big Town and should prove satisfying fare for that ready-made market of Gould buyers.

**JEANETTE MACDONALD FAVORITES—75**  
Jeanette MacDonald/RCA Victor Ork.  
Robert Russell Bennett, Cond. (3-7")  
Victor (45) WDM-1431

Deliberate Indian Love Call; One Night of Love; Beyond the Blue Horizon; Only a Rose; The Maid of Castile.

Mrs. MacDonald's strained, hard, uncertain tones have somehow gone pressure to withstand the silver screen. It's likely that a few of these millions will buy her recordings of his tunes with which she has been known or less associated.

**HINDEMITH: A Requiem "For Those We Love" 70**  
—Walt Whitman  
—Elizabeth Hegerman, Mass Soloist, Chorus  
of Vienna State Opera, Vienna Symphony Orchestra, Paul Hindemith, cond. (2-10")  
Vox-Pantheon (33) PML-1760  
A bouquet to Val for marketing this recording of a monumental contemporary work. It was made at an actual performance in Vienna and, though it is not a perfect achievement, it is an entirely accessible technicality. At times the chorus-orch balance is lacking, but the overall results are adequate enough to make the listener aware of the strength of this work. It seems unlikely that another recording of this work, which requires symphony orchestra and full chorus, will be forthcoming simply because market restrictions for modern



# ... and now,

could interpret the instrument. This is a novel, moving revelation fashioned from the musical lines of Whitman's poem, "When I Like in the 'Dear-Years' Discords," which was one general the poet wrote in reply to Lincoln. Particularly effective are the final portions, which largely for the solo hornists and artists and the final side of the four in the set. Part two is wonderfully effective in this sequence of single superbly thrust. Elsevier's Hoozen, who also makes an excellent contribution in the other main role. Hindemith, as the conductor, reined what must be considered the best-known interpretation of this heavily music composer, Hindemith's acuity has never been managed to convey the deep emotion found in this work. Certainly this achievement will show a position of monumental importance in the musical picture of our times. Incidentally, from Germany.

72  
 HINDEMITZ: SONATA NO. 3, OP. 80.  
 BARTON: SONATA FOR VIOLIN SOLO  
 —Friedrich Hindemith, violin; Marcel Goretti, conductor (1-12")  
 Victor (33) LM-1087  
 Interpretation of Bela Bartok is on a continuing effort since his death. Even so, to achieve an item of an unimpaired vision sonata. It would seem to follow, with a solid core of Bartok admirers especially when it is performed by

Memoria. The violinist is practically the Barton man, what with his solid enunciation of the concerto and his piano-solo No. 1. Mendin plays the technically and emotionally intense work with clarity of feeling, execution and line. The Professor's violin-plate Sonata No. 1, is a more conventional work, almost romantic and often bygone. The pianist is Marcel Goretti, and he does a wonderful job. To his credit, Mendin plays a good team man.

68  
 MOZART: Quartet in G Major, K-387 and Quartet in A Major, K-464—Cablet  
 Capital-Trafalgar P-8106  
 This diskling couples a pair of the mature Mozart's finest and better-known string quartets. Particularly satisfying is the A Major quartet. Both are played magnificently by the Cablet Quartet, a string group possessing the skills for extraordinary musicianship and sensitive interpretation. Technically, the recording is a transfer from old masters, it is satisfactory if not up to current Hi-Fi standards.

73  
 HINDEMITZ: THEME AND FOUR VARIATIONS (THE FOUR TEMPERAMENTS)  
 —Zemlin  
 Decca (33) DL-7501  
 Adversers of the conventional have a great treat to store for them in this delightful master-pie

by Paul Hindemith. Title refers to the four hours of medieval music—melancholy, sanguine, phlegmatic, and choleric. Each of the four variations on the main theme is prominently keyed in a mood corresponding to one of the humors. The music is pungent, witty, acerb, sweet and gross to look, constantly taking unexpected and provocative turns. Post's piano work and the chamber orchestra are superb, but right for the job at hand. An important record for the modernist.

66  
 COUPERIN: Impromptu and Apothose De Laill—Henriette Chamber Orchestra, conducted by Maurice Hewitt (1-12")  
 Van-Les Discophonies Francis DL-6430  
 The masterly technical acceptance of the baroque period product leads added substance in this completely enchanting coupling of two of Couperin's major works. Both are designed in the fashion of the suite and were the forerunners of the symphony and the longer orchestral patterns. They are distinguished by their delicacy and a flow of melodies characteristic of the period's Court music for dance. These readings are beautifully realized and were transferred to LP from the Discophonies Francis 78's which were issued some years ago. Should be a must item for those collectors and connoisseurs who are seeking out this 18th century stuff. Should also be suitable to those whose tastes extend to Bach, Mozart, Corelli, etc.

82  
 RACHMANINOFF: CONCERTO NO. 2 IN C MINOR OPUS 18—William Kapell-Robin Hood Cellist Ork of Philadelphia-W. Steinberg, conductor (1-12")  
 Victor (33) LM-1097  
 Kapell, the superb young pianist, and Steinberg collaborate handsomely to turn out an energetic and satisfying reading of this often familiar Rachmaninoff concerto. It is baffling why RCA chose to disregard the superb Rubinstein reading of only a few years ago in favor of this new recording, the chief certainty is an adequate one. With its evergreen "Fall Moon and Empty Arms" theme, the concerto, regardless of the performer is a major counter proposition and this reading should grab a ready chunk of the market. Drivings, indignantly, marks the crest of the Robin Hood Celli group on Victor and this summer verities of the Philadelphia Orchestra has committed itself to total serendipity.

75  
 ELGAR: VIOLIN CONCERTO IN B MINOR  
 —Hullip-London Symphony Ork-Sir Malcolm Sargent, conductor (1-12")  
 Victor (33) LM-1090  
 The replacement for the splendid Healey recording of this uniquely concerto with the same power conducted in no less a magnificent, varietal effort. The fluent technical mastery of Yehudi Gullitter to this superb performance and is especially distinguished in his work with the increasingly difficult cadence of the third movement.

82  
 The meeting of Mozart with Sargent, who demonstrates a full understanding of his countryman's work, is all that a notable recording event. Faded factors will have a more permanent and greater vitality for this concerto is a rather serious proposition for an average listener to consider.

79  
 MAEL MCDONALD: CHILDREN'S SYMPHONY—Harold Macdonald, conductor-The Philadelphia Ork—MAX BRANT, conductor (1-12")  
 Decca (33) DL-7501  
 The music may be of slight significance and of questionable durability. This LP could prove to be a popular event primarily because of the freshness and familiarity of the themes in the McDonald piece. Its four movements are made up of familiar nursery rhyme and children's play songs and these are treated brightly, even adventurously, by the composer who conducts the Philadelphia Ork here. The work can be thought of as the type of thing which Leroy Anderson had been turning out so successfully for the Boston Pops. The brand piece is a propaganda item based upon excerpts from the Oliver Wendell Holmes' poem which is good for the kids of the moment. It is a cautious novelty which makes light listening. As music for entertainment, this coupling is quite pleasant.

79  
 MAEL MCDONALD: CHILDREN'S SYMPHONY  
 —Harold Macdonald, conductor-The Philadelphia Ork—MAX BRANT, conductor (1-12")  
 Columbia (33) MK-2181  
 The music may be of slight significance and of questionable durability. This LP could prove to be a popular event primarily because of the freshness and familiarity of the themes in the McDonald piece. Its four movements are made up of familiar nursery rhyme and children's play songs and these are treated brightly, even adventurously, by the composer who conducts the Philadelphia Ork here. The work can be thought of as the type of thing which Leroy Anderson had been turning out so successfully for the Boston Pops. The brand piece is a propaganda item based upon excerpts from the Oliver Wendell Holmes' poem which is good for the kids of the moment. It is a cautious novelty which makes light listening. As music for entertainment, this coupling is quite pleasant.

69  
 BEETHOVEN: SYMPHONY NO. 2 IN D MAJOR—Erich Kleiber, conductor (1-12")  
 Capitol-Trafalgar (33) P-8116  
 Kleiber's very sturdy, refined reading of this early and "typical" Beethoven symphony is another addition to the Capitol list from the great Ten-tuber catalogue. This recording is not up to the par set by some of the recent Beethoven revivals but it is acceptable nevertheless. The Kleiber interpretation is of a high standard and should please connoisseurs. It is a sound coupling piece.

81  
 STRAVINSKY: THE FIRE BIRD—Leonard Slatkin, conductor (1-10")  
 Victor (33) LM-444  
 This afterglow early Stravinsky ballet is one of the choruses in the Slatkin's repertoire. This marks the fourth recording Slatkin has made of "Fire Bird." The recording is based on one of the finest technical achievements to have come from RCA in recent months and consequently should successfully replace the maestro's previous ones with the work. He has recorded the 1949 concert version of the popular ballet here and has enacted an engaging and most musically performance from "The symphony orchestra. The reading and recording of the Infernal Dance is a breathtaking highlight. The reading of the dancing should be ripe with ballet music in a current peak and with the Slatkin-Stravinsky ensemble one which many a rehearsal of one for the other look forward to as sort of a millennium.

70  
 DVOŘAK: SYMPHONY IN E FLAT AND SCHNITT: CAPRICCIO OP. 66—Wieners Symphony Ork—Henry Swoboda, conductor (1-12")  
 Westminster (33) 50-29  
 Westminster turns to its policy of furnishing recordings first with this reading of an early Dvorak symphony, which actually was written before his First and which has never been accredited numerical identification. The work is actually a vigorous imitation of Wagner, who was Dvorak's early inspiration. The symphony, for all its lack of character and the mark of immaturity, still has charm and will prove an interesting item to the large Dvorak-minded masses. The Schmitt rounds out the second side of the LP, it from the composer's middle period and draws on Brahmsian themes to make an engaging and spicy slice of music. The brilliant Schmitt has extracted enthusiastic playing from the Vienna Symphony and the recording is in line with the excellent output of this enterprising label.

78  
 ADAM: BALLET MUSIC FROM GISELLE—Royal Opera House Ork, Covent Garden—Robert Irving, conductor (1-12")  
 Victor (33) LM-1092  
 "Giselle" is one of the chief standard ballets in the literature and currently is one of the standard repertoires of the very excellent Sadler's Wells troupes. This package of a whole package of the charming and graceful music is being offered to hit the ballet-conscious market with an unusual eye toward cashing in on the Sadler's Wells' tour here this season. It is performed here by the Royal Opera Ork which plans for the first time home Covent Garden and the organization is conducted by one of the Sadler's Wells' stars, Robert Irving. The English-made recording is long much technically. There is more of the classical music on this diskling than has ever been offered before and it should prove quite popular with the growing ballet-minded market.

72  
 RICHARD STRAUSS: DUET-CONCERTINO MOEGGER: CONCERTO DA CAMERA—Los Angeles Chamber Symphony—Harold Byers, conductor (1-12")  
 Capitol (33) P-8115  
 Here is a gem of a pair of recent works—both were written in 1948—which will mean a superb music for the very excellent Byers' reading of Richard Strauss' Duet Concertino, a work which is written by Richard Strauss, a work which is strictly neoclassic. The work is for clarinet, bassoon, strings and harp with a pattern reminiscent of a Mozart concertino with modern touches in the solo passages. However, whose work is greatly admired by the composer, is rarely heard here either in concert hall or on disk. Like the Strauss, it derives from traditional patterns. It features flute and English horn and its quite a satisfying listening experience. Arthur Schnitzler makes a brilliant contribution as the soloist on this recording. William Kusmit recedes the English horn role in the Moegeger, whose work is performed here by the Los Angeles Chamber Ork. The piece is by Gerald Caplan and is a modernist. Don Chas, who are the featured instrumentalists in the Strauss recording. Both recordings are "Mixis" Collection of the modernist Strauss facings and Chamber music lovers will consider the major motives for these worthy additions to the chamber disc literature.

# What about 45 r.p.m.?

How will the music operator be affected by these new slow-speed records? The question puzzles many for, while these records have gained acceptance in the home, their use by music operators will create many new problems which experience alone can reveal.

That experience will cost time plus money!

Whether or not the new slow-speed records gain widespread acceptance in our industry, there is a transition period ahead in which the purchase of new equipment should be based on its ready and economical adaptability to both present and future conditions.

To provide maximum protection to present users and future buyers of its juke boxes, AMI will soon be in production on its 45 r.p.m. conversion kit which was shown our distributors last spring. It will fit every Model "C" (or Madel "B" or "A").

The price of this kit will be nominal. It can be quickly and easily installed in the field. It will give the operator all the advantages of a 45 r.p.m. player, plus the advantage of re-convertibility should experience with these records be unsatisfactory—all without the financial risk of buying a new machine limited exclusively to 45 r.p.m. play.

Thus the basic policy of AMI to manufacture "juke boxes built for the operator" enables the AMI operator to gain personal experience with a slow-speed record player without a substantial investment that might jeopardize his business—which is to sell music at the greatest profit.

# AMI Incorporated

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

### Merchandising Music

**RECORD CHECK** One of the best methods of "selling music" is to keep every phonograph on a route at top "maximum appeal" and Haller Amusement, Miami, has worked out a special program along these lines. Using The Billboard's "Most Played Juke Box Records" as its basis, Haller Amusement makes a thorough record check of each of its juke boxes every week. The top tunes are placed on each machine, so that Haller is certain it is maintaining "maximum appeal" at all times.

**SMALL LOCATION PROBLEM** The problems posed by the smaller locations again comes in for an airing, this time by John P. Scott, Meigs Music Company, Pomeroy, O. Scott says the solution to this national operator headache might be the introduction of a small counter-model selective phonograph which could be marketed at a low price. This type of equipment, he believes, could bring profits to an operator and his location, and would also help the profit picture at the distributor level.

**MORE MYSTERY** One promotion idea which seems to be growing in popularity is the mystery tune gimmick. While the idea is basically the same as used in most areas, ops still use their imaginations to work up switches for the play-promoter in their areas. Harry C. Perrine, Oceanside, Calif., uses an instrumental mystery tune on his boxes, keeping the unidentified number on the piece for two weeks, then changing it for a new one. He offers a prize and the record to the person who first identifies the

tune, with the location maintaining an exact record of each guess and the time it is registered.

To further stimulate the mystery angle, Perrine uses a sign on each box promoting the contest, and a colored strip on the selection panel. Perrine has found his mystery tune gimmick has not only stimulated patron interest in the juke box, but brings the customers back to try a second or third guess, to see if they won, and to take a crack at the next contest. And at the same time, they make other purchases in the location.

### Juke Ops Test

**Continued from page 75**  
silverware have been used as prizes, but ops feel they will have to resort to a more varied line-up of giveaways, as is the case with games.

#### Premium Biz Good

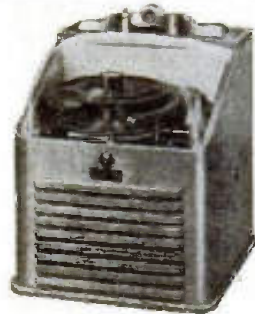
While activity in the coin machine field slumped during the past few weeks, the premium business continues brisk, according to local ops handling the lines. With the addition of music operators as customers, reps feel this phase of their activity will hold strong for the balance of the winter months.

Substantiating the optimistic reports on premium biz is the addition of premium departments by several local jobbers and distributors, the addition of personnel and space to handle the premiums by others, and the influx of premium-trained sales personnel to the ranks of the coin machine firms.

**Here's the ONLY Successful Music Box ever Designed for the SMALL LOCATIONS**

**PLAYS 12 45 RPM RECORDS—**restacks automatically. Unbreakable 45 RPM's outlast all others.

**LIGHTWEIGHT—**weighs only 30 lbs. Measures 12" wide, 12¾" deep, 16" high.



## RISTAUCRAT '45'

Here for the first time is a **PHONOGRAPH** that means **PROFITS** for YOU from the small locations. Precision engineered RISTAUCRAT '45' plays 12-45 R.P.M. records at one time, restacking them automatically. Compact, low cost. RISTAUCRAT '45' gives you fast, steady profits from spots such as Motels, Small Taverns, Road Stands, Drugstores, and similar places, yet it's PRICED at only a FRACTION OF THE COST OF A LARGE JUKE BOX.

**IDEAL FOR RENTAL PURPOSES**

**SUPERB TONE—**clear, sparkling tone is comparable to the most expensive phonographs made.

**HANOSOME CABINET—**hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

**Sc-2 FOR 5c PLAY—**slug rejecting mechanism—separate cash drawer and key.

**WALL SPEAKERS—**one or two wall or bar speakers can be connected quickly and easily.

**PROFITABLE—**low unit cost enables you to open dozens of small, profitable locations.

**RISTAUCRAT, Inc.**  
1216 E. Wistonsin Ave. Appleton, Wis.

### RENTAL ROUTES AID DENVER OP

DENVER, Nov. 11. — Jack Williams, head of Capitol Sales Company here, has announced leasing of an extensive phonograph route as an experiment in year-round operation.

Under the plans, the entire route, which embraces locations in mountain resorts as far as 200 miles from Denver, is leased at a flat monthly rate. The lessee pays a percentage of profits above a certain point, while at the same time undertaking all expenses such as record delivery, service and machine transportation. "To date the plan has worked out very well," Williams said. "It may well be the ideal solution for the operator who has many other items to contend with, but still wishes to retain possession of his machines and goodwill."

### Year-to-Year

**Continued from page 75**

On the other hand, a catchy Christmas number which has shown little national popularity, may take in five to 10 times as many nickels on the tavern phonograph spindle.

"There is no question but that the stand-bys such as White Christmas, Silent Night, Adestes Fideles, Santa Claus Is Coming to Town, etc., wear out rapidly in the Christmas shopping season, inasmuch as every radio, every department store public-address system, etc., is blaring them out," Blackwell said. "Lesser known yule numbers, on the other hand, aren't heard so often, and the usual player will prefer them."

Nationalistic areas have a lot to do with Christmas collections, too. Midwest Music has found, for example, in Denver's populous Polish neighborhoods, polkas and hops with a Christmas air outsell the standard favorites. Italian districts want many hymns and carol types of Christmas records. In districts where there are many young couples with small children, novelty records such as Rudolph the Red-Nosed Reindeer are bound to attract more play.

In short, the operator may often be surprised to find that he is backing the wrong horse in stocking his boxes with the same old "tried and true" numbers. It was summed up, "Give the newer tunes a chance, change them frequently and Christmas collections will be much better." Blackwell points out.

### Musical Messages

**Continued from page 75**

local, which has State-wide jurisdiction, who placed the records on the machines.

Three types of hook-ups were used, according to the location and type of machine:

1. Records were set to play automatically on a free-play basis once every hour.
  2. The electrical circuits in the juke box were wired so that the "vlt" record was booked up with the hit tune—every time the players put a nickel in for the hit number, the circuits functioned to trip the vlt record as well, and it was played following the hit number, getting the maximum number of free plays and giving the customer two records for the price of one.
  3. In other cases it was just put on as an ordinary record, with the title strip showing, for instance, the song name and "Governor Williams's song." In this case the customers were able to put in a nickel and hear it.
- All three methods appear to have functioned satisfactorily. A special recording of the number was made by the Gotham Trio.

### Ristaucrat Bows

**Continued from page 75**

Currently, the trio are concentrating on potential patrons in the Midwest. Cohen also pointed out that an industrial advertising agency, Melamed-Hobbs, Minneapolis, has been retained to push this new Ristaucrat undertaking.

The new distributors of the Ristaucrat 45 r.p.m. 12-play model are: D & H Distributors, 311 South Cameron, Harrisburg, headed by Morris Schwab, and Hamburg Brothers, 38 Penn Avenue, Pitts-burgh, headed by Charles Feldman. Both firms are distributors of RCA Victor products.

## THE BILLBOARD Music Popularity Charts

### Record Reviews

ARTIST LABEL AND NO. TUNES COMMENT

**Continued from page 33**

#### POPULAR

**POLLY BERGEN (The Mellowmen-George Wrie Ork)**  
I Put My Head in the Lion's Mouth 61-64-60  
JUST THE WAY YOU ARE (Carl Brandt Ork) 69-70-69  
Thought she the clever Ralph Freed lyric at a medium, swing pace, smart, safe-road material.

**HELEN GRAYCO-MANNY KLEIN ORK**  
Diga Diga Doo 70-70-70  
LINDOLN 518—Mrs. Spive Jones gives the oldie new life in a full-bodied show-style rendition, sometimes reminiscent of Virginia O'Brien.  
OR NO DICE 63-67-62  
Much of special material will have trouble finding its market.

#### CHILDREN

**WHITE BEITZEL and LINCOLN SINGERS-C. TOUCHETTE ORK**  
H. M. S. Pinetree (Parts 1 & 2) 87-88-86  
LINDOLN 518—45 cent disc is absolutely top value. All the best known songs from the Gilbert and Sullivan masterpieces are here, beautifully recorded, and bound together simply for children to grasp the story. The package is very colorful. Fine performers and music are very acceptably caught for adult consumption too.

**ROY HALLIE and LINCOLN SINGERS-C. TOUCHETTE ORK**  
The Mikado (Parts 1 & 2) 88-88-87  
LINDOLN 518—Excellent abbreviated production of the C & S operetta, with fine, clear singing, good recording, attractive art work—and of course, wonderful tunes! A great buy at 85 cents or double the price.

**DANNY KAYE**  
The Tubby the Tub Song DECCA 402—Familiar title and Kaye's name should sell plenty of these attractively packaged discs next month.  
POPO the Poppet 81-82-80  
Pleasant little novelty gives Kaye a chance to make funny noises.

**JERRY MARLOWE (Billy May Ork)**  
The Tubby the Tub Song CAPITOL CAS 3073—Gives here is use of the saxophone to give Wilson the instrumental luster. Package is illustrated on both sides. Lacks appeal of the Kaye version.  
Frosty the Snowman 74-72-75  
Title coupling should account for a good seasonal sale, tho there are stronger versions around—by the crowd.

**KEN CARSON (Billy May Ork)**  
Gobby the Gobbler, by a brace of pop clerks, has moderate appeal appeal. A Thanksgiving Day special.  
The Little Red Man 74-73-75  
Familiar story is set to a rhythmic tune. No more effective than many straight story treatments, however.

**BURL IVES (Percy Faith Ork)**  
The Little White Duck COLUMBIA 61-74-85—Fine, personality-packed hit novelty, with a fast song quality. FAITH's music is modern in a colorful, provocative manner.  
1. Two Little Owls 2. Fooos Woos John 81-82-80  
These charming folk tunes are done with great distinction and taste by Ives and Faith. Package is an eye-catcher.

### EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION... BEST BUY-BAR NONE- for PRICE-QUALITY-PERFORMANCE!



Are you the music operator who wants equipment that requires a smaller investment at the outset... relies that investment faster... earns a consistently larger profits, longer... delivers trouble-free performance at low cost?

You'll do well to investigate Evans' Constellation! See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Emphas. Threat of Music, Original Constellation.

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 94

**NOTE NEW ADDRESS!**

## North Illinois Ops Air

Continued from page 75

There was the possibility that the used exclusively in 45 rpm records may soon be in short supply. This was revealed by Bob Mercury Record Corporation, which said that his firm had enough white on hand to produce 45s the next year, but it was his understanding that no more would be available if the Korean war was prolonged. He claimed that other 78 rpm disk makers were in about the same position and that suitable substitute for vinylite had been developed, contrary to reports.

Television, which appears to have a greater effect on music machines in Northern Illinois locations since Labor Day than at any time since the TV medium was introduced, still is cutting MONI members receipts, it was generally conceded. Lindelof asked the group what they were doing to alter this situation. Several members stated they were asking their servicemen to bring home to the location owner that when TV is on, the music box is off and consequently the location's music box commission would drop in too. One way some operators had found to emphasize the point was to remind the operator that there is usually more money per capita spent by patrons for food and beverage when TV was off and the music box on.

### Promotion

Barney Poss, Valley Music Company, Aurora, suggested that MONI members get together on pro-music box promotion similar to a plan used successfully by members of the Cleveland Phonograph Merchants' Association recently. Under this plan the locations receive at regular intervals posters and pool cards showing two cartoons side by side. One emphasizes the activity in locations where the music box is in play, the other shows a stop with TV on, the box off and limited activity in the location especially as far as beverage sales are concerned.

At the suggestion of Lindelof and the entire MONI membership, Poss was directed to look up printing costs of such a promotion. It was believed that each member would be charged a couple of dollars for such a promotional gimmick. Each member was to decide for himself if he wished to sponsor the undertaking since the individual operator was to make the mailing on the promotion to his own locations. Final disposition of the subject will be made at the December 13 meeting at Stone Cottage, Elmhurst.

### Rising Costs

As in other industries, music operators are concerned over rising business costs; tho there income has not stepped up at the same pace. Several members indicated they were already taking steps to meet this problem. One method has been to revise operators' commissions upward, another has been with guarantees. Those using either or both plans emphasized that in most cases the situation was handled comparatively easy after the location had been sold on the operator's increased cost set-up. They also said there were some locations which they either had to leave as is or risk losing. On the other hand one operator said that he was willing to lose stops which rejected his proposition since under the old set-up the intake was either below or too close to the profit margin.

## Coin Radios Wane

Continued from page 75

exhibitor, disclosed it is fast changing over to rental or fee methods. A. D. MacLachlan, hotel radio executive who also operates an independent route of 1,000 sets, said he had removed coin mechanisms from about a third of the sets in his route within the last month. He indicated that the company, which has placed about 25,000 coin radios, is following a similar policy.

The company also showed a coin-operated television set, adjusted to play for a half-hour upon insertion of a quarter. But delivery is being held up because of parts shortages and none have been

## Coin Radio Firm Fights Ky. Tax Fee

FRANKFORT, Ky., Nov. 11.—A hearing to determine whether coin-operated radios should be excluded from the \$10 State license tax will be held at near-by Paris, Ky., Monday (13). A suit in favor of exclusion was filed here last week by J. S. O'Neill, T. O. Montague and Ernest T. Jones, Lexington, who operate 92 radios in hotels and motels in Kentucky.

The Lexington column claimed the \$10 license fee on each set is "unreasonable, oppressive, prohibitive and confiscatory." A similar stand has been taken by other Kentucky firms in the coin radio field, according to the petition of the Lexington group. The licensing law which they are attacking was

## DISK TO EITHER MAKE MONEY OR OPS GET \$\$ BACK

LOS ANGELES, Nov. 11.—Mary Solle, manager of Leuehagen's Record Bar here, is going all out to push the new Mercury recording of Hey, Krivshitzek and Harmonicals' Blues by Jerry Murad's Harmonicals.

Miss Solle has displayed a box of the disks on the counter with a sign guaranteeing the juke operators that they will make money with No. 5533 or they can exchange it for another Mercury platter.

passed by the 1950 Legislature and applies to coin-operated machines which provide music for amusement.

## Ops Promoting "Eye's" Tune

DENVER, Nov. 11.—All members of the Colorado Music Guild, association of coin phonograph operators here, are pledging the top spot on each machine for Decca's new recording of Don't Say You're a Dream, by Abe Levine.

Levine is a Denver detective with a penchant for writing songs. He collaborated with Morey Bernstein, night club operator, in producing the Don't Say You're a Dream ditty. It has already been released in sheet music form by Champagne Music of Hollywood, and the first waxing has been carried out in New York.



**TODAY...ANY JUKE BOX THAT CANNOT BE CONVERTED TO PLAY ALL THE NEW SPEED RECORDS IS AS OUT-OF-DATE AS AN OX-PULLED PLOW—A POOR INVESTMENT AT ANY PRICE**

## The WURLITZER Twelve Fifty

**CAN BE QUICKLY AND INEXPENSIVELY CONVERTED TO PLAY ALL SPEEDS, 78-45 OR 33 1/2 RPM**



RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

## Vending Industry Gathers In Chi for Annual Meeting

### Over 2,000 Register in Advance For Four-Day NAMA Convention

CHICAGO, Nov. 11.—With slightly over 2,000 advance registrations, the National Automatic Merchandising Association (NAMA) was set to open its doors Sunday (12) on its fourth annual equipment exhibition and fifteenth annual meeting set to run thru Wednesday at the Palmer House. Five new exhibitors were added at the last minute, bringing the full complement to 130 exhibiting firms—six less than last year's show which was held in Atlantic City. The exhibitors will hold forth in 91 booths on the Palmer

## Sirup Giveaway Offered Ops by Automatic Firm

NEW YORK, Nov. 11.—With Automatic Products' Soda Shoppe now ready for general delivery, the firm has announced an introductory offer of 25 cases of sirup free to each new purchaser of the cup vender. The one-to-a-customer deal will be available to operators beginning tomorrow at the National Automatic Merchandising Association convention and run thru December 15. The free sirup, consisting of 100 gallons of Nehi Royal Crown, Old Colony Orange-Crush or Frostee valued at \$140, will be shipped prepaid to Soda Shoppe buyers, Sam Kresberg, Automatic vice-president, said. List price of the three-drink cup vender is \$1,075, including changer.

## Venders Feed Plant Employees \$1 Meal For 50 Cents: Rowe

### "Soup to Nuts" Menu Offered in Dated Packs; Test in Six Areas

ATLANTIC CITY, Nov. 11.—Automatic merchandisers are now available to feed factory employees from "soup to nuts," according to officials of the Rowe Corporation, New York. During firm's exhibit at the Dairy Industries show here last week, vending machines were set to give plant workers a dollar lunch for 50 cents. As the newest thing in in-plant feeding, workers can get any variety of meat or cheese sandwich, plus milk, coffee or fruit drink, pie, cake or ice cream by dropping coins into machines. All the food is dated so the purchaser knows it is fresh. Leftovers, depending on their quality, go to the Salvation Army or are re-used as farm feed.

## Transit Exec Plugs Venders To Canadians

MONTREAL, Nov. 11.—Inclusion of vending machine equipment in plans for improving or combination mass transportation conditions was advised by Col. S. H. Bingham, chairman of the board of transportation, New York, in an address to the City Improvement League of Montreal. Col. Bingham came to Montreal recently to outline New York's experiences in bettering transit facilities. Planned for Montreal is a subway system to help relieve

(Continued on page 86)

House fourth floor and 100 rooms on the seventh floor. Last-minute signers were the SuperVend Corporation, manufacturers of selective cup drink equipment, Booth 85; Hoben Candy Company, Ashley, Ill., Room 721; Frozen Beverage Vending Machine Company, Inc., Cicero ice cream bar vending machine producers, Room 799; Peerless Weighing & Vending Machine Corporation, Long Island City, N. Y., scales, Room 708, and the United States Department of Commerce, educational display, Room 790. At least three days before the convention was set to open, the Palmer House informed room seekers they were full up and started referring incoming vending machine people to other hotels. From this, and from advance registration, NAMA officials believed they would easily surpass attendance at last year's convention.

### Off to Early Start

The four-day convention gets off to an early start Sunday morning with a "rouser breakfast" to be followed by keynote addresses by John Mook, Chicago management consultant, and D. J. Duncan, professor of marketing and distri-

bution at Cornell University. Before the morning session ends, NAMA members will have held their annual meeting and elected directors.

## Fisher Body Co. Launches Plant Vender Program

DETROIT, Nov. 11.—An experiment in large-scale vending operation in industrial plant that may result in substantial changes in plant catering practice was set this week in the Fisher Body Company Plant No. 21 here. An extensive battery of diversified vending machines was installed inside a typical factory office enclosure, providing a separate room and giving the atmosphere of a coin-operated store for food and refreshments. (Continued on page 85)

## MORE \$\$ WITH DIME BARS?

## Nickel Bars Backbone of Candy Vending Declares Baltimore Op

CHICAGO, Nov. 11.—The war of nerves is on in candy vending today, according to B. W. Scheuer in an article entitled "Are Dime Bars the Answer?" which appears in the November issue of Vending,

sister publication of The Billboard. Scheuer is president of the Vending Corporation of America, with headquarters in Baltimore, and a director of the National Automatic Merchandising Association. "Nickel candy," Scheuer wrote, "is as much an American institution as pork and beans or ham and eggs, and yet there is no justification in times like the present why

## ICE VENDING GETS SWEETER

CHICAGO, Nov. 11.—An automatic ice vender at the National Association of Ice Industries (NAII) convention here last week drew visitor interest by vending pieces of wedding cake. The machine was the central prop of a skit featuring a mock marriage ceremony between the ice industry and "an optimistic future."

Drawing attention to the increasing importance of venders as a supplier of all-hour home ice needs, the special small-scale model bore the legend across its front panel: "A Live Business—Vending Machines—24-Hour Service."

## Cantor Named DuGrenier Rep

CLEVELAND, Nov. 11.—Louis Cantor has joined Arthur H. DuGrenier as representative in Ohio, Michigan, Kentucky, Virginia and West Virginia. In handling the Massachusetts firm's line of cigarette, candy and gum merchandisers, he will share part of the territory with Lou Golden.

Cantor, formerly associated with National Vendors, Inc., has offices at 11211-19 Superior Avenue here.

## More \$\$ With Dime Bars?

"Nickel candy," Scheuer wrote, "is as much an American institution as pork and beans or ham and eggs, and yet there is no justification in times like the present why

it should remain so." Candy bars, Scheuer said, are one of the few items which have resisted the inflationary trend.

Then Scheuer went on to show that every factor in the cost of operating a vending machine company has increased. As a result, Scheuer declared, profits in candy (Continued on page 85)

## NPA SETS KO ON VENDER 'DO' FOR FED ORGS

WASHINGTON, Nov. 11.—Defense and strategic federal agencies will be unable to use their priorities authority to buy vending machines, the National Production Authority (NPA) ruled this week. In delegating "do" rating authority ("do" is NPA's code symbol meaning "priority") to the Coast Guard and the National Advisory Committee for Aeronautics, NPA added vending machines to a small list of items banned for priorities.

The same ban is almost certain to be extended to other agencies which will be receiving "do" privileges later. Along with venders, the ban includes flags, medals, fans, card tables, brooms and mops.

## Greene Heads Vend Group in Polio \$\$ Drive

NEW YORK, Nov. 11.—Robert Z. Greene, president of Rowe Manufacturing, has been named chairman of the Coin and Vending Machine Division in the 1951 drive for funds of the National Foundation for Infantile Paralysis in the Greater New York area. Co-chairman is Charles H. Brinkman, Rowe vice-president.

In accepting the post, Greene stressed the "extremely critical" nature of the forthcoming campaign and called upon "everyone connected with the vending machine industry to back it to the fullest possible extent."

## NEW BIZ AID

## NAIL Confab Features Ice Vender Study

CHICAGO, Nov. 11.—Pro placement and operation of vending stations was highlighted during the National Association of Ice Industries (NAII) convention at the Hotel Sherman here last week (October 31-November 1). Orrin Burley, of the Wharton School of Commerce and Finance of the University of Pennsylvania, presented a detailed study of ice vending undertaken at the request of NAII's research department.

Among the facts revealed by the location evaluation study, sponsored by NAII members, S & V Vending Machine Company, San Jose, Calif.; F. E. Dickinson & Company, Des Moines, and Thomasmo Cuber, Inc., Chicago, was that even where venders were in satisfactory locations (volume-wise) high sales units often did 17 times the business of lowest volume venders.

Lending into his subject, Burley said while the study would not guarantee "100 per cent" locations. (Continued on page 86)

## Freshway Food Vender Shipped

CHICAGO, Nov. 11.—Freshway Automatic Vendors have announced that the study that initiated large-scale shipments of its refrigerated sandwich machine have been made to all distributors.

Nick Angelus, sales manager, said venders are now being shipped out on a daily basis and will be available for immediate delivery to operators.

Earlier delivery date was postponed due to lack of certain dies, Angelus stated. Price of the Freshway Food Vender remains as previously announced, \$649.50.

## On-Off Policy Hits Cup Vender Filters

### Manufacturer, Op Attitude Seen Curbing Fullest Volume Potential

CHICAGO, Nov. 11.—An off-again on-again policy of manufacturers plus a generally indifferent operator attitude on a phase of cup beverage vender operation, may be one important factor acting to curb the potential sales volume of this equipment, a survey on filter-use indicated this week.

With a number of cup vender makers eliminating filters as a standard equipment item to keep machine prices to lowest possible levels, many operators who formerly were water-conscious interpreted the move as indicating a "gadget-value" status for filters. While actual location tests, volume and taste-wise, have not been made with and without filtered water in venders, the widespread

use of filters at soda fountains may be seen as a truer evaluation.

### Long-Range Gains

That long-range policy on cup operation, to take advantage of the design and material progress made in this equipment in the late 1940's, should include use of filters. (Continued on page 83)

## Electro Mech Is Improved

NEW YORK, Nov. 11.—Two design refinements aimed at making pack delivery foolproof and registering coins more accurately, have been incorporated into production models of all Electro cigarette venders, Anthony Caruso, president, Eastern Electric, Inc., announced this week.

He said his firm has substituted for steel in the fabrication of the cigarette delivery arm, thus eliminating the possibility of the magnetic field within the delivery mechanism affecting the dispensing action. Improvement has enabled the company to eliminate several moving parts within mechanism. Caruso pointed that delivery is efficient now as low as 65 volts.

Other new feature has chronized the stroke of the coin counter. Travel of dial is now pass through the coin counter. Silberman, who died the deal, declared.

## Calif. Hospital Gets 27-Machine Vending Battery

LOS ANGELES, Nov. 11.—A vending machine operation of 27 pieces is being installed at the California State Hospital in Camarillo by Roy Bruder, Al Silberman, of Badger Sales Company, reported this week.

The installation will include Super-Vend cup venders, Atlas-Dusse refrigerated candy, Atlas-Super-Selector candy, Kenney cigarette, Bonanza popcorn, Northwester stamp, bulk merchandise and gum machines.

The Camarillo institution is one of the largest in the State and has approximately 6,000 patients and personnel, Silberman, who died the deal, declared.



**NEW**

*A Real Money-Making*  
**OPPORTUNITY!**  
 FOR OPERATORS EVERYWHERE!

*Freshway*  
 REFRIGERATED  
**AUTOMATIC  
 FOOD  
 VENDORS**

A MARVELOUS  
**NEW IDEA**  
 IN VENDORS!

**AVAILABLE FOR  
 IMMEDIATE  
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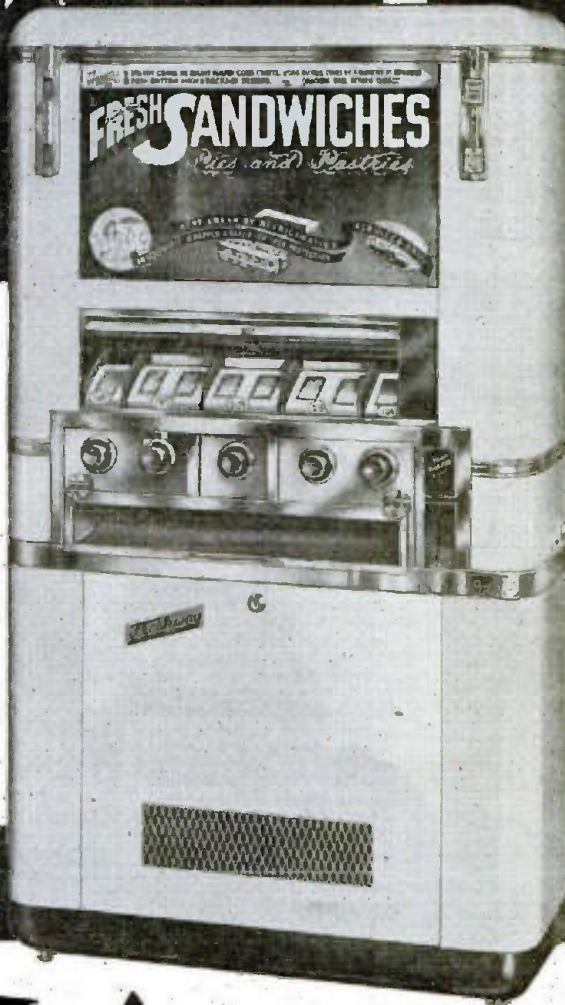
IN PRACTICALLY  
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The pricing mechanism in the Freshway automatic Vendor offers the most flexible merchandising possibilities in the vending machine field. Virtually every known low priced item can be vended with the correct change made automatically.

COMPRESSOR: 1/2 H.P. Hermetically Sealed.

Standard fully automatic refrigerator unit. Self Defrosting. Low power.

CABINET: HANDSOME DE LUXE  
 ALL-METAL



THE *Only*  
**SANDWICH  
 VENDOR**  
 WITH A  
**SPECIAL  
 COIN CHANGER**

THAT RETURNS THE  
 FOLLOWING CHANGE:

- Quarter for 20¢ purchase returns a nickel.
- Quarter for 15¢ purchase returns a dime.
- Quarter for 10¢ purchase returns a nickel and dime.
- Twenty cents for 15¢ purchase returns a nickel.

5 COLUMNS  
 TOTAL 175 PACKAGES  
 10¢-15¢-20¢-25¢ ITEMS  
 VENDS 105 Standard size sandwiches and 70 packages of cake, pie or pastry.

**AUTOMATIC THERMOSTAT  
 HOLDS TEMPERATURE AT  
 HEALTH DEPARTMENT  
 REQUIREMENTS**

LITED MIRROR - HINGED SWING-UP  
 FRONT DOOR - THOROUGHLY TESTED  
 FOR MINIMUM SERVICE.

SIZE 62" H. x 36" W. x 20" D.  
 SHIPPING WT.: 420 LBS.



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*On Display* IN ROOM 230 • 407 S. DEARBORN STREET • CHICAGO 5, ILLINOIS

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You Can't Go Wrong on This Deal  
**4 SINGLE UNIT TOPPERS**  
 Plus 25 lbs. 210 count Rain-Blo Gum  
 Plus 2,000 Charms  
**All this for only \$52.00**

Write for Our Price List on Like New Used Vending Machines

**RAIN-BLO 210 COUNT GUM .26c lb.**  
 in 10¢ of 200 lbs. or more we pay freight and less 2%

#### CHARMS

	Per Thousand	Plastic Charms, Large	Per Thousand
Football, Copper	\$5.50	Silver-Plated Charms, Large	\$5.50
Football, Silver	4.50	Gold Color Plated Charms, Large	4.50
Football, Gold	4.50		

**GOLD & SILVER AMERICAN FLAG RING \$7.20 PER GROSS**  
**JEWELED SCATTER PINS 9.00 PER GROSS**

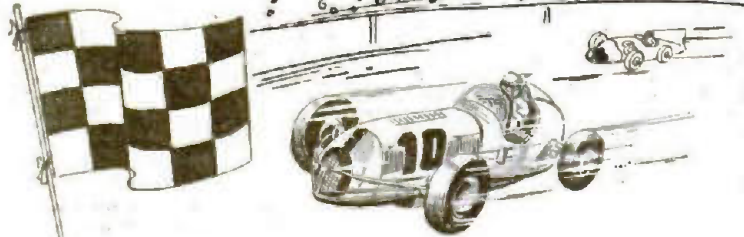
Makes exceptionally fine novelty item  
 Deposit Balance C. D. O. F. D. B. Cleveland Ohio  
 All prices subject to change without notice.

**CONFECTION SALES CO.**

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YOU ARE BUILDING A GREATER AMERICA  
 WHEN YOU HELP THE AMERICAN HEART  
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## IT PAYS TO BE UP FRONT!



In business, as in racing, the front position is usually the most valuable. In cigarette vending Electro is up front in many ways: First and foremost with modern, electric operation; first with modern, electric cash register dependability; and first with top locations, served the profitable UP FRONT way.



It has long been an axiom of the cigarette business that sales increase as much as twenty-five per cent when the point of sale is moved forward in the location, close to the cash register, making it easy for the impulse buyer to pick up a package. This is true whether cigarettes be sold over the counter or by machine. And ELECTRO leads in UP FRONT locations because Electro's exclusive, modern, compact design makes it possible to set it in high profit, front positions where old-fashioned machines could never fit.

GET THE MOST OUT  
 OF YOUR LOCATIONS

### GET UP FRONT WITH ELECTRO

**EASTERN ELECTRIC INC.**  
 General Motors Bldg.  
 New York 19, N. Y.

### NEW OPEN-AIR MARKET

## Design Outdoor Food, Fuel Vender Stations

DES MOINES, Nov. 11.—Expanding its original line of Ice Vending stations, F. B. Dickinson & Company has introduced two complete outdoor portable venders handling various types of packaged foods and home fuel. Both follow the basic design of firm's ice venders.

The food vender, which offers six or 12 selections, handles two types of products; those requiring refrigeration (milk, butter, cream, etc.) and those requiring low temperature storage (packaged ice cream, frozen fish, packaged frozen foods, etc.). Any assortment of up to 12 different foods in each basic type may be vended thru a single unit.

#### Two Models

Offered in two models (one for each type of refrigeration), Model 30 for milk, etc., is priced at \$2,378.02 for the six and \$4,893.26 for the 12-selection unit. Model 40, for ice cream and frozen foods, lists for \$3,813.67 for the six and \$5,248.31 for the 12-item food station. Vending units for both models (installed inside the outdoor station) are 26 inches wide, 11-feet long and weigh 1,242 pounds. Each has six horizontal product belts with a unit capacity of approxi-

mately 670 items.

Delivery chute features an air lock, preventing leakage of outside heat to interior. As chute door opens for removal of purchase, the opening into interior of the station is closed to prevent pilferage.

Exterior face of the station has six, or 12, selector buttons under which are metal product and price card holders. Merchandise may be sold at six different prices, four of which may be set to give penny change. Station itself, in both models, is eight feet wide, eight feet high, 16 feet long. Model 30 weighs 6,400 pounds; Model 40, 9,300 pounds.

#### Fuel Vender

Dickinson's Fuel Vending Station handles bagged coal, briquettes, charcoal or packaged fuels. The vending mechanism ranges in size and price from the single belt, 18-foot, 8-inch long model, at \$378.49, to the double belt, 28-foot, 8-inch long model at \$814.50. Former has approximate 17-bag capacity, latter 43 bags.

Vending stations are extra, the single Model 25 listing for \$784.44. It is eight feet high and wide, 20 feet long, with an aluminum exterior. Shipping weight is 3,700 pounds.

Both food and fuel stations have goose-neck lamps extending from the front center for night illumination, carry large "24-hour Self-Service" legends across the upper portion.

## Johnson Sets Changer Output

CHICAGO, Nov. 11.—Johnson Fare Box Company reported production this week on its coin changer, now featuring interchangeability with other built-in changer units. Harry Grieseemer, general sales manager, said this was accomplished by modifying the ABT slug rejector.

In addition to its interchangeable feature, the Johnson Automatic Vending Changer also continues the simple-design pattern introduced with the previous model at the 1949 NAMA convention. This is emphasized by (1) a quick audit tube which empties with one movement of the dump slide; (2) no open-blade relays; (3) break-down into sub-assemblies for quick servicing.

While the changer is currently being produced for use in cup vending equipment, cabinet housing for exterior mounting on bottle beverage units will also be provided, Grieseemer said.

Johnson Fare Box also began production line output of its Downey-Johnson Model 40-SC combination coin sorter this week. Unit, which lists for \$741.50, including federal excise tax (\$46.50), permits sorting and counting of mixed coins from 1 cent to 50-cent pieces. One totalizing cyclometer gives a running total of all coins handled. Both the sorter-counter (introduced at last year's convention but withheld from production until this week) and the coin changer will be featured in firm's NAMA exhibit, according to Grieseemer.

## Halsey Ice Pick Venders Rolling

EVANSVILLE, Ind., Nov. 11.—Halsey Manufacturing Company, Inc., announced its Masterpoint Ice Pick Vender, introduced a year ago, now in production and available in 10, 15, 20 and 25-cent models.

In quantities of 12 or more, the dime model lists for \$33; 15-cent and 20-cent models for \$36 and the quarter unit for \$37.

## New Chase Sales Reps

ST. LOUIS, Nov. 11.—Chase Candy Company appointed two sales representatives in the New York area this week. Jack Dubin, New York broker and president of the New York Candy Club last year, will cover the metropolitan area, while Herbert M. Smith has been assigned up-State territory. Smith has 30 years background of candy selling.



EMPTIES  
 MACHINES  
 FASTER!

**Rain-Blo  
 BALL BUBBLE  
 GUM**

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast selling vending candies.

## LEAF GUM CO.

Div. of Leaf Brands, Inc.  
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### LEAF GUM

All Sizes—20¢—17¢—20¢ & Jumbo

**27c** per pound

Put cash with order.  
 FREE Delivery on 100 pounds

Ray Terr, Louisville, Pa.

### BALL GUM

100 Ct. 2400 Balls Per 25 Ct. Case  
 175 Ct. 4,200 Balls Per 25 Ct. Case  
 210 Ct. 5,100 Balls Per 25 Ct. Case  
 25¢ Per Lb.  
 Delivered freight paid on 5 cases or more.  
**T. O. THOMAS CO.**  
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Here is the New Flexible

### ALKUNO

#### CRACKER VENDOR

Your complete unit with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 7 1/2" x 1 1/2" High. Includes merchandise display and soft filling slugs and coin slot.

#### MODEL 700

Metal Cabinet and Base.  
 Ht. on Base, 50".  
 Wt. on Base, 45 Lbs.

#### VERY LOW PRICE

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog or Complete L. in. including Cracker Vendor.

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BOOTH 8

NAMA SHOW

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 441 Concord Av.  
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## BUCKLEY DE LUXE DIGGERS

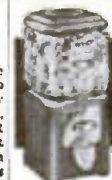
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Available Now!

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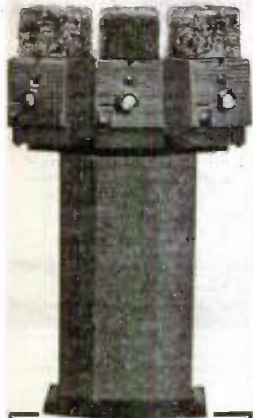
ALL-PURPOSE  
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**NOW!**  
**Bigger Profit**  
FROM EVERY LOCATION  
With the New  
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**CABINET STAND**  
FOR MODEL 49



**WRITE FOR DETAILS**  
OR SEE YOUR DISTRIBUTOR  
THE NORTHWESTERN CORPORATION  
829A ARMSTRONG STREET, MORRIS, ILL.

**FOR SALE**  
Bradley Automatic Turn Drink Dispensing  
Machines, Model "M" Good condition, on  
location today, \$800.00 each.  
**ALLAN D. KLEINMAN**  
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**Lyon Ups Price  
On Three Units  
As Costs Rise**

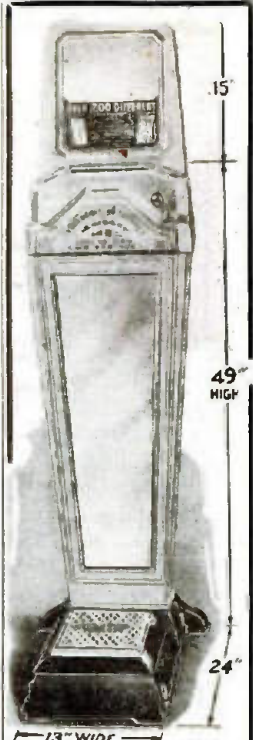
NEW YORK, Nov. 11.—Spiraling material costs have forced a \$50 across-the-board price increase on the three cup venders in the Lyon Industries line, according to Harry Fehn, executive.  
Firm's 1,400-cup single drinker now lists at \$995, the 1,400-cup dual flavor model at \$1,145, and the 500-cup unit, recently acquired from Stewart Products, at \$645. List prices include coin changers.  
The machines are produced for Lyon by Worthington Pump, Deliveries are on a 30-day basis. Fehn said.

**Philly Firms Hike  
Ice Cream Prices**

PHILADELPHIA, Nov. 11.—Ice cream manufacturers here are increasing their wholesale prices to 4 cents a quart. As a result, it is expected the retail prices will go up about 5 cents a quart. The manufacturers explain the wholesale price increases were forced up by the rising cost of cream and flavorings.  
The Breyer Ice Cream Company reported it had increased its wholesale price last week 2 cents a quart by bulk and pint packages. The Philadelphia Dairy Products Company said it raised the price 2 cents a quart for bulk and 4 cents a quart for pint packages. The increase was estimated at about 5 per cent.  
Both Abbots Dairies, Inc., and the Supple-Wills-Jones Milk Company announced increases of 2 cents for both bulk and pint packages.

**DETROIT FIRM BUILDS  
GOOD WILL THRU SPORTS**

DETROIT, Nov. 11.—A solid program of support of sports activities is playing off in prestige for Dossin's Food Products, owners of the Pepsi-Cola franchise here. Most spectacular was the success of the Miss Pepsi speedboat entered by the Dossin brothers, which broke the course (five-mile) record in the Silver Cup race on the Detroit River, with a new world's record of 117 miles per hour average speed. The boat also won the President's Cup Regatta at Washington, with a new world record for a three-mile course. The President's Cup was personally presented by President Truman to Roy and Walter Dossin.  
Following the Washington award, the Dossins entered Miss Pepsi in a race at New Martinsville, W. Va., on the Ohio River, but had the misfortune of a tipover while rounding a turn at over 100 m.p.h. Both driver and mechanic are still on crutches, but will be able to be back in condition in a few weeks. Bob Dossin said.  
**Bowling Champs**  
In bowling, the Dossin people set an enviable mark, with their men's team champions in their class in Detroit last year—and are again leading the league this season.  
The Dossin men's bowling team not only led Detroit last year, but went to Youngstown, O., and won the national championship in the American Bowling Congress, in which over 3,000 teams competed. This season, the men's team is in third place in the local league set-up, but is likely to pull into first shortly, Bob Dossin said.  
Last week Dossin was presented with the trophy for both Detroit city and State of Michigan championships in the hardball (baseball) Class A field, won by Dossin Products. The team also entered the national tournament, likewise held at Youngstown, and won third place.



**On-Off Policy Hits Cup Ops**

**Continued from page 82**  
On both cold and hot drink units if public acceptance is to be maintained and increased, is the behind-the-scenes opinion of most manufacturers. But with the east angle entering the picture more importantly within recent months, many have decided to eliminate them rather than further "trease" machine prices. And operators require detailed information on filter use to bring home the long-range benefits that are to be gained by their use. This is indicated by reports from several machine makers that some operators have not made fullest possible use of built-in filters in the past. Instances were pointed out where operators did not properly service such filters when they had them (changing filter cartridges, checking for proper functioning, etc.).  
In addition to providing improved carbonation (longer lasting in the cup due to removal of chlorine, sediment, etc.) filters also act to cut machine maintenance costs in three instances. By removal of foreign matter from the vender's water supply, they reduce wear and tear on check valves, solenoids and pump parts. It is estimated that the average cost to the operator for a filter is 16 cents per 1,000 drinks per machine, or about 3 cents a day, based on average daily sales of 200 drinks. Filter cartridge life ranges from 25,000 up to 35,000 and 40,000 servings.  
In those venders offering cold drinks, filters are especially helpful as a higher carbonation is required.  
There are two basic types of filters for cup venders: (1) The pre-coat type, which give constant quality water at a gradually reducing flow (as sediment builds up), and (2) the constant-flow type, which maintains full flow with a gradual reduction in quality.  
Use of filters in both so-called good and bad water areas will result in benefits, such as a better tasting drink, better carbonation, reduced machine parts wear, it is conceded. While most municipal systems provide safe drinking water on a year-round basis, too little emphasis has been placed on the need for brilliantly clear water for best possible carbonation and longer carbonation life after delivery.  
**Bring Out Flavors**  
Dirt, sand, colloidal materials, bad tastes and odors present in many water systems cause off-tastes and quick loss of carbonation in the delivered drink. While such water itself is essentially "pure," it does not bring out the fullest possible taste and flavor that sirups and carbonation combine to make. This is a fact recognized by bottlers, who spend large sums setting up elaborate filtering equipment.  
The cup operator can compete on a more equal basis with the bottle drink operator by offering comparable taste quality in his drinks, a fact which is summed up by this statement by M. L. Finneburgh, general sales manager of the Liquid Carbonic Corporation, Chicago: "Since 85 per cent of a carbonated drink is water, the water used should be perfect. . . . Too little emphasis has been placed on the need for such water for carbonators."

**WEIGHT, 165 LBS.**  
**\$25 DOWN**  
**Balance \$10 Monthly**  
400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS  
**WRITE FOR PRICES**  
LARGE CASH BOX HOLDS  
\$85.00 IN PENNIES  
Invented and Made Only by  
**WATLING**  
Manufacturing Company  
1650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGTEL, Chicago

**ATLAS** the LEADING  
PROFIT MAKER



A 5c vender that brings not only SOME profit but STEADY profit. Ideal for bar, counter, table tops, etc. Vends bulk merchandise with speed and ease. Especially made for almonds and pistachios — it dispenses them evenly and WITHOUT injury to the merchandise.

**ATLAS** EST. 1925  
SALEMEN AND DISTRIBUTORS, Write Now  
MANUFACTURED BY  
**MANUFACTURING AND SALES CORP.**  
12220 TRISKETRD., DEPT. CLEVELAND 11, OHIO

**'POP' CORN SEZ OPERATORS**  
We have ample parts NOW for 'Pop' Corn Sez Vendors BUT defense work in the factory will make later replacement orders slow.  
Review your future parts requirements and WRITE US NOW for your needs.  
**AUTO-VEND, INC.**  
5210 BONITA DALLAS, TEXAS  
You ALWAYS get the best deal at the factory on both NEW and RECONDITIONED 'Pop' Corn Sez Automatic Vendors. There's no margin squeeze with 'Pop' Corn Sez—It's still a LONG PROFIT—LOW EXPENSE OPERATION.

**Oak Acts To Hold  
Production Level**

CULVER CITY, Calif., Nov. 11.—Oak Manufacturing Company reported this week a stockpiling program to permit an even order flow thru the next two years is now being set up. Harold T. Probasco, treasurer and production manager, said the firm currently has sufficient materials on hand to enable filling of all orders for the next 12 months.  
A step-up in output of the Acorn All-Purpose and All-Charm penny and nickel venders was also announced.

**Flatto on 1-Week  
Delivery Schedule**

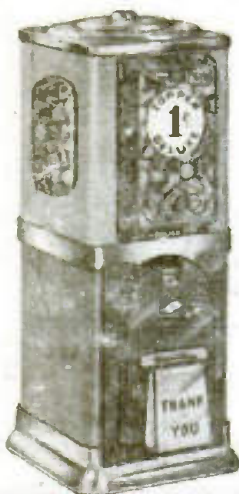
NEW YORK, Nov. 11.—Flatto Manufacturing is back on a one-week delivery schedule for its recently introduced three-column stamp vender, according to E. W. Flatto, general manager. Steel shortages had cut back production in recent months, he said.  
Vender, which lists at \$29.95, has a capacity of 170 folders in each column. It features cut-out window displays and porcelain front with baked lettering.

**PEERLESS WEIGHING and VENDING MACHINE CORPORATION**  
HAVE A SELECT NUMBER OF  
**"ON LOCATION" SCALE ROUTES AVAILABLE**  
IN VARIOUS SECTIONS OF THE UNITED STATES.  
**TERMS AVAILABLE**  
ROUTES INCLUDE ALL FAMOUS MAKES OF SCALES.  
**CONTACT**  
MR. L. D. CHAMBERS or MR. J. J. CROSBY,  
ROOM 708 AT THE PALMER HOUSE  
DURING N. A. M. A. CONVENTION IN CHICAGO,  
NOVEMBER 12-15  
OR WRITE TO DEPT. B  
**PEERLESS WEIGHING and VENDING MACHINE CORPORATION**  
29-28 Forty-First Avenue Long Island City 1, N. Y.



### VICTOR'S TOPPER LINE

# VICTOR IS "TOPS" IN MODERN VENDING!



### TOPPER DELUXE

Tops in performance and beauty. Never have there been so many new ideas put into a bulk vendor. Also, in 5c model for perfect vending of charms exclusively. Available with or without side windows.



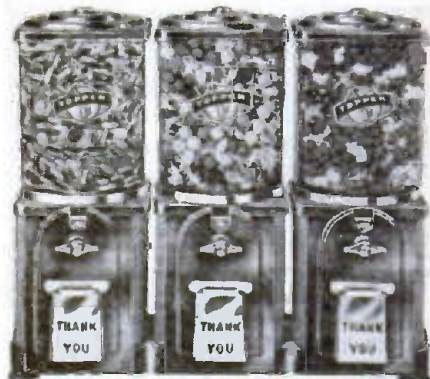
### TOPPER

Vends Ball Gum and Charms plus all other bulk merchandise. You'll agree that here's the machine for "TOP" performance. Comes in 1c only.



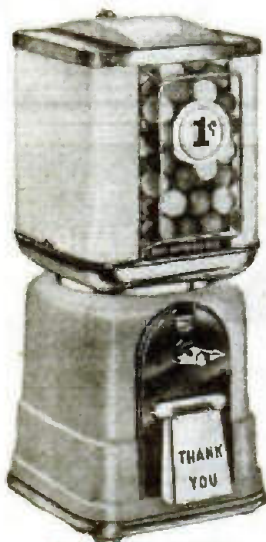
### DOUBLE UNIT TOPPER

With New Plastic Globe . . . Designed solely to save operators thousands of dollars in breakage and loss of merchandise.



### TRIPLE UNIT TOPPER

For those locations where two is not enough and four is too big. . . Vends Ball Gum and Charms plus any other bulk merchandise.



### JUMBO UNIVERSAL

Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 2,375 balls.

### TOPPER 5c ALL-CHARM VENDOR

Now . . . the finest all-charm vendor made. With side display windows.



### UNIVERSAL • MODEL V

Beautiful, modern, colorful—as efficient as it is beautiful. The All-Purpose Vendor Built for Profitable Operation. The Universal is truly a creation . . . tops for modern design and efficiency.



Vends all kinds of Bulk Merchandise, including Ball Gum . . . with Charms. The original and still the best. Get the details today.

## and NOW 4 UNITS

### VICTOR'S REVOLVING SUPER- MARKET



The most practical MULTIPLE bulk vendor ever built . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential.

SEE THEM AT YOUR  
DISTRIBUTOR TODAY...

OR WRITE  
DIRECT TO

America's Finest Vendors—  
Industry's Greatest Values

# VICTOR VENDING CORP.

5707-13 W. GRAND AVE.  
CHICAGO 39, ILLINOIS

VICTOR'S AMAZING NEW

TOPPER

Special Nov. Offers
TOPPERS SOLD 4 TO CASE \$48.00
PLUS 25¢ 216 Ball Gum
PLUS 25¢ 216 Candy
PLUS 1000 Champs. All for only \$52.25



Sample Topper, \$11.75
Get today's top money market—Topper Deluxe 5c All Charm Vending Machine \$12.95

- RAIN-BLO GUM, 100, 178 or 316 Cans in 2 1/2 cartons, 25 lb. in lots of 2000 or more with freight prepaid, 26¢ lb. less 2%
COLORADO BALL GUM, 400 3/4 oz. 25¢ or 400 3/4 oz. 25¢ per lb. less 2%
Write for our FREE Complete Charm List.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 441 Schuman St., Brooklyn 12, N. Y. Phone: DIckins 3-7993

More \$\$ With Dime Bars?

Continued from page 82
vending in 1948 and 1949 were negligible.
'As a matter of fact,' the article stated, 'during this period even the candy manufacturing industry gave a splendid account of its earnings per share. But not the operators.'

On the heels of rising candy costs and the prospect of smaller bars, Scheuer pointed out, came the dime bar.

'The big tie, however,' Scheuer contends, 'is does the 10-cent bar mean more volume?'
His own company's experience with dime bars in 1947 indicated these items do not sell well in vending. Despite this past experience, the company is presently conducting closely supervised tests on dime merchandise. Even so, Scheuer said, he is not optimistic about the outcome.

'Anyone,' Scheuer wrote, 'who wisely thinks he will sell more merchandise in an industrial plant at a dime than he has at a nickel is simply deluding himself. The average industrial plant is a captured market—nothing more—in which various products are vended day in and day out to the same customers.'

'Within such an establishment any number of products daily compete for their share of the dollar, dime or nickel—milk, coffee, ice cream, carbonated beverages, sandwiches and countless other items. At the end of any given period only so much money is expended for vendible items and the share of participation de-

pends on value, unit of sale, manner of presentation and the will of the public.'

Without entirely discarding dime bars, pending the outcome of current tests, the Vendomat Corporation has a plan of action to offset mounting costs. Merchandising, Scheuer asserted, is the prime factor. Equipment is being moved from fair to heavy volume locations and the emphasis is no longer on the single stop.

Commissions Reduced
Rentals (commissions) have been reduced, Scheuer said of his own firm, and control of every department is being tightened up with the thought of gearing overhead to volume of business done.

'Whether or not,' Scheuer concluded, 'candy bars remain at 5 cents, whether the rickel bar passes out of the picture or whether we will ultimately have to sell bars for 10 cents or higher—these are not vital issues. The main challenge is just how good a merchant is the automatic merchandiser?'

Seek New Va. Cig, Bev Tax

RICHMOND, Va., Nov. 11.—A request from the Norfolk area for a special session of the General Assembly to enable six communities to adopt uniform sales taxes on cigarettes and soft drinks was taken under advisement by Gov. John S. Battle late last week.

Spokesmen for five of the communities declared their request was prompted by the need of more money for schools. The tax, if enacted, would place a 2-cent levy on each pack of cigarettes and 1-cent-per-bottle tax on soft drinks.

The communities advocating the tax for school use are Norfolk City, Norfolk County, Portsmouth, Princess Anne County and Virginia Beach.

Charter New Laundry

RALEIGH, N. C., Nov. 11.—Secretary of state issued a charter to Mitchell's Launderette, Inc., Burlington, with authorized capital stock of \$100,000. Subscribed stock of \$300 was by Claiborne Young, Kenneth Young and Eugene Gordon.

Fisher Body Co.

Continued from page 82
Several operating firms are participating in the venture, which appears to include most types of vendors normally considered suitable for a factory location. The Fred B. Prophet Company, national catering operators who have headquarters here, are the overall caterers for the Fisher plant.

Spacarb Cap Unit
A three-flavor drink machine is being put in by the Spacarb Company. International Vending Company has coffee, ice cream, sandwich and pastry machines. Dairy Vendors, a local organization with headquarters in the MacDonald Creamery, have the milk vendor. Cigarette, candy and nut machines are being installed by other operators as well.

The installation is being made on the top floor of the plant, adjacent to the cafeteria. It is considered likely that similar batteries will be installed on most floors of all Fisher plants if this one proves successful. The automatic machines may be utilized to eliminate the use of wagons brought thru the plants with caterers' supplies, which have been a feature of industrial plant activity for decades.
It is too early to predict results from the present full scale experimental installation, but it appears to be upon a scale and variety that promise reasonable chances of success, and the first long-anticipated switchover to automatic merchandising in industry here.

There's a SMALL FORTUNE in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortune and Weight
★ Fully Automatic & Patented
★ No Knobs, No Handles, No Trouble

Yours for Only \$25 DEPOSIT

AMERICAN SCALE MFG. CO. 3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
[ ] Attach bond that checks for \$25 payment on my order! 40¢ weekly. Ship at once.
[ ] Please send further details immediately.

NAME \_\_\_\_\_
ADDRESS \_\_\_\_\_
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Another Good Buy is The TOPPER

TOP VALUE - LOW PRICE

Ask any operator using 'Topper' Vendors and you will find that these machines cannot be equalled in either performance or low price!

4 or more, \$11.25 each
100 or more, 10.50 each

YES, that includes Plastic Globes. All Victor machines can be bought on 20-week plan from TORR.



SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

ROY TORR LANSDOWNE, PA.

Save at Least Part of Each Week's Earnings. Buy U. S. Savings Stamps and Bonds

Limited Quantity Brand New MILLS YEST POCKET BELLS \$65.00



BRAND NEW IMPS
Either 1g or 5c Plan
Cig. or Fruit Route
\$21.50 Ea.

'HIT-A-HOMER' SPECIAL DEAL! 6 FOR \$1

A special purchase on 6 special machines... \$25.00 EA.
If you buy 6 machines we will give you 1 more for \$1.00!

SPECIAL DEAL FOR JOBBERS!

WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/2 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00

WRITE TO DEPT. Y FOR COMPLETE LIST OF CON-OPERATED MACHINES AND SUPPLIES.
Rake COIN MACHINE
609 SPRING GARDEN ST. PHILA. 23 PA. LOMBARD 3-2676

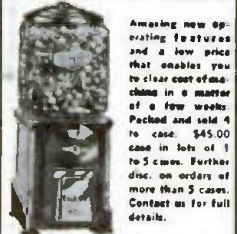
THEY'VE GOT TO GO: CLOSE OUTS

- Advance 5c Bulk Vendors... \$ 9.75
Columbus 5c Bulk Vendors... 9.75
Silver King 5c Bulk Vendors... 9.75
Victors 5c Bulk Vendors... 9.75
Gottlieb 3-Way Grips... 17.50
Globes for Any Machine... 1.50
Six or More... 1.25
Leaf Rain-Blo Ball Gum, 2000# or 8 Cases or more... 6.75
Prepaid From Factory
Camera Chief... 12.50
Test Quist... 17.50
2 for 5c Card Vendor With 2,000 Cards... 10.00
Northwestern 33 Ball Gum... 7.50
ALL ABOVE BRAND NEW, NEVER ON LOCATION.

T. O. THOMAS CO. PADUCAH, KY.

NEW LOW PRICES U-SELECT-EE CANDY MACHINES
U-Select 12 Ball Size... \$27.50
CIGARETTE MACHINES
Write for low prices all makes. COUNTER MODEL... \$17.50
HARRIS VENDING PHILADELPHIA 33, Pa. 3217 N. Park Ave.

WE'VE GOT... TOPPER Victor's Terrific Vender

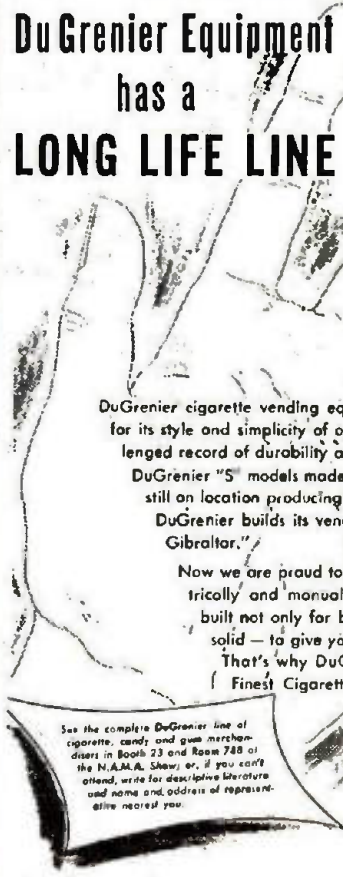


Birmingham Vending Co. 340 2ND AVE., N. BIRMINGHAM 4, ALABAMA

CHARMS THAT PAY OFF! NEW GUNS

18mm size as illustrated... Plastic (Asst. Colors)... \$4.35
Nickel Plated... 4.50
Gold, Silver Plated... 7.50
Also large assorted Sport Charms. OPPORTUNITY FOR DISTRIBUTORS. DON'T DELAY! ORDER NOW! Paul A. Price Co. 220 Broadway New York 7, N. Y.

DuGrenier Equipment has a LONG LIFE LINE



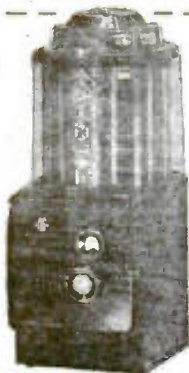
DuGrenier cigarette vending equipment is famous not only for its style and simplicity of operation. It boasts an unparalleled record of durability and dependability. For instance, DuGrenier 'S' models made in 1935—fifteen years ago—are still an location producing profits every day. It's just the way DuGrenier builds its vendors — sturdily — 'like the Rock of Gibraltar.'

Now we are proud to present the new 1950-51 line of electrically and manually operated machines. These, too, are built not only for beauty. They're built to last. They're built solid — to give you a long and profitable operating life line. That's why DuGrenier equipment is known as 'America's Finest Cigarette Machines For America's Finest Locations.'

Arthur H. DuGrenier, inc. America's Foremost Manufacturer of Cigarette, Candy and Gum Merchandisers

15 Hole Street Haverhill, Mass. Phone: 3-3855

OPERATORS - HERE IT IS!



Northwestern SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor...

THE NORTHWESTERN CORPORATION 829 E. Armstrong St. Morris, Illinois

NAIL Meet Features Ice Mach.

Continued from page 80

It could be used as a guide in judging proposed locations for venders. He emphasized that the investigation was limited to automatic self-service stations not operated in connection with an ice plant.

Tonnage Variations Annual tonnage was found to be 887 tons of block ice and 151 tons of packaged ice for the highest volume stations...

Locations Location within a block appeared to have little bearing on the success of a vender station.

4:30 to 8 p.m., a station should be on that side of the street handling the heavy flow of traffic at that time, the survey pointed out.

The distance to another ice vender should not determine location. Some locations should be no closer than four miles, while others which draw customers from two different areas may be as close as one mile, Burley declared.

Almost all ice vender stations studied employed some type of advertising. Most common type was distribution of handbills to residents in its area...

VOA WILL PLUG VENDING BIZ

NEW YORK, Nov. 11.—Automatic merchandising's impact on American buying habits is the subject of a feature now being planned by the State Department's Voice of America (VOA)...

Maryland Cup Names Toppers

BALTIMORE, Nov. 11.—Merrill L. Bank has been elected president of the Maryland Cup Company, with Lawrence W. Barber named vice-president...

The company is enlarging production facilities and will soon make available an expanded line of vending cups.

Empire Premium Catalog

CHICAGO, Nov. 11.—Empire Coin Machine Exchange here has mailed a new premium catalog to the operator trade.

EPHY DELIVERS IMMEDIATELY

- Beautiful Colors—Tremendous Assortments. Snow Charm Mts \$2.00 per bag, Corbin 50 50 Mt \$2.00 per 1,000, Plastic Charms #1 2.50...

30 DAY MONEY BACK TRIAL. Northwestern MODEL 49 SPECIAL. Try this famous vendor for 30 days. If it doesn't earn more money for you, return it and we'll refund your purchase price...

NORTHWESTERN SALES AND SERVICE COMPANY. MOE MANDELL. 439 WEST 42nd STREET, NEW YORK 18, N. Y.

FRENCH BOY POP CORN Dispenser. Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits...

COLUMBUS VENDING'S "BI-MOR" GETS IN THOSE HARD TO GET LOCATIONS. Easy to service—no tools, fire or bother. Disps your sales, profits, cuts service time and call backs...

Transit Exec

Urges Vender Revenue "In transit systems," said Col. Bingham, "every effort should be made to use all available and other station space for revenue producing purposes..."

TOPPER (Illustrated) 1 1/2 Ball Gum, 48 Cts. JUMBO 1" Ball Gum, 10 Cts. DEVICES NOVELTY SALES CO.

TOP VALUE-LOW PRICE!! Ask any operator using a Topper by Vindicator and you will find that these machines cannot be equalled in either performance or price!

SPECIAL SALE Factory Reconditioned Machines. 100 ROWS STICK AND TAB Each \$1.00, 25 60 C HOT NUTS 12.50, 25 VICTOR NUT 12.50...

IT'S Sidmor FOR VICTOR! TOPPER DE LUXE (Illustrated) Lots of 100, \$12.50. VICTOR'S MODEL V \$12.75 Ea. 34 3/4" dia., \$12.00 Ea.

Sidmor VENDING CO. 2035 FIFTH AVE. - PITTSBURGH 19, PA. TOPPER DELUXE With Plastic Side Display Windows \$13.45

SMOKESHOP "612" THE NATION'S FINEST CIGARETTE VENDOR. Tear Out And Mail Ad For Details. AUTOMATIC PRODUCTS CO.

FIFTY HOT DOGGERS George Sylan DeLuxe Model 88 Electric, like new \$45.00 each; \$2,100.00 lot

FRENCH BOY POPCORN SHIPPED ANYWHERE IN THE COUNTRY. Packed in 5% sack of fresh, crisp, fluffy, ready to eat.

EPHY Tomput Ephy & Co., Inc. 1515 14th St., Jersey City 2, N. J.

ADVANCE 21-A Unit-C STICK GUM and MINT VENDOR. Another Advance Model which gives you more profit per machine...

GET NEWER CHARMS Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms.

WRITE FOR CATALOG Do Gift Vendors Merchandise. Plastic Charms, 1,000 \$2.75, Metal Colored Charms, 1,000 \$2.00.

GIVE TO THE DAMON RUNYON CANCER FUND



# CALENDAR FOR COINMEN

- November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.
  - November 15—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.
  - November 18, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
  - November 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
  - November 21—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
  - November 22—Musie Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
  - November 23—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
  - November 28-29—National Association of Amusement Parks, Pools and Beaches (NAPPB), annual convention and trade show, Hotel Sherman, Chicago.
  - November 27—Photograph Owners' Association (POA), monthly meeting, Boardview Hotel, East St. Louis, Ill.
  - November 28—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
  - November 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
  - November 30—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
  - December 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
  - December 6—Coin Machine Operators' Association of Harris County (CMOAH), Chamber of Commerce Building, Houston.
  - December 7—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.
  - December 7—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
  - December 7—Cleveland Photograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
  - December 11—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
  - December 13—Music Operators of Northern Illinois (MONI), monthly dinner discussion meeting, Stone Cottage, Elmhurst, Ill.
  - December 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
  - December 14—Michigan Automatic Photograph Owners' Association, Inc. (MAPOA), monthly meeting, Macabees Building, Detroit.
  - January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
- (Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

# Coinmen You Know

**Chicago:**  
N. H. Davis, Underwriters Laboratories, points out that the number of coin machines going to the Chicago headquarters in the past few months has jumped sharply.

First reports on United Manufacturing's Skee-Alley game have been excellent, according to firm officials. Billy DeSelma, general sales manager, advises that quantity shipments on the game will start shortly. Meanwhile the four-player Shuffle Alley unit is still in heavy demand, with United continuing the unit on its production line. Billy and Herb Ottewinger were also busy playing host to the visiting MOA ops.

Seymour Golden, head of Coin Machine Service Company, reports the present market is excellent, and now that Gerald Zachary has been named sales manager he will be able to spend more time with visiting operators who drop in at the firm's headquarters. Golden says he is now showing the new Bubble-Garden lamps for which the company is exclusive distributor in the coin machine field.

Benay Sugarman and Abe Green, Runyon Sales, Newark, N. J., were in to see Ray Meuser, Herb Jones, George Jenkins and Jack Nelson at the Bally plant. Three Montana coinmen also stopped in for talks with Bally top staffers on Turf King and the new shuffle game, Hook-Bowler. They were P. L. Wegh, head of P. L. Wegh Company, Havre; Elmer Feigl, Modern Music, Malta; and Martin C. Briz, Britz Music, Great Falls.

Herb Perkins, head of Purveyor Shuffleboard, Inc., reports the firm's expansion program after a slight slowdown, will go back into high gear next week. Firm is adding more warehouse space, will remodel the front of its Western Avenue headquarters and will also refurbish the second floor of the building. A new showroom, complete with coin machines and premiums, will be ready in the near future, Perkins says.

Also expanding is the First Distributors' org. Wally Finke and Joe Kline, partners in the firm, report work on the new coinmen warehouse is completed and the premium line is being enlarged. Larry Shapiro went into the army this week and has been succeeded by Marvin Lighton as office manager.

Several out-of-towners were in to see the United Manufacturing Company's new Skee-Alley game last week. Among those greeted by Billy DeSelma, general sales manager, and Ray Riehl were Wolf Roberts, Wolf Distributing, Denver; Herman Pasternak, Flower Distributing, St. Paul; Irv Blumenfeld, General Vending, Baltimore; and Leo Weinberger, Southern Automatic Music Company, Louisville. United's traveling reps, Ray DeRoche and Johnny Cass, were in Boston last week on their tour of the New England area.

Bud Lieberman, who started in the coin machine field here in 1919, is back at his operation headquarters working several hours a day after being hospitalized with heart trouble. Lieberman dropped in at the Coven Distributing Company headquarters last week in Sec Ben Coven and to order some new equipment. Harold Saul, Coven exec, took a few hours off recently to pick up a new car.

Art Weinand, Rock-Ols vice-president and director of sales, returned early last week from the preview showing in New York of the new Rocket 51-50 phonograph, and immediately set to work on the upcoming national unveiling. Ed Lake, firm's West Coast rep, was in town last week and will move his family to San Francisco. He purchased a home in that city.

Irv Wellar, Consolidated Distributing Company, Kansas City, Mo., and Irv Blumenfeld, General Vending Sales, Baltimore, were in for a first look at Universal's High Score Bowler and a business powwow with Mel Binks, back from an Eastern trip, and Bill Ryan. All four believe biz will step up now that elections are out of the way. . . . Col. Lou Lewis, Merit Industries, is making

plans for larger quarters now that his South Side coin machine exchange is handling a wide variety of new and used equipment. Merit is also getting results from its service and repair facilities designed for smaller ops not geared for this phase of the trade.

At Empire Coin Machine Exchange, Gil Kitt reports the new perpetual inventory control has made a hit with sales staffers. Purpose of the control is to keep salesmen in close contact with quantity of each item in stock. Howie Froer says that Henry Polk, premium sales specialist, continues to send in those volume orders. Foreign orders, despite the world trade confusion, continue to add up at Empire. Froer points out.

Over at World Wide Distributors' headquarters on Western Avenue, Len Meon, Al Stern and Mandy West are doing their best to handle operator requests for the Rock-Ola '51, the line production on the new baby is yet to be released. Meanwhile, Bernie Auerbach continues to do a big job for the premium department at World Wide.

F. W. Zogg, Freshway Automatic Vendors, head, returned from a swing around the country contacting firm's distributors. His tour took in points on both the East and West coasts. . . . H. M. Schaefer, president of Victor Vending Corporation, says production and delivery of firm's varied line of bulk vendors continues at a good pace in spite of tightening supplies of necessary materials.

## New York:

Sid Mittleberg, of Progressive Music, has bought out the Queens Automatic route of John Grimaldi. . . . Max Weiss, of Ron Sales, M. W. Vending, will see his daughter, Phyllis, married to Stan West, November 23. . . . Ed Leopold, who was formerly with Master Automatic Music, has purchased a phonograph route in Miami and will make his home in that city.

Sam Kresberg and Al Blendow, of Automatic Products, getting set in their new Fisk Building offices. They recently moved from the Kings to the 19th to 100. Present headquarters used to be occupied by Kresberg a couple of years ago when he was teamed up with Al and Dick Cole in Drink-O-Mat, Inc.

Al Cohen, head of Ajax Distributing, returned from the West Coast recently with his sales manager, Walter Huff, who formerly was associated with Shipman Manufacturing. Prior to his stop-off in California, Cohen vacationed in Honolulu, mixing a little business by appointing an operator there to run a string of his National hot nut vendors.

Harry Brodsky, of Harbor Automatic, still receiving congratulations on becoming a grandfather. . . . Bert Davidson, of Permo, was in town on biz recently. . . . Alex Martin and B. J. Guariglia, of newly formed M. & N. Vending Machines, Inc., are testing models of their low cost cigarette machine, to be offered to ops soon.

A large delegation representing the operating, distributing and manufacturing segments of the vending machine industry here left Chicago last week to attend the opening of the National Automatic Merchandising Association confab November 12. Among those heading westward were Barney Sugarman, of Runyon Sales; Dave Lowy, of Dave Lowy & Company, and full-slate delegations from Eastern Electric, Roper, Lyon Industries, Automatic Products and Automatic Book Vending.

Joe Madden, of Old Reliable Music, purchased a 79-acre farm in East Nassau, N. Y., near Albany. . . . Bill Schwammale, of Bill-Boyd, is still setting things in order after the recent fire in the basement of the store he shares with Charlie Lichtman. . . . Frank Broccoli, of Braddock Music, is back at work after a long illness.

Abe Engelman, local op affectionately known as Uncle Abe, back from an Eastern trip, and Bill Ryan. All four believe biz will step up now that elections are out of the way. . . . Col. Lou Lewis, Merit Industries, is making

## Washington:

The illness of several members forced postponement of the Washington Music Guild November meeting, originally scheduled for November 2. President Hiral de La Vies said that the meeting might be held November 18 instead. Among the bedridden were Bill Schwartz, editor of the Guild's News Letter; John H. Phillips, head of the Phillips Novelty Company; E. E. Owens, Owens Amusement Company, of Oxon Hill, Md., and Bernard Lichtman, Kay Koin Machine Company. De La Vies returned from the Chicago meeting of the Music Operators of America (MOA) executive board. The board members drew up plans for the 1951 MOA convention, scheduled for March 18-21.

Frank V. Connelly, vice-president of the Vend Mart Corporation, which has the exclusive Minute Maid franchise in this area, is temporarily serving as a consultant with the National Security Resources Board (NSRB). During World War II he served in a similar capacity. He is continuing his regular activities with Vend Mart, according to James J. Gilroy, of the firm. Gilroy said that Vend Mart was expanding, with lots of new equipment slated for distribution in Washington and surrounding areas. Machines have been installed recently in several government buildings, he said, in tie-up with the Bing Crosby program, which is now being aired here, has proved extremely helpful.

Among the list of top Capitol juke box hits are Les Paul's "Guitar" and the King Cole-Stan Keaton "Orange Colored Sky," reported Chuck Merillat, salesman for Nelson & Company, Capitol distributor here. Merillat said that Cole would also record with "Time Out for Tears" and "Get

## MAYFLOWER SPECIALS

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NEW CLOSEOUTS IN ORIGINAL CRATES

United Shuffle Bowler	75.00
United Bowler, 8, 9, 10, 11	82.50
Keeney 8 Pin Bowler	125.00
Keeney Pin Bowler	145.00
Williams De Luxe Bowler	175.00
Williams Twin Shuffle	175.00
Williams 8 Pin Bowler	190.00
Chicago Coin Baseball	150.00
Williams Flying Disc	135.00

BALLY HOON BOWLER  
UNITED SKEE ALLEY  
KEENEY LEAGUE BOWLER  
UNITED TWIN REBOUND  
BALLY TURF KING  
BALLY GRAND STAND  
UNITED 4 PLAYER SHUFFLE ALLEY  
BALLY SHUFFLE CHAMP

USED SHUFFLES

Bally Speed Bowler	1226.00
Williams Twin Shuffle	75.00
Bally Bowler	160.00
Bally Swing Up Pins	84.50
United Shuffle Alley	93.00
With Swing Up Pins	140.00
78-5 Wurttler	150.00
California Shuffle Pins	38.00
United With Rebound Conv.	145.00

CONVERSIONS

Keeney 8 Player Match Bowler	423.00
Swing Up Conv. for Shuffle Alley	75.50
Swing Up Conv. for Super 8h	79.50
Alley Swing Up Conv. for Double 8h	84.50
Alley	
Super Shuffle Bowler Conv.	529.00
Swing Up Bally Bowler Conv.	84.50
Swing Up Keeney Pin Bowler	84.50
Rebound Conv. for United 8h	49.50
Alley	

CONSOLES

Cleaver Balls	849.00
Bally Triple Bowler	225.00
Genus Super Ball	115.00
Twin Bonus, 8 & 10	215.00
Luver Bonus, 8, 9, 10	255.00
Bally Double Up	195.00
Bally Wild Line Bowler	185.00
De Luxe Draw Ball	135.00

PHONOS

1948 Seeburg Hi-Speedway	1275.00
1915 Wurttler	375.00
1055 Wurttler	325.00
Seeburg 146-M	575.00
78-5 Wurttler	150.00
950 Wurttler	95.00
Rebound Model F	75.00
Multi Throne	50.00

ONE BALLS

Bally Champions	1299.00
Bally Clations	375.00
Bally Special Entry	75.00
Bally Victory Special	35.00
Photo Finish	55.00
Bally Lexington	75.00
Rebound Conv.	100.00
Bally Victory Derby	35.00

ARCADE

Atomic Bomber	475.00
New Bally Mame	115.00
New Quarterback	175.00
Evans Baseball	365.00
Williams All-Star	165.00
Peppette Table	99.50
Chicago Coin Oyster	115.00
Used Hallycrane	375.00

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ALUMINUM DISCS

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OPERATE A PROVEN MONEY MAKER 365 DAYS EVERY YEAR, BUILT TO LAST A LIFETIME.

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## WANTED Salesmen Coin Machine BY MANUFACTURER

To call on Operators and Distributors, we need a few highest quality men who can produce sales and results. Write in detail, giving complete experience and qualifications (territory you have covered and the results), age, references, availability to travel, family status and enclose photograph. This is a permanent, real big money making deal for high quality men who are responsible.

**BOX #D-161**  
The Billboard Cincinnati 22, O.

## FOR SALE

2 Champions, just off location, ea. \$250  
3 Clations, close to location, ea. 150  
All on Deposit, balance C.O.D.

**SCOTT AMUSE CO.**  
HUNTSVILLE, TEXAS

## FOR EXPORT

Large Stock of Used Phonographs, Sewing Machines and Arcade Equipment. Foreign Buyers, Send for Our Price List.

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1613 Market St., St. Louis, Missouri

## WANTED

New or used Solitone Master Entertainer and Solitone Entertainer Boxes, Model A and Model B. All. Advise us what you have and quantity.

**BOX D-451**  
A/E The Billboard Cincinnati 22, O.



Vital Statistics

Deaths

Mrs. Ida London, mother of Lew London, Philadelphia coin machine executive, Sunday (5) after a prolonged illness. Services were held in Philadelphia Monday (6).

Deaths

Mrs. Frank Pierce, 63, mother of Tony Jerard, official of D. Gottlieb & Company, in Chicago, Saturday (4).

to Gettin'." He said that Kay Starr's "Oh, Babe" side is moving well, but that the reverse, "Everybody's Somebody's Fool," may soon be busting it out. Forthcoming numbers that look hot for Jukes include Ray Anthony's "Mr. Anthony's Boogie," Gordon Mac-

KEENEY BOWLER LEAGUE 8 & 9 1/2... Dave Lowy & Co. exclusive distributor for the New York area.

ARCADE AND LOCATION EQUIPMENT... Mike Munves 377 10th Ave. (at 52nd St.)

MR. MANUFACTURER... Do you need the services of a National Distributor with excellent ratings, good reputation?

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COIN MACHINE ROUTE FOR SALE... South Eastern route... Kelly Coin Machine Co. 290 Winery Ave. Des Moines 17, Iowa

SALESMEN WANTED... To travel the Middle West with the finest line of equipment... COINEX CORPORATION 1346 Racine Street Chicago 13

FOR SALE 3 Bally Shuffle Games \$739.50 each... Kelly Coin Machine Co. 290 Winery Ave. Des Moines 17, Iowa

Rae's "Use Your Imagination," from the new Cole Porter "Out of This World" score, and, on the hillbilly side, Tex Williams' "All-nighter." In the Christmas market, King Cole's "Little Christmas Tree" will probably cop top honors, he said. Altho operators won't handle the number till later on in the month, by the first week in November record shops were ordering the disk in unheard-of quantities. It may be one of Capitol's all-time best sellers, he pointed out. Merilatt also added that Tex Ritter's "Daddy's Last Letter," written to his daughter by a soldier killed in Korea, is proving popular on jukees, especially in rural areas.

Record-breaking hot weather that ushered in November wasn't enough to send operators scurrying. Robert Epstein, who owns the Broadway and Playland arcades with his brother Donald. Arcade operators here have been eagerly awaiting colder weather to snap them out of their summer doldrums.

John H. Phillips, of the Phillips Novelty Company, reports he is going out on the street himself now since one of his men was inducted into the army.

Philadelphia:

General Automatic Equipment Company, Inc., Baltimore, declared its intention to apply for Certificate of Authority November 15 to set up a local branch with offices in the West Philadelphia area at 4441 Chestnut Street. Zoie Lynch, New York drink vending machine operator, reported backing Jimmy Nangle, formerly at the Hotel Essex here, in the forming of a new Greenwich Village spot in New York. Y & Y Popcorn Supply have now moved into new quarters at 1235 Vine Street.

Daily chatter column by Frank Brookhouser in The Philadelphia Inquirer helped to gain much goodwill for the pinball machine industry. A local pinball operator had a number of obsolete pinball games, and instead of discarding them or selling them for junk decided to deliver them to orphanages, charitable homes and similar institutions as a gift. Brookhouser's newspaper column served as a clearing house for the distribution of the machines—giving them all out to the credit of the operator who shunned the publicity so richly deserved.

Local newspaper chatter columns report that Rita Devery, of the Cafe Ninon, is marrying "her pinball machine concessionaire" November 13—identity not disclosed. Laven's Modern Recreation Center, in the Olney section, essentially a pocket billiards parlor, has added shuffleboards and pinball machines to give it the character of an amusement machine center. Drink-o-Mat Company, with its principal place of business at the corner of Seventh and Pine streets, has been set up by John A. Forman.

Jack Beresin, head of Berlo Vending Company here, continues to devote his energies to the various charity drives around town. He is serving as chairman of the Theater Division for the new United Fund. Beresin also took in the annual banquet of the Pittsburgh Variety Club in that city. Berlo Vending Company is sponsoring the annual Y & Y Popcorn Supply donated a silver pitcher for the annual golf tournament of the local Variety Club at the Green Valley Country Club. Eastern Sales & Engineering Company, which puts out the Kenro ice cream vending machine, is receiving an announcement that promises to add another type of machine to the company's line.

Detroit:

Sammy Sapienza, owner of the Eagle Music Company, and two of the Rice Brothers, Jack and Martin, who own the Rice Music Box Company, got together for luncheon in the Avalon Theater Building. Miles Stewart, now with the Quick-Lite Chemical Company, has been installing hot-dog vendors in the Cleveland area.

Charles Kessler, vending machine salesman, who has been on the road for several months selling gas conversion units, has returned to Detroit and may make his future headquarters here, depending on his future business connections. Michael Bellantoni, of the Bell Coin Machine Company, who is operating a number of the new Touchdowns on his own route, is also acting

as distributor for this counter game.

A. K. Neilson, sales manager of Service Parts Systems, reports a ready acceptance of the special parts storage bins which they are introducing. This firm, which has an established position in the automotive field, is just entering the vending industry. Leo Weinberger, of Leo's Amusement, is planning to dispose of his route of Groetchen Metal Typers, concentrating on other operations.

Erwin Baldrige, arcade operator at Island Lake, near Brighton, is heading for Kansas and Missouri, and is planning to spend the winter there if he can find the right business set-up. William Kus, head of Bill Popcorn Machine Repair Service, reports a rush of activity in the field. Mrs. Kus has returned to the office, where she serves as manager after a protracted illness, and is busy getting caught up with operations.

John C. Westerdale is establishing the Shuffleboard Secretarial Service at 10301 West McNichols Road. Michael Weinberger, formerly one of the city's major distributors, is now with his son, Leo, in a father-and-son team operating Leo's Amusement. They are switching from other types of game operation to specializing in shuffleboards.

Joseph O'Connor, of Consolidated Productions, reports plans to move the plant, which makes the Penquin coin-operated hair drier, to Fort Lauderdale, Fla., have been completed. The big move will be made Christmas week, with both the new factory and homes for principals in the company expected to be complete by that time.

Arthur J. Caille, who headed the A. C. Manufacturing Company, makers of a seven-player ball-type machine before the war, has switched the company entirely to industrial leasing activity now, but says his heart is still in the coin machine business. He may return to the field, but probably not as a manufacturer. Caille is now the oldest living member of the family of pioneer manufacturers a half-century ago, and is the son of the late founder, Adolph Caille. His son, Arthur A. Caille, who was associated with A. C., is now with the G & M Parts Company sales staff here.

Ben Liddon, owner of the Advance Service Company, has moved from 14th Street to a new enlarged store on Michigan Avenue. Frank Palumbo, Philadelphia night club operator, was in town to visit William E. Butalino, president of the Service Drivers' Local 985—who is, incidentally, an attorney in Pennsylvania.

Joseph Frederick, Arcade operator, was stricken by a complication of illnesses upon his return to his home here last week, and will shortly undergo major surgery, according to Mrs. Frederick.

Sam Weisser, board operator, has returned to his home to convalesce after an appendectomy at New Grace Hospital. Ed Dario is dividing his time between running his business and preparing to become "the father of the bride" December 2 when his daughter is getting married.

Tommy Westerdale, who is the son of John C. Westerdale, director of league play for the Detroit Shuffleboard Association (DSA), is recovering after breaking his collarbone in a football game Thursday.

Dale Sauva, of A. P. Sauve & Son, is proudly showing off his new "twins"—a new Pontiac car, in fireman red tones, and a new elevator installed in his store. Freddie Baynes has been added to John Westerdale's league play staff to assist in organizing tournament play in the city. He is the son of Jack Baynes, an operator, who was formerly treasurer of the Michigan Automatic Phonograph Owners Association.

Cincinnati:

The Automatic Phonograph Owners Association will hold its regular monthly meeting Tuesday evening (14), at the Hotel Sheraton Gibson at 9 p. m. The executive board will meet at 8 p. m. John Mahland, of Capital Record Company, Venon, Newark, of the Decca Record Company, and Melvin Kahn, of MGM Record Company, will attend. Charles Kandler, who suffered a heart attack October 22, is recuperating at his home in Ros-

Milwaukee:

Local operators seem pretty well agreed that route collections in recent weeks have been on a downward grade. No one seems to have any notion what has caused the sudden drop. Sam Hasting of Hastings Distributing Company, reports that collections on his routes have dropped in some instances as high as 25 per cent.

The big news in the Hasting household of late, however, is the enlistment of Sam's son, Jack, just turned 20 years old, had been working on the routes and in the warehouse up until now.

Recently returned from a business visit to the S. L. Leonard Minneapolis office, Martha Schalk, finds the Milwaukee territory a busy place with the introduction of one new Seeburg 45 r.p.m. music machine. Sales manager Nathan Victor reports the firm is gratified over the warm reception of the newcomer to the Seeburg music line by all those who have dropped in to inspect it on the floor. While no special introductory promotion had been used, the word has gotten around and ops from all over the State have been making appearances.

Newest improvement in the physical set-up at the United, Inc., headquarters is the installation of automatic gas heat. Everything there is getting automatic these days, according to boss man Harry Jacobs Sr., who claims that even the sales of Wurliizer's 1250s are becoming an automatic proposition for them.

Beautiful fall weather this section is enjoying, has enabled Harry Jacobs Jr. to get in a few extra rounds of his favorite sport, golf. Both Jacobs, Sr. and Jr., are members of the Westmoor Golf Club, where Harry Jr. is one of the best players, with consistently low scores.

Making the rounds of music and game suppliers in the Beer City was Gene Anacker, of Melody Music Company, Palmyra, Wis.

On Monday, October 30, the ownership of the arcade in the basement of the Plankinton Arcade officially became the property of Al Mack. Mack took over the operation from Mrs. Clara Zeno, who handled the enterprise for two years following her divorce from Morry Zeno. Ar-

about 50 pieces of equipment, a rifle range and a jewelry and souvenir corner. Plans call for some changes in the layout and a complete renovating of the shooting gallery. New pieces of equipment also are on the schedule as business grosses build. Mack was formerly a coin machine operator for the firm name of Cream City Novelty Company. He still maintains his operator's license and has several pieces of equipment out on location.

Visitors to the Stacy Bros. Tobacco Company are impressed with the friendly sign that is prominently placed over the door. The sign reads: "The World's Finest People, Salesmen. Come Thru This Door—Welcome." This friendly and receptive attitude toward the sales forces of other firms gives a slight indication of some of the reasons the Stacy Bros., Stanley and Nick are so successful and well liked business-wise.

Nick Novacic, head man of the West Allis Vending Company, is looking forward to fulfilling his assignment as member of a panel discussion group at the forthcoming NAMA sessions in Chicago. Nick will help shed some light on the science of vending candy profitably.

Cigarette vending receipts have remained at a comfortable level in recent weeks, according to Ray Eraser. Ray reports the recent purchase of some new equipment for his smokes and sweets locations. New machines were Stoners, Nationals and Keeneys.

Eddie Garsonke, serviceman for the George Schroeder firm, is leaving his job to go to Europe where he will work on electronic installations for the Philco Corporation.

Meanwhile, hunting plans for George Schroeder have been altered with the sudden death of his hunting dog, Buster, a springer spaniel that George raised from a pup. Now he's looking for a new dog to train.

"Oh, Babe" by Louis Prima, on the Robin Hood label, is the top nickel pulling record these days, according to Toni McBlk, who presides over the Hasting's Vliet Street record shop.

A change in personnel at the (Continued on page 90)

EVERYTHING We Sell is Guaranteed! Buy with Confidence in ATLAS Personal Service... SHUFFLE GAMES... NEW GAMES... TERRIFIC BUYS... PHONOGRAPH RECONDITIONED, Refinished... BADGER'S Bargains... GUARANTEED RECONDITIONED PHONOGRAPHS... RECONDITIONED CONSOLES... RECONDITIONED ARCADE... Badger Sales Co., Inc. Badger Novelty Co.

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#### NOW AVAILABLE IN 90 COLOR COMBINATIONS

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**INDEPENDENT LOCK COMPANY**  
FITCHBURG - MASSACHUSETTS

\*T.M. Reg. U. S. Pat. Off.

# Coinmen You Know

Continued from page 89

Coca-Cola vending operation finds H. A. Grenawald departing for the Rockford, Ill., headquarters. His place is being taken by Jesse Powder, who hails from Baltimore.

Vending equipment and vending personalities were prominent at the Allied Independent Theater Owners of Wisconsin convention, October 31 to November 1, at the Schroeder Hotel. Harry Levin and Louis Smanioff were at the Vendex stand; Gene Kilburg and George held the fort at the Merchandising Corporation display, while Ralph Johnson and Hal Kubasiak met the vending-minded exhibitors at the Hires root beer booth.

Milwaukee's Common Council recently okayed a plan to change all parking meters from half-hour limits to full hour. Switch was decided upon after thousands of complaints from irate motorists.

**Los Angeles:**  
Ben Corenblum, of Los Angeles, is reported coming along nicely following a recent illness. Irving Bromberg visited the row recently to purchase parts to be shipped to his son in Hawaii. C. E. Stephens, of Sierra Madre, is back on his route following a combined vacation and business trip of several weeks' duration in the East.

Luelle and Paul Laymon, of the Paul A. Laymon Company, Bally and Wurlitzer distributors, left recently for a vacation trip to the East, which will include Florida. Hal G. Sherry, representative of International Brotherhood of Electrical Workers, Local 1052, is back in town following the meeting in Miami. Sherry said that Local 1052 would start a full organization program before the end of the year, based upon promises made at the Florida session. Before returning here, Sherry visited Havana, Mexico City and other towns.

Eileen Bloomer, of the Valley Music Company in Mojave, is back at her desk following a vacation. Unable to keep up with her boxes in person, she ordered the needed records over long distance from Leuehagen's Record Bar. G. F. (Jerry) Cooper, Riverside operator, was in town and stopped off at the Laymon Company.

Ray Eberts, music machine operator, pens from Paris that he is enjoying his stay in France. A. J. (Gus) Fox, of San Diego, was a recent visitor to coin row. This was the first visit he had made here in several weeks. Larry Granfield Sr., of County Beverage in San Diego, planned out recently for New York. In Gotham he will visit the Spacarb headquarters for several days before going to Chicago to attend the NAMA convention.

Fred Gaunt, of General Music, returned recently from Glen Ivy, Hot Springs, where he spent a

few days resting. C. A. Robinson, of the C. Robinson Company, in town for a few days before taking off again for a visit to his branch office in Reno.

Bob Cachon, of Laguna Beach, made one of his infrequent visits to the Los Angeles coin row to see what the jobbers had to offer. Ben Korte, Glendale, has had his traveling schedule stymied for the time being. A shortage of help put a crimp in his plans. Ouring the past two years, Ben has sojourned to Alaska and South America. Henry Van Stieton was in from Whittier.

Ray Brandenberg, of San Bernardino, was seen on the row recently and was introducing his 6 week-old son to those in the industry. Perry Irwin down in Ventura. Pete Thelen enjoyed a recent week-end to Palm Springs. William Black, of Bakersfield, is back on the job following several weeks in the hospital. Mel Hyman is a new operator in the San Bernardino area. Dennis Jackson, of Automatic Games, in the city from the firm's Las Vegas branch.

Larry Jackson is helping out at the Leuehagen Record Bar while waiting for assignments in the hunting dog field trials scheduled to be held in Yolo County. Jack Leonard, head of the parts department at Badger Sales Company, is getting things set for a visit from his father, Lou. At this time Lou Leonard is in Hot Springs with other members of the Royal American Show. He plans to come to the West Coast for a visit following the Showmen's League banquet and ball in Chicago the latter part of this month.

**Twin Cities:**  
Among guests at the wedding of Dave Gottlieb's daughter in Chicago last week-end were Harold Lieberman, Hy Greenstein and Jonas Bessler, of Lieberman-Hy G Music Company, Minneapolis. Greenstein returned home Tuesday, followed the next day by Lieberman and Bessler. Herman Easter, of Mayflower Distributing Company, St. Paul, spent several days in Chicago on business. Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, reports that he and his staff are still waiting for the new Rock-Ola photograph to arrive. Latest information is that it will be ready for unboxing in about a month. LaBeau said.

The Minnesota-Iowa football game, when the Gophers lost their homecoming bid to the visiting Hawkeyes, 13-0, brought a Minnesota delegation to the Twin Cities. Among those who came to the game and took time to visit distributors were Bob Sweiger, Davenport; Harold Ginsberg, Ottumwa; George Ray, Cedar Falls; and Chasney Carroll. Dave Zinkin, of Dave's Distributing Company, Minneapolis, reports shuffle games and premium business moving well, with one-ball suddenly enjoying a spurt in operator attention.

United's new Skee Alley has taken hold solidly in this area according to Matt Engel, of Mayflower Distributing Company, who says his firm has sold its entire stock of machines and has orders piling up. He said business generally is brisk and that the firm's allotment of AMI phones is far from enough to meet the demand. Archie LaBeau reports business holding up in fair shape. He says a number of operators were out for the pheasant and duck hunting season, with various reports of luck coming in.

Mike Crakes, Minneapolis operator, who underwent several operations recently, is convalescing at his apartment in the Windsor Hotel, Minneapolis. Jack Backus, Jamestown, N. D., operator, who was married a few weeks ago to a Minneapolis girl, came to the Twin Cities to move his wife's belongings to Jamestown where they now reside. Esther Colyar, Eau Claire, Wis., operator, was a visitor to the Twin Cities recently to buy bowling games for her expanding route operation.

Operator who were in the Twin Cities, recently included Don

Haselwood, Aitkin, Minn., buying shuffle games; Norman Hanson, Osakis, Minn., interested in shuffle games and attending the Gopher football games; Tom Kady and son, Norman, Grand Forks, N. D.; John Galep, Menominee, Wis.; Perry Lee, Blair, Wis.; Ben Jahnke, Hutchinson, Minn.; Wade Carpenter and wife, Bemidji, Minn.; Pete Wye, Haver, Mont., who stopped en route home from the music operators convention in Chicago; James Stolp, Greenbush, Minn., to buy pin games; P. Y. Young, Osceola, Wis., buying pinball machines; William Husar and brother, Bill, Wheaton, Minn.

**Hartford, Conn.:**  
John H. Chaplin, president of Veeder-Root, Inc., manufacturers of counting and computing devices for coin machines, has been elected to the board of directors of the Hartford Better Business Bureau.

Edward Sarnoff, vice-president of Radio & Appliance Distributors, Inc., East Hartford, Conn., and son of David Sarnoff, chairman of the board of Radio Corporation of America, has been elected to a three-year term as a trustee of the Julius Hart Musical Foundation of Hartford. He also has been named to the foundation's public relations committee.

That November vacation trip planned for Mexico by Mr. and Mrs. Ralph Colucci, of Seaboard Distributors, Inc., of Hartford, has been postponed to December.

**Pittsburgh:**  
Herbert Rosenthal, sales manager, Banner Specialty Company, reports United's new four-player Shuffle Alleys on test locations are doing as well as last year when the one-player unit created a sensation. Up to four persons may play competitively. It's a fast game now; players don't have to wait until the puck comes back thru the trough.

Coinmen report enforcement of the \$150 State tax required of locations using TV as a sales stimulus, may force these locations to take out video and bring out their music boxes, especially with more TV sets getting into the homes. Decca records manager, James Winston, predicts there will be a shortage of 78 classical records this fall. A. H. Rapport Sr., of A. H. Rapport Company, has been ill for three weeks in Montefiore Hospital, room 436, and may remain there several weeks, recuperating. Mrs. Ange Berglass, manager, Coin Machine Distributing Company, has been ill the past several weeks.

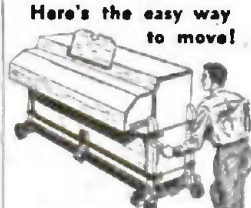
M. J. Abelson, of Oak Manufacturing Company, has returned from a long air tour which covered Cleveland, Chicago, St. Louis, Memphis, New Orleans, Tampa, Miami and Baltimore. He found heavy rain (part of the hurricane) in New Orleans, Bermuda in Tampa and flew to Miami to dodge it for two days.

Community Chest booster used as a scotch-tape pasteur in the front of cigarette machines reads: "Many campaigns in one (are) combined in this fund drive, give enough for all (of the organizations represented)."

**Indianapolis:**  
One of the things music operators here have to contend with is the live entertainment in taverns, including singers, musicians and light vaudeville acts. This form of entertainment is usually put on Saturday night, and the juke box, while illuminated, stands idle. Some taverns go so far as to advertise, "vaudeville tonight." The places are packed but, the juke box does not get a break.

Shipments of new phonographs from the manufacturers have slowed down. Distributors say some vital materials used in the manufacture of phonographs are difficult to obtain and this is causing the delay in deliveries.

Norman Haas, factory service representative for Seeburg, visited the Shaffer Music Company last week. Business at the Shaffer Company is reported good for the new model. Carl Todd, who formerly operated in Crawfordville, Ind., has been added to the Shaffer service department. Ed



## Here's the easy way to move!

### ROLL-or-KARI DUAL TRUCKS

You'll be amazed how easy Roll-or-Kari Dual Trucks move bulky pieces such as organs, juke boxes, pinball machines. Adjustable to any size load. Roll-or-Kari Dual Trucks are easy to attach and easy to roll. Patented Step-on-Lift. Folding handles. Capacity 1,000 lbs. Roll-or-Kari Dual Trucks are your insurance against time or breakage losses. Write today for full information.

DEPT. 8  
**ROLL-or-KARI CO.**  
ZUMBOTA • MINNESOTA

## ATLANTIC'S triple tested values

**SPECIAL!**  
Reconditioned Like New Ready for Location.

SEEBURG 1465 ..... \$239.50  
SEEBURG 146M ..... \$269.50  
1/2 Deposit, Bal. C. O. D.

Write For Complete Made List.

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Exclusive Seeburg Distributors

**MAIN OFFICE:**  
803 10th Ave. (Near 42nd St.)  
New York 18, N. Y. BRANCH 9-6222

**NEW YORK OFFICE:**  
624 Franklin Ave., Hartford, Conn.  
Hartford 46-1666

**NEW JERSEY BRANCH:**  
772 High St. (Near Clinton Ave.)  
Newark, N. J. MICHIGAN 2-1891-2

**SHUFFLE ALLEY**

Chicago Coin Bowling Alley with 100-oz pins, green cabinet ..... \$199.50  
Chicago Coin Bowling Classic ..... 149.50  
Chicago Coin Shuffle Board ..... 79.50  
Chicago Coin Shuffle Board ..... 124.50  
Chicago Coin Shuffle Board with 100-oz pins, green cabinet ..... 149.50

**5-BALLS**

Seeburg ..... \$29.50  
Burrhead ..... 69.50  
Burrhead ..... 69.50  
St. Louis ..... 69.50  
Burrhead ..... 69.50  
Merriland ..... 69.50  
Merriland ..... 69.50  
Merriland ..... 69.50  
Merriland ..... 69.50

**1-BALLS**

Coleman ..... \$174.90  
Gold Cup ..... 84.50

Jockey Special ..... 154.90

**General Distributing Co.**  
223 N. Broad St. New Orleans, La.

# 79 Sale

JUST 21—Floor Sample

**SHUFFLEBOARDS (top)** — with Maple or Masonite Top.

**UNITED SHUFFLE ALLEY (bottom)**—Fly-away pins installed, \$20.00 additional.

**SHUFFLEBOARD SPECIALISTS**  
4615 & 5th Street, LI 8-7772

United Shuffle Alley Boxes ..... \$199.50  
Gottlieb Bowler ..... 89.00  
Gottlieb Juke ..... 99.00  
Climate Adapter (6" x 6") ..... 74.00  
Hot Beds—New ..... 318.00  
Rally Speed Bowler ..... 318.00  
Bally Carnival ..... 79.00  
Score Pad, 6x15 Frames ..... 50  
Shuffleboard (top or bottom) ..... 124.50  
Use for Shuffleboards (Case of 12) 8.00

**LATEST PREMIUMS—NEW SHUFFLE and PIN GAMES**  
Terms: 1/3 deposit, balance C.O.D.

**MERIT INDUSTRIES**  
6520 S. Halsted St. Chicago 21, Illinois  
Phone: EMplowood 4-1166—STate 7-3400

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Everybody's Talking!

About the beautiful, reconditioned equipment that First Dist. is turning out. With each game receiving the finest craftsmanship and skill in the country, it's no wonder that equipment from FIRST Dist. like now and operates like new.

## FIRST CLASS Reconditioned SHUFFLE GAMES

Guaranteed Perfect

Keeney DOUBLE BOWLER	.....	325.00
Chico. Coin CLASSIC	.....	210
Bally SPEED BOWLER	.....	305
Universal SUPER TWIN BOWLER	.....	199
United SHUFFLE ALLEY EXPRESS	.....	160
Keeney KING PIN	.....	159
Keeney ABC BOWLER	.....	159
Universal TWIN BOWLER	.....	158
Chico. Coin BASEBALL	.....	90
Williams TWIN BOWLER	.....	78
Bally SHUFFLE BOWLER	.....	68
Keeney PIN BOY	.....	51
Dance BOWLING LEAGUE	.....	50

Write for our new, Illustrated PREMIUM CATALOG

## NEW SHUFFLE GAMES

- Immediate Delivery
- UNIVERSAL SCORE BOWLER
- UNIVERSAL ALLEY
- UNIVERSAL FOUR PLAYERS
- UNIVERSAL SHUFFLE ALLEY
- Keeney LEAGUE
- Keeney PIN BOY
- CHICO. Coin PIN LITE
- SPECIAL PRICE
- CHICO. Coin ACE BOWLER

## NEW FIVE BALLS

- Chicago Coin FIGHTING IRISH
- Outfield JOEY
- Williams PINKY
- Dance HARVEST TIME

**FIRST DISTRIBUTORS**

Wally Fink & Joe Kline

1748 W. North Avenue Chicago 22, Illinois Dikens 2-0590

### free buyers guide FOR OPERATORS

#### RECONDITIONED PIN GAMES READY FOR LOCATION

Chameleon ..... \$22.50 Tumbleweed ..... \$119.00  
 Grana Award ..... \$2.50 STAR SERIES ..... 135.00

#### ONE BALL GAMES

Special Entry ..... \$50.00 Keeney Favorites ..... \$47.50  
 Keeney Hal Tit ..... \$32.00

#### BOWLING GAMES

Keeney ABC ..... \$109.50 Keeney Pin Boy ..... \$4.50  
 Keeney Ten Pin ..... \$5.00 Keeney ABC ..... \$74.50  
 Keeney Lineup ..... \$9.50 Bally ..... 119.50  
 Keeney Lucky ..... \$12.50 Keeney ..... 50.50  
 Keeney Pin Boy ..... \$4.50 Keeney ..... 235.00  
 Keeney Pin Boy ..... \$4.50 Keeney ..... 235.00

#### NOW DELIVERING NEW EQUIPMENT

Keeney League Bowler, Bally Turf King, Bally Trixie Draw Ball, Universal Winner, Flamingo, Spot Bowler, Keeney's Electric Vender, Mills Wild Dancer, Mills "31" Ball, Mills Blue Ball, Downey Johnson Coin Counter.

**ROY MCGINNIS CO.**  
 2011 MARYLAND AVE., BALTIMORE 18, MD. BELMONT 1106

### PIN GAME Headquarters

BARNACLE BILL ..... \$87.50  
 BERMUDA ..... 35.50  
 BIG TOP ..... 95.50  
 BLACK GOLD ..... 95.50  
 SUCCACHER ..... 95.50  
 BUTTONS & BOWS ..... 95.50  
 BOLTON ..... 110.50  
 CALIFORNIA ..... 65.50  
 CALLS ..... 95.50  
 CRYSTAL POWER ..... 65.50  
 FOOT BALL ..... 104.50  
 FREEDOM ..... 104.50  
 HUMPTY DUMPTY ..... 44.50  
 HIT PARADE ..... 64.50  
 JURY 21 ..... 109.50  
 MERRY WIDOW ..... 35.50  
 MOROCCO ..... 49.50

#### SPECIALS!

United SHUFFLE ..... \$109.50  
 Playway Pins 137.50  
 UNIVERSAL TWIN ..... 50.50  
 BOWLER ..... 145.00  
 BALLY SHUFFLE ..... 75.50  
 SHUFFLE ..... 75.50  
 SHUFFLE with rebound coin ..... 124.50  
 version ..... 124.50

#### MARYLAND

MARYLAND ..... \$109.50  
 OKLAHOMA ..... 95.50  
 PINCH HITTER ..... 79.50  
 PLAYTIME ..... 114.50  
 SALLY ..... 44.50  
 SHANDAL ..... 50.50  
 SUMMERTIME ..... 50.50  
 SCHEWALL ..... 50.50  
 ST. LOUIS ..... 99.50  
 SARATOGA ..... 95.50  
 TAMBOR ..... 95.50  
 TRADE WINDS ..... 34.50  
 TELECARD ..... 95.50  
 TUCSON ..... 119.50  
 UTAH ..... 95.50  
 VIRGINIA ..... 95.50

**WANT TO BUY** All late model games.  
**SOLD ON 10 DAY** Exchange Guarantee. Terms by deposit, balance C.O.D.  
**PREMIUMS** Finest selection.

**Murray Rosenthal**  
 1346 Roscoe Street CHICAGO 13  
 Cleveland 2-0317

### COINEX CORPORATION

1346 Roscoe Street CHICAGO 13  
 Cleveland 2-0317

#### SHUFFLE ALLEY

Come and see them while they last!  
**\$49.50**

#### LARGE LIST OF PREMIUMS—WIRE

ONE BALLS ..... \$49.50  
 Citation ..... 218.00  
 Victory ..... 66.50  
 Mills 4 Balls 69.50

SCOREBOARDS  
 Wall Type 59.50  
 Wall Type (new) ..... Write

#### PURVEYOR SHUFFLEBOARD COMPANY

4325-24 N. Western Ave., Chicago, Illinois  
 Phone: Juniper 8-1814, 8-1816

### Prices Slashed To Rock Bottom

#### FIVE BALLS

United Shuffle Alley, signed pins ..... \$ 99.50  
 United Shuffle ..... 99.50  
 Shuffle Alley Express ..... 169.50  
 Shuffle Bowl Attach. ..... 169.50  
 Chicago Game Bowler ..... 219.50  
 Universal Twin Bowler ..... 219.50  
 Game Bowler ..... 99.50  
 Kerkowale Special ..... 99.50  
 Dance Baseball ..... 169.50  
 Keeney Bowling Champ ..... 239.50  
 Chicago Coin Bowling ..... 199.50  
 Classic ..... 129.50

#### MILLS VEST PACKETS

Pace Combs, 10 or 15 (reconditioned) ..... 49.50  
 Pace Combs, 5, 10 or 15 ..... 49.50  
 Columbia Deluxe, 5 ..... 99.50  
 Mills Set Pins, 5 ..... 79.50  
 Bally Double Up ..... 179.50  
 Bally Reserve Ball ..... 99.50  
 Bally Draw Balls ..... 99.50  
 Keeney 8 & 3c Bonus Super Ball ..... 199.50  
 Mills Jumbo Bonus ..... 29.50

#### POOL TABLE

Two 31x7 Manta Bill. ..... \$175.00

**EVERY PRICE GUARANTEED READY FOR LOCATION**

**PARKER DISTRIBUTING COMPANY**  
 811 8TH AVENUE SOUTH NASHVILLE, TENNESSEE PHONE 4-0194-42-1231

## Trade Directory

### New Equipment

Fuel vending station—coin-operated—F. B. Dickinson & Company, Des Moines.

Johnson automatic vending changer—interchangeable—Johnson Fare Box Company, Chicago.

Joker—five-ball—D. Gottlieb & Company, Chicago.

Masterpoint ice pick vender—Halsey Manufacturing Company, Inc., Evansville, Ind.

Model 30—portable food vender, milk—F. B. Dickinson & Company, Des Moines.

Model 40—portable food vender, ice cream—F. B. Dickinson & Company, Des Moines.

Punchy—five-ball—Chicago Coin Machine Company, Chicago.

Rag Mop—five-ball—Williams Manufacturing Company, Chicago.

### Personals

William E. Bufalino was re-elected president and business manager of Local 985, service drivers' union, Detroit. Other officers are Edward Heibig, vice-president; Arthur Galko, secretary-treasurer; William Vankougnout, recording secretary; John Alkavit, Edward Tubridy and Gerald Davison, trustees.

Chase Candy Company, St. Louis, appointed two sales representatives: Jack Dublin, New York broker, will cover the metropolitan New York area; Herbert M. Smith has been assigned the up-State territory.

### Distributors

M & T Sales, Chicago, appointed Empire Coin Machine Exchange, Chicago, national distributor for the conversion unit for Universal's Twin Bowler shuffling game.

Ristaurat, Inc., Appleton, Wis., appointed two distributors for the State of Pennsylvania: D & H Distributing Company, Harrisburg, and Hamburg Bros., Pittsburgh.

**\$139.50**

## BRAND NEW ROL-A-TOPS

### 5c-10c-25c PLAY

Above Prices F. O. B. Chicago

**WATLING MFG CO.**  
 4650 W. Fullon St.  
 CHICAGO 44, ILL.  
 Tel. Calumet 1-2772  
 Cable Address: Watlingco, Chicago

## Coinmen You Know

Continued from page 90

ward Shaffer Jr., from the home office in Columbus, and Irwin McClelland, district sales manager for Seeburg, were visitors here last week. Others visiting the Shaffer Music Company office last week included Al Judy, operator at Converse, Ind.; Tom Johnson, Brazil, Ind.; Charles Crawley, Greencastle, Ind.; S. J. Fowler, Cambridge City, Ind.; Glen Hudson, Dunkirk, Ind.; Bob Johnson, Logansport Novelty Company; Kenney Swain, Kokomo, Ind.; and R. Kirby, Marion, Ind., buying equipment and parts.

Mrs. Lottie Berman, Sicking Company, Inc. was in Chicago, on business. The Sicking Company, presented the Servicemen's Center in the War Memorial with a late model shuffleboard and one Bowling Classic. The boards will be serviced and kept operating by Sicking free of charge. Visitors at Sicking, Inc., buying new equipment included Frank Granger, La Fayette, Ind.; William Helgers, and H. A. Spencer, Malott, and H. A. Spencer, Danville, Ill. Mr. and Mrs. Sam Dier (he is the manager of the Southern Automatic Music Company branch at Fort Wayne, Ind.) visited the new Sicking show-rooms while in the city last week.

The Kokomo, Ind., Board of Public Works has awarded a contract for 100 new parking meters to the Michaels Art Bronze Company, Covington, Ky., addition will bring the number of meters here to 523. However, Darrell Hodson, Howard County attorney, said the county will try to keep the city from installing the meters along the east side of the court-house.

Sicking, Inc., reports Skee-A-Ley, now on display at the ware-rooms, meeting with operators approval. Fighting Irish is moving good.

## PHONOGRAPHS WITH THE! DAVIS 6 POINT GUARANTEE!

WURLITZER		SEEBURG	
1250, new ..... \$269.00	Wires	148ML ..... \$409.00	
1080 ..... \$269.00		147-3M ..... \$37.00	
1015 ..... \$269.00		146-3M ..... \$19.00	
		M246M Hiwayway ..... \$99.00	

ROCK-OLA		AIREON	
1422 ..... \$159.00		Coronet 400 ..... \$129.00	
1426 ..... \$129.00			

Phonographs Listed Below Available in Complete and Good Working Order At Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.E. Special ..... \$99	850 ..... \$89	Playmaster ..... \$69
Highnote R.C. .... 99	905 ..... 89	Super 40 ..... 59
Nightone E.S. .... 79	600R ..... 89	Dancer 39 ..... 59
Mejor ..... 79	600R ..... 64	Standard 39 ..... 59
Columel ..... 69	Victory ..... 39	Commando ..... 49
Regal ..... 59	616 ..... 39	First ..... \$119

#### WALL BOXES

SEEBURG: 3W2-L56, 5c, 3 Wire, Reconditioned Like New ..... \$27.50  
 W1-L56, 5c, Wireless, New \$37.00  
 W1-L56, 5c, Wireless ..... 24.50  
 W8-1X, 5/10/25 ..... 17.00  
 D8-1X, 5/10/25 ..... 17.00

WS-2X, 5c, Wireless ..... 8.95  
 D5-20-1X, 5c, 3-Wire ..... 8.95  
 Bubbleby 30-Wire, Illuminated ..... 7.50

147 Dome ..... \$17.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

## DAVIS DISTRIBUTING CORP.

738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-3194

Branches in Albany Rochester Buffalo

## ABSOLUTE PUBLIC AUCTION SALE

### Extensive Group Penny Arcade Machines

Panoram, Silver Bullet, Hackey, Baseball, Football, Grip, Pop-In, Bally Rapid Fire, Submarine Game, Monopace Scales, Pin Ball, Card Machines, Fortune Telling, Love Pilot Shooting Gallery. Equipment and numerous items of kindred character.

All to be offered and sold on the premises

721 Washington Ave. (7th Floor)  
 St. Louis, Missouri.

TUESDAY, NOV. 21st—BEGINNING AT 1:00 P. M.  
**BEN J. SELKIRK & SONS**  
 Auction Management Since 1830

4146 OLIVE STREET ST. LOUIS 8, MISSOURI

## FOR SALE—MUSIC BOX ROUTE

Located in Midwest city of approximately a half million, consists of thirty-three localities all Wurlitzer and new Seeburg 4108 Phonographs and Boxes, with one exception, driven in better than \$30,000 per year. Locations all well established, and there should be no investment in new equipment contemplated for years. Full price, \$20,000, \$15,000 cash, balance can be financed for twelve or twenty-four months. Net profit per week on this should be between \$250 and \$400 per week. Will stand thorough investigation.

Box B-175, The Billboard, Cincinnati 22, O.

**GIVE TO THE DAMON RUNYON CANTER FUND**

## SEE OUR SENSATIONAL NEW PREMIUM PAGE 70 COIN MACHINE SERVICE COMPANY

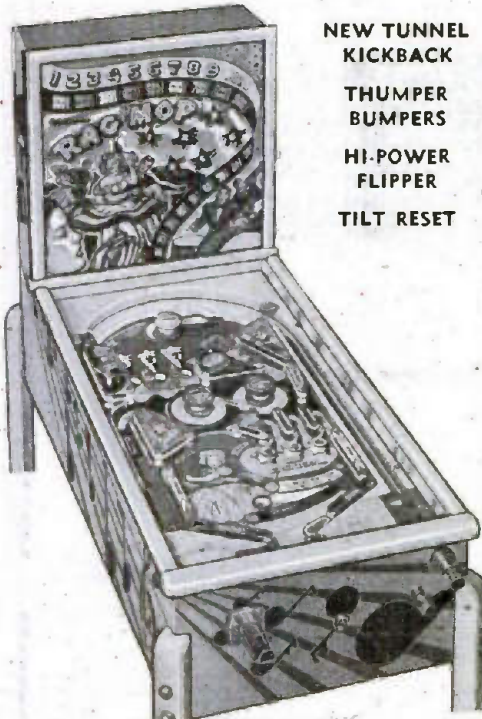
CLOSE-OUT OF GAMES IN FACTORY SEALED CARTONS

Keeney Pin Boy ..... \$175.00  
 Williams Simple Bowler ..... 172.00  
 Keeney Clp. Mach. Smoke Shop ..... 172.00  
 United Super Bowler ..... 172.00  
 Keeney Clp. Mach. Smoke Shop ..... 172.00  
 United Super Bowler ..... 172.00

**Lehigh Specialty Co.**  
 136 N. Broad St., Philadelphia 30, Pa.  
 Phone 62-2719



**YOU'LL CLEAN UP WITH Williams**  
**RAG MOP**  
It's got the ACTION with a "BOP!"



- NEW TUNNEL KICKBACK
- THUMPER BUMPERS
- HI-POWER FLIPPER
- TILT RESET

**GOT IT! DOUBLE HEADER**

HIGH SPEED REBOUND BASEBALL GAME

GET IT! and do better all year 'round with the game that's set an earnings record unmatched by any other!

SEE-BUY THESE WILLIAMS' HITS AT YOUR DISTRIBUTOR NOW!

**Williams MANUFACTURING COMPANY**  
Creators of Dependable Play Appeal!

4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS

**AUTOMATIC COIN**

**YOUR RELIABLE DISTRIBUTOR**  
Est. 1944



Limited Quantity—Brand New

**MILLS VEST POCKET BELLS**

**NOW DELIVERING MILLS SENSATIONAL NEW 21-BELL**

ALSO BRAND-NEW BLUE BELL, BLACK BEAUTY, TOKEN BELL, TOKEN "21" BELL. Write.

**RECONDITIONED GAMES**

United Shuttle Alley, 17-c-way Pins	\$179.50
Universal Twin Alley	145.00
Williams Twin Bowling	95.50
Keeney Duck Pin, 8 Ft.	225.00
Keeney Ten Pins	89.00
Keeney Nine Pin	166.00
Bally Hockey Special, PP	139.50
Bally Gold Cup, PP	149.50
Bally Citation, PP	349.50
Bally Champion, PP	329.50
Universal Photo Finish, PP	234.50
Bally Deluxe Oran Bell	109.50
Keeney Twin Bonus Super Bell, 8c-2c	276.00
Chicago Coin Pistol Pete	139.50
Osco Gun, 1st-3rd triple 1st-3rd model	199.50

**NEW EQUIPMENT**

BALLY TURF KING
WILLIAMS RAC MOP
COTTLE JOKER
CHICAGO COIN FIGHTING IRISH
EXHIBIT SIX-SHOOTER
UNITED SKEE ALLEY
UNIVERSAL HIGH SCORE BOWLER

**PIN GAMES**

Bally Carnival	\$79.50
Double Shuffle	94.50
GoWeb Cinderella	59.50

**LATEST BELLS, RECONDITIONED BY THE PINEST MECHANICS IN THE BUSINESS!**  
Mills 8c, 16c or 24c Golden Falls Handicap—Mills 8c, 16c or 24c Black Cherry Bells—Mills 8c, 16c or 24c Jewel Bells—Mills 8c, 16c Black Gold Handicap—Mills 8c Black Cherry, 3c—Jennings 10c Standard Chief—Jennings 8c Sun Chief—Rebuilt 10c Jewel Bells in New Cabinets.

**ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE GAMES** ..... \$12.50  
**FLY-A-WAY PIN CONVERSION FOR UNITED SHUFFLE ALLEY** ..... \$9.50

Terms: T/3  
O.R. C.O.D.  
Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stand for Bells.

**AUTOMATIC COIN**  
**MACHINES & SUPPLY CO.**  
TELEPHONE: CAmitol 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**Join MARCH OF DIMES**  
JANUARY 15-31

**WEDDING BELLS**

**Big Turnout At Gottlieb Kin Marriage**

CHICAGO, Nov. 11.—Over 400 guests, including some 50 affiliated with the coin machine industry, attended the Judd Weinberg-Marjorie Ellen Gottlieb wedding at the Drake Hotel here Sunday (5). The bride is the daughter of Dave Gottlieb, president of D. Gottlieb & Company.

The ceremony was held at 5:30 p.m., followed by a reception.

Among those attending the event from the Gottlieb company were Mr. and Mrs. Nate Gottlieb, Sol Gottlieb, Mr. and Mrs. Alvin Gottlieb, Mr. and Mrs. Jerry Gottlieb, Mr. and Mrs. Manny Gottlieb, Mandel Skibell, Mr. and Mrs. Harry Mabe, Mr. and Mrs. Robert Smith, Mr. and Mrs. William Wenzel, all of Chicago; Mr. and Mrs. Maury Gottlieb, Mrs. Jake Skibell and Mrs. Al Davis, Dallas.

**Industry Reps**

Others in the industry from the Chicago area included Mr. and Mrs. Sam Wolberg, Chicago Coin Machine Company; Mr. and Mrs. Meyer Gensberg, Genco; Mr. and Mrs. Sam Stern, Williams Manufacturing Company; Mr. and Mrs. Eddie Ginsberg and Mr. and Mrs. Morry Ginsberg, Atlas Novelty Company; Mr. and Mrs. Joe Schwartz, National Coin Machine Exchange; Mr. and Mrs. Lawrence Erickson and Mr. and Mrs. Carl Olson.

Guests from out of town were Mr. and Mrs. Irv Blumenfeld, General Vending Sales Co. operation, Baltimore; Mr. and Mrs. Dave Bond, Trimount, Boston; Mr. and Mrs. Sam Weinberger, Southern Automatic Music Company, Louisville; Mr. and Mrs. Henry Greenstein, Mr. and Mrs. Harold Lieberman and Mr. and Mrs. Jonas Bessler, Leiberman Hy-G Music Company, St. Paul; B. D. Lazar and J. D. Lazar, B. D. Lazar & Company, Pittsburgh; Col. and Mrs. A. J. Beck, Bellevue, Neb., and Mr. and Mrs. Al Sweet and Harold Sweet, Dallas.

**Lighton Appointed 1st Distrib Exéc**

CHICAGO, Nov. 11.—Wally Flinke and Joe Kline, First Distributors toppers, have announced the appointment of Marvin Lighton as office manager of the firm, effective immediately. Lighton succeeds Larry Shapiro, who has entered military service.

Lighton is a graduate accountant and has been associated with several local firms as an office manager in the past few years.

**Conn. Sept. Tax Take Tops 1949 by 70%**

HARTFORD, Conn., Nov. 11.—Connecticut State tax receipts for September rose \$168,000, 7 per cent over same month in 1949, with liquor, corporation and inheritance taxes giving the boost.

Tax Commissioner Dennis P. O'Connor, in releasing the figures, noted that liquor taxes brought in 33 per cent more; corporation taxes, 17 per cent, and inheritance taxes, 17 per cent.

Cutting into these, however, were drops of 10 per cent in cigarette tax stamps (revenue and 27 per cent in the investment tax, as compared to September a year ago. Cigarette tax collections for the month were \$647,000, or \$75,000 below a year ago.

Tax officials said, however, that this figure only reflects sales of cig tax stamps to distributors. August rose than made up for that drop, showing an \$85,000 rise in collections.

**Colyer Re-Enters Biz As Calif. Op**

MARYSVILLE, Calif., Nov. 11.—Robert L. Colyer, who operated the Colyer Music Company here in 1945 and 1946, selling out his route in the latter year for \$115,000, has purchased a diversified coin machine route from Bill Rarrington Jr. Firm has been rechristened Robert L. Colyer, Inc., and will maintain headquarters at 326 First Street here.

**REDD'S RECONDITIONED MACHINES**

LAST TWICE AS LONG...  
EARN TWICE AS MUCH!

BECAUSE:

- \* EACH MACHINE IS DOUBLE INSPECTED
- \* FINEST SERVICE SHOP
- \* SKILLED MECHANICS



**MONEY INSTANTLY REFUNDED**

IF NOT MORE THAN PLEASED WITH EVERY PURCHASE—REGARDLESS OF COST—NEW OR USED

**MUSIC**

**WURLITZER**

**SEEBURG**

110-1015	Write	100 Record New	Write
1080-1917	Write	146-S	\$210.00
850	\$115.00	146-M	225.00
800	95.00	Lotone	50.00
7502	125.00	Mirone	49.00
600	60.00	VOCUE O GEMS	45.00
500	60.00	EVJVOY O CLASSIC	45.00
245	45.00	ROCK-OLA 1422	165.00
414	35.00	MEYRON'S DE LUXE	49.00
71, 61, 451	45.00	AMI, A, C B	Write

**USED WALL BOXES**

Wurlitzer 3020	\$50.00	Seeburg Pro-War-3 Wire	\$3.00
Peckard	14.00	Seeburg Willomatic	8.00

**ONE BALLS**

Champion	Write
Photo Finish	Write
Bally Kentucky	Write
Victory, Special	\$ 30.00

**CONSOLES**

Evans Bacc—LIKE NEW	\$295.00
Sport Bell	Write

**FIVE BALLS**

Lucky Inning	\$125.00
Tahart	125.00
Selectacoin	125.00
Tumblewood	125.00
Just 21	45.00
Pinch Hitter	120.00
St. Louis	85.00
Floating Power	85.00

**ARCADE**

Seeburg Bear Gun	\$335.00
Star Series	150.00
All Stars	95.00
Comco Baseball (NEW)	250.00
7 Mi Belgium Pool	45.00
Chicago Coin Coast	65.00

**WANTED:** Used Phonographs, 5 Balls One Ball, Wurlitzer 3020, Seeburg Bear Gun, Shuffle Machines. WE WELCOME YOUR TRADE-INS!

**NEW MACHINES Instant Delivery**

Bally Hook Bowler	United 4-Way Rebound
United Skoe Alley	United Twin Rebound
Bally Triple Draw Bell	United Single Rebound
Keeney 4-Way League Bowler	Wurlitzer 1250
Exhibit Six-Shooter	Wurlitzer 1217
Keeney Cigarette Machine	Williams-Pinky
Mills Vest Pocket	United Conversion Kits
Bally Turf King	Como Conversion Kits
Exhibit Oasis	

**FRESHEN UP YOUR ROUTE WITH OUR SELECTED PREMIUMS—LATEST RECORDS—FREE TITLE STRIPS**

**NEW ENGLAND OPERATORS: LOW DOWN PAYMENTS—EASY TERMS**

**Exclusive Distributors WURLITZER BALLY—KEENEY—EXHIBIT—UNITED and other leading manufacturers FOR ALL NEW ENGLAND!**

NEW BRANCH OFFICE: 87 SCHOOL ST., MANCHESTER, N. H.

**REDD**  
*Distributing Co. Inc.*

298 LINCOLN ST., Phone: AL 4-4040 ALLSTON, MASS.  
BRANCH OFFICE  
811 UNION ST., WEST SPRINGFIELD, MASS. Phone: 6-5418

**Chicago Coin's BIG 3**  
EACH ONE A REAL WINNER!

#1 **FIGHTING IRISH**  
NEW 5 BALL  
6 BIG WAYS TO WIN!  
THRILLING FOOTBALL ACTION!

#2 For BOWLING THRILLS—  
**PIN-LITE**  
FOR STRAIGHT NOVELTY PLAY!  
WITH LITED "FLY-AWAY" PINS

#3 Top Scorer Everywhere!  
**ACE BOWLER**  
FOR "FREE PLAY"  
WITH LITED "FLY-AWAY" PINS

**CHICAGO COIN MACHINE CO.**  
1725 DIVERSEY BLVD. • CHICAGO, ILL.

**1951 Key Year**  
• Continued from page 74

with trade groups. Towards this end the legal department of Coin Machine Institute (CMI) is starting a campaign to alert the trade as a whole to new legal developments. One thing it plans to do is inform operators, distributors and State associations when new measures are introduced. Then if the individual or group desires legal ammunition to oppose the measure CMI will co-operate by working with the counsel or their attorneys to gain a fair presentation of the bill in question.

**CMI Activities**  
While CMI has co-operated on such trade matters in the past, its legal department emphasized that this service is now being stepped up because so many legislatures are approaching meeting dates. When asked, CMI will send model coin machine bills for study by counsel and their attorneys, as well as previous information on measures related to the inquiry. In extreme cases it even plans to send its legal adviser to study measures and acquaint counsel on an effective legal recourse. This service will be available to the entire trade whether CMI members or not.

**Detroit Union**  
• Continued from page 74

of employment, wages and hours, and in general to build up a united and unified coin machine union for the State of Michigan" under the teamsters' banner.

Contracts have recently been successfully negotiated with operators in the Grand Rapids and Lansing sections of the State, Buffalo said, and negotiations are currently under way for the eastern part of the State, including the Bay City, Saginaw and Flint territories.

Pointing out the position of the local, No. 985, as an affiliate of the Detroit Teamsters' Joint Council No. 43, Buffalo said that the local "has been successful in obtaining for its members favorable hours and working conditions and wages which compare with the highest standards in the nation in this industry."

**IT'S OUR MOVE!**

**H. C. EVANS & CO.**

Take Pleasure in Announcing the Removal of Their Present Offices and Factory to Their

**NEW BUILDING**

AT  
**1556 WEST CARROLL AVENUE CHICAGO 7, ILLINOIS**

Doubled Production Capacity and Improved Facilities To Serve You Best With Better Equipment!

SEE OUR COIN MACHINE AD ON PAGE 74

**FOR BETTER BUYS—BETTER BUY NOW**

<b>COUNTER GAMES—NEW</b>	<b>ARCADE EQUIPMENT</b>	<b>SLOTS</b>
Mis. a. Hamer, originally \$25.50. Our price, \$22.50. 10 or more, \$22.00.	Acme Shoe Shiner ..... \$150	New Machine Guarantee
Shree of a Mind, originally \$18.50. Our price, \$16.50. 10 or more, \$15.50.	Big Imbbs ..... 384	44 Blue Balls ..... \$710
Punch a Ball, originally \$29.50. Our price, \$27.50. 10 or more, \$25.50.	Boomerang ..... 28	70 Blue Balls ..... 720
Electric Skull Gun, originally \$59.50. Our price, \$57.50. 10 or more, \$55.50.	Chi Coin Hockey ..... 95	25 Blue Balls ..... 230
A&T Model F, originally \$47.50. Our price, \$45.50. 10 or more, \$43.50.	Chick-a-Gun (comb.) ..... 125	<b>ONE BALLS</b>
Kickers & Kickers, originally \$42.50. Our price, \$40.50. 10 or more, \$38.50.	Evans Yes, Strikes ..... 75	15 Stripes (Specials) ..... 1.00
Advance Electric Snicker, \$19.50.	Exhibit Dale Gun ..... 90	& Cigarettes ..... 195
	Falcon Shoe Shiner ..... 130	<b>CONSOLES</b>
	Geese ..... 135	Super Bonus Ball (5) ..... \$175
	Heavy Mixer ..... 140	Ball's Draw Ball ..... 195
	Jack Rabbit ..... 140	Ball's Draw Ball (comb.) ..... 225
	Mooney Air Roller ..... 140	Event Racer (comb.) ..... 225
	La Boy 12 Scales ..... 150	Event Racer, 25' Comb. 5-2-25 ..... 245
	Phantomatic, early ..... 175	
	Phantomatic, late ..... 275	
<b>USED COUNTER GAMES</b>	Phantomatic with Film ..... 275	
20 1/2 Cube Cigarette Reels ..... \$12.50	Recordo Gram ..... 135	<b>SHUFFLE ALLEYS—USED</b>
10 Gottlieb 3 way Crickets ..... 18.00	Scientific Key Poker ..... 75	United Res. Alley ..... \$1.00
3 1/2 Shipman Truck Shows ..... 18.00	Sires Brush Up ..... 75	United Super ..... 110
10 5/8 Quaker Fruit Reels ..... 18.50	Tommy Gun ..... 85	Exeters ..... 125
8 1/2 S.B. Ball Gum Vender ..... 24.00	Westerns, Bachel ..... 95	Kenney Pin Ball ..... 85
7 1/2 Five Jacks Gum Vender ..... 25.00	Western Baseball ..... 115	Kenney Lucky Strike ..... 85
9 1/2 Six Fire ..... 18.00	Williams All Stars ..... 125	Bally center ..... 85
	Exhibit Roller ..... 125	Genac Bowler ..... 85
	Exhibit Dippers ..... 85	Gottlieb Bowler ..... 110
		Chi Coin Double ..... 115
	<b>USED CIGARETTE VENDERS</b>	Baltimore Post Table ..... 75
	National 9-A (no base) \$75.00	Williams Double ..... 135
	March 10 column ..... 65.00	
	Unbreakable, 10 column ..... 68.00	
	Column ..... 78.00	
	Column ..... 78.00	
<b>USED VENDERS</b>		
12 Victors, 1c ..... 62.50		
20 Northwestern Nat. Gum, 1c ..... 6.50		
25 Columbus 1c Gum ..... 6.50		
25 Northwestern #30 Gum, 1c ..... 6.50		

**AMI Distributors for Northern Ohio**

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2021-2025 PROSPERITY AVE. CLEVELAND 15, OHIO  
ALL PHONES, TOWER 14315

**M. F. GISSER, Prop.**

**NOW!!**  
AT ALL EXHIBIT DISTRIBUTORS

**OASIS**

**EXHIBIT'S NEW FAST 5 BALL**  
EXHIBIT SUPPLY CO.  
4278-30 W. Lake St. Chicago 24, Ill.

**OASIS**  
1 2 3 4 5 6 B

**ACTION**

**ACTION**

**NATIONAL GUARANTEED VALUES!**

<b>RECONDITIONED SHUFFLE GAMES</b>	<b>5-BALLS</b>
18 Chicago Blue Cab. Twin Reel \$150	5 Buffalo Bills ..... \$140
10 Universal Twin Reel \$100	3 College Date ..... 125
10 United Super Twin Bowler \$200	5 Select-a-Cards ..... 125
10 United Shuffle Alley \$150	4 Three Musketeers ..... 125
2 Kenney 3 Player, 50¢ pins, 25¢ 100	3 Tombleweeds ..... 125
3 Chicago Baseballs ..... 100	3 Bostons ..... 120
10 Bowlight ..... 85	5 Freshies ..... 120
7 United Shuffle Alley ..... 60	2 De Icers ..... 115
5 Genac Bowling League ..... 60	3 Champions ..... 110
5 Bally Shuffle Bowler ..... 60	4 Harlands ..... 110
	10 Sharpshooters ..... 110
	5 Three Fathers ..... 105
	10 Bowling Champs ..... 100
<b>NEW EQUIPMENT</b>	3 Double Shuffle ..... 100
Chicago Coin Fighting Irish	2 Dallas ..... 100
Williams Pink Exhibit Oasis	5 St. Louis ..... 100
	3 Tucson ..... 100
	3 Utahs ..... 100
	5 Bullons & Bows ..... 95
	5 Bud 21 ..... 95
	2 Big Top ..... 90
	5 Telecard ..... 85
	2 Black Gold ..... 80
	5 Ploating Power ..... 75
	3 Roundups ..... 75
	2 Perambles ..... 64

10 WATLING DELUXE FORTUNE SCALES — EXCELLENT CONDITION — WRITE!

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: Buckingham 1-6466) CHICAGO 14

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**Look at the Savings!**

**SEEBURG**  
 Emory, RC 664.50 900's ..... 54.50  
 Colonel, RC 54.50 100's ..... 34.50  
 600's ..... 54.50 C. Grand ..... 54.50

**ROCK-O-LA**  
 Masters ..... 54.50 100's ..... 54.50

**MILB**  
 Throne ..... 54.50 Smart ..... 57.50

**FILBEN**  
 Maestro, 30 Rev. .... 375.00  
 Wideway ..... 175.00  
 Music Mirror ..... 149.50

**WURLITZER**  
 Victory ..... 389.50 500's ..... 35.50  
 100's ..... 45.50 101's ..... 235.50

**ALL PHONOGRAPHS COMPLETE AND IN WORKING CONDITION**

**AMUSEMENT GAMES**  
 Back-On 27 Shufflers ..... 29.50  
 Genco Flipper ..... 29.50  
 Pool 87's ..... 29.50  
 Wm. All Star ..... 29.50  
 Chicago Rebounds ..... 29.50  
 Children Sam (new) ..... 29.50  
 Gretchen Metal Topper ..... 29.50

Terms: 1/2 Certified Deposit.  
 Balance C. O. D.  
 All Games Plus Crating.

Wisconsin's Leading Distributor

**UNITED INC.**

4227 W. Villet St., Milwaukee 8, Wis.  
 Phone: WE 49 3-3224

Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Mich.

**FOR QUICK SALE GOOD CLEAN USED EQUIPMENT**

- 1 Gopher JUS T 21 ..... 175.50
- 2 SALLYS ..... 49.50
- 1 YUCONIAN ..... 49.50
- 1 BOUNDUP ..... 49.50
- 1 BERNADAS ..... 29.50
- 1 MONTERREYS ..... 29.50
- 1 WISCONSIN ..... 29.50
- 1 CAROLINA ..... 29.50
- 1 SINGAPORE ..... 29.50
- 1 TARDIST ..... 29.50
- 1 Exhibit's STAR LITE ..... 29.50
- 1 SEA ISLES ..... 29.50
- 1 United's 18TH INNING 12 Balls 1st ..... 19.50
- 1 WILLIAMS TORCHY ..... 18.50
- 1 STATE PAIR ..... 18.50
- 1 FAST BALL ..... 18.50
- 1 Chi. Coin Baseballs ..... 18.50
- 1 Tr SAT-A-BALL ..... 18.50

We also have clean and in good shape 8 101's Wurlitzer Phonographs @ 229.50  
 Deposit with order. Balance Order.  
 Notify give your bank name. You can save any C.O.D. charges by sending full amount BE QUICK, BE FIRST, AS THEY WON'T LAST AT THESE PRICES.

**FRED BURKS F. & W. AMUSEMENT CO. COOKSVILLE, TENN.**



**MITE: FRUIT OR CIGARETTE**  
 2 1/2" gum width, 15-25¢ coin dia. dia. Size 8" 2 1/2" (10 1/2"). Also manufacturing COMET, MATHOS, CIGGY and KING. Write for full details & quantity prices.

**COMET INDUSTRIES, Inc.**  
 7845 W. Fullerton Ave., Chicago 47, Ill. (Tel. Dickens 3-3524)

**SLOT BARGAINS**

Excellent Condition—Originals

- 3 5c Mills Black Cherry Like New ..... \$200.00
- Used 4 Weeks, #21250 ..... 175.00
- 1 5c Mills Golden Falls, Hand ..... 175.00
- Lead, A.1 ..... 175.00
- 1 5c Mills Brown Frank, A.1 ..... 185.00
- 1 5c Mills Blue Front, A.1 ..... 185.00
- #49230 ..... 185.00
- 20 Mills Blue or Brown Frank, 5c, 10c, 15c, Serials Around 400,000, A.1 ..... 75.00
- 5 Mills Cherry 5c's, 5c, Ser. Over 400,000 ..... 75.00
- 5 Mills Brown Bell, 5c, 10c, A.1, Serials Around 450,000 ..... 100.00
- 10 Mills Iron Folding Bands ..... 4.50

Terms: 1/3 Deposit, Balance C. O. D.

**TOM SMALLWOOD**

IDAHO FALLS, IDAHO

**RELY ON US FOR MONEY MAKING MACHINES**

We have a large stock of Used Consoles, 25 Late Used Five Balls, all in No. 1 condition, write for price, 25 Bally Citations, \$175.00 ea.

**MUSIC**  
 5 AMI Model B ..... \$425.00 ea.  
 5 101's Wurlitzers ..... 175.00 ea.

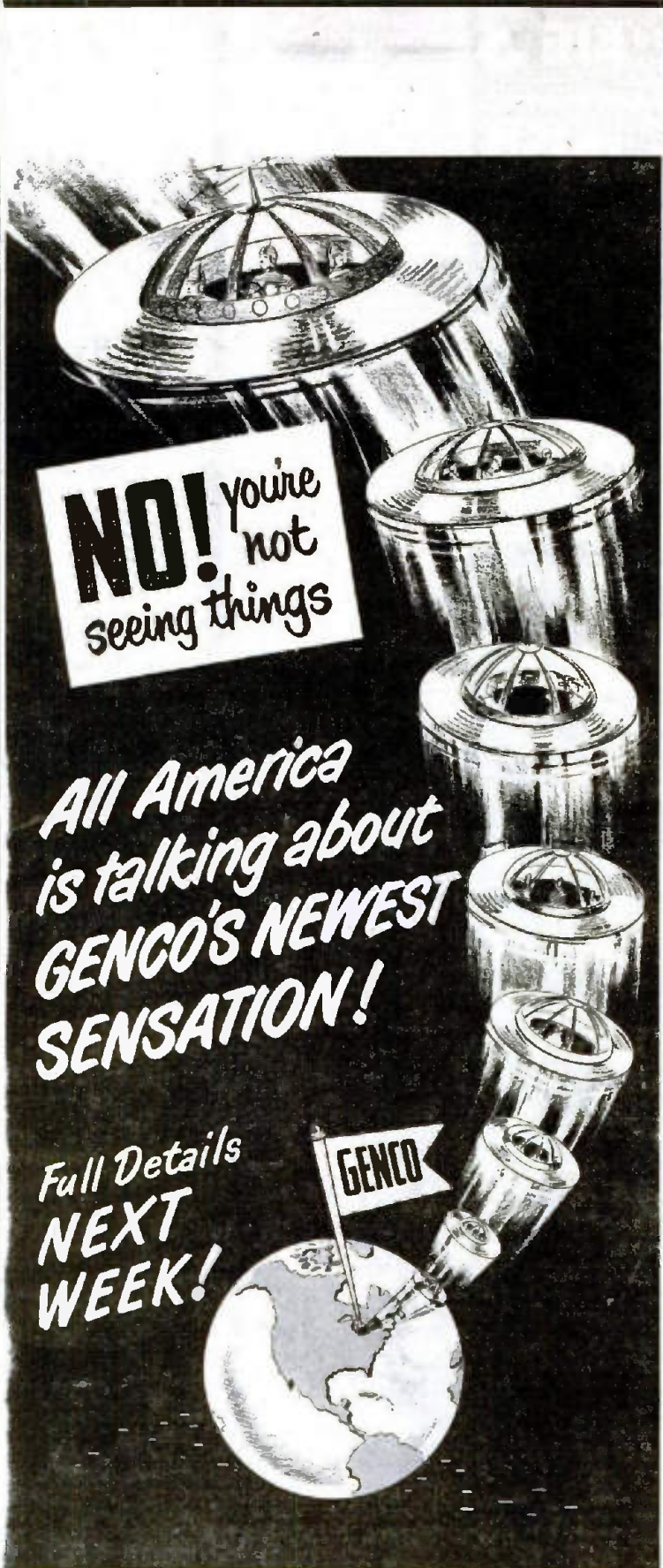
**SHUFFLES ALLYS**  
 Universal Super Twin Bowler ..... \$175.00  
 Netenwies Baseball ..... 99.50  
 Write for price on all New Games

SEND FOR YOUR FREE GIFT

**FRANK SWARTZ SALES CO.**  
 515-A 4th Ave. Nashville 10, Tenn. Phone: 4-8871

**MECHANIC**

With fourteen years' experience in all types of coin machine equipment, Thirty-five years old, married, with one child. Experience on newburg, 100% remote control installations and amplifier work.  
 BOX D-439  
 THE BILLBOARD CINCINNATI 21, O.



**NO!** you're not seeing things

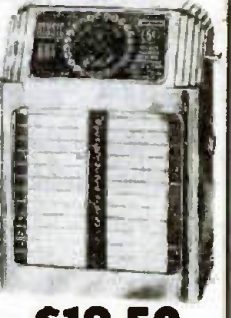
All America is talking about Genco's NEWEST SENSATION!

Full Details NEXT WEEK!

**Genco**



**BETTER BUYS BUCKLEY WALL and BAR BOXES**



**\$19.50**  
**BUCKLEY MFG. CO.**  
 4223 W. Lake Street, Chicago 24, Illinois

**DISAPPEARING PIN CONVERSIONS**

For **UNIVERSAL TWIN BOWLER** and **CHICOIN BOWLING ALLEY**

UNIT \$59.50  
 PRICE

**ALL NEW PARTS**

- Motor Driven Pin Rest
- Automatic Scoring of Strikes and Spares Visible in Center of Unit
- Color Schemes Same as Original Games
- Shaped Flyback Pins
- Easy and Quick To Install

**JOBBERS, WRITE M & T SALES CO.**  
 2807 Fullerton Ave., Chicago 49, Ill. Phone: Dickens 2-2424

**FIVE BALLS**

- |                           |                                 |
|---------------------------|---------------------------------|
| Just 21 ..... \$ 75.00    | Tennisco ..... \$ 55.00         |
| Leafy Irons 100.00        | Battersea ..... 75.00           |
| One-Two-Three ..... 40.00 | Mersey ..... 35.00              |
| Robin Hood 40.00          | Cinderella ..... 20.00          |
| Mummy 30.00               | Maidie ..... 25.00              |
| Dumpty 30.00              | Bally Heavy Hitters ..... 25.00 |

**ONE BALL CONSOLES**

- |                               |                                      |
|-------------------------------|--------------------------------------|
| Jackey Special ..... \$ 79.50 | Delux Dr. Ball ..... \$125.00        |
| Serial Entry ..... \$4.50     | Bally Triple Ball ..... \$38.00      |
| Citations 195.00              | Leighton (comb. free) ..... \$ 75.00 |
| 5c and 10c Automatic 335.00   | Kenney Bonus 5 ..... \$110.00        |
- TERMS: 1/3 Deposit, balance C.O.D.  
**ALBERT'S COIN MACHINE EXCHANGE**  
 608 Colorado St. San Antonio, Tex. Phone: 9-6222

**SLOT MACHINES**

- 5c GOLDEN FALLS ..... \$117.50
  - 5c DEUCES WRD ..... 195.00
- Over 200 Slot Machines in Stock. Write for Prices.
- 6 5c BONUS SUPER BELLS ..... \$169.50
  - 9-101's WURLITZERS ..... 275.00
  - 5-750E WURLITZERS ..... 94.50
- By Deposit

**STERLING NOVELTY CO., INC.**  
 144 St. Broadway Leighton, Ky. Ph. 2-666

**TRADIO THE GREATEST NAME ON COIN OPERATED TELEVISION**

Write for details  
**TRAD TELEVISION CORP.**  
 Albany Park, E. 4, Albany Park 3-7447







**WE MAKE NO CHARGE FOR CONVERTING YOUR... WURLITZER 1250 TO 45 or 33 1/3 RPM THAT'S HOW WE GUARANTEE YOUR PROFITS!**

JOE ASH

Exclusive WURLITZER Distributor  
In S. E. Pa., So. N. J. and Delaware

**ACTIVE AMUSEMENT MACHINES CO**

666 N. BROAD ST.  
PHILADELPHIA 30, PA.  
FRemont 7-4495

58 FRELINGHUYSEN AVE.  
NEWARK 5, N. J.  
BIZelow 3-4300

*They're both tops...*

THE 2 GREAT  
**SEEBURG SELECT-O-MATIC 100's**  
one for 78 RPM      one for 45 RPM

The world's first 100 selection music system designed to play 10 & 15" 78 RPM records.

The world's first 100 selection music system designed to play the new 7" 45 RPM record.

**SEE THEM BOTH ON DISPLAY AT TRIMOUNT TODAY!**

EXCLUSIVE GOTTlieb, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!

40 WALTRAM STREET  
BOSTON 18, MASS  
TRIMOUNT 2-3882

**WANTED**

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

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD      CHICAGO 12, ILLINOIS

**Chi Distrib Sets New Control Plan**

CHICAGO, Nov. 11.—To step up service to operators, Empire Coin Machine Exchange has instituted a perpetual inventory control system, Owners Gil Klitt and Ralph Sheffield announced.

Under the new set-up, all sales and office staffers will have up to the minute information on the availability of all game, vending, music and premium lines handled by Empire Coin. It also establishes a record of which items are moving best from week to week.

**Hankin in New Office**

ATLANTA, Nov. 11.—Morris Hankin has moved his distributing firm to 1207 Spring Street, N. W., and changed the name of the organization to the Hankin Distributors & Amusement Vending Company. Firm, formerly at 708 Spring Street, was known as Hankin Distributors.

**BOWLING GAMES**

- Bally Speed Bowler (lifting pins) ..... \$154.50
- United Shuffle Express (lifting pins) ..... 154.50
- Bally Shuffle Bowler (lifting pins) ..... 124.50
- Keeney Pin Boy (lifting pins) ..... 124.50
- Chi. Coin Bowling Alley (lifting pins) ..... 124.50
- Exhibit Strike (lifting pins) ..... 124.50
- Un. Super Twin Bowler (lifting pins) ..... 154.50
- Keeney ABC Bowler (Rebound) ..... 49.50
- Genco Bowling League ..... 40.00
- Gottlieb Bowlette ..... 64.50
- Keeney Ten Pins ..... 74.50
- Chi. Coin Shuffle Base Ball (lifting pins) ..... 124.50

1/2 deposit with all orders.  
**SICKING, INC.**  
America's Oldest Distributor—  
Established 1893  
1401 Central Pkwy., Cincinnati 14, O.

**LOWEST PRICES FOR CLEAN EQUIPMENT!**

- 1 Bally Shuffle Champ ..... \$144.50
  - 2 Bally Speed Bowlers, ea. .... 174.00
  - 1 Bally Shuffle Bowler, F. & P. .... 99.50
  - 1 Original United Alloys, ea. .... 89.50
  - 1 Bally Oldie ..... 54.00
  - 1 Block-Ola Shuffle Jungle ..... 54.00
  - 1 Bonburg Lo Tone ..... 54.00
  - 1 Ward, Jones & Co. Bowler ..... 99.50
- No crating charge—1/2 deposit.  
**OLDSHEIN DIST. CO.**  
1108 Broadway Albany 4, N. Y.

FOR BELLS IT'S  
BELL-O-MATIC  
WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS

CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES, PIN GAMES AND MILLS BELL MACHINES

**Williamsport Amusement Company**

231 W. 180 STREET  
WILLIAMSPORT, PA.  
Phone 2-3326-1-1648

"Central Pennsylvania's Largest Distributors"

**FOR SALE—COIN MACHINE ROUTE**

Established, prosperous route for sale in ideal, southwestern climate near permanent government project. Includes 40 Music Machines, 120 Wallboxes, 20 Speakers, 40 Pinballs, 8 Shoot the Bear Guns, 4 Shuffle Bowlers, plenty of Parts and Supplies. Sale price, \$56,500 cash.

**BOX D-453**

118 THE BILLBOARD      CINCINNATI 25, OHIO

**BRING 'WESTERNS' to your spots! CROWDS LIKE 'EM!**

**EXHIBIT'S DALE**

**SIX**

VARI-SPEED MOVING TARGETS

**SIX SHOOTER**

**SHOOTER**

**Operators Report Fast Growing Popularity with Location Crowds**

OPERATE EVERYWHERE      Vends Ticket on Skill Scores

TARGET SHOOTING BECOMES A DAILY HABIT

EVERY HIT TUMBLES OFF A FAST RIDING BANDIT FROM GALLOPING HORSE

A LONG TERM MONEY MAKER

SEE YOUR "EXHIBIT" DISTRIBUTOR

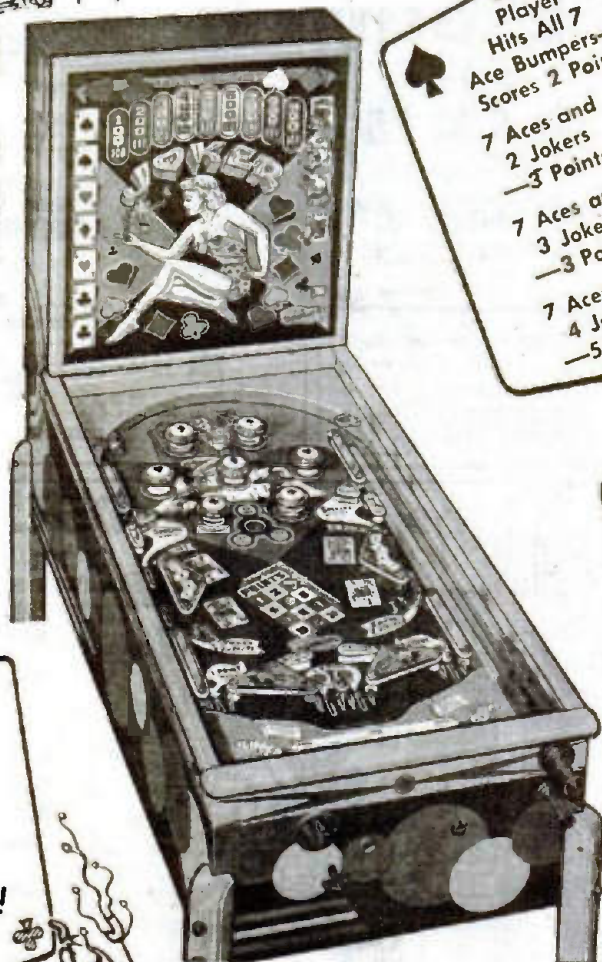
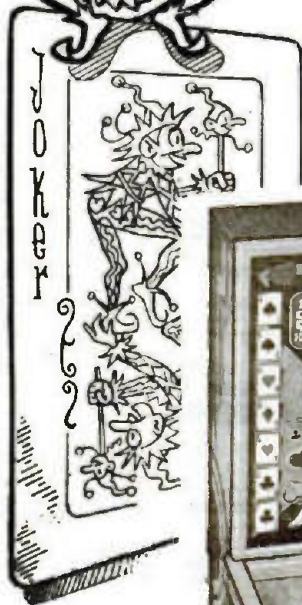
EXHIBIT SUPPLY CO. - 4218-30 W. LAKE ST. - CHICAGO 24, ILL.

# RIGHT OFF THE TOP OF THE DECK!

## GOTTLIEB'S NEW FUN THRILLER

# JOKER

### They Go Wild, Simply Wild Over JOKER



♠ Player Hits All 7 Ace Bumpers—Scores 2 Points  
 ♣ 7 Aces and 2 Jokers—3 Points  
 ♥ 7 Aces and 3 Jokers—3 Points  
 ♠ 7 Aces and 4 Jokers—5 Points

♥ 15-Point Score Lights Alternating Bottom Rollovers for Replays

♦ Each Side Rollover Spots 2 Jokers and Scores 2 Points

♣ Replays Awarded on Points—High Score—Mystery Rollovers

♣ EXCITING NEW LAST MINUTE BALL ACTION!

- ♥ Extra Scoring Kickout Hole
- ♠ 3 Super Action "POP" Bumpers
- ♦ Flippers

**"Pre-Tested for Your Protection"**

DEAL YOURSELF IN FOR A SURE-FIRE WIN . . .

### ORDER FROM YOUR DISTRIBUTOR NOW!

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

**"There is no substitute for Quality!"**

**UNITED'S  
FOUR PLAYER SHUFFLE ALLEY**  
1 TO 4 CAN PLAY  
IT'S DIFFERENT—FUN TO PLAY  
SKILL and SPEED  
Two Sizes: 8 FT. and 9 FT.

**UNITED'S  
SHUFFLE ALLEY REBOUND**  
OFFICIAL BOWLING SCORING  
SINGLE PLAYER  
SENSATIONAL EARNINGS  
Two Sizes: 8 FT. and 9 FT.

**UNITED'S  
TWIN SHUFFLE ALLEY REBOUND**  
20-30 SCORING  
EXTREMELY FAST PLAY—BIG PROFITS  
Two Sizes: 8 FT. and 9 FT.

**UNITED'S  
SHUFFLE ALLEY DELUXE**  
CONVERSION UNIT FOR  
SHUFFLE ALLEY  
SUPER SHUFFLE ALLEY  
DOUBLE SHUFFLE ALLEY  
EASY TO INSTALL  
ADDS TO EARLIER POWER

**FOR THE BIGGEST**  
**Dollar's Worth**  
**EVER OFFERED**  
**TO COIN-MACHINE MEN**  
**ANYWHERE**  
WRITE  
WIRE  
PHONE

**UNIVERSAL'S  
SHUFFLE TOURNAMENT**  
The Greatest Conversion Ever Built  
IT'S TERRIFIC

**UNIVERSAL'S  
DELUXE TWIN BOWLER**  
IT'S FAST! IT'S QUIET!  
Convertible—Novelty or Free Play

**UNIVERSAL'S  
OUTSTANDING ONE-BALL  
WINNER**  
**FEATURE BELL**  
Rings Up Biggest Profits!

**UNIVERSAL'S  
HIGH SCORE BOWLER**  
1 or 2 Players  
It's New!  
It's Different!

**DAVE SIMON**  
**SIMON SALES, INC.**  
(DAVE SIMON, INC.)  
**627 TENTH AVE.**  
**NEW YORK 18, N. Y.**  
**PHONE PLAZA 7-5660**  
**UNITED'S SKEE ALLEY**  
AUTOMATIC SCORING SHUFFLE TYPE GAME

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**UNITED'S  
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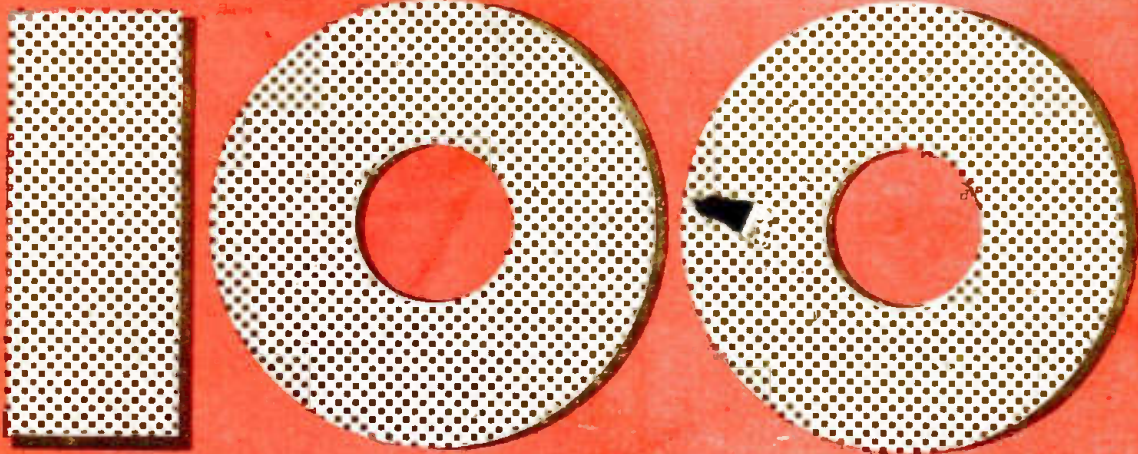
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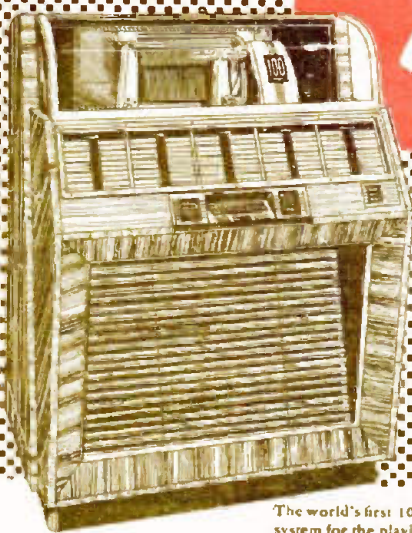
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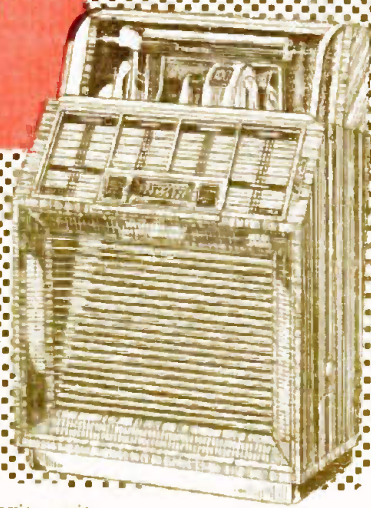


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