

The Billboard

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

Farewell to Fair 1950 and Crossed Fingers for 1951

Parks Had Ups And Downs, But Some Did Well

Play Area Men Face Same Iffy Problems As Rest of Nation

By Tom O'Connell

NEW YORK, Nov. 18.—Pushing thru a season considerably inarred by rainy week-ends, most ops in and around the Middle Atlantic States region still managed to come up with grosses for the year that were ahead of 1949 figures.

In the metropolitan New York area, Irving and Jack Rosenthal, co-owners of Palisades (N. J.) Park, reported that their spot closed with a bang, and estimated the season's take as about 12 per cent above last year's mark. Altho bad weather plagued the park during the last week of operation (mid-September), eliminations for the Mrs. America Contest, cut-rate ride prices and added pyro shows bolstered the gross.

At another New Jersey spot, the report was not as happy. Robert Guenther, treasurer of Olympic Park, Irvington, said that the take for the season was down 2 per cent from 1949, but that the figure might have parred last year if rain had not spoiled the last two week-ends of the season. Over-all poor (Continued on page 77)

Miss Abbott Is No. 1 Act Buyer

NEW YORK, Nov. 18.—The addition of the Jefferson Hotel, St. Louis, to the Hilton hotel chain, places Merriel Abbott in a position of being the top buyer of talent in the country today. Chain now has about 30 weeks' work a year, tho only a few acts can get that much work for many seasons. The topper in the Hilton line-up is the Plaza's Persian Room, which tries to buy the top hotel names or performers in the nitery field capable of working to a class above Victor. (Continued on page 44)

Bing and TD Team Up on Decca Disks

HOLLYWOOD, Nov. 18.—Bing Crosby and Tommy Dorsey will team talents for the first time on wax in a forthcoming Decca session. Pairing is now possible since TD's recent switch to Decca from Victor.

Dorsey flew to the Coast for the Decca sessions, and will cut approximately 12 sides, two of which will be with Der Bingle.

STRIKE AVERTED

TVA and Networks Reach Settlement

NEW YORK, Nov. 19.—The television networks and Television Authority (TVA) signed a deal at 4:30 a.m. today, just 3½ hours before the union was slated officially to strike all the webs excepting NBC.

NBC made its deal with TVA first, after negotiations between TVA and the other networks—CBS, ABC and DuMont—had actually broken off and the union had declared a strike would start at 8 a.m. Sunday morning.

Largely thru the efforts of J. R. Mandelbaum, federal mediator, the union and CBS, ABC and DuMont were brought back for further meetings and they, subsequently, made the same deal as NBC had made earlier. At The Billboard's presstime, just a few hours after settlement, final agreed-upon terms were not available. It is safe to assume that these terms lie somewhere between the TVA and network proposals detailed further on in this story. The events leading up to the near strike and ultimate settlement follow.

NEW YORK, Nov. 18.—Television Authority (TVA), the actors' union with jurisdiction over all TV performers other than musicians and actors in TV films, today (Saturday) called a strike against ABC-TV, CBS-TV, DuMont and WOR-TV, New York, at the same time continuing negotiations with NBC-TV. The strike announcement immediately precipitated a situation of unparalleled confusion.

What late Saturday seemed to be a completely hopeless situation (Continued on page 3)

Army Gives TV Newsreel Edge

WASHINGTON, Nov. 8.—In a far-reaching filip for television in its rivalry with moviedom, the Defense Department is giving TV equal treatment with movié firms in the use of the millions of footage of sound film flowing since the outbreak of Korean hostilities. The Defense Department has quietly set up a permanent policy giving TV this equal break for the first time since the new medium's birth. Previously newsreels had enjoyed a bonanza of military newsreel spots as the result of having had a virtually unchallenged inside track for decades.

Under the equal-treatment policy TV stations are actually getting a wide edge over theaters in showing newsreels fresh from the (Continued on page 9)

Tele Throws Football for 8% Gate Loss

NEW YORK, Nov. 18.—Television definitely has caused acute contraction of the gate receipts of college football. In those sections of the country where TV has become a major force, attendance has dropped dramatically. On the other hand in the South and Southwest, where video stations are much scarcer, attendance shows a decided increase. A breakdown shows that where TV grid coverage is strong in the East and on the Pacific Coast, (Continued on page 4)

Washington and Chi Developments Blur Color TV's Bright Picture

By Ben Atlas
WASHINGTON, Nov. 18.—The Chicago Federal Court's temporary shelving of the Federal Communications Commission's (FCC) color standards increases more strongly than ever the possibility that color TV will stay on ice along with the rest of the TV freeze for the duration of the defense emergency.

With all indications pointing to a delay of at least a month and possibly much longer before the three-judge Federal Court hands

down a verdict in the color case while the FCC's standards remain pigeon-holed by a restraining order, it is evident that set-makers will have even less inclination to move into color production because of fast-multiplying shortages of materials for civilian output.

While the prospect of a color TV freeze due to the defense emergency was foretold months ago in The Billboard, the event is now practically a reality as the result of the combination of events in

COLORFUL TUNE FOR COLOR TV

NEW YORK, Nov. 18.—Color television may be some little time coming, but some of the top songwriters are taking no chances. They're going to be ready. ASCAP tunesmiths Charlie and Henry Tobias and Nat Simon have just concocted a tune with a sharp eye on color TV. Called "A Colorful Little Couple," lyrics are:

"We'll have a little brown house with a little white stoop,

A little black dog and a little grey couple,
You just wait and see... what a colorful little couple we'll be.

We'll have a garden of green and a flowery bed,
Of violets blue and of roses so red.

You just wait and see... what a colorful little couple we'll be.

In the purple twilight while we're standing there,

A silvery moon will highlight the gold that's in your hair.
We'll have a rainbow above... 'neath a lavender sky,
A bluebird of love... singing a sweet lullaby.

You just wait and see... what a colorful little couple we'll be!"

Mgrs., AGVA Set Club Date Minimum Scale

NEW YORK, Nov. 18.—After weeks of dickering the entertainment Manager's Association (EMA) and the American Guild of Variety Artists (AGVA) signed a club date code which will set up minimum conditions and rates of pay all over the country.

The signing, between Nat Abramson of EMA and Henry Dunn of AGVA, was actually done (Continued on page 44)

Circuses and Carnivals Had So-So Season

If No All-Out War, 1951 Could Be One Of Best in Years

By Herb Dotten

CHICAGO, Nov. 18.—Barring the outbreak of a third world war, 1951 looms as something more than good for most segments of outdoor show business. This is the consensus of veteran showmen as they await the annual outdoor convention which opens here Sunday (26).

The veterans concede that there will be vexatious and increased costs. But more than off-setting these will be a combination of total employment thruout the United States and Canada, generally higher wages, credit controls and curtailment in the production of consumer goods which should leave people with more money for outdoor amusement than they had this year.

There was little occasion this year for ops to do nin-ups over the season's business. Carnivals and circuses on the whole had seasons which ranged from fairly good to poor. The reason was that the touring carnivals and circuses, particularly those traveling on (Continued on page 55)

Whither Music In Television?

By Jerry Wexler

NEW YORK, Nov. 18.—That the future of the music business lies in TV the Brill Building brethren are in accord—but just what path to take to the glowing video future is strictly moot at this juncture.

With a view toward providing some cold facts on the AM and TV plug possibilities of today—not tomorrow—The Billboard has undertaken an analysis of the tunes played over both media during an arbitrarily selected 10-day period. The result is several inescapable conclusions on such rubber-im- (Continued on page 14)

Bergen Goes for AFM 5% Royalty

HOLLYWOOD, Nov. 18.—Edge Bergen this week received the American Federation of Musicians (AFM) nod to use live music (Continued on page 9)

THEARLE-DUFFIELD FIREWORKS for SERVICE-SATISFACTION and SHOWMANSHIP
See Pages 72 and 73—CAVALCADE OF FAIRS SECTION

TV THROWS GRID TAKE FOR 8 PER CENT LOSS

But in Television Weak Southwest, Attendance ZOOMS 21 Per Cent

attendance is down 8 and 11 per cent, respectively, compared with 1949. In the Midwest, where the Big Ten has banned TV except for theater tele or delayed film showings, the drop is only 1 per cent. The Southwest Conference is up 21 per cent, altho Dallas, Fort Worth and Houston have video outlets. The Southwest Conference, however, permit TV pick-ups

only if the games have been sold out in advance. Southern attendance, too, is up by 7 per cent, with little TV competition.

Among the comments made by some school spokesmen to the Associated Press, which analyzed the take at the top 105 colleges, were the following:

Louisville University: "Television is too big for us. We don't know the answer, but something must be done."

Yale University: "We're going to be substantially off. And television is to blame more than anything else."

Marshall College: "Television is hurting. It's hard to sell something that somebody else is giving away."

The 105 schools represented in the survey are about one-fourth of all those playing football, and are regarded as the most significant bellwethers. Total attendance thru the first three weeks of October was 5,001,034, as compared with a 1949 attendance at the same schools of 6,237,787. Average

crowd this season has been 22,867 compared with 23,275 in 1949. Total attendance at all 105 schools is off 2 per cent in the 262 games covered.

The accompanying chart shows some specific attendance figures and analysis by sections.

HOW FOOTBALL GATES IN 1950 STACK UP WITH LAST YEAR

NEW YORK, Nov. 18.—Some of the colleges, large and small, in TV territory which show serious attendance declines as against 1949 include Boston College, Columbia, Marshall College (Huntington, W. Va.), Navy, Yale, Michigan, Northwestern and Louisville. Analysis of their attendance was part of a survey of 105 colleges made by Associated Press. Comparison of 1950 with last season shows the following:

College	1950	Home Games	1949	Home Games
Boston College	38,205	3	76,535	3
Columbia	38,000	2	65,000	3
Marshall	18,917	3	24,707	3
Navy	36,300	2	58,736	2
Yale	124,000	4	74,000	2
Northwestern	121,000	3	144,000	3
Michigan	255,513	3	297,127	3
Louisville	6,000	2	34,000	4

Section	1950	1949	Increase	Decrease
Southwest	34,856	28,703	Plus 21 per cent	
Midwest	32,669	32,965	Minus 1 per cent	
Far West	23,655	26,735	Minus 11 per cent	
South	20,856	19,575	Plus 7 per cent	
East	14,087	15,327	Minus 8 per cent	

All Sections:	1950	1949	Change
Average	22,867	23,275	Minus 2 per cent

CANDOR, FOLLY OR H. MORGAN?

NEW YORK, Nov. 18.—The height of candor was reached a couple of days ago by Henry Morgan, heard nightly on WNBC here. "You know," he said, "I've just been reading the latest program ratings and know what? More people listen to Martin Block (who airs at the same time on WNEW) than listen to me."

KPIX Tells Real Story Of Film Snag

NEW YORK, Nov. 18.—In its issue of November 4, 1950, The Billboard reported on mishaps fouling up telecasting of kinescopes. Mention was made, without identifying the station, of one TV outlet which had telecast only the first 13 rounds of the Louis-Charles fight, and not the final two rounds.

The article in question has produced a stern rebuke from Philip G. Lasky, vicepres and general manager of KPIX, San Francisco. His letter, in part, follows:

"This letter to the editor is written because I believe that The Billboard stands for accurate and fair reporting. In the November 4 edition (pages 4 and 11) your story about the butchery of kinescope (Continued on page 9)

A FREE-WHEELING FRACAS

DuMont, WMBR and WHEN Fight Over Garden Hoopsters

NEW YORK, Nov. 18.—A dispute between the DuMont TV network and WMBR, Syracuse AM station, over the rights to last week's Madison Square Garden basketball game between the Knickerbockers and the Syracuse Nats, almost caused cancellation of the air coverage of the game. The issue was not resolved until a New York State Supreme Court Justice, holding session in his own home in Syracuse, effected a compromise.

of the game, but for WHEN, in the light of WMBR exclusive, to give credit through its airing to the two WMBR sponsors.

It is reported that the dispute also may lead to development in the future of still another problem. It is said to have been raised by Judge Malpass, who questioned whether the management of professional teams have the right to sell home and away rights without written consent of every player involved.

WMBR this season signed an exclusive deal with the Nats for both home and away games, and sold them to General Electric and M. & R. Linoleum, a Syracuse outfit. At the same time, DuMont acquired rights to Madison Square Garden events on Saturday nights. The dispute arose when DuMont offered last week's game to its web affiliates and WHEN, Syracuse TV station, accepted it and announced it would telecast the game locally.

OPEN SEASON

All in Act As Bowl-TV Hikes Rates

NEW YORK, Nov. 18.—As of January 1, 1951, open season will be declared on radio and TV fights for the Rose Bowl. The current three-year CBS pact with the Rose Bowl ends on that date and, while the web has first refusal on any new contract, indications are that the Rose Bowl committee will materially hike the fees for such rights.

The TV film of the highlights of the various bowl games—Rose, Orange and Sugar—which are to be sponsored by Gillette, are expected to be lengthened from a half-hour to an hour. Gillette will also pick up the tab for the radio broadcast of the Rose Bowl over CBS, with Red Barber at the mike.

The fact that the Pacific Coast Conference will negotiate a new agreement with the Big 10 at the end of this year will also affect the cost of rights. The current agreement, which doesn't allow the Big 10 champion to play in the Rose Bowl two years running, has meant that inferior Big 10 teams play the Coast Conference winner. This hampers the gate and the nation-wide interest in the classic.

It is expected that the new agreement will allow Big 10 football toppers to return to the Rose Bowl, whether or not they have been there the previous year.

Murrow, Fred Friendly Prep New CBS-TV News Formulas

NEW YORK, Nov. 18.—Edward R. Murrow, one of radio's top newscasters, has committed himself to go into TV for CBS where he currently is being sponsored on radio in the 7:45-8 p. m. strip. Fred Friendly, formerly of NBC-TV, was brought over to CBS recently at a salary reputed to be around 25G a year to work under Murrow.

anyone being aware of it. Several sponsors, however, have indicated an interest on the basis of last week's audition. With the dearth of new creative radio programming and the critical foreign situation, radio news has become vastly more important to the web and is more salable.

While Murrow and Friendly will also work together on radio documentaries, their chief specialization will be TV news and documentaries. No format, as yet, has been developed and actual programming is about three months away, but they are now at work on video ideas.

Wildroot Takes Option on TV Friday Eve Slot

NEW YORK, Nov. 18.—Wildroot this week took an option on the first half hour of the 9-10 p. m. alternate week Friday slot on CBS-TV which is to be vacated by the Magnavox Theater after December 8. The first option on the time held by Goodyear, thru Young & Rubicam, lapsed Friday (17) because the client did not wish to program opposite another of the same agency's shows—The Pulitzer Prize Playhouse—now on ABC-TV.

It is not known, as yet, what Wildroot intends to program on Friday, but the account has taken an option on Sam Levenson and is also looking at a TV version of Crime Photographer. The slugfest between Young & Rubicam and the Kudner Agency for the Good-year video business still remains unsettled.

WOR To Ask TV Set Owners What Radio They Like

NEW YORK, Nov. 18.—WOR is readying a personal interview survey of TV set owners in this area to determine their preferences in radio programming, according to WOR Prexy Ted Streibert.

The exec told a group of New York advertising women Thursday (16) that the advent of TV means it's time for radio to start working for its circulation, and the survey is part of plans in that direction.

In line with this, Streibert also predicted that radio programming execs will soon have to go out and hunt for talent, instead of waiting for performers to come to them, via the present audition method.

Y. & R. is trying to persuade the client to renew Paul Whitman Sunday nights on ABC. Kudner is trying to sell Goodyear an hour drama featuring Cecil De (Continued on page 9)

Says AM Must Sell Tele on News as Pubserv Feature

CHICAGO, Nov. 18.—Radio newsmen must prove to television that news is the greatest public service any broadcasting station can offer, Jack Shelley, news director of WHO, Des Moines, and president of the National Association of Radio News Directors, told the association at its convention here. More than 300 members attended the three-day meet.

Shelley stressed the problem of "What to do about the inferior position of radio news in television?" Shelley said few stations feel they have found successful TV news formula, and too many aren't making any effort. "One of the great tragedies of public information would be for radio newsmen to let this new field go by default," he said; "to allow television station management to feel they simply cannot afford to bother with news shows of their own presented by professional newsmen."

A set of standards was adopted by the newsmen. Points included selection of material on news merits alone; presentation accurately, factually, in good taste and without bias; co-operation by writer and newscaster to avoid sensationalism and separation of editorial material and factual news reporting. The standards also say that race, creed, color or previous status of an individual should not be mentioned unless it is necessary for understanding of a story.

World Video Not Changing Hands

NEW YORK, Nov. 18.—World Video, Inc., this week said that the firm was not changing hands, and appointed Louis M. Stumer to succeed Richard Gordon as general manager. Gordon sold his own holdings in World Video to Foley & Brockway, and joined that firm as partner and production chief.

Stumer, former Music Corporation of America exec in charge of CBS accounts, will continue World Video operations along the same patterns as in the past, including the firm's current packages, Hold That Camera, the Ika Chase show and Celebrity Time. Stumer will make some new personnel appointments during the coming week.

N. W. AYER SURVEY

14 Different Slides for 1 Spot--- Or, How Confused Can Video Get?

NEW YORK, Nov. 18.—Lack of co-ordination between TV networks and their affiliates, and widely divergent standards of spot specifications on the part of individual video outlets, are putting a serious damper on agency efforts to place TV spot business, according to Don McClure, manager of TV production for N. W. Ayer, New York. In line with this, a national advertiser has commissioned the Ayer outfit to predetermine specifications on eight or 10 second TV station identification spots, via a detailed audio-video questionnaire. The questionnaire, first of its kind, has been sent to every TV station in the country,

and the replies, to date, said McClure, are distinctly disappointing. Altho the inquiries were sent out over a month ago, one-third of the stations have yet to answer, and the majority of those who have replied failed to include complete information on their facilities. However, observed McClure, present returns already indicate that the firm will have to make up at least 14 separate types of slides for one single station identification announcement. McClure attributed this lack of standardization to TV's rapid growth, citing the particularly irksome problem of the variety of 16mm. projector types in use.

Aside from these technical differences, tho, McClure pointed out, many TV station execs are vague about defining their own specifications. For instance, he said, they use the term "2-by-2 slide" for slides of varying sizes of masking. Networks and affiliates are hazy co-ordinated, said McClure, in that one web's New York office quotes at \$50 rate for a 15-minute kinescope, while its Hollywood office asks \$250 for the same show. When confronted with this fact, the network admitted that it couldn't explain why.

McClure moves over to McCann-Erickson December 1 as manager of radio-TV production.

GM Cancels Show

NEW YORK, Nov. 18.—CBS this week received a cancellation from General Motors on its buy of the 3-30 Sunday afternoon slot. The time was to be filled by the General Motors' Junior Choir, composed of 300 children of GM employees. Programming was to begin November 26. The slot will probably be filled by a mystery.

Clifford Durr III

DENVER, Nov. 18.—Clifford J. Durr, former topflight member of the Federal Communications Commission, is recovering from a serious operation at his home here but may be out of active work for some months to come. Durr came here last summer as director of the National Farmers' Union Service Corporation.

Shows Plug Two '51 Cars

NEW YORK, Nov. 18.—Two motor companies—Plymouth and Ford—this week purchased limited radio and TV time in connection with the debut of their 1951 models. Plymouth bought four CBS programs during the second week in January—half of Songs for Sale, the Hal Posty Show, the Ling-Up and Broadway Is My Beat. N. W. Ayer is the agency. Ford acquired Dr. Roy K. Marshall on WNBT, beginning Monday (20) for four weeks; Strange Adventure, on CBS-TV Tuesday nights 10:30-11 for four stanzas, starting November 28, and Don Goddard and The Week in Review, NBC 7:30-7:45 p. m., beginning next Saturday. The local Ford dealers also renewed their WOR Movie Night on Mondays for 13 more weeks. J. Walter Thompson is the agency.

Only on NBC Radio!

The **BIG** Show

.....

Variety: "... NBC can take a bow for perpetuating big-time radio. They don't come any bigger than this one and it rates Nielsen's best."

John Crosby: "It was in practically every respect a perfectly wonderful show — witty, tuneful, surprisingly sophisticated and brilliantly put together . . . one of the fastest and pleasantest ninety minutes in my memory;" *New York Herald Tribune*

Harriet Van Horne: "The Big Show was so good I wish radio had thought of it years ago." *World Telegram & Sun*

Ben Gross: "NBC aired radio's defiant challenge to TV, in the form of a gargantuan divertissement . . . emceed by the vibrant Tallulah Bankhead and there were stars, stars and more stars in it" *N. Y. Daily News*

Jack Gould: "... the premiere certainly ought to go a long way toward reassuring the radio listener that somebody is thinking of him." *New York Times*

NBC is thinking of advertisers too. The six to six-thirty portion of The Big Show can be purchased by the quarter hour or the half hour . . .

... or you can participate in the biggest and newest idea in advertising ▶

Tallulah Bankhead and a few of the rotating guest stars that appear on "THE BIG SHOW" each Sunday on NBC at 6:00 pm (EST.)



The biggest

and newest idea

in advertising is

ON-THE-AIR



VARIETY



MUSIC



DRAMA

With the premiere of "The Big Show" on November 5, *Operation Tandem* became more than the hottest idea in advertising — it became a reality. And on that night Anacin and RCA Victor became its first two sponsors — soon to be joined by Ford Dealers.

TANDEM is the most inexpensive method of reaching the largest unduplicated weekly audience in history.

TANDEM consists of a group of non-competitive advertisers sponsoring five top programs on five different nights each week over the full facilities of NBC.

TANDEM advertisers will be associated with the greatest galaxy of programs and entertainers ever put together in one package.

TANDEM is the only advertising plan ever to be especially designed to reach *everybody*. Each show has a different appeal.

VARIETY . . . *The Big Show* . . . *Sundays*

MUSIC . . . *NBC Symphony* . . . *Mondays*

DRAMA . . . *Screen Directors' Playhouse* . . . *Thursdays*

COMEDY . . . *Duffy's Tavern* . . . *Fridays*

MYSTERY . . . *The Man Called X* . . . *Saturdays*

TANDEM is surprisingly low cost. It is estimated that *Tandem's* five shows will reach 23,000,000 homes each week and deliver 1000 *listeners* — net audience — for 59¢.

Tandem is available to a few more advertisers. For details call Circle 7-8300,

Extension 8436 or your nearest NBC representative.



COMEDY



MYSTERY

NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America

KPIX Tells Real Story

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shows takes an anonymous punch at KPIX, which at the same time was a below-the-belt attack.

"The only grain of truth in the report is that the fight kinescope went on the air without the last two rounds. The reporter didn't reveal that KPIX filled the last 15 minutes with a sustainer because of the absent last reel, and that the station did not use that time for the insertion of "local plugs" of any kind. . . . Here are the facts: The last two rounds were not shown because the last reel of film did not arrive! The fact of their absence was not made conclusive until after the fight picture began, so no previous publicity could be given. The statement that the last two rounds were "simply not shown" implies that we did not explain to the public; we did in a clear accurate statement about the delayed reel.

"The films of the fight were scheduled for release here on Saturday night, September 30, from 7 to 8:15. The films were to have been here on Friday, September 29, and the first two reels did arrive on time. Noting the absence of the final reel, we immediately notified CBS, New York, and were advised that the last reel had been delayed and was shipped on a later plane. . . . With this assurance in mind, the fight program, scheduled for 7 p.m. Saturday, was al-

lowed to remain. Then, shortly after 5 a.m. on Saturday, we were notified by the airline that the plane was delayed and would be in at 6 p.m.

"It was after 7 o'clock—and after the program had started—that we were finally notified by Emery Air Freight (the carrier) that an examination of some 500 pounds of cargo on that particular flight did not show up the reel we were looking for. It was too late to do anything except to finish the reels we had and make an explanation at the end of the 13th round, which we did.

The last reel did not arrive until Sunday afternoon, October 1, about 3 o'clock. In order that our sports-minded audience could enjoy the fight, we re-ran it the following day (October 3) evening, at the first available time period for such a long feature.

"This is not the first time we have been caught without a film because of transportation difficulties. You must remember we are 3,000 miles from New York and that, before a film reaches us, it passes thru several hands and organizations. . . . We have handled thousands of hours of kinescope film during the two years KPIX has been in business, and less than a few have been delayed with all the pressure that confronts those who are concerned with rushing the film to us."

SAG Uses TVA Witness

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use the testimony of a TVA witness to substantiate the Guild's cause. TVA Attorney David Ziskind brought Phillip Krasne to the stand. Krasne produces The Cisco Kid series for both TV and theatrical exhibition. In his examination of Krasne, TVA's attorney tried to show that the cost of producing theatrical films differs considerably from the TV film production expense. Sharp difference in economics between theatrical and TV film production has been a major plank in TVA's fight with SAG before the labor board. TVA has claimed this difference necessitates a separate collective bargaining org for TV films.

Krasne testified that his theatrical film budgets range from \$50,000 to \$70,000, but that his video pix costs him one fourth of the theatrical productions. Krasne said his theatrical product is released to exhibitors thru United Artists, while his TV films are leased to sponsors. SAG's legal eagle, William Berger's cross-examination of Krasne, however, sought to develop SAG's claim that, aside from production cost, actual movie-making for TV is no different than for theatrical distribution. Questioned by Berger,

Krasne testified that the same prop men, director, technicians, make-up man, props and location, as well as the identical cast are used by him for both TV and theatrical pix.

Krasne said his last theatrical Cisco pic was produced concurrently with two Cisco TV films during a combined production sked of 12 days for all three flicks. Berger tried to make the most of this testimony, seeking to establish that, inasmuch as the same personnel is used in producing films for both media, the same org should retain its collective bargaining rights for both film fields. SAG has tried to puncture TVA's economic argument by pointing out that, within the theatrical film industry itself, pic budgets can vary from a few thousand to millions of dollars.

NARBA Signed

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NARBA permits Cuba to operate stations on the frequencies of WNBC, New York; WJZ, Detroit; KFI, Los Angeles; WMAQ and WBBM, Chicago, and WCCO, Minneapolis. Jamaica receives permission to move in on the frequencies of WCBS, New York, and WHAM, Rochester, N. Y., according to State Department officials.

State Department is defending the agreement as the best that could be reached and far preferable to no NARBA at all. Officials said the same argument will be used if the Senate challenges NARBA when it comes up for ratification early next year.

They emphasized that the nations getting concessions agreed to protect the U. S. stations' frequencies from interference and further pointed out the signatories accepted stricter standards for their own equipment in order to reduce possible interference.

While awaiting Senate action on NARBA State Department plans to seek a conference with Mexico to work out a bi-lateral agreement which they admit is likely to involve further concessions. Mexico did not sign the NARBA and is not expected to do so. Haiti was not represented at the NARBA confab, but is expected to adhere to it anyway. Nations signing the agreement were the U. S., Canada, Cuba, the Dominican Republic, Jamaica and the Bahamas.

Wildroot Option

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Millie, but hasn't come up with a time slot.

Kudner thought it had Wednesday nights, 9-10 p.m., on CBS-TV wrapped up, but the agency's option on the time lapsed and the show had to be renewed. The option was originally taken by the agency for Buick. Now Mike Kirk, Kudner's radio and TV head, finds that he has a program the sponsor likes, but not time to put it in.

ARMY POLICY HELPS TELEVISION STEAL MARCH ON NEWSREELS

Access to Military Films Granted and Technological Advantage Does Rest

Continued from page 1

war fronts, inasmuch as the film can be telecast sooner than the reels can reach the theaters thru customary distribution methods.

It has been known for months some film representatives were attempting to head off this policy, but top authorities at the Pentagon have resisted the pressure on the ground favoritism of any kind must be scrupulously avoided in relations with private industries.

The various services of the

armed forces, with cameramen at the fighting fronts and at all other positions worth covering, have been doing a big-scale job, and their film is being grabbed up by TV as fast as it is processed in U. S.

Combat Films

All combat pictures are made immediately and simultaneously available to both TV and Hollywood, with TV newsreels capitalizing on a technological break which

makes it possible for TV to beat the theaters to the draw in showing the film. The film is processed in New York City. Not only are TV newsreel outfits and networks entitled to make use of the film, but also any TV station in the nation can do the same. All are required to pay a nominal sum to the Defense Department to cover costs of materials.

In addition, the Defense Department's radio-TV branch is putting out special feature releases, running from one to three reels, which are also available to all TV stations. Notices are sent to all TV stations whenever an issue is available, and the stations are charged nothing for borrowing the print. The radio-TV branch, too, is covering all sorts of events at the Pentagon and military installations, and is making this film available to stations.

Among recent innovations at the Pentagon is a TV studio which is used by all of the four major networks as well as some independent stations. Any TV station is welcome to use the facilities.

Plans currently call for installing a coaxial link from the studio to a structure near the Pentagon, so as to facilitate networking.

TVA, Webs Settle Strike

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Heller said there would be no change by TVA, and shortly thereafter ABC-TV, CBS-TV, DuMont and WOR-TV left the meeting.

Meanwhile NBC representatives insisted that they still felt peace would be agreed with TVA, and the union agreed to continue negotiations accordingly. A separate settlement between TVA and NBC-TV would avoid each immeasurably.

Set Strike Time

Following collapse of talks with the other telecasters, Heller, acting under authorization previously given him, declared that "the adamant position of these four companies leaves TVA no other recourse than to order all members to cease working for them." The strike, he said, would begin at "the beginning of the world day Sunday (10)." This meant 8 a.m.

An hour or two later a "cloak and dagger" game that was last until nearly 3 a.m. Sunday morning began. Mandelbaum, stepping in voluntarily, persuaded the four networks to meet among themselves and to discuss whether they would meet the TVA again. Shortly after midnight Mandelbaum sought out both Heller and Henry Jaffe, TVA counsel. Neither was "available."

At 2:25 a.m. Sunday morning, however, the situation took a dramatic switch when Mandelbaum revealed he had sent a telegram to Heller, formally advising him that the four companies wanted to resume negotiations. This put the onus squarely on TVA, shifting it away from the telecasters who earlier in the day had themselves

walked out on negotiations. It also meant that TVA had gained a terrific edge, for by then it was well on its way to a deal with NBC—provisions of which would have to be accepted by the other networks, with a strike the only alternative.

Video Eases Grip

Continued from page 3

cent—want color, with 45 per cent of the people willing to spend \$100 for an adapter. On make of sets in use, RCA leads in Los Angeles, with Hoffman second, Admiral and Packard-Bell tied for third and Philco and Zenith in fourth and fifth places. In San Francisco, Coast made Hoffman leads RCA by 8 per cent, Admiral is third, Motorola fourth, and Packard-Bell and Philco in fifth and sixth places.

Eighty-five per cent of set owners report watching TV seven days a week. Greater majority of viewers say set is on at 6 p.m., with audience size diminishing hourly from then on. Paramount's KTLA walked away with 50 per cent of Southern California's audience, while San Francisco's KGO-TV holds Bay City area with a firm 48 per cent. Other L.A. stations stack up in following order: KLAB-TV, KTTV, KECA-TV, KTSL and KFI-TV. In San Francisco KPIX and KRON-TV were picked respectively, following KGO-TV's lead.

TV's terrific sales impact led 44 per cent of those surveyed to say they had made purchases as a direct result of video commercials. Cartoons out-distance all other form

TV Engineers

Continued from page 3

Most of the engineers are in the \$67.50 to \$129 weekly bracket.

There was some concern that engineers reaching the 50-hour limit in the course of a rehearsal or telecast would walk out, but NABET has advised the chains its members will workshounce they start them even should this bring them over the limit. This applies also to engineers starting rehearsals.

The networks have argued that the overtime is caused by the shortage of engineers, but the NABET's position is that the webs must meet the shortage themselves.

of plugs, with product demonstration technique getting about half the percentage given cartoons.

Movies got top nod as the favorite entertainment despite the fact that college catvassers specifically asked viewers to pick a form of entertainment other than pix.

AFRA, Nets Sing

Continued from page 3

mercial code except for greater doubling restrictions. Also included in the package for announcers will be improved vacation and severance pay, a tighter limitation on networks' right to their services and a 15 per cent hike in fees for free-lancers spilling across-the-board shows.

AFRA's meeting with the transcription firms this week brought a better counter-proposal, but not one that the union is inclined to accept. The e.t. peddlers have agreed to pay a repeat fee after 13 weeks of repeating jingles instead of 26.

The radio artist's stormy meeting with the library companies wound up with the two groups far apart.

Schlitz Ready

Continued from page 3

with the program or its rating, but because of the inroads TV has made in the beer company's advertising budget. It is reported that Schlitz's Rizer Prize Playhouse, on ABC-TV, will cost the advertiser \$1,800,000 for the first year.

Playhouse, incidentally, is the only program on kine to have leased properties from film companies. The show has already leased Abe Lincoln in Illinois and Knickerbocker Holiday from RKO. You Can't Take It With You from Columbia Pictures. Lucky Strike Theater presents movie properties, but the program is only telecast live. The Schlitz TV dramatic stanza is said to pay \$3,000 for the one-shot TV right.

Break-Off of Talk

Continued from page 3

since it appeared a virtual certainty its Sunday programming would remain intact, while that of the other chains went on a straight film diet. Moreover, should NBC and TVA get together on a deal, it would then take several days for the other webs to resume negotiations with TVA, a period during which they would continue without live programming.

Set Membership Meeting

TVA has a membership meeting scheduled for Tuesday (21), and any agreement reached by that time—an unlikely development, actually, since many points remain to be settled if NBC and TVA do agree on fees and kinescope policy—would have to be approved by the members. This, too, would add delays to settlement with ABC, CBS, DuMont and WOR-TV.

Altho the continuation of negotiations by NBC and TVA did not preclude the possibility of a strike against NBC, it is obvious that it is entirely to TVA's advantage to settle with NBC, rather than strike it. This, of course, would break the telecasters' solid front—a point on which NBC was being criticized today after the other webs had walked out.

Bergen for AFM 5%

Continued from page 1

the filming of three big-budget holiday TV Coca-Cola shows similar to his Thanksgiving Day telecast. Bergen told The Billboard he is skedding a production of 30-minute holiday video films at \$50,000 each.

Holidays to eat the salute will be Christmas, Washington's Birthday and Easter. Bergen agreed to the regular 5 per cent AFM tele film demand.



During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex Ratings Showed that WWJ-TV's share of the listening audience was GREATER THAN BOTH OTHER STATIONS COMBINED... FAR greater!

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market and countless advertisers count on its leadership to get BIG business out of Detroit via WWJ-TV

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FIRST IN MICHIGAN
NBC Television Network
Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE ANNOUNCER STATION WWJ

"SATURATED" TELEVISION CITIES KEEP RIGHT ON SELLING SETS

Billboard Survey Proves Only Philly Shows Any Signs of Falling Demand

NEW YORK, Nov. 18.—The TV trade brouille about cities reaching a saturation point after which it becomes increasingly difficult to sell video sets is disproved by a Billboard survey of set shipments into the top 12 TV cities.

Figures used were supplied by the Radio-Television Manufacturers' Association (RTMA). Of the five cities that have reached a saturation point of 50 per cent of families or better, only Philadelphia appears to be showing any drop in demand. And at that, Philadelphia dropped only from third to fourth place in the list of "fastest growing TV cities."

The survey also discloses that the number of video stations in a

city has little effect on the demand for sets, although traders have claimed "one station towns" are tough markets because the public gets enough video to create interest, but not enough to create a strong demand.

City showing the largest jump in set shipments during the first eight months of this year was Pittsburgh, a one-station market, which jumped from 12th to eighth place.

Washington, a three-station market, dropped from 10th to 12th position. Moving up the ladder were Los Angeles (seven stations), Pittsburgh and St. Louis.

Lossing position were Philadel-

phia, Cincinnati, Baltimore and Washington, while New York, Chicago, Boston, Detroit and Cleveland held their places.

New York, supposed to have reached the 52 per cent saturation point, received 566,511 video sets in the January-August period this year. Other cities in which more than half the families are TV owners were Chicago (50 per cent), Los Angeles (56 per cent), Philadelphia (57 per cent) and Boston (50 per cent). Cities with lowest saturation point are Pittsburgh with 21 per cent, Washington with 28 per cent and Baltimore with 34 per cent.

Dealers Note Color TV as Sales Still Sag

NEW YORK, Nov. 18.—Dealers were beginning to take more notice of color television this week as sales continued to fall. At the time it was learned that CBS is readying a public relations program intended to win over the retail side of the business.

In New York, the Vim Stores chain and midtown dealer, Monarch-Saphin, were ready to sell adapters for video sets, while Gimbel's staged demonstrations of color video to an estimated 25,000 people. Sunset, a Brooklyn dealer, staged his own demonstration with a home-made converter and color wheel.

Gimbel's showings were staged on the 10th floor of the store, five floors away from the radio-TV department. Two CBS-built sets, magnified to a 10-inch picture, were used. Store did not promote color in the set department or promote black and white in the demonstration area. The Sunset converter was built at a parts cost of \$100 by store President Morris Sobel and Engineer Wally Mordes. Stores reported increased traffic but no increase in sales.

Vim advertised that it had adapters available to enable sets to receive colorcasts in black and white. It required only a few cents reading to discern that the adapters would not receive colorcasts in color. Monarch-Saphin had prepared a similar ad, but yanked it Wednesday night (15) after the Chicago court handed down a temporary injunction.

JWVA LAUNCHES RED TAPE DRIVE

NEW YORK, Nov. 18.—As a result of an article in The Billboard last month (7), the Jewish War Veterans of America (JWVA) have launched a national campaign to cut the Veterans Administration's (VA) restrictive red tape barriers on donations of TV sets to vet hospitals. When the New York JWVA post read the list of incredible demands which must be met before a VA hospital can accept a set, they decided to put it to a test. The new VA hospital here promptly refused their offer of a video set.

Incensed by the turnaround, the JWVA's national hospitalization department, this week, mailed out mimeographed copies of The Billboard story to every post in the country urging its members to take the matter up with their congressman. The rejected set was given to a local city hospital for a children's ward.

TV Sets Lead Sales Parade

WASHINGTON, Nov. 18.—Sales increases in radio-TV were the highest in September of any branch of the nation's department stores, the Federal Reserve Board (FRB) reported this week. Sales of radio-TV departments of 176 stores keeping separate records were up 134 per cent over the previous September, bringing the total increase for the first nine months of 1950 to 117 per cent.

HALLICRAFTERS GIVES IN; MFRS. PRO, CON LINE-UP

NEW YORK, Nov. 18.—As various segments of the TV industry continued to line up for and against the CBS color system, knowingly or unknowingly, biggest surprise came from Hallicrafters.

One of the more outspoken critics of the FCC color decision, the Chicago firm decided to develop color sets and equipment, but a spokesman stated that definite plans would not be made until after the first of the year. First color sets may be available by April, 1951.

Big hitch in Hallicrafters plans is inability to get CBS approval on filters for color wheels. The pro and con picture, at present, is as follows:

Still opposed to the FCC decision on the CBS system are RCA Victor, Emerson, Sigmastar, Radio Craftsmen, Wells-Gardner, Pilot, Local 103, AFL Electrical Workers' Union, and the Television Installation and Service Association.

All participated in the Chicago court action which resulted in a temporary injunction being handed down by a three-man Federal Court. Also in the con column was the Korean war situation, the materials restrictions handed down by the National Production Administration (see separate story), the Radio-Television Manufacturers' Association, DuMont and a large group of set makers who have refused to equip sets with adapter plugs.

Lining up for the CBS system, either intentionally or in self-defense (to keep up set sales), are manufacturers who intend to use adapter plugs, make converter units or adapters, manufacturer self-contained color "slave" sets which CBS prefers to call "companion" sets.

These manufacturers are Air King, Muntz, Tele-Tone, Raytheon, International Television, Television Equipment Corporation, Webster-Chicago, Majestic, Kinescope Reactivator Corporation, Westinghouse, Bendix, Commander, Hallicrafters, Natalie Kaimus, Celomat, Spellman, Starrett, Arvin, Video Corporation, Bridge Television Sales Company, Meck; Sears, Roebuck (private label) and Eirhaman.

Rumors were rife this week that Stromberg-Carlson and Philco would shortly announce "adaptable" TV sets. On the dealer level, Vim Stores, Sunset Stores and Gimbel Bros. gave CBS color an added boost (see separate story).

\$2,000,000 TV Plug Deal Backfires

NEW YORK, Nov. 18.—The \$2,000,000 TV set ad campaign, handled by the Ruthrauff & Ryan Agency on behalf of the specially formed American Television Dealers and Manufacturers, continued to backfire this week as educational groups, newspapers and even manufacturers added their complaints to those of radio stations as reported in The Billboard last week. Beefs were based on "scare" copy which claimed that a video set was essential for children. New copy slant, effective Monday (20), reads, "You'd Give Them the World If You Could. This Christmas you can."

Also the agency claims that the copy switch was planned right from the beginning, traders feel that much public pressure was brought to bear on R. & R. Among the unhappy results were the following: Angelo Patri, noted educator, withdrew his endorsement of TV used in the ads after a Providence newspaper yanked his syndicated column because of the ads. Child study associations filed formal protests. Several national

names withdrew their endorsements from the campaign. A chapter of the American Association of Social Workers filed a formal protest. The New York Times and other papers blasted the ads. Trade execs from TV firms which put up sizable chunks of dough claimed that the ads were "wide of the market" and that they were "alienating too many people unnecessarily."

Cal McCarthy Jr., account exec, explained that agency plans called for a "two-phase" campaign. The first phase was to take the negative-conflict approach and the second to be a positive-happy pitch. "The first phase of the campaign is now over," he said. McCarthy also claimed that Patri's change of heart would not affect the program in its "new" phase.

Over 25,000 copies of the Mindy Carson recording of I Want a Television Christmas, part of the ad program, have been sent to dealers, disk jockeys and juke box operators. The tune was taken over this week by Santly-Joy and sheet music copies are also being sent out.

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SEE PAGES 52 AND 53 IN THIS ISSUE

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Bonuses, 20x30—5¢, 30x40—3¢, NEW NATURAL COLOR PHOTOS

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People, Products and Prices

Dealer-Distrib Deals

Color, credit and consumer cautiousness get the blame, but no matter what the reason, dealers are getting more attractive deals from TV distributors. Trade reports this week were the following: Several Sylvania models are being offered at "the old" prices. By buying Admiral three-way combos at "below old prices," dealers can get additional quantities of "hot" merchandise at "old prices." "Old prices" are those in effect during October. Smaller name brand distributors are reported ready to "dump." Tele-Tone dealers are being offered priority ratings on "Tele-Color" unit deliveries in accordance with black-and-white purchases made now. Priority certificates are issued on the basis of sets purchased between November 1-17, November 20-December 8, and December 11-28. "Limited deliveries" on color units are promised to begin January 1.

Sales Are Back

Long absent from the TV scene, close-outs, clearances and "save 40 per cent" sales are beginning

to pop again.

Election day sale at Macy's, New York, of 16-inch Artone consoles, at \$199, saw the department store selling 200 sets in one day. In Newark, however, a 16-inch console sale at \$229 by Bamberger's department store was reported to be a dud. Brooklyn department store, Loeser's, ran a clearance of floor samples and discontinued models offering RCA Victor, Du Mont, Zenith, Emerson, Philco, Stromberg-Carlson and Brunswick sets at prices ranging from \$158 for 16-inch table models to \$429 for 19-inch consoles.

Restraint Suit

A legal battle is brewing between two of New York's big promotional dealers. Basis of suit is restraint of trade, with \$102,000 in damages being asked. According to reports, suit will claim that one dealer "forced" three local TV distributors to refuse to franchise the other dealer. Lines on which franchises are said to have been denied are Du Mont, Andrea and Stromberg-Carlson.

Canadian Controls

In line with a U.S.-Canadian agreement on parallel controls, Canada has issued its own regulation W restricting installment sales of sets and other consumer items, Commerce Department reported last week. Slightly less stringent than the U. S. order, the Canadian restrictions require a 20 per cent down payment on sets and 18 months maximum to pay off the remainder. Installment payments must be at least \$1.25 weekly or \$5 monthly.

Set Production Up

TV set production for the next week ended November 3 was at the near-record rate of 218,378 units, Radio-Television Manufacturers' Association (RTMA) said last week. Radio production was also high, hitting a mark of 365,751 sets of all kinds. Home radios made up 233,546 of the total, while output of auto radios and portables was 111,378 and 20,827 sets, respectively.

802, AFRA, AGVA and Exec

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Custom Made Clothes for as \$50

Luxurious, hand-tailored, made-to-measure suits from imported and domestic materials for the same money as a ready-made suit.

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"I want a Television Christmas
...a world of Magic all my Own!"



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WHERE IN VIDEO DOES MUSIC'S FUTURE LIE?

Billboard Survey Shows It Has Several In, Outroads

Continued from page 1

portant issues as the relative availability of the two media for the introduction of a new plug tune, the quantitative if not the qualitative significance of the remote shot, the frequency with which records are played over network radio as compared with network video. These and other inferences from this study, plus the views of some of the industry's top-ranking publishers add to a significant picture of the flux in the two media as plug outlets for tunes.

Standards Stand Out

Most glaring figure is the 80-20 ratio between standards and pops on current TV. This proclivity for old, proven songs has many bases. First, producers want to be sure that the tune will get good reception—public familiarity is important. Next, performers know the standards and are less likely

to fluff. Again, any song on TV requires some production, dressing or setting. Producers want to get maximum use out of their production efforts; they may want to repeat the tune in the same setting in six months and a year. A fast-moving pop can't be done over—a standard always can.

Of the pops that are used on TV, a majority are top five, already established on records and live radio. Of the remainder, most are especially susceptible of visual production.

Barriers

It's obvious, then, that it's fairly difficult to introduce a new tune into TV. But there are many more barriers to the new pop plug: TV producers don't like to repeat a tune. Some shows are "interested" in certain tunes because they were cuffed by principals, and ride these tunes. Example is *Orange Colored Sky*, written by Milton De Luzzo, orkster on the *Broadway Open House* show. Tune gets heavy play on this show and each time it's done somebody else's plug tune isn't. Milton Berle has written a novelty called *Lucky, Lucky, Lucky Me*; this tune gets an occasional play on the Texaco show.

Further, when guest singers appeared on variety shows they are prone to sing their current record tunes or solid standards—not somebody's new plug.

What it adds up to, is that if you want your new tune on video, have it make the 11 parade—or else have it an exceptionally good tune for visual values.

Turning to radio for a moment,

the figures say that 63 per cent of the pops performed are done on remote shots, most of them after 11 o'clock. It's no secret that except for the top and near top bracket orksters, most of the remote plugs are payolas. Regardless of ethics, the remote shot on radio is one of the only two avenues for breaking in a new song. (The other is disk jockey promotion on platters of the tune.)

In TV, remotes don't mean anything to speak of. Ergo: No payola in TV—that is, until remotes become a factor. But as long as radio is around, publishers are going to spend money on remote and record. (Continued on page 54)

ONLY TV-HEP PLUGGERS TO MAKE GRADE

New Techniques Needed To Sell Pops Visually

NEW YORK, Nov. 18.—TV, Tin Pan Alley's biggest challenge and promise in one, is going to require considerable modification in the music publisher's plug routine when it surpasses AM radio as a song outlet.

Under present conditions, there's little deliberate plugging the publisher can do in TV, particularly with a new pop (see other story), and is pretty much obliged to follow the traditional disk jockey-to-remote-to-commercial radio shot.

Projecting ahead, many publishers envision the day when the song pluggers will have to be a combined scripter, production man and salesman rolled into one. The contact man, they say, will be a specialist in rigging up visual. (Continued on page 51)

ASCAP Ups TV Deadline

NEW YORK, Nov. 18.—American Society of Composers, Authors and Publishers (ASCAP), at a board meeting recently, extended to December 15 the deadline on use of ASCAP music by TV outlets not covered by the blanket license.

The per program contract negotiations have been going on for many months. If no solution is forthcoming soon, it is felt the Society will ask that the matter be arbitrated. Such a move is considered as likelier than taking the matter into court.

SONGSTERS WAIL AT CUT IN KALE

NEW YORK, Nov. 18.—The repercussions of the new writer pay-off system as yet show no indications of dying down. Whereas some of the writers who were cut just well, others take a more aesthetic approach and put their plaint in verse. Here's one forwarded by Sterling Sherwin, written in old ballad measure. It's titled, *ASCAP Song Without Music or Consent Decree, I Love You*.

Hark, hark, the dogs do bark,
We beggars are coming to town.

Some in rags, some with jags—
We're ASCAP bums—
marked down!

Sherwin, now on the Coast, has had his folk songs published by Remick, Shapiro-Bernstein, Carl Fischer and other top firms.

Link Quits Feist, Still Good Friends

NEW YORK, Nov. 18.—Harry Link resigned Thursday (18) as professional manager of Leo Feist, Inc., one of the Big Three publishing subsidiaries. The parting was amicable and was decided on by mutual agreement between Link and Charles C. Moscowitz, vicepres of Loew's and prexy of the Big Three.

Link had been with the Big Three since 1938. He has been one of the highest salaried men in the music business; in addition he was on a profit sharing deal. His resignation takes effect January 1, when his two-year contract expires.

Contract called for an additional three-year option, which Link asked not to be renewed. He is presently considering going into his own publishing venture, and is mulling several deals.

GOT AN IDEA THIS WEEK?

Brain Trust Dreaming Up Hit Parade TV Productions

NEW YORK, Nov. 18.—The *Lucky Strike Hit Parade*, for approximately 16 years the leading purveyor of popular music over standard radio networks, is now busily amassing a fund of information relative to the presentation of pop tunes on TV. The TV series (not counting a four-week run last summer), started October 7.

Also it is not yet six weeks old, the great strain caused by the

program's need for production ideas has made itself felt, and has made mandatory the operation of a production board whose main function is to connect and evaluate the different ideas and gimmicks used in presenting tunes on TV. The need for the board stems from the fact that program policy calls for giving production to nine of the 10 tunes on a given show.

The board, composed of execs of NBC and Ballen, Barton, Dur-

4-1 STANDARDS ON TV, POPS HOLD OWN OVER AM

Information below is based on a breakdown of Accurate TV and AM reports for 10 days, covering Friday (3) thru Sunday (12) inclusive.

For TV, New York network channels 2, 4, 5 and 7 are logged from 6 p.m. to midnight; for radio, New York network stations WCBS, WNBC, WOR, WJZ are logged from 8 a.m. to 1 a.m.

For the purpose of this study, all titles reported in the Accurate logs were used in the compilation, except themes and signatures and classical works. Under the heading of Standards, all recognized standard tunes and older songs which are not getting a current plug revival were included. Under Pops, all new songs and those older tunes getting popular plug efforts were included.

TV (Channels 2, 4, 5, 7)

Reported From November 3 thru November 12		
Number of Standard Titles	Number of Pop Titles	
Live	960	230
Recorded	16	4
Total	976	234

Of 1,210 tunes, 80 per cent were standards, 20 per cent pops. Less than 7 per cent of the titles were recorded shots.

AM Radio (WNBC, WCBS, WJZ, WOR)

Reported From November 3 thru November 12		
Number of Standard Titles	Number of Pop Titles	
Live (studio)	900	383
Live (remotes)	242	462
Recorded	578	450
Total	1,720	1,495

Of 3,215 tunes, 54 per cent were standards, 46 per cent pops. Of 3,215 tunes, 32 per cent were recorded shots.

Remotes account for 41 per cent of all live music on AM radio.

Remotes account for 63 per cent of all pops heard on AM radio.

Remote broadcasts are made up of 73 per cent pops, 27 per cent standards.

Hired Film Music Rights at Issue

Hollywood Cleffers Won't Stand For Losing ASCAP \$\$ on Output

NEW YORK, Nov. 18.—The question of who owns the performing rights in music written by screen cleffers for hire—an issue which has occasioned much armchair speculation but has never been put to the test—may come out in the open in the course of ASCAP's current negotiations with the motion picture producers. ASCAP has already wrapped up agreements with MGM and Columbia, tho the pops have not yet been signed.

One of the remaining majors, however, has, according to the grapevine, advanced the following thesis to ASCAP: We will sign up for your repertory—excluding that portion of it which was written by writers for hire under contract to our studio. The logical corollary, if this stand holds up,

would be a comparatively cheaper fee than the other studios pay, since the latter will have signed for the entire repertory.

ASCAP theory is that the performing rights of its member-writers automatically inhere in the Society, regardless of employment factors, who owns the copyright, etc. Some traders hold an opposite view—that when a writer works for hire, his employer owns everything.

Opposing View

The movie writers certainly oppose the latter view. Rumbles of the one studio's attitude have spread. The Hollywood cleffers who would thereby be deprived of collecting for their performing rights from ASCAP—or, con-

(Continued on page 51)

MCA IN SWING TO BAND WAGON

Jerry Gray Bally, Signing Handy And Touzet Part of Fresh Policy

NEW YORK, Nov. 18.—The Music Corporation of America (MCA), which relegated the ork business to a secondary slot in its organizational structure in the past couple of years, apparently is swinging back to the band wagon.

The agency in the past couple of weeks has inked a pair of new-comer baton wavers, currently is planning to have two of its parted clients convert to band leading and, at the same time, is conducting a spirited campaign on behalf of the Jerry Gray ork, which uncovered in the East this week at Frank Dalley's Meadowbrook to a very favorable trade reception. Tho the agency admittedly will invest little more than time and its position as a top band selling office into these projects, the office is making its first concerted move in some time to follow thru on the ancient MCA theory that new names and new ideas will be the savior of the dance band industry.

The agency has made no noticeable effort in recent years to try with new dance band projects and, in the interim, its once-powerful ork list has been hit both by losses

and decimated activity of some of the solid names on the list.

Losses

The agency has lost such band bread-winners as Sammy Kaye, Spike Jones, Jan Garber, Russ

(Continued on page 54)

Vote Machines Too Costly, Says AFM Party

NEW YORK, Nov. 18.—Pre-election climate in Local 802, American Federation of Musicians (AFM), after an unexpectedly temperate beginning, started to heat up this week as the Unity Party accused the Blue ticket incumbents of needlessly renting expensive special voting machines for the December 7 balloting.

According to Willie Feinberg, Unity candidate for the local presidency, the machines cost \$50 more each than the automatic ma-

chines used in city and State elections. He charges the selection of these special machines, called Shoup, was motivated by the fact that one Blue ticket man is a representative of the firm which handles them.

"There are 80 machines needed in the election. At \$50 extra apiece, the administration is needlessly incurring \$4,000 worth of expense that's strictly uncalled for. During the past four years they've gone into the hole for more than \$350,000. Now, instead of conserving assets, they're throwing

(Continued on page 51)

Morris Suit Pre-Trial On

NEW YORK, Nov. 18.—Pre-trial examinations began this week in the Edwin H. Morris publicity's anti-trust action against the five major movie companies—MGM, Paramount, Warner Bros. Universal and 20th Century. All five defendants began the pre-trial examination of Morris this week. Morris, thru his attorneys Spring and Eastman, will examine the defendants when they conclude their examinations.

CAPAC-SACEM Fight Threat in Canada

Knockdown Battle Shapes Up as Lower Tariffs Are Tossed Into the Hopper

TORONTO, Nov. 18.—Hope of reconciliation between the Composers, Authors and Publishers of Canada, Ltd. (CAPAC), and SACEM is being held out if SACEM will reduce its demands to CAPAC.

SACEM has filed through a new group known as Federation of Authors of Canada, Ltd., a set of tariffs which are 40 per cent of those of CAPAC. Partners in this group are E. Allard and Joseph La Pierre, both of Montreal.

Most significant part of this application is that should any hall,

auditorium, radio station or any place where music is played want to play anything from the SACEM repertoire, then an increase of 40 per cent tariff will have to be paid.

A meeting to combat this new move is being held November 22 by the Toronto Musical Protective Society, an organization of hotel owners and theaters. What steps this group will take is as yet unknown.

Any objections to the applications for tariffs must be filed with the board by December 1, with hearings scheduled to begin December 15.

Bill Lowe, general manager of CAPAC, said it was his organization's "sincere desire to have unanimity in the administration of copyright in Canada."

While not directly admitting that this new group was SACEM, Lowe did say that "it is unwise to sacrifice the rights of any one" (Continued on page 42)

HOPPY TALK

Cassidy Disk Backed by J. J. Robbins

NEW YORK, Nov. 18.—The J. J. Robbins pubbery, by agreement with Capitol Records, has subsidized a recording session using Capitol artists Margaret Whiting and Frank DeVol. Tunes cut are Hoppy, Topper and Me, with Miss Whiting and the DeVol ork, and with the band only, The Hopalong Cassidy March.

This highly unusual situation, in which a publisher does the recording for a major company, using the latter's top artists, stems from the fact that Capitol owns exclusive recording rights in the Hopalong Cassidy character, while Robbins holds pubbing rights to the Hoppy tunes. Robbins has these rights by agreement with Nacio Music, which is owned by Bill Boyd and cleffers Nacio Herb Brown and L. Wolfe Gilbert.

Capitol had shown no eagerness to record the Hoppy numbers. Robbins undertook to make the recordings at his expense. First step will be the dispatch of 500 vinyls to disk jockeys. If reaction is favorable, Capitol will then release the records commercially.

Simon Gets "Teardrops"

NEW YORK, Nov. 18.—Teardrops in My Eyes, blues ditty which has been smoking action in r. and b. pop circles, was assigned to Simon House this week by Progressive Music, the Atlantic Records pubbing affiliate.

Deal was an assignment of copyright, for which George Simon, proxy of Simon House, forked over a considerable bonus and advance. Progressive also gets a hefty copy deal and a split of all mechanicals (there are some six records on the tune, with more coming, including majors). Progressive also participates in BMI performance payments.

At the same time, Herb Abramson, Atlantic and Progressive topper, concluded a deal with BMI for his past and future copyrights, for which he gets a guaranteed advance. Deal excludes Teardrops; one contingency of the pact was that that tune be turned over to a BMI firm, which it was.

Acuffs Deny Infringement

NEW YORK, Nov. 18.—According to papers filed in U. S. District Court this week, Roy and Mildred Acuff and Freddie Rose make a general denial of all allegations in the infringement action of Leo Feist, Inc., involving the tune, Mississippi. The Acuff-Rose publications ask for dismissal of the action.

Defendants admit a tune called Mississippi, bearing the names of writers Bert Hanlon, B. Ryan and Harry Tierney, was published by them, but claim that the title Mississippi was used by others as song titles. Plaintiff, according to the defendants, did not acquire exclusive right.

TV, NEW UNIT IN CAN. SESH

TORONTO, Nov. 18.—Hearings of the Copyright Appeal Board for the granting of royalties in 1951 for licensing of music in Canada will be highlighted by two features.

First, there is the application of the French Society of Federation Des Auteurs Aux Canada (Federation of Authors of Canada). This group in some quarters is considered the Canadian front for the French copyright society, SACEM. The allegation has been denied.

Second, the Composers, Authors and Publishers Association of Canada, Ltd. (CAPAC), the Canadian offshoot of ASCAP, is making an application for a television tariff. This is an added feature of their application.

RCA Victor To Push 'Immortal' Album Series

NEW YORK, Nov. 18.—RCA Victor this week was finalizing plans for its most ambitious album push since the Here Come the Dance Bands Again series. Unlike Banda, however, the upcoming drive will embrace both the Red Seal (classical) catalog and the popular catalog, even touching lightly on the folk field. Package theme will be the RCA Victor Treasury of Immortal Performances, and the first sets in the grouping are scheduled for release February 1.

In the classical Treasury, will be works by some 54 longhair artists, including such all-time top- (Continued on page 51)

Chappell Bids To Guard Disk Biz in Orient

NEW YORK, Nov. 18.—On information that some major record companies have been leasing masters in Japan for the pressing and distributing of platters there without payment of pubber royalties here, the Chappell pubbery is writing. (Continued on page 42)

MPTF SLAPS AT PETER PAN

Firm Operates Without License, Trust Fund Tells 4 Diskeries

NEW YORK, Nov. 18.—Signatories to the Music Performance Trust Fund (MPTF) were put on notice this week by trustee Samuel R. Rosenbaum that sales of masters to the Peter Pan diskery will be considered a violation of the trust agreement. The diskeries were also asked to inform the trustee whether they had sold or delivered any masters to Peter Pan since January 1, 1949.

According to the trustee's office, Peter Pan never signed a trust agreement following the end of the record ban, and has been operating without an American Federation of Musicians (AFM) recording li-

cence. In his letter to the signatories, Rosenbaum names Synthetic Plastics Corporation, Synthetic Plastics Sales Company, both of New York, and Synthetic Plastics Company of Newark, Henry Lapidus and Victor Cohen as being involved in the manufacture and sale of Peter Pan records. Also named is the General Moulding Company of Newark, which allegedly sold masters to Peter Pan.

Henry Lapidus, Peter Pan topper, says that, of all the above-named firms, only Synthetic Plastics Sales Company of New York is concerned with Peter Pan—the (Continued on page 51)

UNESCO Preparing Copyright Questionnaire Before June

Global Pact May Be Worked Out From Info Obtained

WASHINGTON, Nov. 18.—The United Nations Educational, Scientific and Cultural Organization (UNESCO) is preparing a comprehensive copyright questionnaire for all countries in advance of a confab next June to work out details of a global copyright pact.

The new timetable for the international treaty is now set approximately as follows: Mailing of the new questionnaire—January 1, 1951; meeting of the copyright experts committee—June-July, 1951; international conference for the purpose of drafting and signing the pact—late fall, 1951; ratification of pact—1952-53, with the treaty going into operation after ratification by a dozen nations.

The UNESCO questionnaire is to be sharply detailed in contrast to the first one which asked only a few general questions regarding the ideas of nations concerning the desirability of a pact and what might be included.

Among suggested pact provisions which UNESCO will ask all countries to discuss in replying to the questionnaire are the following:

1. The global treaty shall not apply to copyright relations between nations covered by the Berne Copyright Union (the U. S. is not a Berne union member).
2. The pact shall not abridge any rights derived from other existing regional copyright agreements such as the Pan American Union.
3. The universal treaty shall include a clause guaranteeing to works originating in a contracting nation treatment in other countries the equal of that granted domestic copyrights.
4. Copyright of a work in one contracting nation shall automatically protect it in other signing countries provided a prescribed copyright symbol is affixed to all publications of the work. This proposal calls for the waiver of

NBOA in Set-Back; Ballroom Tax Rule Reversed by Court

Association Plans To Take Case To U. S. Supreme Court for Ruling

CHICAGO, Nov. 18.—The legal fight of the National Ballroom Operators' Association (NBOA) to extricate ballrooms from the cabaret tax payment classification struck a major snag this week when the N. S. Circuit Court of Appeals for the Eighth Circuit in St. Louis ruled in favor of the Internal Revenue Department. The decision of Judges Sanborn, Woodrough and Johnson puts the score at 2 to 1, in favor of the revenooers.

The feds made their first score in 1948, when Judge Sherman Minton, then sitting in the Seventh Circuit and now in the Supreme Court, ruled that Ted Jankowski, op of the Avalon Ballroom, La Crosse, Wis., pay the 20 per cent stipend (Avalon Amusement Corporation v. United States). In January, 1950, Judge Henry Gravens in a test case at Fort Dodge, Ia., ruled that ballrooms were not subject to the tax. After this reversal, the feds appealed the Gravens decision to the Circuit Court of Appeals.

Final Legal Battle

Tom Roberts, legal counsel for NBOA, told The Billboard Thursday (16) that the terp men's org is definitely going to carry the case to the next and last legal battleground, the U. S. Supreme Court.

ASCAP Pact In Full Effect

NEW YORK, Nov. 18.—Altho per-program contract discussions are still proceeding (see separate story), the blanket license agreement between the American Society of Composers, Authors and Publishers (ASCAP) and telecasters is now fully effective, according to Herman Finkelstein, Society's general attorney.

Blanket deal was inked with the provision that ASCAP obtain consents from its members representing 85 per cent of its domestic distribution for 1948. J. M. Collins, ASCAP sales chief, in a letter to telecasters this week, stated that the Society, "having received the necessary rights from its members, had now fulfilled its obligations under the agreement with telecasters and that all amounts deposited by the networks and local stations with Judge Robert P. Patterson as escrow depository... would now be paid to the Society."

Blanket license is effective thru December 1, 1953.

Court. Roberts said that short consultations with excess of NBOA showed that terp men feel this important fight should be carried to its climax.

In ruling on the current case (Birmingham v. Larry and Margaret Geer), Judge Woodrough, who delivered the opinion, circumvented Judge Gravens' finding and hinged his decision on the Minton decision and the controversial Section 1700 (E) of the Revenue Act of 1920 as amended by Section 622 of the Revenue Act of 1942. The decision states: "The (internal revenue) collector does (Continued on page 25)

T. D. Revives Tom-Dor To Book Himself

NEW YORK, Nov. 18.—Tommy Dorsey has revived his Tom-Dor Enterprises firm to serve as the front for his much-discussed booking operation.

Carroll will work with the orkster and Irv Chezar, who has served as business representative for T. D. for some months.

Dorsey, who currently is filling in for Rddy Howard at the Capitol Theater here, will probably return to full-time action either during Christmas week or shortly after the first of the year.

Carroll already has submitted the orkster for one-night promotion and college work. The T. D. (Continued on page 42)

Move on Again To Set Up Chi Distrib Group

CHICAGO, Nov. 18.—For about the third time in two years, a movement is under way to organize Chi record distributors in a trade association, with the current attempt showing more sign of succeeding than any of the preceding tries. Thus far, two different meetings have been set up during the past fortnight. The first, held at the office of Al Benson, rhythm and blues platter spinner, was confined primarily to distrib reps in the r. and b. (Continued on page 42)

Fans Prefer Lush Disks

NEW YORK, Nov. 18.—Listeners to the Jack Lacy disk jockey programs over WINS voted as their favorite type of music "big orchestral jobs, with lush background including large choruses." The Lacy poll, covering a two-week period and drawing some 600 letters, indicated the following types of music as next most popular, in this order:

Male vocals, particularly sentimental ballads; pop songs as generally recorded; Latin-American music; songs of 1828-'38 vintage, including the swing era tunes; show tunes, particularly original cast disks; female vocals; general jazz, with emphasis on Dixieland; dance band music; piano music; novelty tunes; vocal groups; duets; waltz music and small groups.

The Listen to Lacy shows are aired 12:30-2 a.m., and 4:30-6 p.m.

What's With SACEM; In Back of FAC?

NEW YORK, Nov. 18.—Reports that SACEM, the French performing rights society, is in back of FAC, the newly formed Canadian society (see other story), have touched off considerable speculation here on future relations between SACEM and ASCAP.

Insiders know that SACEM has been dissatisfied with the treatment they have been getting from CAPAC, the Canadian equivalent of ASCAP, and from ASCAP itself. If it is true that FAC is really a SACEM-inspired organization, conceived to get SACEM a better pay-off in Canada, the question naturally presents itself: Why shouldn't SACEM do the same thing in the United States; that is, pull out of ASCAP and make new arrangements for an increased collection here?

No Immediate Loss

ASCAP would not immediately lose should SACEM withdraw its repertory here. When ASCAP signed with the radio stations in 1941, a relief clause was entered into the contracts providing that the stations would be empowered to ask for a rate reduction if any ASCAP members withdrew copyrights. This clearly excludes the catalogs of foreign societies; should any foreign societies pull out of ASCAP, stations may not ask for relief.

Serious Repercussions

However, such withdrawals would doubtless have serious repercussions after 1958, when current ASCAP-radio pacts expire. Further, should SACEM withdraw before that time, they would have a difficult time getting a separate deal from the broadcasters, who feel that they are now paying the last possible amount to existing organizations: ASCAP, BMI, SESAC, etc.

According to Gerard de la Chapelle, representative of SACEM

and BIEM (the French mechanical agency here), there is no connection between FAC and SACEM, and that SACEM has not decided whether it will renew with CAPAC, with whom its current paper runs out December 31.

However, the fact that two little known composers, M. Emillon Alford and Joseph-Eugene Laperriere have filed as officers of the newly born FAC with the Canadian Copyright Appeals Board, asking a license fee of \$117,087, has given rise to the opinion that somebody must be in back of them. Procedure in Canada is for an organization to submit a catalog when they file a rate tariff for performances; FAC has not yet submitted a repertory. Further, CAPAC filed for \$304,842. The FAC rate is about 38 per cent of the CAPAC figure. This tally with the fact that SACEM is usually considered to represent about 40 per cent of CAPAC's entire repertory.

Old Recordings Put on LP Hike Bizz for Indies

HOLLYWOOD, Nov. 18.—LPs are making extra bucks for indie diskeries. Labels have put new wrinkles on old jazz recordings by releasing yesterday's hits in LP form. Tunes that raked plenty of shakels and ones that gathered dust on retailers' shelves both are being re-issued, thanks to 33½ r.p.m.

Jazz LP field is definitely expanding, according to labels surveyed. Diskeries get extra coin from good numbers that have already paid for themselves.

Half of Discovery's releases within the next two years will be on LPs. Discovery recently issued four new jazz albums and has more set for early 1951 pressing. The long playing market was tagged "the most solid segment of the record industry" by Tempo Records topper Irving Fogel.

While Specialty Records has not issued LPs, Prexy Art Rupe told The Billboard that he expects to go into the LP field early in 1951. Reason, label hasn't gone into the LP field is because production facilities have been tied up with top sellers Pink Champagne and Please Send Me Someone To Love.

Modern Records, which recently issued its first LP albums, wishes it had more material that would lend itself to the 33½ market. The constant demand for new hits led Aladdin Records to re-issue its big sellers, Aladdin being the latest local indie to move into the LP field.

ALLEGRO HOOKS UP 3-COUNTRY DISK DEAL

NEW YORK, Nov. 18.—Allegro Records, one of the rising indie diskeries in the longhair field, completed its most aggressive expansion move this week with the sealing of a three-cornered reciprocal deal which will bring the Allegro line into England and France. Paul Puner, Allegro topper, concluded the package deal during a trip to Europe from which he returned this week. Puner further strengthened his diskery's stature with the inkling of a pair of domestic symphony orchestras for exclusive recording. He signed the Dallas and Oklahoma City symphonies to term deals.

Puner completed his three-country deal with Morris Levy, of Oriole Records in England, and Philippe Loury and Andre Mallet, of Disques France in France.

The deal calls for the French and English diskies to issue the entire Allegro catalog, which is made up of specialty longhair matter for the greatest part. In their respective countries on long-play disks only—a departure for Continental wax merchandising.

Ripe Market

Puner claims that Levy, Loury and Mallet feel that the LP market in England and France is ripe enough to sell the specialized Allegro merchandise in the single

"CERISIER ROSE" TOPS IN FRANCE

PARIS, Nov. 18.—Best selling sheet music in France for the month of October is topped by Cerisier Rose et Pommier Blanc, published by Hortensia.

Runners-up, in the order given, are as follows: Etolle Des Neiges (Forester and Esner) published by France-Melodie; Noces De Marie Chaptelaine, Francis Day & Hunter; Guepiere et Longs Jurons (Buttons and Bouts), Chappell; Serrnade Argentine, Andorra; Cavaliers Du Ciel (Riders of the Sky), Chappell; Les Feuilles Mortes, Enoch, and Le Petit Citreur Noir, Meridian (Southern).

RCA Cuts Its Pop Releases To 3-4 Weekly

NEW YORK, Nov. 18.—RCA Victor, effective immediately, will attempt to cut down its weekly pop release list to three or four records per stanza. Decision to make the slice in the weekly release was made at a Camden meeting Wednesday (15), with pop artists and repertoire topper Charlie Green and sales manager, Larry Kanaga, spear-heading the move.

Two reasons were given for the change. The unlimited release policy resulted in a clogging of dealers' inventories, and consequently in retailer and salesmen complaints. Second, the sales department feels that, until now, there has been too much in a single release to provide for promotional concentration on each disk.

The cut to three or four disks per week figures to affect the diskery's pop tune coverage. Sticking to the rigid schedule would prevent the diskery from slicing more than a handful of "cover" platters to meet competitor pressures. This is not the first time Victor has attempted to prune the release schedule.

Anthony Click At Palladium

HOLLYWOOD, Nov. 18.—For a band that's new to the Coast, Ray Anthony's five-week record at Hollywood Palladium is reported as strong by the dancey's management.

Anthony attracted 71,730 dancers during his stand here, and fought a blistering heat wave during part of the time. First week attracted 13,562 patrons, followed by 12,190, 11,454, 11,828 and 12,756 in succeeding weeks.

OPENING WITH A BING

Met Touches Off Opera's New Look

• Continued from page 2

and props to and from the warehouse.

The problem of rehabilitating the opera house so as to cut some of these costs or of building a new one, are enormous. Committees are working on it now, but it is felt that little can be done until the war crisis eases.

Bing, who has been drawing on the talents of such top American stage names as Margaret Webster (who staged the opener, Don Carlo), Garson Kanin, the ballet theaterist Anthony Tudor, comedian Jack Gilford, and others in order to modernize the opera, states that he will use more American talent. The opera, he points out, is an American institution. He's also looking for newly composed operas suitable for production—especially an American-composed opera. The immediate outlook for the latter, however, is not too bright.

Good Reaction

Bing states the press and consumer reaction to Margaret Webster's staging of Don Carlo has been excellent; that continued attempts will be made to raise the level of the acting performances; that this was already indicated in Don Carlo. He added that he would like to do more TV programs, but this is an expensive proposition.

Initial receipts have been en-

couraging. The special package deal which offered ticket buyers Don Carlo November 6, Die Fledermaus (a new version with book by Garson Kanin, and with lyrics by Howard Dietz) December 20, and Fidelio March 6, raked up a take of \$90,000. Top price for these three performances was \$60. It's estimated that opening night of Don Carlo apart from the other two in the package, grossed \$50,000. Top seats for the Don Carlo opener sold for \$36—a much higher tariff than in previous years and considered to have kept the ducks out of the hands of speculators.

Bing says it is hard work fighting down some old traditions that it requires energy and co-operation, and that he is setting co-operation from all personnel, including talent and stagehands. He also axed early reports that he would emphasize German opera in relation to Italian and French. The ratio will remain the same as in previous years, he said.

PAYOLAS

Publishers Annoyed by New Racket

NEW YORK, Nov. 18.—One phase of the payola racket here is irking publishers anew. This is the schedule of rates charged by music stores for plugging records via the loud-speaker system.

A well-known shop in midtown Manhattan is now charging publishers \$50 per tune, plus a case of 50 records. This particular shop makes deals for two tunes per week, the total loot amounting to \$100 plus 100 records. Latter, of course, are sold over the counter—only a few being necessary for continued use on the loud-speaker system.

Stores in the midtown section make deals on a weekly basis. Rates, however, are cheaper in other sections of town, and are also affected by the commercial quality of the record. The hotter the disk, the less the charge.

Zimmerman To Head Up Music For Snader Pix

HOLLYWOOD, Nov. 18.—Harry Zimmerman was linked by Louis Snader to replace Phil Moore as musical director of Telepictures' Zimmerman, who also serves as Mutual-Dunne's musical director, will gain approximately \$50,000 per year from the Telepictures post, coin being worked out on a guarantee plus percentage basis.

Batoner had backed Dinah Shore on many of her Columbia diskings, and directed her accompanying orchestra during her recent Covington Grove debut. Moore, first to hold the Snader post, recently resigned to devote more time to other interests. Moore reportedly is considering a trip to London.

TIME, NEWSWEEK CHECK "THING"

NEW YORK, Nov. 18.—Charlie Green, RCA Victor pop artists and rep director, and his Thing were all over the lot this week. The Phil Harris platter of the tune which Green wrote hit No. 1 in The Billboard best selling pop records chart, No. 2 in the disk jockey chart, and 17 in the juke box tabulations, and was still climbing as the charts went to press.

In addition to that, Time and Newsweek both ran stories on the pix of Green this week. This was the first instance in which the two news magazines ever featured a record company artist and rep man in day-and-date issues.

Capitol Books De Vol's Ork

NEW YORK, Nov. 18.—Margaret Whiting, Jack Smith and Frank De Vol orchestras, mainstays of the 15-minute Tuesday-week Oxylod radio show, will come east in mid-January to form a theater package for the Capitol Theater here.

Engagement, which was set thru Music Corporation of America (MCA), is skedded for January 18, with a week's leeway on either side, for two weeks and a pair of one-week options. Date will mark the De Vol personal-appearance debut for De Vol and his ork.

De Vol recently joined the ranks of diskery-bred dancers with several diskings for Capitol and also has played West Coast engagements.

Jane Russell's For London

NEW YORK, Nov. 18.—If London Records may have a difficult time attracting attention from the general press, the diskery's Joe Delaney this week made moves to insure greater coverage from Earl Wilson's corner. Delaney this week completed a deal to record Jane Russell and also picked up an option to slice additional wax with chanteuse Denise Darcel.

Miss Russell will cut four sides, including a pair of songs from her forthcoming flicker, His Kind of Woman.

SOUSA MARCH RE-ENLISTS

NEW YORK, Nov. 18.—Semper Fidelis, the John Philip Sousa march which passed into the public domain this year, has been dressed with a lyric by Albert Gansse and copyrighted by National Records as Forever Faithful, a direct translation of the original Latin lyrics. The copyright had belonged to Carl Fischer Music.

The new tune has been waxed on National by Danny Scholl.

THESE
DECCA
RECORDS
Available on 45 rpm - 78 rpm

CHRISTMAS IN KILLARNEY

by
MARY CARTON with
MUCKEY CARTON'S Orchestra
coupled with

DID SANTA CLAUS COME FROM IRELAND?

DECCA 27348 (78 RPM) and 9-27348 (45 RPM)

by
THE SONG SPINNERS and
LARRY FOTINE and his orchestra
coupled with

JUMPIN' JIMINY CHRISTMAS

DECCA 27331 (78 RPM) and 9-27331 (45 RPM)

SPECIALS

ETHEL MERMAN

Songs from

CALL ME MADAM

Words and Music by Irving Berlin
with DICK HAYMES • EILEEN WILSON and
GORDON JENKINS and His Orchestra and Chorus

The Best Thing For You
Marrying For Love
You're Just In Love
Something To Dance About

ETHEL MERMAN
DECCA 27316 and *9-27316

It's A Lovely Day Today
Once Upon A Time Today

ETHEL MERMAN
DECCA 27317 and *9-27317

(Dance To The Music Of)
The Occasion
It's A Lovely Day Today—
You're Just In Love

DICK HAYMES and EILEEN WILSON
DECCA 27318 and *9-27318

Decca Album A-810 • Four 10-inch 78 RPM Records • Price \$3.75
Decca Album 9-133 • Four 45 RPM Unbreakable Records • \$3.35
DL 5304 • 10-inch Long Play Unbreakable Record • Price \$2.85

*Indicates 45 RPM Version

All Album Records Available As Singles

It Is No Secret Bill Kenny of THE SONG SPINNERS
I Hear A Choir

THE SONG SPINNERS and LARRY FOTINE
DECCA 27331 and *9-27331

Christmas In Killarney
Jumpin' Jiminy Christmas

GLORIA DE HAVEN with
THE SONG SPINNERS
DECCA 27328 and *9-27328

I See A Million People
(But All I Can See is You)

JUNE HUTTON with
LEE GORDON SINGERS
DECCA 27329 and *9-27329

If You've Got The Money
I've Got The Time
Tear Drops From My Eyes

TRIO GUAMANIA
DECCA 27337

Apocalanda
Coal Tres Semanas

BEST SELLERS

POPULAR

Goodnight Irene
Irene Tzema Tzema

GORDON JENKINS and THE WEAVERS
DECCA 27077 and *9-27077

Thirsty For Your Kisses
Nevertheless (I'm In Love With You)

HILLES BROTHERS
DECCA 27252 and *9-27252

Harbor Lights
The Petite Waltz (La Petite Valse)

GUY LOMBARDO
DECCA 27202 and *9-27202

Play A Simple Melody
Thinking Of You

GARY CROSBY and FRIEND
DECCA 27112 and *9-27112

Here In My Arms
Our Lady Of Fatima

BON CHERRY
DECCA 27128 and *9-27128

The Rosary
He Can Come Back Anytime

RED FOLEY
DECCA 14526 and *9-14526

He Wants To
Lucky, Lucky, Lucky Me

EVELYN KNIGHT with THE
RAY CHARLES SINGERS
DECCA 27182 and *9-27182

All My Love
The Friendly Islands

BING CROSBY with JEFF ALEXANDER
CHORUS and VICTOR YOUNG
DECCA 27117 and *9-27117

*Indicates 45 RPM Version

BEST SELLERS CONT'D

A Marshmallow World
Looks Like A Cold, Cold Winter

BING CROSBY with LEE GORDON
SINGERS and JOHNNY BUREK
DECCA 27230 and *9-27230

All My Love
The Swiss Bellringer

GUY LOMBARDO
DECCA 27116 and *9-27116

Harbor Lights
Beyond The Reef

BING CROSBY
DECCA 27219 and *9-27219

Patricia
The Winter Waltz

BUSI MORGAN
DECCA 27258 and *9-27258

I'm Forever Blowing Bubbles
You're Mine, You!

ARTIE SHAW and GORDON JENKINS
DECCA 27186 and *9-27186

Time Out For Tears
Dream Awhile

INK SPOTS
DECCA 27259 and *9-27259

A Bushel And A Peck
Guys And Dolls

ANDREW SISTERS with VIC DONIZEN
DECCA 27252 and *9-27252

COUNTRY

Our Lady Of Fatima
The Rosary

RED FOLEY
DECCA 14526 and *9-14526

(Remember Me) I'm The One Who Loves You
I Need Attention Bad

ERNEST TUBE
DECCA 46269 and *9-46269

I Won't Be Home
Dear Little Girl

RED FOLEY with ANITA HERR SINGERS
DECCA 46277 and *9-46277

Steal Away
Just A Closer Walk With Thee

RED FOLEY
DECCA 14505 and *9-14505

Coffee, Cigarettes And Tears
Mississippi River Blues

CHARLIE "PEANUT" FAIRCLOTH
DECCA 46271 and *9-46271

Sonoparte's Retreat
Poison Ivy

BUE BUTLER
DECCA 46209 and *9-46209

I'll Sail My Ship Alone
Foolish Me, Me

CHARLIE "PEANUT" FAIRCLOTH
DECCA 46237 and *9-46237

Memories Of You
Blue Grass Ramble

BILL MONROE
DECCA 46246 and *9-46246

Cincinnati Dancing Pig
Somebody's Cryin'

RED FOLEY and ERNEST TUBE
DECCA 46255 and *9-46255

Goodnight Irene
Hillbilly Fever #2

RED FOLEY and ERNEST TUBE
DECCA 46255 and *9-46255

I'm Moving On
Guitar Shuffle

HANK GARLAND
DECCA 46256 and *9-46256

Slippin' Around With Jole Blon
Steppin' Out

MERVIN SHINER
DECCA 46253 and *9-46253

Goodnight Irene
Steppin' Out

LENNY DUE
DECCA 46258 and *9-46258

I Think I'm Gonna Cry Again
Ace In The Hole

MERVIN SHINER with JORDANA BREE
DECCA 46260 and *9-46260

Walking With The Blues
Beloved, Be Faithful

BOBBY CROSBY and MERVIN SHINER
DECCA 46278 and *9-46278

SEPIA

Goin' Back To Jesus

SISTER ROSSETTA THARPE with
THE BONDABLE BOTS and LAM PRICE TRIO
DECCA 48177 and *9-48177

Little Boy (Now Old Are You)

DECCA 48177 and *9-48177

Everybody's Somebody's Fool
September In The Rain

ELIOT HAMILTON
DECCA 27176 and *9-27176

Resame Mucho (Kiss Me Much)
You Gotta Love Me Baby Too

THE BAY-O-VACS
DECCA 48163 and *9-48163

Can Anyone Explain? (No, No, No)
Dream A Little Dream Of Me

ELLA FITZGERALD
DECCA 27209 and *9-27209

A Kiss In The Dark
Got Two Arms (Waiting For You)

THE BAY-O-VACS
DECCA 48181 and *9-48181

*Indicates 45 RPM Version

NEW RELEASES—SINGLES

Where Do I Go From You
The Spirit Is Willing

JERRY GRAY
DECCA 27311 and *9-27311

Hockey Pockey Polka
Let The Music Play (Kidyby Ty Maska Nabyly)

JOE PRINCIE
DECCA 45122 and *9-45122

Feelin' Sorry
Tears Of St. Ann

COBIE CROSBY
DECCA 46229 and *9-46229

Go Down Moses
Get Right With God

THE JUBILEAISTS
DECCA 48186 and *9-48186

NEW RELEASES—ALBUMS

Available in 78, 45, 33 1/2 rpm

SAY IT WITH MUSIC

VICTOR YOUNG
and His Singing Strings
Instrumental Fox Tails and Waltzes

Selections Include:

- Say It With Music
- All Alone
- Always
- What'll I Do
- Remember
- Say It Isn't So
- How Deep Is The Ocean
- Soft Lights And Sweet Music
- Decca Album A-800 • Four 10-inch 78 RPM Records • Price \$3.75
- Decca Album 9-10 • Four 45 RPM Unbreakable Records • \$3.35
- DL 5296 • 10-inch Long Play Microgroove Unbreakable Record Price \$2.85

Available in 45 rpm

BURL IVES

Volume Four
BALLADS AND FOLK SONGS
Vocal with Guitar

Selections Include:

- Big Rock Candy Mountain
- Blue Tail Fly—I'm Goin' Down The Road
- Aunt Rhody—Saturday Night
- Wake Nicodemus
- Down In The Valley
- Cowboy's Lament
- Decca Album 9-90 • Three 45 RPM Unbreakable Records • \$2.80

*Indicates 45 RPM Version

All Album Records Available As Singles

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.



America's Fastest Selling Records

Jolson Sings Foster

Decca will release its final album of "Al Jolson Singing Stephen Foster Songs" after the first of the year. Sides were recorded shortly before the jazz singer's death last month. Posthumous release brings to seven the number of Jolson albums. Decca's Dave Kapp told The Billboard that the albums may be re-packaged as a wax salute to Jolson.

Schecht Sued

Charging four tunes were performed without consent, Promotora Hispano America De Musica, Peer International and Broadcast Music, Inc. (BMI), filed suit last week in Federal Court against Abe Schecht, owner of the Rose Glow Hotel in the Catskills. Action seeks an injunction and damages of not less than \$250 in each instance.

Modern Expands LP

Modern Records will add light classics to its releases and, in an attempt to increase their LP stock, will enter into an exchange-of-masters deal with Jazz Disques of Paris. Semi-longhair and jazz numbers will be issued in LP form, presumably after January 1. Works will be by European artists. Jazz Disques has similar reciprocal pacts with Apollo, Dial, Mercer and Blue Note labels.

Vota Change Up

ASCAP Prexy Otto Harbach will resubmit Pinky Herman's resolution for amending the Society's voting procedure. Resolution was

Music As Written

defeated when it failed to get the needed two-thirds of the votes—at present ballots not cast count as nay's. Herman's resolution is aimed at correcting the very condition which defeated it: That is, counting uncast ballots as either year's or nay's.

Cap Hawaiian Distrib

Capitol Records moved out of continental U. S. for the first time to name a distributor in Hawaii. Diskery sent Paul Featherstone, vicepres of Capitol Distributing Corporation, to Honolulu to close a deal with Hawaii's Nylen Bros. & Co., Inc. Howard Nichols, former Decca resident salesman there, will serve as disk depart-

ment head. Merchandise is being rushed to reach the island market in time for yule sales. Heretofore, Hawaii had been serviced via Cap's San Francisco branch.

Kendal Named

Dr. John C. Kendal, director of music education for Denver public schools, has been appointed vice-president of the American Music Conference.

New York:

Don Owens, former librarian for Ted Steele, has joined the Disk Links tuckery. Owens will specialize in disk promotion. Contact man Harold Solomon has left the Joe Davis pubbery. Lee

Magid has joined Savoy-Regent as a. and r. man. Regent signed warbler Edwin Clay of "Kiss Me, Kate." Harry Belafonte opened at the Five o'Clock Club in Miami Beach Thursday (16) for two weeks with options.

Gwen Williams, in private life Mrs. Norm Foley (he's professional manager of Miller Music), is back in the chirp business. Larry Goodman, her p. m., is lining up TV and nitery engagements.

Local 802 committee and negotiating committee for the hotel men agreed last week that any deal arrived at shall be retroactive to November 27. Following the hotel group's counterproposal, the local came down a bit from its

original demands.

Cab Calloway has been skedded for a month of one-nighters beginning New Year's Eve. He will augment his quartet into a big crew for the dates. Joe Mooney, doing a single and playing the console organ, is spelling Jerry Gray's crew at the Meadowbrook. Hal McIntyre's ork goes into the Meadowbrook following Gray November 27 for three weeks. Singer songwriter Nicola Paone, who operates Eina Records, is creating a "folk-pop" series on his label; new line will be kicked off with four sides built on folk themes but slanted toward the pop market.

Al Morgan had an all-day recording session at London Records Friday (17) to turn out a batch of standards for a three-speed album. "The Sheik of Araby," one of the classic ditties in the pop business, will come up for revival as an exploitation aid

DEALERS! OPERATORS! DISC JOCKEYS! Capitol Buyer's Guide

COMING UP FAST!

78 45	
RPM RPM	
"TIME OUT FOR TEARS" Nat "King" Cole.....	1270 F1270
"AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony.....	1280 F1280
"THE SHOT GUN BOOGIE" Tennessee Ernie.....	1285 F1285

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
"AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony.....	1280 F1280
"ORANGE COLORED SKY," "JAM BO" Nat Cole, Stan Kenton.....	1184 F1184
"A BUSHEL AND A PECK," "BEYOND THE REEF" Margaret Whiting, J. Wakely.....	1234 F1234
"BONAPARTE'S RETREAT" Kay Starr.....	936 F936
"HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony.....	1190 F1190
"DADDY'S LAST LETTER" Tex Ritter.....	1267 F1267
"BABY, OBEY ME!" "I'LL ALWAYS LOVE YOU," Dean Martin.....	1028 F1028
"GOOFUS," "SUGAR SWEET" Les Paul.....	1192 F1192
"SOMETIME," "NO OTHER LOVE" Jo Stafford.....	1053 F1053
"JUST A WEARYIN' FOR YOU," "I NEVER DREAMT" Mary Mayo.....	1268 F1268
"LOVE 'EM ALL," "PIGSKIN POLKA" Gordon MacRae.....	1168 F1168

Week ending **NOV. 25, 1950** Hot Sellers based on Actual Sales Reports

THE BIG ONE TO WATCH!



Les Paul

"TENNESSEE WALTZ"

backed by "LITTLE ROCK GETAWAY"

CAPITOL RECORD NO. 1316 on 78 rpm • F1316 on 45 rpm

NEW RELEASES ON Capitol

LES PAUL plays it!
MARY FORD sings it!

"TENNESSEE WALTZ"

"LITTLE ROCK GETAWAY"

78 rpm No. 1316 45 rpm No. F1316



BLUETAIL THE RED FOX

"I WONDER WHY HER TAIL TURNED BLUE"

YEA BOO!

The First Big Hit for 1951

ANITA O'DAY

London Record No. 867

A. B. C. Music Corp.
799 Seventh Ave., New York, N. Y.

THE LITTLE GENERAL

We're blowin' our horn for

"TUBBY THE TUBA"

RECORDED ON ALL MAJOR LABELS

GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

"SO LONG, SALLY"

Perry Como	Merch
Johnny Desmond	Merch
Tommy Dorsey	Merch
Jan Garber	Merch
Eddy Howard	Merch
Carl Massey	Merch
Loon	Merch
Loon	Merch
Loon	Merch
Danny Vaughn	Merch
Paul Weston	Merch

OXFORD MUSIC CORPORATION
1619 Broadway New York 19, N. Y.

A GREAT STANDARD

SWEET LITTLE YOU

ROBBINS MUSIC CORPORATION

WESTERN & FOLK

TEX RITTER "Daddy's Last Letter".....	1267 F1267
TENNESSEE ERNIE "The Shotgun Boogie".....	1285 F1285
"HUMPTY OUMPTY BOOGIE," "DADDY BLUES" Hank Thompson.....	1198 F1198
JIMMY WAKELY "Pot O' Gold".....	1240 F1240
TEX WILLIAMS "Alimony".....	1286 F1286

THE FOUR DEALS

"IT'S TOO LATE NOW"

"THERE AIN'T NO BEARS IN THE FOREST"

78 rpm No. 1313 45 rpm No. F1313

JOE "FINGERS" CARR

"THE LOVEBUG ITCH"

"ROCKY'S RAG"

78 rpm No. 1311 45 rpm No. F1311

RAY ANTHONY	"The Night Is Young & You're So Beautiful"	1310	F1310
	"An Anthony And No Cleopatra"		
JO STAFFORD	"It Was So Beautiful (And You Were Mine)"	1312	F1312
	"Love Is A Masquerade"		
MAC MCGUIRE QUINTET	"The Place Where I Worship"	1314	F1314
	"Ten Gonna Dry Every Tear With A Kiss"		
GENE O'QUIN	"Devil On My Shoulder (And An Angel Is My Arms)"	1315	F1315
	"You're Smiling At Another"		



for the forthcoming flicker, "Valentino" . . . Joe Delaney, London sales and repertoire topper, and the diskery's new sales promotion man, Walt McGuire, both took off for sales trips last week.

Eddie Fisher will hit Detroit, Toronto, Chicago and Baltimore on his forthcoming p. a. tour. . . Vaughn Monroe will feature the Ted Steele pubbery's new tune "When You Kiss a Stranger" on his Thanksgiving TV show over CBS.

Irv Gwirts, erstwhile topper in Mustcraft and Diamond record companies, is back in town after three years in the real estate and photo supply business in Phoenix, Ariz. Gwirts is currently undergoing a gall bladder operation at Mt. Sinai Hospital, but when he exits same he will be seeking a permanent music or disk business connection here.

On his recent trip thruout the

Midwest, Arthur L. Becker, president of Bibletone Records, added three new distributors: Morry Kaplan Music Sales, Detroit; Miller Records Sales, St. Louis; and Robin Records Distributors, Cleveland. . . Standard Program Library has released to subscriber stations a new disk of 10 tunes by the Red Norvo Trio.

Chicago:

Due to increasing demand for Ralph Martire platters, Mercury records and Martire are mulling a deal whereby Martire, who is now a staff trumpeter with American Broadcasting Company here, would take out a band a la Ralph Flanagan. Martire is considering taking out a band after January 1. Art Talmadge has been huddling with Martire and Lou Douglas, who has done the Martire scorings, regarding cost of such an expenditure. Several major agencies are interested in the

band. Merc intends to release two more Martire disks before January 1. . . Gloria Roberts has joined Don McGraw's ork as chirp. Band is at the Schroeder Hotel, Milwaukee. . . Disk jockey Fran Weigle has out a series of kidisk sides for Christmas sale for Mercury. Weigle is talking over the possibility of cutting some singing sides for Mercury after Christmas. He has already cut a single disk for Universal, which did well in the Chicago territory about a year ago.

Myron Berg, son of Irwin Berg, the vet Robbins plugger here, starts a five-time-per-week half-hour show for an auto supply sponsor over WCFL this week. Young Berg has been doing d. j. work at WMOR, FM station. . . Mort Shaaffer, legal counsel of the local chapter of the Music Publishers' Contact Employee's Association, is mulling a plan to monitor the entire Chi music emanation picture, TV and AM,

to show New York pubbers the impact of Chi plugs. . . Oriole Corporation, Charlotte, N. C., and Tennessee Music Sales, Nashville, have been discontinued as Merc distributors by Morry Price, sales manager. Replacing them will be Mercury Distributors of Atlanta, a company-owned branch operated by Sterling Devers. This marks Merc's second company-operated outlet in 32 branches.

Hartford, Conn.:

Local baritone Russ Vincent, formerly known as Vince Vincent, has signed a three-year contract with Adam Records, New York. . . Papers in a \$7500 negligence suit by the three minor sons of band leader Tony Pastor have been returned to the clerk of Hartford Superior Court. The plaintiffs, represented by attorney Bill Pomeroy, each seek damages of \$2,500 as a result of injuries allegedly received in an

auto accident last June in suburban West Hartford, Conn.

Hollywood:

Block away proximity of Capitol's and Decca's recording studios on Melrose Avenue is creating tongue-in-cheek ribbing material among artist-repertoire men of both labels. Capitol received a bundle of its tapes from Knoxville via Decca where it had been delivered by mistake. Package had been opened by error, and tho it contained no top secret fare, mix-up is worth its weight in tape for chuckles. Whenever an Eastern-postcarding bundle is late, both diskeries' now check each other for mistaken delivery. . . Cap Prexy Glenn Wallichs threw shindig saluting Ray Anthony and Frank De Vol, diskery's two batoners succeeding each other at the Palladium. . . Frank De Vol scored the biggest opening night turnout of the year at the Palladium, attracting 3,606. De Vol nosed out Jerry Gray, who pulled 3,404. Biggest last year was Freddy Martin, who bowed prior to the Christmas season.


Flanagan Adds Chirp, Group

NEW YORK, Nov. 18.—Ralph Flanagan this week added a new thrush and a vocal group to his organization. Thrush is Lynn Tilton, cousin of vet canary Martha Tilton. She replaces Hope Zee in the femme slot with the band. Vocal group, the first organized singing outfit to work with the band since its inception early this year, will be known as the Singing Winds, which also is the title of the Flanagan theme song. Group is composed of three lads from the University of Cincinnati campus and will be rounded out by thrush Tilton. Group joins the band November 27 at the Casa Loma Ballroom in St. Louis. Harry Prime continues in the key male vocalist slot.


Capitol RECORDS

Roundup of **WESTERN and COUNTRY FAVORITES**


Kay Starr & Tennessee Ernie
"Ain't Nobody's Business But My Own"
 backed by "I'll Never Be Free"
 78 rpm No. 1124 • 45 rpm No. F1124




Margaret Whiting & Jimmy Wakely
"A Bushel and a Peck"
 backed by "Beyond the Reef"
 78 rpm No. 1234 • 45 rpm No. F1234



Tex Ritter
"Daddy's Last Letter"
 78 rpm No. 1267 • 45 rpm No. F1267




CAPITOL'S NEW COUNTRY ARTIST *Jimmie Skinner*
"The Hem of His Garment"
 78 rpm No. 1220 • 45 rpm No. F1220



OTHER GREAT WESTERN STARS ON CAPITOL RECORDS

	78 RPM	45 RPM
RAMBLIN' JIMMIE DOLAN "I've Got The Craziest Feeling"	1245	F1245
HANK THOMPSON "Humpty Dumpty Boogie"	1198	F1198
TENNESSEE ERNIE "Shotgun Boogie"	1295	F1295
BOB ATCHER "Blue Christmas"	1258	F1258
JIMMY WAKELY "Pot O' Gold"	1240	F1240
GENE O'QUIN "That Lowdown Runnin' Around"	1219	F1219
TEX WILLIAMS "Alimony"	1286	F1286



"THE WINTER WALTZ"
 recorded by **RUSS MORGAN**
 Decca 27288

Gale and Gayles
 Incorporated
 1619 BROADWAY, NEW YORK 19, N. Y.

LITTLE RED CABOOSE
 CHUG... CHUG... CHUG...
AL MORGAN
 LONDON #783

PAXTON MUSIC
 1619 BROADWAY, NEW YORK 19, N. Y.

Another BMI Pin-Up Hit!
THE THING
 Published by Melita
 Recorded by
 Phil Harris (Victrol)
 Teresa Brewer (Columbia)
 Arthur Godfrey (Carnegie)
 Anne Brathwaite (MGM)
 Tom Tom Baker (Decca)
 Tommy Tucker (Mercury)
 Danny Kaye (Columbia)
 Ted Best (Victrol)
 June Carter (Victrol)
 Exclusively licensed by **BROADCAST MUSIC, INC.**

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.

when
Sinatra

sings 'em
they sell!



"NEVERTHELESS"

(I'm In Love With You)
and
"I GUESS I'LL HAVE
TO DREAM THE REST"

With Orchestra under the
direction of Axel Stordahl

78 rpm—39044
33 1/2 rpm—1-888
45 rpm—6-888

"ONE FINGER MELODY"

and
"ACCIDENTS WILL HAPPEN"
(from "Mr. Music")

With Orchestra under the
direction of Axel Stordahl

78 rpm—39014
33 1/2 rpm—1-845

Sing and Dance with Frank Sinatra

Columbia Album Set C-218
or LP Record CL 6143

8 Best-Seller Selections—Also available as 78 rpm singles

"LOVER"
"WHEN YOU'RE SMILING"
78 rpm—38996

"MY BLUE HEAVEN"
"SHOULD I"
78 rpm—38998

"IT'S ONLY A PAPER MOON"
"THE CONTINENTAL"
78 rpm—38997

"IT ALL DEPENDS ON YOU"
"YOU DO SOMETHING TO ME"
78 rpm—38999

Columbia Records

First, Finest, Foremost in Recorded Music

**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 indicated by survey features of The Billboard's Music Popularity Chart. Based on reports received November 15, 16 and 17.

- | Last Week | This Week | Title |
|-----------|-----------|---|
| | 1. | 1. Harbor Lights
By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: B. Anthony, Cap 1190; S. Byrd, Mer 3463; B. Flanagan, V 20-1913; K. Griffin, Col 19029; S. Kaye, Col 39968; (451)-784; (331)-784; B. Crosby, Murray, Dec 27219; G. Lombardo, Dec 37208; L. Ralco-C. Parnam, London 781; D. Washington, J. Carroll, Mfg 5488; T. Paça, Cap 1488; Shop Fields, MGM 10921; J. Cady-S. Fisher, Hit-Tone 315.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Long-Worth; Frank Masters, Associated; George Wright, Thebanas; The Bachelors, Standard. |
| | 2. | 2. All My Love
By Paul Durand, Mitchell Parish and Henri Conet—Published by Milt (ASCAP)
RECORDS AVAILABLE: M. Donohill, Coral 62990; B. Crosby-J. Alexander, Charus-V. Young, Dec 27177; X. Cugat, Col 28913; D. Day-C. Dore, V 170120-3870; (451)-3870; P. Faith, Col 38916; E. Grant, Cap 1183; G. Lombardo, Dec 27110; P. Page-H. Geller, Mer 5495; R. Case, Mfg 10792; J. Smith, Col 19028; J. Francis, Polydor-Von 540-062.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Heimes-Johnny Come, Associated; Betty Chappell, Thebanas; Joe Reichman, Standard; Guy Lombardo, Zic; Ralph Norman, Musical; Henry Jerome, Long-Worth. |
| | 3. | 3. Nevertheless
By Harry Roy and Bert Mahone—Published by Chappell (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: B. Anthony, Cap 1190; R. Flanagan, V 170120-3904; (451)-3904; F. Linn, Mer 5395; M. Lewis-H. Moore, Mfg 10772; Milt Brothers, Dec 27257; P. Weston, Cap 15820; F. Sinatra, Col 39047-1184.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon, Capitol; Teddy Powell, Long-Worth; Phil Brink, Associated; Johnny Desmond-Huge Winterhalter, Thebanas. |
| | 5. | 4. Thinking of You
By Matty Ruby and Bert Kalmar—Published by Rynick (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: Bobby Payne, Coral 60248; D. Cherry, Dec 27228; A. Marston-P. Weston, Capitol 1104; M. Tilton, Coral 170120-6274; (451)-6274; S. Vaughan, Col 39225; E. Fisher, V 20-3904.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Saltfers, Associated; Richard Lieber, Thebanas. |
| | 4. | 5. Goodnight, Irene
By Muddy Lester and John Loman—Published by Spector (BMI)
RECORDS AVAILABLE: J. Allison, Cap 1122; Alexander Brothers, Mer 4643; R. Foley-L. Tubbs, Dec 44250; Gentle Lee, Cap, Dec 46187; J. Shook-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col 170120-6274; (451)-6274; D. Day-C. Dore, V 170120-3876; (451)-3876; L. Day, Dec 44258; J. Stafford, Cap 7142; G. Stewart, Coral 60266; Les Belley, Atlantic 6127; M. Mulligan, King 1084; C. Austin, Col 170120-6274; (451)-6274; M. Mulligan, King 1084; (451)-1158; Harmony Gems, Dec 705; Mad Man Maxell, Discovery 524; P. Gayten, Regal 5281.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony, Long-Worth; Claude Gordon, Capitol; Phil Brink, Associated. |
| | 6. | 6. Bushel and a Peck, A
By Franz Lester—Published by Saria (ASCAP)
From the musical "Sam and Dolores"
RECORDS AVAILABLE: P. Come-B. Hutton-M. Ayres, V 20-3100; D. Day, Col 39006; J. DeWolfe, Mfg 10804; M. G. Hanes, Coral 61019; Betty Kallan-R. Hayes, Mer 5561; M. Whiting-J. Wassy, Cap 1534; American Sitters-V. Screen, Dec 27252.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Welk, Standard; Johnny Desmond-Huge Winterhalter, Thebanas; Henry Jerome, Long-Worth. |
| | 7. | 7. Mona Lisa
By Jay Livingston and Ray Evans—Published by Famous (ASCAP)
From the Paramount film, "Captain Carey, U. S. A."
RECORDS AVAILABLE: Dennis Day-H. Roy, V 20-3953; M. James, Col, Col 170120-6274; (451)-6274; N. King, Capitol 1104; B. Green, Capitol 60260; A. Lombardo, Milt Brothers, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60258; Alexander Brothers, Mercury 54457; M. Mulligan, King 1084; J. Wassy, Cap 1154; R. Flanagan, V 20-3888; "I" Texas Tally, 4 Star 1334; F. Diller, Col, Atlantic 610; S. Jambor-Harmony Gems, Dec 706.
ELECTRICAL TRANSCRIPTION LIBRARIES: Norman Clouvier's, Thebanas; Dean Hudson, Long-Worth; Dick Jurgens, Associated. |
| | 9. | 8. An Orange Colored Sky
By Milton DeLury and William Stein—Published by Frank (ASCAP)
RECORDS AVAILABLE: B. Hutton, V 20-3908; Nat "King" Cole-S. Weston, Col, Cap 1184; Page Caranough Trio, Col 38940; J. Brady, King 15061; R. Quisenberry, Mfg 10792; J. Lester, Coral 60262; D. Ray-P. Andrews-V. Screen, Dec 27261.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachelors, Standard. |
| | - | 9. The Thing
By Charlie Green—Published by Mottin (BMI)
RECORDS AVAILABLE: Ames Brothers-R. Ross, Col, Coral 60233; A. Godfrey-J. Rieger, Col, Cap 39068; T. Brown-H. Jerome, London 873; Phil Harris, V 20-3104.
(No information on electrical transcription libraries available as the Billboard goes to press.) |
| | 8. | 10. La Vie En Rose
By Pierre L'Amour and Mack David—Published by Harms, Inc. (ASCAP)
RECORDS AVAILABLE: L. Armstrong, Dec 2713; O. Broome, Coral 60243; B. Crosby, Dec 27132; B. Flanagan, V 20-3889; B. Green, Jubilee 5032; C. Haines, Coral 60260; M. James, Col, Col 170120-6274; (451)-6274; G. Lombardo, Dec 27127; M. Maroney, Mfg 10772; T. Martin, V 20-3816; Melchiorre Strinsky, V 20-3794; M. Maroney, Dec 2193; E. Day, Col 38916 and 18917; J. Stafford-P. Weston, Cap 170120-6274; (451)-6274; P. Weston, Col, Cap 1183 and 890; V. Young, Dec 28810; J. Francis, Polydor-Von 540-062.
ELECTRICAL TRANSCRIPTION LIBRARIES: Nevelius Trio, Thebanas; Claude Gordon, Capitol; Glenn Osher, Col, Thebanas; Shirely Ennis, Standard. |

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ARTHUR
GODFREY

SINGS

"The Thing"

PAIRED WITH

"YEA-BOO"

Orchestra under the direction of Archie Bleyer

78 rpm 39068

33 1/3 rpm 1-919

45 rpm 6-919

DORIS DAY

SINGS

"A BUSHEL AND A PECK"
(from "Guys and Dolls")

"THE BEST THING FOR YOU"
(from "Call Me Madam")

78 rpm 39008 - 33 1/3 rpm 1-838 - 45 rpm 6-838

"ORANGE COLORED SKY"
"A LOAD OF HAY"
With Page Cavanaugh Trio

78 rpm 38980 - 33 1/3 rpm 1-811 - 45 rpm 6-811

"THE EVERLASTING ARMS"
"DAVID'S PSALM"
With Orchestral and Choral Accompaniment

78 rpm 39023 - 33 1/3 rpm 1-846



JO STAFFORD

SINGS

**"IF YOU'VE GOT THE MONEY,
 I'VE GOT THE TIME"**
"TENNESSEE WALTZ"

78 rpm 39065 - 33 1/3 rpm 1-916 - 45 rpm 6-916

"USE YOUR IMAGINATION"
"WHERE, OH WHERE"
(Both from Cole Porter Broadway Musical, "Out Of This World")

78 rpm 39049 - 33 1/3 rpm 1-900 - 45 rpm 6-900

"STARDUST"
"YOU DON'T REMIND ME"
(from "Out Of This World")

78 rpm 39056 - 33 1/3 rpm 1-911 - 45 rpm 6-911

COLUMBIA RECORDS

FIRST, FINEST, FOREMOST IN RECORDED MUSIC

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Table listing records most played by disk jockeys, including titles like 'All My Love', 'Thing The', 'Harbor Lights', 'Bushel and a Peck', etc., with artist names and record labels.

Songs With Greatest Radio Audiences (AC)

Table listing songs with greatest radio audiences, including titles like 'All My Love', 'Best Thing You Ever Did', 'Dream a Little Dream of Me', etc., with artist names and record labels.

VOX JOX

Ad Lib Cuttings

Jack Sellers, WATL, Atlanta, pens, "I feel I have a certain obligation to the companies that send me records, so I give a boost to their artists. Companies making 78's seem to be forgetting the quality of late. Decca usually has the poorest surfaces."

Preems

Rome Hartman back at WIRK, West Palm Beach, Fla., after a year's absence. Ed Penney, WFGM, Fitchburg, Mass., assigned to station's early morning "Breakfast Club" in addition to his regular afternoon stint. Allan Jeffers, WFPG, Atlantic City, is moving over to WTOP, Washington. Dick (Pinhead) Pitts has moved from WCKY, Cincinnati, to WCPO-TV, same city. Claude Jones, WFTR, Front Royal, Va., is piloting a new half-hour stanza tagged "Claude Calling." Bob Wolfe, KGLO, Mason City, Ia., is now using Bob Milton on his show. Don Weston, WHKK, Akron, writes: "Was so impressed with Flanagan's 'Billboard March' that I adopted it as my theme when 'Pop Show' went to an hour daily."

Tom Morrissey, WTWA, Thomson, Ga., has snagged the station's two-hour "Saturday Dance Parade."

Ralph (Jolly) Miller, WHBO, Tampa, has moved to a morning slot. Roy Murray, production manager at WATR, Waterbury, Conn., has added d. j. duties to his chores. He'll emcee an across-the-board afternoon airtel, "Show Room."

Hank Howard has left the Connecticut station. Frank Lokey, WBIG, Greensboro, N. C., will emcee square-dance parties for Woodmen of the World every Friday and Saturday night. Jerry Leighton, WSAZ, Huntington, W. Va., launched a T. V. d. j. program, "A Guy Named Leighton," this month over the station's T. V. outlet. Roy Kirven, WCCD, Chester, S. C., writes: "We staged a three-and-a-half-hour program, 'Operation Well,' this month to raise money for an animal well at the fairgrounds. The animals can't drink the chlorine-filled city water."

Ken Marston, WJJM, Lewisburg, Tenn., is doing a new evening show, "Man Under the Marquee," from the Dixie Theater lobby. According to Jim Travis, WJJM has dropped all "live" hillbilly shows and will confine its folk programming to record broadcasts. "Talent unreliable," says Jim. "Two University of Iowa students, John Drury and Gloria Oberer, have landed a pop d. j. show, 'Tea Time,' at WSUI, Iowa City. Bill Handle, WERE, Cleveland, has opened the first of two records stores. He broadcasts daily from the window of the shop. Ken Bell, WSMB, New Orleans, preemed a new platter show, 'Ten Top Tunes.' Bob Hallgren has joined WJXM, Jackson, Miss., as announcer and promotion man, replacing Eddie Phelan, who has moved to an assistant manager post at WVIM, Vicksburg, Miss. Paul Segal, WMCA, New York, introduced the Nocturne's new MGM disk, 'Malaquena,' for the first time on his Sunday night show.

Best Selling Sheet Music

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Some are listed according to greatest number of sales; (*) indicates tune is in A major; (M) indicates tune is in major musical; (B) indicates tune is available on records.

Table listing best selling sheet music, including titles like 'Harbor Lights', 'Goodnight, Irene', 'All My Love', etc., with artist names and publishers.

England's Top Twenty

Table listing England's top twenty songs, including titles like 'Goodnight, Irene', 'Mona Lisa', 'Have I Told You Lately?', etc., with artist names and publishers.

Songs With Most TV Performances (RH Tele-Log)

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

Table listing songs with most TV performances, including titles like 'Bushel and a Peck—A. World', 'Orange Colored Sky—Frank', 'Thinking of You—Remick', etc., with artist names and record labels.

Ray Anthony

AND HIS ORCHESTRA

**-with another
smash hit
on CAPITOL!**

"MR. ANTHONY'S BOOGIE"

coupled with

"AUTUMN LEAVES"

78 rpm No. 1280 • 45 rpm No. F1280



...to the NEW YORK

STATLER HOTEL'S *CAFE ROUGE*

NOVEMBER 27

CREDIT LINES...

Thanks to the world famous Hollywood Palladium for our wonderful five-week engagement. Best of success to Frank DeVol and his orchestra who follow us into the Palladium.

Thanks to the nation's disk jockeys for voting our band one of the top spots in their polls—we'll work harder than ever to earn their continued support.

THESE CAPITOL RECORDS are spinning now on America's air-waves and juke boxes:

	75 RPM	45 RPM
"HARBOR LIGHTS"		
"NEVERTHELESS"	1190	F1190
"MY HEART IS OUT OF TOWN"		
"HARLEM-NOCTURNE"	1249	F1249
"MARSHMALLOW WORLD"		
"WHERE DO I GO FROM YOU"	1196	F1196
"CAN ANYONE EXPLAIN"		
"SKYCOACH"	1131	F1131
"THE MAN WITH THE HORN"		
"STARDUST"	1107	F1107

GENERAL ARTISTS CORP.

Jim McCarthy, Publicity

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

based on reports received November 13, 16 and 17

Records listed are those selling best in the nation's top 100 retail record stores, 50¢ to \$1.00 based on the Billboard's weekly order survey. Records are listed according to size of market area. Records listed in parentheses according to greatest sales. The "B" side of each record is also listed.

Weeks Last (This to date)	Rank	Title	Artist	Label
12	1	HARBOR LIGHTS	S. Kaye	Capitol
13	5	ALL MY LOVE	P. Page	Mercury
7	4	HARBOR LIGHTS	G. Lombardo	Decca
21	2	GOODNIGHT, IRENE	G. Jenkins-Weavers	Decca
1	—	THING, THE	P. Harris	Capitol
10	6	THINKING OF YOU	D. Cherry	Decca
14	3	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Capitol
2	27	TENNESSEE WALTZ	P. Page	Mercury
5	9	NEVERTHELESS	P. Weston	Capitol
4	15	BUSHEL AND A PECK	B. Hutton P. Com	Capitol
7	10	THINKING OF YOU	E. Fisher-H. Winterhalter	Capitol
25	12	MONA LISA	Nat "King" Cole	Capitol
3	23	NEVERTHELESS	Mills Brothers	Decca
9	12	ORANGE COLORED SKY	King Cole Trio S. Kenton	Capitol
9	7	PATRICIA	P. Com	Capitol
7	18	ALL MY LOVE	G. Lombardo	Decca
2	19	OH BABE	L. Prima	Mercury
1	—	OH BABE	K. Starr	Capitol
5	21	HARBOR LIGHTS	R. Anthony	Capitol
5	23	NEVERTHELESS	R. Flanagan	Capitol
4	26	NEVERTHELESS	R. Anthony	Capitol
7	—	ALL MY LOVE	P. Faith	Capitol
13	14	I'LL ALWAYS LOVE YOU	D. Martin	Capitol
12	17	OUR LADY OF FATIMA	R. Hayes K. Kallen	Mercury
24	19	BONAPARTE'S RETREAT	K. Starr	Capitol
18	12	SIMPLE MELODY	Gary-Bing Crosby	Capitol
18	—	SAM'S SONG	Gary-Bing Crosby	Capitol
4	28	BUSHEL AND A PECK	M. Whiting & J. Wickett	Capitol
3	30	OUR LADY OF FATIMA	P. Spitalny	Capitol
3	—	HARBOR LIGHTS	R. Flanagan	Capitol

• Best Selling Pop Albums

based on reports received November 13, 16 and 17

Records are listed on all aspects of the album survey that is statistically accurate. Furthermore, separate inventory systems make it almost desirable for the average large dealer to list the Billboard's pop chart publications as a convenience may be desired between their 33 pop album sales and their 45 pop album sales. Therefore, the Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Weeks Last (This to date)	Rank	Title	Artist	Label
1	1	THREE LITTLE WORDS	Original Cast	MGM
2	2	SOUTH PACIFIC	Mary Martin-Ella Fitzgerald	Capitol
3	3	TEA FOR TWO	Doris Day	Capitol
4	4	YOUNG MAN WITH A HORN	Doris Day-N. Jones	Capitol
8	5	AL JOLSON, VOL. 1	Al Jolson	MGM
6	6	SUMMER STOCK	Original Cast	MGM
9	7	VOICE OF THE ITABAY	Yma Sumter	Capitol
5	8	ANNIE GET YOUR GUN	B. Weston-H. Keel	MGM
7	9	AL JOLSON SINGS AGAIN	Al Jolson	Decca
10	10	YOU'RE HEARING GEORGE SWEARING	G. Sheering Quartet	MGM

Rank	Title	Artist	Label
1	THREE LITTLE WORDS (Four Records)	Original Cast	MGM
2	AL JOLSON SINGS AGAIN (Four Records)	Al Jolson	Decca
3	AL JOLSON, VOL. 1 (Four Records)	Al Jolson	MGM
4	ANNIE GET YOUR GUN (Four Records)	B. Weston-H. Keel	MGM
5	SUMMER STOCK (Four Records)	J. Garland-G. Kelly	MGM
6	TOAST OF NEW ORLEANS (Two Records)	G. Lombardo	Capitol
7	CUT LOMBARDO, TWIN PIANOS (Three Records)	G. Lombardo	Capitol
8	VOICE OF THE ITABAY (Four Records)	Yma Sumter	Capitol
9	STAN KENTON PRESENTS (Three Records)	S. Kenton	Capitol
10	OKLAHOMA (Six Records)	J. Roberts-A. Drake-H. DeSilva-C. Harrel-L. Dixon-G. Blackton, Director (Six Records)	Capitol

DEALER DOINGS

News and Chatter

Music Box, Detroit, claims that it makes terrific use of the weekly Billboard buying guide.

According to Varsity Music Shop, Buffalo, biggest sales aid in a long time was a tie-in with three other shops in sponsoring a Saturday afternoon teen-age dance session on the air. Program got top listener ratings for Saturday afternoons and was sponsored on a co-op basis with RCA Victor.

Canadian news notes from St. John, N. B., concern Ben Goldstein, local pianist who organizes the new Music Center-Shop tied in with film "Cheaper by the Dozen," by handing out punch cards which entitle customer to a free disk after the purchase of a dozen.

Bruce Holder, in the same city, has found business in his disk shop booming since he was named first violinist in the newly formed St. John Symphony Orchestra.

Special Orders

The special order problem that plagues many dealers has been turned into a profit maker at the Melody Mart, Pillsburgh. Shop has built up ordering system to the point where it pays to suggest that customers order anything on disks they want. Method of handling is that used by all dealers, but Melody Mart looks for the special order business so the volume increases the profit ratio. Customers are handling is that used by all orders, and notification of arrival is sent on post cards. System makes additional "regular" shoppers and builds a mailing list.

Billboard Bows

"Since you mentioned us in your column we've received mail from all parts of the country including Connecticut," House of Music, Stockton, Calif. "We want you to know that we enjoy The Billboard a lot. It helps us to select records and keeps us up on all the new ones. Thank you for the Tips On Tops—Buchanan's Record Shop, Sanford, N. C."

"We Need—"

"An indication of whether the Western disk market is being converted to a 45 market, too," Best Music Company, Oakland, Calif. "More rhythm and blues on 45 rpm records. Only Decca seems to have them."—Bucci Brothers Company, Bronx, New York. "More banner among distributors. When they are out of a hit, why not admit it and tell us when it will be available? Now they deny it and stall us while our customers get angry."—Khoury's Record Shop, Lake Charles, La. "A lot more help and better thinking from the major manufacturers. They are doing little or nothing about promoting the two new speeds—leaving it up to the dealer to make explanations."—Highland Record Shop, Millbrae, Calif.

Stock Ideas

Craig Electric Company, Greenwich, Conn., suggests best way to handle LP disks is to arrange them in alphabetical order and then break them down into various composer of musical type categories. It makes it easier for the customers to browse and acts as a good suggestion seller.

Al Meyer, Town and Country Music, Westwood, N. J., reports best method of handling 45 rpm albums resulted from experimenting with the use of unpainted bookshelves as sold by most furniture or department stores. Meyer claims the bookshelves are inexpensive, look good and do the job as well as any of the high-priced fixtures on the market.

• Best Selling Children's Records

based on reports received November 13, 16 and 17

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

Weeks Last (This to date)	Rank	Title	Artist	Label
1	1	CINDERELLA (Two Records)	E. Wood and Others	Capitol
6	2	TWEETIE PIE (One Record)	M. Black-B. May	Capitol
6	4	ROD ON THE FARM (Two Records)	P. Cobby-B. May	Capitol
3	8	RUDOLPH, THE RED-NOSED REINDEER (One Record)	G. Artry	Capitol
11	2	BUGS BUNNY MEETS NIWAHWA (One Record)	M. Black-B. May	Capitol
37	5	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Cipek-R. Brown	Capitol
5	6	FROSTY THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER (One Record)	G. Artry	Capitol
14	7	TREASURE ISLAND (Two Records)	B. Driscoll	Capitol
2	11	HOWDY DODDY'S LAUGHING CIRCUS (Two Records)	G. Smith	Capitol
6	9	HOPALONG CASSIDY AND THE SQUARE DANCE HOPLOU (One Record)	B. Boyd-A. Cipek-R. Brown	Capitol
7	12	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Black-B. May	Capitol
127	10	LITTLE TOOT (One Record)	Doc Wilson-The Starliners	Capitol
2	15	BOZO'S CIRCUS BAND (Three Records)	B. May	Capitol
127	13	ROD AT THE CIRCUS (Two Records)	Also Livingston-Vance "Pistol" Galtig	Capitol
1	—	BUGS BUNNY SINGS (Two Records)	Mel Blanc	Capitol

• Best Selling Classical Titles

based on reports received November 13, 16 and 17

Weeks Last (This to date)	Rank	Title	Artist	Label
1	1	Best Selling 33 1/3 R.P.M.	Various Artists	Various
1	1	Best Selling 45 R.P.M.	Various Artists	Various
1	1	Best Selling Classical Titles	Various Artists	Various

• Advance Classical Releases

Bach: Trio Sonata in C Major—C. Szechenyi-W. Schneider-S. Beorch-F. Mutschalla (Handel: Trio Sonata-Telemann: Sonata and Trio Sonata) 12-12 Westminister 3379L-50-36

Berlioz: String Quartet No. 1 in A Major—Alma Vieux-Kouratians Quartet-A. Kamper-K. Titz-E. Weiss-F. Weis (12-12 Westminister 33) 51-50-35

La Petite Concert Album—Ray Fuller (12-12) 51-50-35

Giulini: Trio Pathétique—L. Wechs-K. Deibner-P. Esders-Stada (Bismarck-Rosenfeld Quintet in B) 12-12 Westminister 3379L-50-36

Händel: Trio Sonata, Op. 3, No. 6—Alma Vieux-Kouratians Quartet-A. Kamper-K. Titz-E. Weiss-F. Weis (12-12 Westminister 3379L-50-36)

Mozart: String Quartet in E Flat Major, Op. 68, No. 6—Alma Vieux-Kouratians Quartet-A. Kamper-K. Titz-E. Weiss-F. Weis (12-12 Westminister 3379L-50-36)

Rimsky-Korsakoff: Overture to B. Fair Album—L. Wechs-K. Deibner-P. Esders-Stada (Bismarck-Rosenfeld Quintet) 12-12 Westminister 3379L-50-36

Stravinsky: Fireworks—Alma Vieux-Kouratians Quartet-A. Kamper-K. Titz-E. Weiss-F. Weis (12-12 Westminister 3379L-50-36)

Telemann: Sonata Polonoise No. 2—Alma Vieux-Kouratians Quartet-A. Kamper-K. Titz-E. Weiss-F. Weis (12-12 Westminister 3379L-50-36)

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DINAH'S
FIRST SHOW
ALBUM...

IT'S READY!



78 RPM ALBUM NO. OC-1
45 RPM ALBUM NO. WOC-1
33 1/3 ALBUM NO. LOC-1000

IRVING BERLIN'S
GREATEST SONGS!



5 BEST SELLERS!

TERESA BREWER

The THING

backed by
I GUESS I'LL HAVE TO DREAM THE REST

NO. 873 - 78 rpm
NO. 45873 - 45 rpm

Yea Boo

backed by
TENNESSEE WALTZ

NO. 867 - 78 rpm
NO. 45867 - 45 rpm

ANITA O'DAY

ANNE SHELTON



(IS THE WIDE OPEN SPACES)

backed by
HOPESTAR

NO. 784 - 78 rpm
NO. 30197 - 45 rpm

CARAVAN

backed by
I'LL ALWAYS BE IN LOVE WITH YOU

NO. 853 - 78 rpm
NO. 30299 - 45 rpm

JACK PLEIS

IT IS NO SECRET

(WHAT GOD CAN DO)

ALL ALONE WITH THE BLUE GRASS

NO. 16051 - 78 rpm
NO. 30289 - 45 rpm

RAY SMITH

LONDON RECORDS

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... based on reports received November 15, 16 and 17

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Most Played Popularity Chart, Part 1.

Weeks in List (This to date)	Weeks	POSITION	Record	Artist	Label
12	1	1.	HARBOR LIGHTS	S. Kaye	Capitol
				Colt 78138763; 1331-784	14536-784-ASCAP
13	3	2.	ALL MY LOVE	P. Page	Mercury
				78135435; 1451455345-ASCAP	
20	2	3.	GOODNIGHT, IRENE	G. Jenkins Weavers	
				Dec 78127077; 14519-27077-BMI	
7	5	4.	HARBOR LIGHTS	G. Lombardo	
				Dec 78127308; 14519-27208-ASCAP	
24	4	5.	MONA LISA	Mal "King" Cole	Capitol
				Cap 78131010; 14519-1010-ASCAP	
14	7	6.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Capitol
				Cap 78131124; 14519-1124-ASCAP	
				(E. Fitzgerald-L. Jordan, Dec 17200; J. Indig-J. Pleck Ork, London 454; P. Gayten Ork, Royal 3258; B. Washington, Mer 8187; O. Bradley, Carol 4 40293; L. Hampton Ork, Dec 24911; L. Millinder Ork, V 26 2632; Ars Mooney Ork, Skylark, MCM 10829)	
3	1	7.	NEVERTHELESS	Mills Brothers	
				Dec 78127253; 14519-27253-ASCAP	
16	5	8.	CAN ANYONE EXPLAIN?	Ames Brothers	Capitol
				Cap 78146255; 14519-46255-ASCAP	
				(S. Churchill, Arco 1359; B. Anthony Ork, Cap 3131; V. Damon, Mer 5474; L. Green-Longplayers, V 20-164; D. Haynes, Dec 27244; H. Raach Ork, MCM 10777; Soft Notes, Mer 544; A. Morgan, London 746; E. Fitzgerald-L. Armstrong, Dec 27249; D. Snow-H. Zimmerman, Col 78134927; 1331-731)	
4	23	9.	NEVERTHELESS	R. Flanagan	
				V 78120-3904; 145147-3904-ASCAP	
5	21	10.	THINKING OF YOU	D. Cherry	
				Dec 78127128; 14519-27128-ASCAP	
8	10	11.	ALL MY LOVE	G. Lombardo	
				Dec 78127118; 14519-27118-ASCAP	
1	-	12.	TENNESSEE WALTZ	P. Page	Mercury
				78135534; 145155344-BMI	
				(E. Hankins Ork, Carol 46313; Anita O'Day, London 457; Fancare Sisters, V 20-3979; J. Stafford-P. Weston Ork, Col 39063)	
2	27	12.	HARBOR LIGHTS	B. Crosby	
				Dec 78127219; 14519-27219-ASCAP	
26	B	14.	BONAPARTE'S RETREAT	K. Starr	Capitol
				Cap 7813936; 14519-936-BMI	
				(E. Grant, Cap 7813158; 1451158; Tommy Jackson, Mer 628; P. Kapelon, Col 3891; L. McAuliffe, Col 78120706; 13312-664; G. Knapp, V 78120-3966; 145147-3966)	
7	11	14.	ALL MY LOVE	B. Crosby	
				Dec 78127117; 14519-27117-ASCAP	
5	19	14.	NEVERTHELESS	P. Weston	
				Cap 78138982; 13311-813-ASCAP	
1	-	17.	THING, THE	P. Harris	
				V 78120-3968; 145147-3968-BMI	
3	17	18.	BUSHEL AND A PECK	B. Hutton-P. Como	
				V 78120-3930; 145147-3930-ASCAP	
8	17	19.	ORANGE COLORED SKY	King Cole-S. Kenton	Capitol
				Cap 7813104; 14519-1104-ASCAP	
4	11	20.	BUSHEL & A PECK	M. Whiting & J. Wakely	Capitol
				Cap 7813234; 14519-1234-ASCAP	
9	16	21.	PATRICIA	P. Como	
				V 78120-3905; 145147-3905-ASCAP	
				(D. Burgess Ork, Col 58961; B. Howard Ork, Mer 5491; Russ Morgan, Dec 27258; S. Kaye Kaye, Col 39030; D. Vaughan Ork, Carol 40316; L. Lawrence, London 821)	
3	21	21.	OH, BABE	L. Prima	
				Robin Hood 101-ASCAP	
				(J. Preston-B. Evans, Derby 748; K. Starr-F. DeVal Ork, Cap 1278; B. Williams, Raincoast 30032; R. Flanagan, V 20-3954; B. Goodman, Col 39045; Kay Brown, Mer 5536; L. Hampton Ork, Dec 27205; J. Levy Holmes, MCM 10858)	
18	9	23.	SIMPLE MELODY	Gary Bing Crosby	
				Dec 78127112; 14519-27112-ASCAP	
				(A. Stafford-Starlighters-P. Weston's Disk B, Cap 1639; D. Snow-H. Zimmerman Ork, Col 78138837; 1331-656; J. Cortez Ork-R. Paige-R. Charles Quartet, Admiral 1016; C. Gibbs-B. Crosby Ork, Carol 40222; P. Harris-W. Schiff Ork, V 45147-3783)	
8	14	23.	HARBOR LIGHTS	K. Griffin	
				Col 7813889; 1331-716-ASCAP	
1	-	23.	OH, BABE	Ames Brothers	Capitol
				Cap 78136627; 14519-4627-ASCAP	
5	15	26.	HARBOR LIGHTS	R. Anthony	
				Cap 7813190; 14519-1390-ASCAP	
2	-	27.	THINKING OF YOU	H. Winterhalter & E. Fisher	
				V 78120-3901; 145147-3901-ASCAP	
1	-	28.	NEVERTHELESS	R. Anthony	
				Cap 7813190; 14519-1390-ASCAP	
3	29	29.	TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury
				781551748; 145151748-ASCAP	
				(S. Kaye Ork, Col 34036; A. Mooney Ork-B. Manning-Skylark, MCM 10839; S. Oliver Ork-R. Young, Dec 27262; J. Stafford-Gordon Mac-Bae, Cap 1307; Three Suns, V 20-3976)	
1	-	29.	OH, BABE	K. Starr	Capitol
				Cap 7813278; 14519-1278-ASCAP	

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Mercury

TREMENDOUS!

TOP SELLERS!

- "STRANGER IN THE CITY" "AND YOU'LL BE HOME"
Tony Fontaine 5536 • 5536X45
- "HEY KEESIDEETCH" "HARMONICA BLUES"
Jerry Merad's Harmonicals 5533
- "HOT ROD RACE" "LOVEBUG ITCH"
Tiny Hill and His Orchestra 5547
- "OUR LADY OF FATIMA" "AVE MARIA"
Kitty Kallen • Richard Hayes • Vic Damone 5535
- "NEVERTHELESS"
Frankie Laine 5495 • 5495X45
- "IF I WERE A BELL" "SLEEPY 'OL RIVER"
Frankie Laine 5500 • 5500X45
- "THE THING" "AUTUMN LEAVES"
Two-Ton Baker & David LeWinter Orch. 5548 • 5548X45
- "CHRISTMAS IN KILARNEY" Ralph Marterie Orch.
"RAINBOW GAL"
Betty Chapel and Ralph Marterie Orch. 5549
- "OH BABE" "BABY ME"
Kay Brown with Harry Geller Orch. 5538
- "ALL ABOUT EVE" "BANJO AND FIDOLE"
Alfred Newman and His Orch. 5540
- "FROSTY THE SNOWMAN" "TUBBY THE TUBA SONG"
Two-Ton Baker & Harmonicals MMP 76
- "I'LL NEVER SMILE AGAIN"
"ONLY HAVE EYES FOR YOU"
Ralph Marterie and His Orchestra 5507 • 5507X45

HILLBILLY HITS

- "IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME"
Eraloe Lee 6289
- "BEYOND THE REEF" "PAGAN LOVE SONG"
Jerry Byrd 5531
- "TEAROROPS FROM MY EYES"
"CAN'T UNDERSTAND A WOMAN"
Red Kirk 6288
- "FADED LOVE" "CALLS YOUR NAME"
Darl Story 6292

PATTI PAGE



'TENNESSEE WALTZ'

MERCURY 5534 • 5534X45

Watch This Hit The **TOP Spot** in Two Weeks!

250,000 RECORDS SOLD IN TWO WEEKS!

AND THE MOST PLAYED RECORD ON THE AIR

"ALL MY LOVE"

MERCURY 5545 • 5455X45

Never before in the history of the record business has one girl captured the ear of America's listening and record buying public as lovely PATTI PAGE!

WATCH THESE BREAK FOR BIG HITS!



EDDY HOWARD
and His Orchestra

"TO THINK
YOU'VE
CHOSEN ME"

FLIP
"THE ONE ROSE"
MERCURY 5517 • 5517X45



VIC DAMONE

"MARSHMALLOW
WORLD"

FLIP
"WHEN THE LIGHTS
ARE LOW"
MERCURY 5596 • 5496X45



ALREADY THE TOP RECORD IN
NEW YORK, CALIFORNIA AND PHILLY

FRANKIE LAINE'S

**"I'M GONNA
LIVE
'TIL I DIE"**

BACKED BY "A MAN GETS AWFULLY LONESOME"
MERCURY 5544 • 5544X45

ONLY

Mercury

HAS THE HITS ON NON-BREAKABLE RECORDS



THE BILLBOARD

Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

based on reports received November 15, 16 and 17

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 survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Table with 10 rows of chart data including titles like 'I'M MOVIN' ON', 'LOVEBUG ITCH', and 'I'VE GOT THE MONEY'.

Most Played Juke Box Folk (Country & Western) Records

based on reports received November 15, 16 and 17

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 10 rows of chart data including titles like 'I'M MOVIN' ON', 'LOVEBUG ITCH', and 'I'VE GOT THE MONEY'.

Best-Selling Retail Folk (Country & Western) Records

based on reports received November 15, 16 and 17

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 customer's purchase country and Western records.

Table with 10 rows of chart data including titles like 'I'M MOVIN' ON', 'LOVEBUG ITCH', and 'I'VE GOT THE MONEY'.

Advance Folk Releases

based on reports received November 15, 16 and 17

Vertical list of new folk releases including titles like 'All Alone', 'All I Want Is a Pretty Little Girl', and 'All Over Moching at All'.

Country & Western (Folk) Record Reviews

based on reports received November 15, 16 and 17

Table with columns for Artist, Label and No., Tunes, Comment, and Popularity Index. Includes reviews for Carl Story, Eddie Shuler, Spade Cooley, Mervin Shiner, Roy Rogers Dale Evans, Bob Willis, The Buckeye Boys, Bob Walters, Red Stewart & His Kentucky Colonels, Rex Allen, Hank Snow, Red Foley Anita Kerr Singers, Duke Martin, and Red Allen.

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES:

Tommy Maybeck has turned over his Maywood Music to Blair and Doye O'Dell to incorporate into their Folk Songs, Inc. O'Dell is working personals in and around Los Angeles in connection with his KTLA-TV shows.

Tom Parker, manager of Eddy Arnold, reports that the singer has just concluded a tour of Alabama, Tennessee and Georgia. Arnold's new "Checkerboard Jamboree" is now heard over 75 stations. Arnold is also doing a new weekly savings bond show for the Treasury Department on 1,404 stations across the country. The show is also heard on four Hawaiian stations and one Canadian outlet. An additional 37 stations are using Eddy Arnold's e. t. show weekly for another floor sponsor. Arnold is set for the Hauston Fat Stock Show, January 31 to February 11.

Johnny Bond (Columbia) reports that Fat Buttram, who was injured during the filming of a Gene Autry TV film about 10 weeks ago, is still out of action. He's at a hospital in Twenty Nine Palms, Calif. The Stanley Brothers (Columbia) have left KWKH, Shreveport, La., and are now working at WLEX, Lexington, Ky. Arena Stars, which manages movie star Monte Hale, has set him with MGM records.

Arthur (Guitar) Smith received word from Frank Walker, MGM Records prexy, that his boogie disks are hitting big in France.

Burl Ives (Columbia) is touring air forces bases in Tripoli, the Azores and Dhahran. Ambrose Haley (Mercury), KIMO, Hannibal, Mo., reports his new Sky View Ranch, located outside Hannibal, played only one Sunday before the weather got too cold. Spot did 2,200 with a variety country music show. He intends to reopen the park next year with name talent. Haley also worked a baseball team in the Bill Monroe program, calling the team the Ozark Ramblers. Mort Cooper, ex-Card hurler, managed and played with the team. Steve Shoes, Victor, reports he and Bob Ross, of Hill & Range, did sound effects for the forthcoming June Carter h. b. disk of "The Thing". Fred Murphy, of the Blue River Boys, reports they have cut for Mutual Records. The group, which has been at WPAQ, Mount Airy, N. C., for the past year, is moving to WGAC, Augusta, Ga.

Doyle Sams and the Pine Valley Boys, WLET, Toccoa, Ga., inked with Mutual. The Beaver Valley Sweethearts, Donna and Colleen Wilson, joined WLS, Chicago.

Helen and Toby Price, who toured all summer with Tex (Callie Call) Owens, returned to KGLC, Miami, Okla. for the winter. The King's Valley Kids are new at the station. The Prices are doing a daily disk jockey show in addition to their live segs.

Jeanie West, of the "Cowntown Jubilee," Kansas City, has moved to KRES, St. Joseph, Mo. Pee Wee King and J. L. Frank, his manager, are lining up some all-star one-nighters for the Louisville Armory. Minnie Pearl Cannon, of WSM, Nashville, is off the "Opry" for several weeks, convalescing from surgery. Slim Bryant and his Wildcats, KDKA, Pittsburgh, report they will have a TV show on WDTV when that station opens. The ailer will be bankrolled by a local brewery.

Johnny Rhea (King), who recently moved to WBTV, Belleville, Ill., has taken over Hillbilly Park on Highway 15 near Mascoutah, Ill. The spot was formerly owned by Roy Shaeffer. Park will be operated next summer with a name policy. Smokey Smith reports his bassman, Roy Shaw, was married in Des Moines to Mary Cathcart, non-pro. Smith is working at KRNT, Des Moines.

Norm Riley is now managing Hank Snow. He is working out a nationwide promotion for Hank's "Golden Rocket" disk. Jimmie Skinner returned to his Cincinnati retail record store after a Southern sweep with his manager, Lou Epstein, promoting his new Capitol sides. Kenny Roberts (Coral) will headline the first of a series of barn dances staged by Bob Mason and his Western Swingbillies of WIMA, Lima, O., November 25.

Rex Shea and his Rhythm Rangers, heard daily on WXRK, Kenmore, N. Y., cut their first sides for the Frontier label, the Buffalo diskery. Tex Williams (Capitol) is working with Anna Mae Slaughter, child warbler. Claude Stone (Capitol) is moving to a new home in the Toluca Lake area in the San Fernando Valley. Ann Jones (Capitol) is making a p. a. tour cross country, hoping to be home in California by Christmas.

DISK JOCKEY DOINGS:

Bob O'Donnell has replaced Lee Raines as h. b. spinner at WKEU, Griffin, Ga. Ted Jones, KNUZ, Houston, reports good response to a new daily gospel seg. Don Larkin, WAAT, Newark, N. J., reports that Wilt Carter (Mottmann Shim) has inked with WNOX, Knoxville, to do a series of shows. Lowell Christensen, WRFW, Eau Claire, Wis., reports terrific response to a sleeper disk, "Mockin' Bird Hill," by the Pine-Toppers (Coral). Boyd Whitney reports that he is promoting weekly guest appearances by big names in the rustic field via his shows over KTRM, Beaumont, Tex.

Robbie, KWRE, Washington, Mo., reports that he has organized an eight-piece ork, which is playing one-nighters thru the territory. Earl Riley, KXA, Seattle, is doing a new one-hour show nightly from his home. Becky Barfield (Mrs. Cameron Hill) presented her hubby with a daughter September 30. The George Sanders (he's the KFVD, rustic d. j.) became parents of a son October 13.

Richard Tuck, formerly at KIRA, Little Rock, is now at KWKH, Shreveport, La., handling the early-morning country d. j. seg. Budd Hobbs (MGM) has switched from KCRA, Sacramento, to KXOA in the same town. Wally (Longhorn Joe) Elliott has taken his spot at KCRA, moving from KXOA.

Cousin Larry Lane, WHBO, Tampa, became the father of a daughter, Rita Karen, October 24. Sheldon Horton is now doing a 45-minute daily platter show at WJSW, Altoona, Pa. Paul Clayton, formerly at WCHV, Charlottesville, Va., is now in England doing folk music shows over the British Broadcasting Company. Ken Kribbs, WROL, Knoxville, reports that he is pushing a Red Kirk fan club in his area by giving away free pics and records to winners on a Red Kirk part of his show. Hillbilly Mack, KTYL, Mesa, Ariz., reports that Frankie Starr has gone with 4 Star. Tex Justus, WKY, Evansville, Ind., is now doing a one-hour d. j. shot from a local clothing store. Frank Porter, WKGI, Richmond, Va., wants traveling name talent to contact him for dates on the Atlantic Barn Dance held weekly there.

PeeWee King, WAVE, Louisville, reports that his weekly TV show is now bankrolled by a drug concern. Leo Stewart, WHAT, Philadelphia, is starting a club of ex-Texans living in his area.

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Sellin' all the

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Records

Ray Rogers's



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The Original

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78 rpm 21-0374

RCA VICTOR Records

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Here's JENNY

and... Here's RED FOLEY



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... O. K.,
Frosty and
Rudolph?

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Rhythm & Blues Records

... based on reports received November 15, 16 and 17

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

POSITION	Weeks (Last This to date)	Title	Artist	Label
5 2 1		PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
8 1 2		ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
5 8 3		TEARDROPS FROM MY EYES	R. Brown	Atlantic 919
14 3 4		BLUE SHADOWS	L. Fulson	Swingtime 226
2 — 5		BAD, BAD, WHISKEY	A. Milburn	Aladdin 3068
3 — 6		MILLION DOLLAR SECRET	H. Humes	Modern 779
16 5 7		BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Decca 78127114; (4519-27114)-BM1
10 4 8		LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306-BM1
3 7 8		WEDDING BOOGIE	M. Walker-Little	Emery 746-BM1
1 — 8		OH, BABE	L. Darnell	Regal 7813298-ASCA9

• Most-Played Juke Box Rhythm & Blues Records

... based on reports received November 15, 16 and 17

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

POSITION	Weeks (Last This to date)	Title	Artist	Label
8 3 1		ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
5 2 2		PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
16 1 3		BLUE SHADOWS	L. Fulson	Swingtime 226
1 — 4		TEARDROPS FROM MY EYES	R. Brown	Atlantic 919
2 5 5		EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
2 9 5		OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237-BM1
1 — 7		STREET WALKING DADDY	M. Day	Decca 1010
1 — 8		YOU GOTTA LOVE ME BABY, TOO	Ray-O-Vacs	Decca 48162
5 6 9		EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	Decca 78127116; (4519-27116)-BM1
14 4 10		BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Decca 78127114; (4519-27114)-BM1
1 — 10		BAD, BAD WHISKEY	A. Milburn	Aladdin 3068

• Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
THE RAVENS Don't Look Now COLUMBIA 39050—Group departs from its usual blues style as they tackle a pop novelty in a pop style, with tight pop combo in back. Not what their fans expect from them.		66--66--65--67
Time Takes Care of Everything Boys get back in the old r & b groove with a slow, sinuous, torch treatment of a strong blues ballad.		81--81--81--81
WINI BROWN This Is the Last Time COLUMBIA 39048—Thresh Brown trends the Russ Morgan ballad to a rhythmic pop which doesn't stack up as more than a nice r & b entry.		66--68--64--66
A Good Man Is Hard To Find The wonderful old Eddie Green comedy piece is done here unapologetically by Miss Brown. Should pick up some coin on the strength of the material; nevertheless.		68--68--67--69
ARNETT COBB ORK Smooth Sailing COLUMBIA 39040—Cobb returns to work with a smoothly executed small crew instrumental built around a modern group of strains set in a preachy blues formula. Lacks bottom.		68--69--68--67
Your Wonderful Love Cobb rolls out a pretty theme in this tender solo. Doesn't stack up as much of consequence.		67--70--65--65
PIANO RED Rockin' With Red COLUMBIA 39049—Red's a brother of the legendary Spotted Bird, and he lives up to the family tradition with a powerful, crude boogie boogie piano and shout vocal. Should be a hot item in the North.		82--82--80--84
Red's Boogie Another hard hitting, slapdash boogie, this one strictly instrumental, eddy by Red's piano and a pounding rhythm section.		75--75--74--76

RHYTHM & BLUES NOTES

Tommy Gaither, guitarist and one of the voices with the Orioles' group, was killed and two members of the unit were injured in an automobile crash outside of Baltimore Sunday (5). Johnny Reed and George Nelson, who were in the car with Gaither, sustained head and body injuries and were rushed to Baltimore City Hospital for treatment. The remaining two members of the group, Sonny Til and Alex Sharp, made the trip in another car. Sarah Vaughan will work a two-week date at the Celebrity Club in Miami Beach, beginning December 15, for her first Southern engagement since her band singing days.

Veteran blues shouter and composer Ollie Shepard was signed to a term recording contract by Columbia Records in another step to hypo that diskery's rhythm and blues department. Keyboard specialist Erroll Garner is scheduled to do a Carnegie Hall concert on December 3.

The Deep River Boys, a veteran singing group which has clicked particularly strong in England, signed a management pact with the William Morris Agency.

Tiny Davis, who has sliced sides for the Decca label, took off last week for a tour of Central America and the British West Indies. She will make the sweep with her all-girl sextet and will follow the itinerary for these territories set

up on Cab Calloway's precedental tour there last year.

Bill Cook, WAAT, Newark, rhythm and blues whirler, has recorded a pair of sides for the Regal label. Both ditties, "A Letter To Santa" and "Christmas In Heaven," were penned by Cook. Proceeds from the sale of the record will go to several charities lead by the Cerebral Palsy League. Count Basie was in town recently to record an album of standards for Columbia, his first package under his recent deal with the label. He recorded with his sextet which currently includes tenorist Wardell Gray. While in town, Basie hired a thrush, Marion Cox, to work with his group. The canary formerly was with the Duke Ellington ork.

Wilbur Brassfield, for five years road manager with Louis Jordan, has joined the staff of Ben Waller Enterprises, the Coast management office. Apollo Records has signed a pair of spiritual groups to waxing pacts—the Rhythm Kings and the Gay Sisters. Bull Moose Jackson's crew moving out of the West into the Arizona and Texas territories en route to another Southern tour.

Sarah Vaughan, just closed at the Club Harmon, has been signed to make four appearances at the local niter in 1951—the only niter dates she will play in this town.

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AS ONLY MABEL SCOTT CAN SING IT

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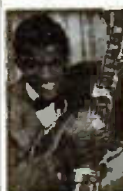
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I'M GONNA TELL MY MAMA
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FLOYD DIXON... "TELEPHONE BLUES" AL 3075
LIGHTNIN' HOPKINS "SHOTGUN BLUES" AL 3063



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"I'LL NEVER, NEVER LET YOU GO"
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THE BILLBOARD

Music Popularity Charts

Album and LP Reviews

The large boldface number in each review is on the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points...

The Categories: Production line (grouping of selected recordings) 15 points; "Name Value," 15; Catalog or Material, 15; Manufacturer's Distribution Power, 10; Emulation/Aids (record company and other advertising promotion, film, light and other plays), 10; Interpretation, 15; Record Quality, 5; Manufacturing Production Efficiency, 5; Packaging Art, 10.

POPULAR

SONGS OF FAITH—Jo Stafford-Paul Weathers (1-107) Capitol (53) M-1014

84 VERY CHRISTMAS WITH GENE AUSTRY (1-107) Columbia (53) CL-4137

Bette Hymn of the Revivalists; Rock of Ages; And He Who Heavens My God to Thee; Lead Me On; Light in the Garden; He Leadeth Me; The Old Rugged Cross.

Frankie the Snow Man; When Santa Claus Gets Your Letter; He's a Chubby Little Fellow; An Old Fashioned Tree; Playful the Red-Nosed Reindeer; Santa, Santa, Santa; If I Don't Show on Christmas, Here Comes Santa Claus.

They are likely to prove one of the big pop-religious packages on all three speeds. Jo, known to religious buyers thru her smash "Whispering Hope," and in the family trade thru her "Faint Songs" album, once more demonstrates the pure simple charm quality which underlies her material.

With three definite hits included, and with the music of Austy's name, this one should find its way into thousands of windows. Christmas Eve, Santa Claus and the saint's disk orders reported are ordering heavily.

JUKES LP not suitable

JOKES LP not suitable

"TEARDROPS FROM MY EYES" Ruth Brown (ATLANTIC 919)

82 CONTRASTING MUSIC, VOL. 1—Henry 70

Finagistic; Flight of the Bumble Bee; Swamp Fire; Remembrance; Chaconne; A Man and His Drum; King Porter Stomp; The Champ.

Contrasting Music, Vol. 1—Henry 70

"ANYTIME, ANYPLACE ANYWHERE" Joe Morris (ATLANTIC 914)

CHRISTMAS CAROLS BY THE MITCHELL BRYCHOR—Mitchell Brychore, Bob Mitchell, conductor (3-77) Victor (45) VAP-205

O Come, All Ye Faithful; It Came Upon a Midnight Clear; Oh Little Town of Bethlehem; Silent Night; Joy to the World; The First Noel; Angels We Have Heard on High; Hark! The Herald Angels Sing; Good King Wenceslaus; Wassail Song; Jingle Bells; Deck the Halls with Boughs of Holly.

CHRISTMAS CAROLS—Hour of Charm 89

"GONE AFTER HOURS" Frank Cullay (ATLANTIC 922)

CHRISTMAS CAROLS—Hour of Charm 89

"THE BLUES CAME FALLING DOWN" Al Hibbler (ATLANTIC 925)

PIANO MOODS—RALPH SUTTON (1-107) Columbia (53) CL-4140

ATLANTIC RECORDS 301 W. 54th Street, New York

PIANO MOODS—ERROLL GARNER (1-77) 1071

For Christmas Unleash... THE RHYTHM KINGS Singing... "CHRISTMAS IS COMING AT LAST" AND "MERRY CHRISTMAS ONE AND ALL" BEAUTIFUL... MOSTALGIC ORDER, BUT ORDER NOW! APOLLO 1171

PIANO MOODS—ERROLL GARNER (1-77) 1071

"EVERYONE LOVES IT" The sweetest of all "heart" songs... "Deep Within My Heart" For a free copy WRITE ALLEWEY MUSIC PUBLISHER, 43577 N. Grand Ave., Mt. Clemens, Mich.

64 TESH, CHICAGO STYLE CLARINETIST

Frank Teschbacher (1-107) Brunswick (53) BL-58017

BOOGIE MOOGIE PIANO—Pioneer Blues 61

VICTOR FAVORITES—Nathan Milstein 76

WORDS FROM HEAVEN—Riley Sheppard 67

HOWDY DOODY'S LAUGHING CIRCUS—Bob Smith-horram 88

GOOD TIME PIANO—Frasere Fraas 69

WHAT THEY SAY... about The Billboard in its New Format

WHAT THEY SAY... about The Billboard in its New Format

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Flip
"DRINK, DRINK, DRINK"

by
HENRY RUNSELL and HIS COLLEGE CHOIR
Tower Record 1490

TOWER RECORDS
100 E. OHIO ST., CHICAGO 11, ILL.

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined

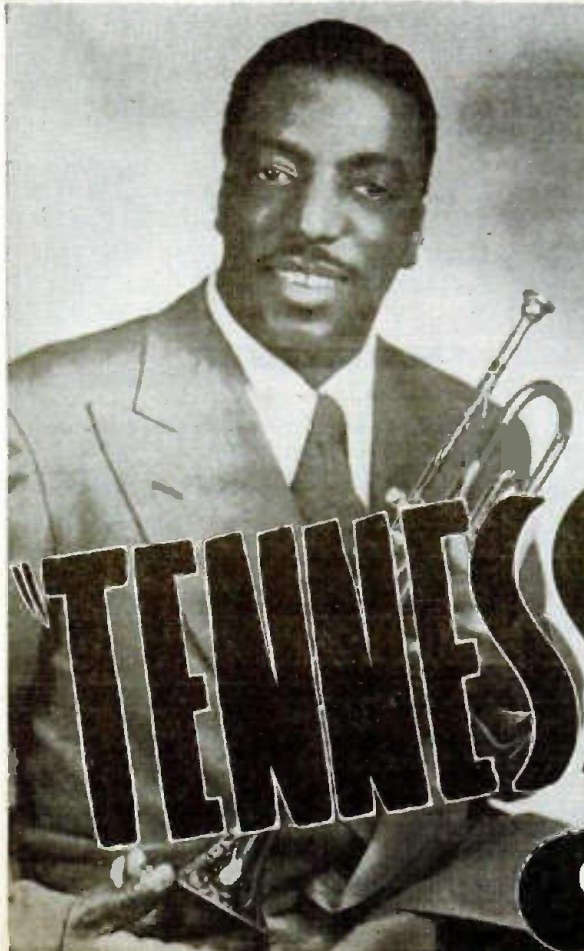
Records are rated four ways (1) overall; (2) as to their value for disk jockey (DJ) for retailers; and (3) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points, totaling 100. The overall rating is the average of these nine categories. A. S. indicates record is not suitable for a specific stage.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
PERRY COMO-THE FONTANE SISTERS (Mitchell Ayres Ork) "You're Just In Love" VICTOR 20-3945—The "Simple Melody" of the "Call Me Madam" score is done up down by Como and the Fontanes. Should be a big dishing.		90--90--90--90
"It's a Lovely Day Today" The reprise song from the show is done fluffily and heavily. It's a catchy ditty and if it were, this dishing is bound to be a leader.		85--85--85--85
BUDDY MORROW ORK (Tommy Mercer) "I Can't Give You Anything But Love" VICTOR 20-3947—A swing arrangement of the title in the T. D. "Makin' Time" style spotting a gimmick use of an rrrrrrrrrr sound of the alphabet. Singers should note and could draw juke coin in collegiate quarters.		78--80--75--80
"Our Song of Love" Straightforward, melodic terser reading of Gogol's "Ich Liebe Dich" spots the rich-toned harmonizing of Morrow. Pleasant instrumental deal.		72--75--69--72
ARTIE SHAW ORK (Gwen Davis) "White Christmas" DECCA 27243—Bounce treatment of annual sheetal doesn't stack up as much of a contender for seasonal spot.		62--62--62--62
"Jingle Bells" The rhythmic conception of the seasonal anthem should stir the catalogue element. One of Shaw's best efforts on Decca.		76--77--75--76
JACK PLEIS "I'll Always Be In Love With You" LONDON 853—Minor piano solo (by Pleis) treatment of this lovely ditty should please whippers and could pick up coin in cocktail circles.		70--73--68--70
Caravan An exhilarating rendition of the Ellington opus spots Rhythmic Pleis 80-ing and a frothy organ in support. Good juke fare.		77--77--74--80
RUSS CASE ORK (Jack Carroll-Coco Blake) "You're Just In Love" MGM 10845—Tasty, interpretative coverage of this "Call Me Madam" show stopper. It has catches, dishing should pick up a share.		75--78--74--79
"The Best Thing for You" Pleasant reading of the "Madam" ballad spots clean singing by Coco Blake. Competition is tough on this song.		68--69--67--68

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
ANITA O'DAY-THE ALL-STARS "Tennessee Waltz" LONDON 867—Anita returns to us with a beautiful coverage of the fast-breaking Part 1 Paper collaboration of the hill country waltz. Speedy dishing could sell plenty of these.		82--85--86--80
"Yes No" A light double entendre novelty which could pick up juke and sampler plays. Done neatly by Anita, who appears to fit back in fine fettle.		76--76--73--78
MILLS BROTHERS "Funny Feelin'" DECCA 27246—The Mills' two-tone styling makes for an enticing slice of a ditty which is strongly reminiscent of "Paper Doll," one of the group's big ones. Good score.		82--83--81--82
"I Don't Mind Being All Alone" The veteran group's warm glow and polished delivery enhances a fine mood making of this revival, stated by an Ames Bros. studio.		81--82--80--82
FACE CAVANAUGH TRIO "Doncha Go 'Way Mad" DISCOVERY 527—This clever rhythm item is sold handsomely by the Cavanaugh trio. It's a neat reading of an item which mixes two sets in a new rhythm age.		69--70--69--69
"Except for Lovin' You" Clever combats is treated as a hillbilly satire yet has enough of the same element retained to make it a contender for "Sleeper" potential.		84--85--84--84
TED MARTIN ORK "You Ought to Hang Your Heart in Shame" REGAL 1280—One of those bouncers. Disk favored lapraph treatment of a simple, hillbilly type rhythm novelty. Sprightly warbling and acting should earn some juke action here.		75--72--75--78
"Don't Say You Care" Medium-tempo ballad in a kind of Francis Craig format. Not up to the		66--64--66--68
THE MARLIN SISTERS-DON MILES "The Girl I Left Behind" LONDON 861—Pleasantly local version of the Yankee type waltz should do considerable business in Pittsburgh and points west.		73--70--72--78
"Mockin' Bird Hill" Second waltz side of a fine double-ditty disk has rural, as well as international-pop appeal in its picturesque lyric.		73--72--73--75
JOHNNY LONG ORK "I Don't Care" KING 15061—Real Long dancin' dishing sets the individual gang vocal style here identified with Pleasant, the expectation.		74--77--72--72
"Once You Find Your Guy" A lovely Kay Swift ballad is done up in somewhat stilled style by the Long head and Thelma Kati Kearns. Good for dancers the.		62--62--62--62
ERSKINE HAWKINS ORK "Down Beat" CORAL 60323—A big band offer with catchy bounce theme is recorded with spirit by the Hawkins Ork. Could pick up r & b action in city spots.		73--75--71--73
"So Long, Goodbye Blues" A new blues effort is good for dancers and is highlighted by a waltz bang and hit. City & b spots most likely best.		66--67--65--65

(Continued on page 34)



The Record that started the Landslide...

Erskine
HAWKINS
and the

"TENNESSEE SEE WALTZ"

CORAL RECORDS

CORAL 60313 (78 RPM)
9-60313 (45 RPM)



Bob Savage—A New Star for the Hall of Fame!

Breaks thru on his first release—

"JUNGLE!"

Backed with "LONELY AS ME" Nos. 78-101, 45-101

Also Hot As Firecrackers—

THE LENNON BROTHERS offering
"SANTA CLAUS POLKA" and "CHRISTMAS DREAMING"
 with Don Shaw Orchestra Nos. 78-148, 45-148

and another Sure Hit—

"MY DARLING, FORGIVE ME" and "OH, BABY"
 Lennon Bros. with Don Shaw Orch. Nos. 78-105, 45-105

Coming Up Fast—

JOHNNY DUGAN on— Nos. 78-100, 45-100
"GILDED DOLL" and "I DIDN'T CRY"

A Smash Hit!

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 45-107 LARRY NOBLE Singing with STAN ELLISON Orchestra
- 78-108 "ACAPULCO POLKA" b/w "THE BELLE OF BELLFLOWER" •
 45-108 THE MAD HATTERS Singing with STAN ELLISON Orchestra
- 78-104 "MAD, MAD, MAD" b/w "IT'S MUCH TOO LATE" •
 45-104 TERRY LEE Singing with Orchestra

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 45-145 OZIE WATERS Singing with the Colorado Rangers
- 78-114 "AIN'T GONNA LIVE SO LONG" b/w "GONNA MAKE YOU
 LOVE ME" •
 TEX WALLACE Singing with Honkytonk Wranglers
- 45-147 "I'M THROWING RICE" b/w "CARELESS HANDS" •
 TEX WALLACE Singing with Honkytonk Wranglers
- 78-122 "THE BLUES KEEP FOLLOWING ME" b/w "ONE HAS MY
 NAME" •
- 45-122 THE RHYTHM PALMS—Canadian Network Stars—Playing
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 AROUND MY DOOR"**

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 Distributors' territory open

**WHAT
 THEY
 SAY...**

about The Billboard
 in its New Format

SEE
 PAGES 52 AND 53
 IN THIS ISSUE

Watch for the
 Next Recording of
"COOL, COOL BABY"

Sittin' in With
RECORDS, INC.
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GIVE TO THE
RUNYON CANCER FUND

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	W	D	C	M
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Continued from page 32

POPULAR		W	D	C	M
RUSS CASE ORK (Jack Carroll) Marrying for Love MGM 12633—Carroll warbles this fun "Call Me Madam" ballad with warmth as Case makes a tasty effort of it. Solid coverage against big name competition.	71--72--70--72				
It's a Lovely Day Today (Covered Later-Jack Carroll) The big record. Music ditty from "Madam" has a perk infectious quality which is sold mostly on the air.	71--72--70--72				
PHIL SPITALNY HOUR OF CHARM ORK III See You in Church On Sunday Mornin' VICTOR 20-3946—The girl choir has a pleasing, fresh sound in a pretty number of doubtful commercial outside the regular Spitalny fan clique.	71--72--72--70				
It May Be On Sunday Tune hasn't lived up to its early promise despite several strong discings. Again, this should do okay with Phil's fans.	73--75--73--72				
GORDON MACRAE (Frank DeVol Ork) I Am Loved CAPITOL 1269—Gordon's beguine from his "Out of This World" score is treated richly by MacRae with a fine DeVol cranking for support.	80--82--80--78				
Use Your Imagination MacRae, opening up his legitimate boy gig, makes a handsome versatile try with this fine ballad from the Porter score but consequently fails to sell the tune's basic simple, attractive qualities.	80--80--80--80				
JAN GARBER ORK (Roy Cuddeff) Humpty Dumpty Heart CAPITOL 1262—Garber turns in a neat bounce dishing of this hit country ditty with Cuddeff and trip handling the lyric really good for the top-minded.	74--74--73--75				
I've Been Waitin' Too Long Catching little bounce ditty is done brightly by Garber's crew in a tasty late production featuring ensemble vocal.	73--75--70--75				
LARRY GREEN ORK I Don't Mind Being All Alone VICTOR 20-3957—Real dance dishing of this revved ballad is warbled by male trio trying for the Ames Bros. sound.	73--73--72--74				
I'm in the Middle of a Riddle (Bobby Doris) Another pleasant coverage dishing of this little waltz spots large slice of Green keyboard with Doris and Phil vocalizing the lyric.	69--69--69--69				
BENNY GOODMAN SEXTET Walkin' With the Blues COLUMBIA 39045—Benny returns to wax with a sharp snarl and a tasty instrumental turn on the starchy item. But Jimmy Pick's wobbly bass soloizing is misused and hurts the unity of the dishing.	76--79--75--75				
Oh, Babe Again Bick's warbling mixes for it this otherwise engaging sextet slice of the high-stepping sham-rom-rom-rom novelty.	77--80--77--75				

ARTIST LABEL AND NO.	TUNES COMMENT	W	D	C	M
TOMMY DORSEY ORK Indian Love Call DECCA 29266—T. O's distinctive brooding and a sassy, dance cranking add up to one of the most popular top catches efforts in some time. Should sell long and steady.	83--85--83--82				
My Moonlight Madonnas Another lively evergreen dishing top driver T. O. from and dance treatment and rounds out an entirely fine coupling for lopers, groups and stragglers.	81--83--80--80				
TONY FONTAINE And You'll Be Home MERCURY 5536—A newcomer of decided promise shows off a warm, scholarly tenor style not unlike Tony Martin's as he makes a neat gain of this lively "Mr. Music" ballad. Sippers should pick up on this lad.	77--82--75--75				
The Stranger in the City This article allegory makes a fine show-off for Fontaine's pipes. This guy sounds like a cantor.	74--80--72--70				
FRANK SINATRA (Axel Stordahl Ork) Nevertheless COLUMBIA 39044—Frank delivers a beautiful warble of this hit revival which should pick up some of the late action. Billy Besterfeld contributes some tasty trumpet bits.	81--84--80--78				
I Guess I'll Have To Dream the Rest Frank Lewis a King at attempting to revive a pretty oddie which he did on a hit T. O. waning nearly ten years ago. Comes off a pleasant mood dishing which could kick as a star.	82--84--81--81				
LEROY ANDERSON "POPS" CONCERT ORK Promenade DECCA 18008—One of Anderson's bright originals has somewhat of a Ray Scott impish quality. Brilliant recording and catchy tune should attract attention for this side.	80--82--80--78				
Sleigh Ride Anderson's hit seasonal picture is treated with enthusiasm and spirit and is recorded wonderfully well. Should be one of the winners on the song this year.	86--87--86--85				
FRAN WARREN (Hugo Winterhalter's Ork) I'll Know VICTOR 20-3956—This hit ballad from "Gyps and Dicks" is treated sympathetically by Fran with a lush assist from Winterhalter. The trash has rarely been heard to such advantage on wax. If song catches, this will be a leader.	84--85--84--83				
Stranger in the City This lovely Louis Alter allegory is sung well by the thrush but the song appears to be destined to miss the general market.	74--80--72--70				
KAY BROWN Oh, Babe MERCURY 5538—This teenage cross between Kay Starr and Teresa Brewer tackles the moving good rocker suitably. Tompa's hit too fast the it's a neat coverage.	71--74--69--71				
Baby Me This oddie, with an Ellenz Burton dishing trying for the revival, is done up brightly by the young thrush with a razzmatazz ballad. Could score big action.	78--80--75--78				

(Continued on page 114)

The Winner's...

TENNESSEE WALTZ

3 Queens and a Pair of Kings...

FONTANE SISTERS 20-3979
 PEE WEE KING 21-0407 and WAYNE KING 20-3434

TIPS ... Homer and Jethro's
"DISK JOCKEY NIGHTMARE" 21-0404

RCA VICTOR Records



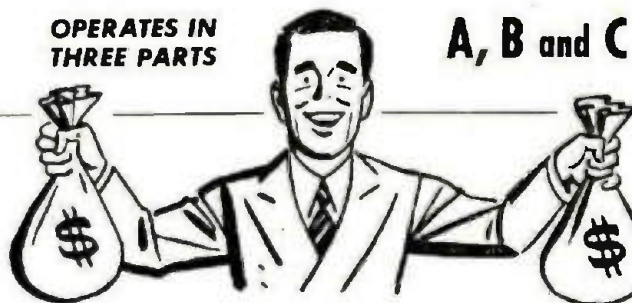
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If you select this plan you receive \$1.00 worth of FREE Long Play's for every \$5.00 you purchased.



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2. Dealer sells LP's for.....	\$166.66	\$416.66	\$833.33
3. Dealer receives FREE	\$10.00	\$37.50	\$100.00
4. Dealer sells FREE LP'S.....	16.67	62.50	166.67
5. Dealer sells to consumer.....	\$183.33	479.16	1000.00
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7. DEALER'S PROFIT.....	83.33	229.16	500.00

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QUARTET



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MGM Non-Breakable 10857

M-G-M Best Sellers

BILLY ECKSTINE	I'm So Crazy For Love • I Guess I'll Have To Dream The Rest	MGM 10854*
ART MOONEY	To Think You've Chosen Me! • I'll Never Be Free	MGM 10839*
JOHNNY DESMOND	A Bachel' And A Pack • So Long Solly	MGM 10800*
BLUE BARRON	You Are The Ideal Of My Dreams • That's The Way It Goes With Love	MGM 10820*
TED STRAETER	It May Be On Sunday • Why Fight The Feeling	MGM 10821
TOMMY TUCKER	Tennessee Waltz • The Thing	MGM 10864*
FRANK PETTY TRIO	Goofus • Cheeky—Cheeky Hoopla	MGM 10849*
GEORGE SHEARING	When Your Lover Has Gone • Lornesia Horizons	MGM 10763*
IVORY JOE HUNTER	It's A Sin • Don't You Believe Her	MGM 10818
HANK WILLIAMS	Moonin' The Blues • Nobody's Lonesome For Me	MGM 10832*



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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

MY HEART CRIES FOR YOU	Guy Mitchell	Columbia 39067
IT IS NO SECRET	Bill Kenny and Song Spinners	Decca 27328
TENNESSEE WALTZ	Guy Lombardo	Decca 27336
NOBODY'S CHASING ME	Dinah Shore	Victor 20-3978
	Doris Day	Columbia 39055
	Evelyn Knight	Decca 27281
	Ervey Cale Porter	Mercury 5544

• The Disk Jockeys Pick

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

1. OH, BABE	Benny Goodman Sextet	Columbia 39045
2. YOU'RE JUST IN LOVE	Perry Como-Ferrare Sisters	Victor 20-3945
3. YEA BOO	Anita O'Day	London 867
4. JOHANNESBURG	Tony Martin	Victor 20-3941
5. MOMMY WON'T YOU BUY ME A BABY	Spade Jones	Victor 20-3934
6. OH, BABE	Ames Brothers	Coral 60327
7. I'M SO CRAZY FOR LOVE	Billy Eckstine	MGM 10856
8. I'M GONNA LIVE TILL I DIE	Frankie Laine	Mercury 5544
9. SMILE, SMILE, SMILE	Billie Miller	Columbia 39053
10. TENNESSEE WALTZ	Jo Stafford	Columbia 39065

• The Retailers Pick

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

1. A CROSSY CHRISTMAS	Gary, Dennis, Lindey, Phillip and Bag Crosby	Decca 27249
2. YOU'RE JUST IN LOVE	Perry Como	Victor 20-3945
3. AUTUMN LEAVES	Jo Stafford	Capitol 1248
5. IT'S A MARSHMALLOW WORLD	Yankee Marrow	Victor 20-3942
6. OH, BABE	Benny Goodman	Columbia 39045
6. THE PLACE WHERE I WORSHIP	Al Morgan	London 784
7. I DON'T MIND BEING ALL ALONE	Billie Brothers	Decca 27267
8. BE MY LOVE	Marlo Lane	Victor 18-1561
9. TIME OUT FOR YEARS	Jack Scott	Decca 27259

• 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 radio operators think tomorrow's hits will be:

1. MARSHMALLOW WORLD	Bing Crosby	Decca 27238
2. MARSHMALLOW WORLD	Yankee Marrow	Victor 20-3942
3. I DON'T MIND BEING ALL ALONE	Ames Brothers	Coral 60308
4. OH, BABE	Patricia Bennett Or.	Victor 20-3954
5. PETITE WALTZ	Sammy Kaye Or.	Columbia 39036
6. MARRYING FOR LOVE	Perry Como	Victor 20-3922
7. AUTUMN LEAVES	Jo Stafford	Capitol 1248
8. AUTUMN LEAVES	Ray Anthony Or.	Capitol 1280
9. TO THINK YOU'VE CHOSEN ME	Ames Brothers	Coral 60327
10. JUST THE WAY YOU ARE	Gordon MacRae	Capitol 1193

• 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. MOCKING BIRD HILL	The Flattoppers	Coral 64262
2. THE DEVIL CALLS A MEETING	Carson Robison	MGM 10837
3. THE PLACE WHERE I WORSHIP	Pat Foley	Decca 14537
4. BELOVED, BE FAITHFUL	Mervin Stiner and Eddie Crosby	Decca 46273
5. TEARDROPS FROM MY EYES	Red Kirtz	Mercury 6208
6. TATER PIE	Bob Willis	MGM 10836
7. I NEED ATTENTION BAB	Ernest Tubb	Decca 46294
8. SHOT GUN GOOGIE	Thomorrow Erle	Capitol 1295
9. K. P. BLUES	Montezza Sims	Victor 21-6097
10. FIND THE MANAGER TO THE CROSS	Cammy Cape	King 904

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"GUYS *and* DOLLS"

LYRICS AND MUSIC BY
FRANK LOESSER

Bushel and a Peck

Recorded by

Capitol #1234—MARGARET WHITING,
JIMMY WAKELY

Columbia #39008—DORIS DAY

Coral #60309—CONNIE HAINES

Decca #27252—ANDREWS SISTERS

Mercury #5501—KITTY KALLEN,
RICHARD HAYES

MGM #10800—JOHNNY DESMOND

RCA Victor #20-3930—BETTY HUTTON,
PERRY COMO

IF I WERE A BELL

Recorded by

Columbia #39031—DORIS DAY

Coral #60310—GEORGIA GIBBS

Decca #27232—BING CROSBY,
PATTI ANDREWS

Mercury #5500—FRANKIE LAINE

MGM #10826—ART LUND

RCA Victor #20-3944—MINDY CARSON

I'LL KNOW

Recorded by

Columbia #39009—HARRY JAMES

Coral #60310—GEORGIA GIBBS

Decca #27313—TOMMY DORSEY

MGM #10825—BILLY ECKSTINE

RCA Victor #20-3956—FRAN WARREN

Royal Roost #519—COLEMAN HAWKINS

I'VE NEVER BEEN IN LOVE BEFORE

Recorded by

Capitol #1213—WHITING-WAKELY

Coral #60331—JOE GRAYDON

Decca #27232—BING CROSBY

MGM #10825—BILLY ECKSTINE

RCA Victor #20-3949—RALPH FLANAGAN

Guys and Dolls

Recorded by

Columbia #39009—HARRY JAMES

Coral #60309—CONNIE HAINES

Decca #27252—ANDREWS SISTERS

SIT DOWN, YOU'RE ROCKING THE BOAT

Recorded by

Decca #27254—LOUIS ARMSTRONG

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TILL I DIE"

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RELEASES**

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NATIONAL NO. 9122
"Thanks, America"

GALLI SISTERS
NATIONAL NO. 9133
"Santa, Send Someone
To Me"
"Because, Because,
Because He's Santa
Claus"

FLORENCE WRIGHT
NATIONAL NO. 9124
"I'm Gonna Fade You
With the Blues"
"I'll Never Let a Day
Pass By"

LYNNE HOWARD
NATIONAL NO. 9126
"Oh Mama, I'm So
in Love"
"Piano Lesson Blues"

CHRIS COLUMBO
NATIONAL NO. 9128
"Don't Say You Care"
"Rosie, the Elephant"

THE RAVENS
NATIONAL NO. 9062
"White Christmas"
"Silent Night"

★ ★ ★ ★ ★ ★ ★ ★
SADIE HAWKINS
DAY IS HERE!
AND WITH IT—
NATIONAL NO. 9136
LYNNE HOWARD
"DOGPATCH TROMP"
"EVIL EYE FLEEGLE"
ACC.: NATIONAL QUARTET

**THE BILLBOARD Music
Popularity Charts**

• Advance Record Releases
POPULAR

- After My Laughter Came Tears—The Ruckerters (Melaprop) MGM 10835
All About Eve—A. Newman Ork (Banjo and Mtr 5540)
America, I Love You—Wakely Trio (Beer, Beer) Ronda R 624
Are You—P. Brita (White Christmas) MGM 10779
As As Chug a Chug—P. Lee-D. Barbour (Where Are) Cap 1298
Bayo and Fudico—A. Newman Ork (All About Me) 5540
Beer, Beer, Beer—Malicy Trio (America, I) Ronda R 624
Becca I Catch—K. Starr (Sundae) Crystallite CR 643
Billboard March, The—Leroy Holmes Ork (Dk, Bahr) MGM 10858
Boogie Woogie Santa Claus—L. Hampton Ork (Merry Christmas) Dec 27325
Candy Land Parade, The—A. Mooney (The Christmas) MGM 10851
Charlie—L. Hampton Ork (Right About) Coral 60331
Chest in the—J. Desmond (You're the) MGM 10850
Chevy-Chevy Hoopla—F. Petty Trio (Goals) MGM 10844
Christmas Choo Choo Train, The—A. Mooney (The Candy) MGM 10851
Christmas Comes But Once a Year—J. Danania (Frosty, the) MGM 30257
Christmas in Billyway—T. Tucker Ork (Jing-a-Ling) MGM 10854
Christmas Morn—Kara D'Hara-M. Wright Quartet (You and) Orbit R 421
(Sweet Angels) Christmas Tree Angel, The—A. Lind (Little Top) MGM 10780
Cling to Me—A. Russell-S. Henderson Ork (I Guess) Cap 1281
Could Be—Bob Haynes-D. Terry Ork (Don't Ever) King 15088
Dr. Lord—Dad Dreyer-Elene Russ (Nobody Walks) Prasad R 100-1
Don't Ever Leave Me—Bob Haynes-D. Terry Ork (Could Be) King 15088
Dreamy Eyes—Del Wood (Napapi) Boogie Tee-merver 733
Fire on the Mountain—Marilyn Wright Combo (A Tantalus) Orbit R 420
Frosty the Snow Man—J. Durante (Christmas Comes) MGM 30257
I Get It From Freddy—Dorothy Claire (I'm in) MGM 10855
Goodbye My Love—L. Vincent-B. Brownfield Trio (I Didn't) Pearl 400
Good—F. Petty Trio (Chevy-Chevy) MGM 10849
Great Lie, The—Paul Smith (The Way) Discovery 134
Guitar Jingle Belts—Arthur Smith (Merry Christmas) MGM 10747
Happy, Happy Did You—Paul Scott-Mood Builders (It's You) Corning CRS 1346
He May Be Your Man—Ann Jones (You're Got) Cap 1303
He's a Devil in His Own Home Town—F. Hall (Nobody Knows) Coral 60243
Honor of Singing Bamboo, The—Gay Mitchell-B. Cooney-P. Fuchs Ork (Place Where) Cap 12904
I Am Lured—V. Mooney Ork (Use Your) V 20-3977
I Call Your Name—A. Shelton-R. Robertson Ork (Only at) London 831
I Can't Believe That You're in Love With Me—Dinah Alice-P. Santa (The Tantalus) Discovery 932
I Didn't Expect To Fall in Love—L. Vincent-B. Brownfield Trio (Goodbye My) Pearl 400
I Guess I'll Have to Dream the Rest—L. Vincent-B. Jerome Ork (Thing, The) London 873
Guitar Jingle Belts—Arthur Smith (Merry Christmas) MGM 10747
I Guess I'll Have to Dream the Rest—Famand Sisters (Evergreen) V 20-3979
I Guess I'll Have to Dream the Rest—Audy Bertoni-S. Henderson Ork (Cling to) Cap 1281
If You Fall in Love—Satisfiers-T. Mestola Ork (I'm in) U. S. 207
If You've Got the Money I've Got the Time—J. Stafford-P. Weston Ork (Tennessee) Col 39065
I'll Get It—Bobbie Henderson-G. Cates Ork (Coral) 60332
I'll Never Let You—Satisfiers-T. Mestola Ork (Smoke From) U. S. 209
I'm a Fool—Old Joe (Mistake Your) Corning CRS 1150
I've Come Live 'Til I Die—Lester-M. Geller Ork (Man Gets) Mer 5544
I'm in the Middle of a Riddle—Dorothy Claire (Pussy Feet) MGM 10805
I'm So Crazy for Love—B. Eckstein (I Guess) MGM 10856
It's Too Late to Say I'm Sorry—Larry Vincent-Brownfield Trio (You're the) Pearl 300
It's No Secret—Three Stars (To Think) V 20-3976
It's Raining Soudrops—B. Flanagan (Birdie) V 20-3971
I've Got a Date for Christmas—Sammy Masters (You Little) Corning CRS 1158
I've Never Been in Love Before—Bob Haynes-D. Terry Ork (Merry) King 15087
Jack Be Noble—Satisfiers-T. Mestola Ork (If You) U. S. 207
Jing-a-Ling, Jing-a-Ling—T. Tucker Ork (Christmas) MGM 10854
Jolly Jingle—Blue Barron Ork (Red Checks) MGM 10781
Little Toy Town Parade—Art Lund (The Christmas) MGM 10780
Little Waltz—Joe Meyer Ork (A Waltz) Ronda R 623
Loretta, The—Clark Dennis (Low's) Ork Cap 1301
Lotas Blue—C. Ventars Ork (You for) V 22-0103
Lover's Did Sweet Song—Clara Dreaun (The Lover) Cap 1301
Maiden—J. Desmond (After Me) MGM 10855
Man Gets Awfully Lonesome—A. F. Lane-M. Geller Ork (I'm Gonna) Mer 5544
Marjorie—Russ Case Ork (With Coral) MGM 10852
Merry for Love—C. Mooney Ork (Merry) Merry March Ork (You're Just) Col 39052
Melody of the Green—B. Flanagan (I's) Ronda) V 20-3971
Merry Christmas, Baby—L. Hampton Ork (Boogie) MGM 10855
Merry Christmas Eve—Arthur Smith (Kittie) King 10847



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(Continued on page 80)

MEMO TO DISK JOCKEYS:

A programing "MUST"—your listeners will like any or all of these spirited versions of this world-famous march written almost 50 years ago and dedicated to The Billboard by composer John Klohr. The tune has been newly recorded in danceable instrumentals by three top orchestras—Ralph Flanagan, Leroy Holmes and Les Brown—as a special tribute to The Billboard on the occasion of the first major format change in its history, and coincidentally, on the 57th anniversary of its service to showbusiness.



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LES BROWN
ON
COLUMBIA

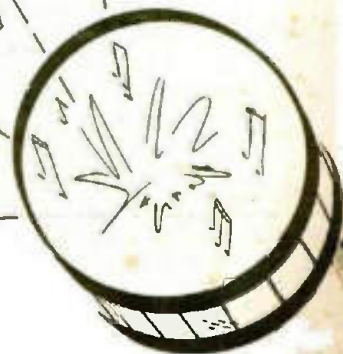


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ON
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BY
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his HOUR OF CHARM
ALL GIRL ORCHESTRA and CHORUS



78 rpm 20-3920
45 rpm 47-3920



Advance Record Releases

Continued from page 38

POPULAR

You're the Sweetest Thing—L. Visser-B. Brown
Field Trio (13) Poly 300
You've Got the Right of Way—Ann Jones (8)
May Cap 1303

INTERNATIONAL

Alexander Pokka—V. Zembrovski (Samba) Continental
C-1268
Come Meet Your Matcha With Me—L. Duchow
(Brazil) V4551-1178
Eadie Pokka—E. Bowdell (Dr-Kendall) Sisters
(Hawaii) V4551-1179
Happy Hop Pokka—Walt Sells (Dr. Mamas)
Cap 12495-S
Holds Pokka—L. Duchow (Come) V4551-1178
Mildred Walla—E. Bowdell (Dr-Kendall) Sisters
(Hawaii) V4551-1179
Musikomedey Revue No. 1 Album—Burry Sisters—
M. Stainias-M. Krysso-S. Rehtzeit-M. Cohen
A. Leodor-M. Rosenber-Variety Series (1-10")
Banner (33) 5056—New Pokka, Cretel at a Ban-
quet Game, Macthematis's Scorchman From Or-
chard Street Wedding Samba, Idle Conversa-
tion, Rounania
Musikomedey Revue No. 4 Album—M. Cohen-M.
Pigas-M. Rosenber-E. Marshall-S. Rehtzeit-
Marla Sines-A. Fuchs-M. Winer (1-10")
Banner (33) 1053—Friedrich Zela, Partner; Backbit;
Chorus in Brownville; Fus March Zeit;
Getzel at a Football Game; Die Welt is a
Theatre; Chupa Tene
Oh, Mama Means—Walt Sells (Dr. Happy) Cap
12495-S
Pasha Pokka—L. Duchow (Come) V4551-1178
The Waltz—Edip Habot (The Pokka) Dec
45123
Samba Via Pokka—V. Zembrovski (Dr. Alexander)
Continental C-1268

LATIN AMERICAN

Asi to Otero—Orlando Ferra (Lati Nostalgia)
V 23-5261
Bamborero Arriolaera—Carlos Gardel (Confession)
Confession—Carlos Gardel (Bamborero) Dec 45123
De Que to Quiza Mi Hermano—D. Santos Malan-
era (Mambo) Seeco 7060
El Ay, Ay, Ay—Juan Arvizu Maria Clavel (Mex Lati)
V 23-5260
El Capito—Miguel Mejia (Rosa Realita) V 23-5263
Japa Japa—V. Lopez (Lopez) V 23-5259
Jopito—V. Lopez (Lopez) V 23-5259
Las Noctas De Mi Pianos—Orlando Ferra (Lati Lati)
V 23-5261
Mambo Dismidme—M. Mercero (Dr. Mambo) Seeco
881
Mi La Contaron Ayer—Juan Arvizu (El Ay)
V 23-5260
Mocambo Mambo—Chay Reyes (Dr. Dink) Dink
Cap 1300
Mocambo—D. Santos-Sonora Malanera (Dr. Que)
Seeco 7060
Cap 1300
Oye, Oye Mambo—Chay Reyes (Dr. Macambo)
Palabra de Honor—C. Malanera (Dr. Que)
Aparral V 23-5262
Perra Perra Perra Mucha Mambo Album—V451

RELIGIOUS

After a While—Prof. J. Earl Hines (Precious
Memories) Decca 3310
Christmas Story Album—Park Avenue Christian
Church Choir of New York-Soloist Albert, Dir.
(1-12") Biletone (33) 18-1951-71
Don't Go Tull Way—Sheets Bennett (Will)
Crystal 297
How Far am I From Canada—Spirit of Memphis
Quartet (I'll Never) King 4407
I Got Good Religion—Walt. Independent Gospel
Singers of Atlanta, Ga. (I Met) Savoy 4020
I Met My Elder Fats Manning—Walt. Independent
Gospel Singers of Atlanta, Ga. (I Got)
Savoy 4020
I'll Never Forget—Spirit of Memphis Quartet (How
Far) King 4407
Precious Memories—Prof. J. Earl Hines (After a
While) Decca 3310
She'll Be Stilling By Jesus Tonight—Ruth McGee
(A Soldier's) Tenover 729
Soldier's Last Letter to Jess and Marie, A—Walt
Weber (She'll) Tenover 729
Will Jesus Call My Name—Sheets Bennett (Don't)
Crystal 297

CHILDREN

Just 'Fore Christmas—From Wopet-Lee Cleary
(The Night) Mv MMP-78
Merry Christmas Times Album—Korn Koebler
(12-10") MGR L-15—Juglie Bell; Radouh; the
Red-Nose Reindeer; Santa Claus Pokka; Santa
Claus Is Coming to Town
Night Before Christmas, The—Fame Wright-Len
Cleary (Last 'Fore) Mv MMP-78
Merry Songs (Parts 1 and 2) Betty Martin-A.
Cone (Dr. MGR 5-10
Today We Celebrate—Fame Wright (Part 1 and 2)
Dany Kari (V. Young) Dr. Dec 78

POP ALBUMS

Christmas Cheer Album—Andrew Sisters—Dorsey
Kare Guy Lombardo-Dick Haynes (1-10") Dr.
(33) 10-5262; A Merry Christmas at Grand-
mother's House; Ring Night for Christmas in My
Two Front Teeth; Christmas Cookies; Christmas
Dreaming; Christmas Island; Christmas Song;
Merry Christmas Pokka; Winter Wonderland
Guns and Dais Album—Al Goodman-Gullie Charis-
les—Audrey March-Donald Richards-Ray Charles
Merry Christmas (1-10") V451/WK-27
Pop Concert Favorites Album—The Three Suns
V451/WK-27; Fiddle Faddle; Here Sizzles!
In a Persian Market; Jalestar; Malagana;
Fitted Fire Dance
Christmas Balls Album—Cathedral Organ and
Choirs (1-10") Cap (33) 11-9013
Christmas Characters Album—St. Luke's Chorists—
William Riley Dorr, cond. (1-10") Cap (33)
11-9012
Edie Gordan We Call It—Album (1-10")
Dea (33) 10-5236—Aunt Hagar's Blues; Done
Among the Shilohing Pines; Ida, It's Yello
Time; My Melancholy Baby; Nobody Knows; Rose
of the Rio Grande, We Called It Music
Divided Into Jamboree Album—"Wild Bill" Davi-
son and His Commanders (1-10") Commodore
(33) 11-20000
Diamond Jubilee Album—Art Hodes and His Blue
Note Jazzmen (1-10") Blue Note (33) 17006

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about The Billboard
in its New Format
SEE
PAGES 82 AND 83
IN THIS ISSUE

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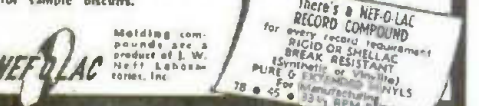


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Lyric by

HARRY M'PHERSON



64

Dennis Day



RCA VICTOR Records



45 rpm 47-3970

78 rpm 20-3970

Got an Idea This Week?

Continued from page 14
 day, 12 days prior to the broadcast, to hash over ideas for such tunes which are likely candidates for the show.
 On Monday, six days prior to the telecast, when the survey of the top tunes is available, the producing execs sit down for another session and actually set the routine of the show. Jones, working with Tony Charmoli, the choreographer, and Sid Smith, lay out the show, bar for bar, lyric for lyric and movement for movement. This confab lasts until Tuesday, 5 a.m., and it is at this session the production ideas of the week before are adopted, modified or discarded.

Some Ideas

Already, a number of definite ideas in connection with the presentation of music on TV are emerging.

Firstly, with a show such as *Hit Parade*, where the songs rather than the talent are the chief attraction, production rather than the straight delivery of tunes is a necessity. Possibly, according to Jones, the top tune of the week—the one which scores No. 1 on the survey—may be a strong enough attraction to be presented without production. But this is just a possibility and has not been acted upon.

Secondly, various factors limit the degree of production a song may receive. One of the chief limitations, for instance, is the time element. On *Hit Parade*, two and one-half minutes is allocated to each tune. Jones says some numbers, such as *Jealousy*, performed last week, require five or six minutes for an adequate job.

Another limitation is the fact that some tunes are written to be sung by women, some by men. Still another curb is the necessity for routine and arranging the music to fit the requirements of the AM broadcast. This leads to various complications.

Chapter and Verse

For instance, the TV *Hit Parade* does one dance production number. On the AM version, this becomes an orchestra number and must be played with adequate volume. This volume is too great when the rendition is considered as background for the TV dance numbers. This is a problem not yet solved. It has been pointed out that inasmuch as both programs—TV and AM—are separate broadcasts, some of these problems might be ironed out by varying the two programs slightly. However, the producers keep the same format on both shows as "safety insurance." Two separate versions. If it is stated, would multiply the possibility of error by musicians, actors and singers.

Perhaps the toughest producing problem, says Jones, is to make an effective presentation of tunes which attain hit status but are nevertheless limited in the number of production ideas which can be worked out around them. *Harbor Lights* is an illustration.

Many tunes, Jones pointed out,

are straight mood tunes, similar to *Harbor Lights*, and this poses a problem of program balance. The three *Lucky Strike* "extras" can be used to help achieve this balance. Three weeks ago, every tune on the survey was a ballad, and here, too, the extras were chosen to lend variation to the musical fare.

Instrumental Problem

Still another problem has to do with the presentation of instrumental numbers. This is notoriously hard to do interestingly on TV. Jones figures a show like *Hit Parade* can do one instrumental. "We hope to arrive at a closer integration" of the music and camera work on such numbers, he states.

Some tunes, he points out, call for a fluid coverage by the camera whereas others seem to require a staccato camera technique. The problem is so distinct that Raymond Scott, music director on the show, has already begun experimenting with the writing of arrangements that are peculiarly suitable for TV. With this in mind, he actually "choreographs" his music—indicating when certain sections of the orchestra should stand up, at what angle to face the camera, etc. Scott is excited over the possibilities of this new study, which actually envisions special musical arrangements written for the camera. The same problem is being tackled by other programs. Last season on the *Garroway* or *Large* program out of Chicago, a specially written number, *Concerto for Camera*, was presented. On the *Voice of Firestone*, too, a method whereby the camera explores the orchestra has been developed.

In any event, on instrumentals the camera must supplement the orchestra, Jones believes, and must realize the conductor is important pictorially because he is the only definite personality.

Repeat? Maybe

Will the *Hit Parade* repeat production numbers? The producers are mulling such a possibility, but thus far have not done so. On this series, 63 separate productions have already been done. Good *Night*, *Irene* made the survey every week since the inception of the TV series October 7 and has had a different production each time. It is conceivable the show might carry the tune 18 weeks. A study of just how it is done each time will be revealing. Tin Pan Alley suggests maybe various nationalities of Irene can be presented when American versions are exhausted. In France, for instance, the tune is known as *Bon Soir, Lillie*.

Production cost of the TV version of *Parade* is \$20,000, as compared to \$9,000 for the AM version. A more extensive crew is necessary for the TV show, in addition to sets, dancers, more rehearsal time, costumes, all of which jact up the cost.

The shades of George Washington Hill still hover over the program, and the producers are

TRAVELING

Song Alley's 43,000 Mile Highway

NEW YORK, Nov. 18.—It's no secret Tin Pan Alley is a mythical piece of geography whose boundaries are becoming more and more vague. Nevertheless, few realize the degree to which publishers are going afield in search of material and new business outlets. Example which springs to mind is Lou Levy, Leeds Music topper, who has traveled approximately 43,000 miles since March.

Levy's trips, both in the United States and abroad, include four round trips to California, totaling 20,000 miles figuring in side excursions; trip to England and France, 9,000 miles; trip covering Nashville, Atlanta, Miami and areas in Texas, 3,000 miles, and four junkets to Philadelphia and Boston. Early next year, probably in February or March, he's scheduled to go to Australia to open branches there. This will add an additional 13,000 miles to the year's total.

From France Levy acquired eight or nine tunes, now being given English lyrics. He got about another dozen from England and several from Belgium and Italy.

This activity, of course, is matched by other publishers, such as Buddy Morrie, Ralph Bear, attorneys Lee Eastman and Bernie Miller, etc.

Southern Standards Go to 30c in Jan.

NEW YORK, Nov. 18.—Southern Music will raise the price on all standard items to 30 cents wholesale starting in January.

The hike price, of course, is indicative of a general trend thru-out the entire industry, and comes as a result of increased costs of printing, overhead and distribution.

T. D. Revives

Continued from page 15

office will also attend to getting theater and location work for his crew.

Dorsey says that he will probably make arrangements with a booking office to handle his radio, TV and film possibilities. He currently is negotiating with several offices and expects to come up with a deal before he hits the road.

The orkster currently is quite optimistic about the band business. He anticipates that the business will hit full stride during the coming summer but feels that until then it still will be a tough battle.

trying to wean the sponsors away from the idea the music must be loud and incessant.

MUSIC SALES

UP 11 PER CENT

WASHINGTON, Nov. 18.—September sales of disks and sheet music by the nation's department stores showed an advance of 11 per cent over September, 1949, the Federal Reserve Board (FRB) announced this week.

The gain represented a sharp reversal of the downward trend in evidence most of the year. For the first nine months of 1950 sales of the items were down 2 per cent. The increase was slightly better than that for all department store sales, which were up 9 per cent over the preceding September.

Discovery Ups Record Prices

HOLLYWOOD, Nov. 18.—Discovery Records is the first local indie diskery to hike retail prices of its waxings. Label will up its 10-inch jazz series and 12-inch classics \$1, bringing prices to \$3.85 and \$5.85, respectively. Change goes into effect early next year. Ten-inch pop series will hold the price line.

Discovery feels that since the jazz and classics fields are more specialized and appeal to a limited audience, returns are not as great as in the pop field.

"Madam" a Solo In RCA Release

NEW YORK, Nov. 18.—RCA Victor, leader for the first time in several months with a number of fast-moving records, spearheaded by Phil Harris' *The Thing*, devoted its entire release last week to a single item. The only piece of merchandise issued was the *Call Me Madam* album with Dinah Shore and the show's original cast (excepting Ethel Mernan).

Chappell Bids

Continued from page 15

ing all future licenses with the proviso that no masters are to be made available in Japan unless Chappell is properly paid.

Proviso calls for the statutory 2-cent royalty, to be paid either on the New York Exchange or credited in Japanese yen.

Music Publishers' Protective Association (MPPA) has brought the situation to the attention of its other members, who will doubtless make the same stipulations. Practice has been, it is reported, for record companies to arrange for and artist royalties to be deposited in yen in Japanese banks, but they have ignored the publisher end.

Some American records sell surprisingly well in Japan. It is reported. While the royalties may not yet be transferred to America, it is expected the money will be available here in the not too distant future, when a peace treaty is finally written with Japan.

BUSY

Hamblen Is Three-Play Threat Man

NEW YORK, Nov. 18.—One of the most torrid tunesmiths around is Skitki! Hamblen, the hillbilly writer-singer who is now working with Billy Graham, the leader of the Youth for Christ movement.

Hamblen has three current tunes showing strong signs. One is a boy-girl ballad, one a Christmas novelty, one a pop-sacred item. They are respectively *Remember Me*, published by Hill & Range; *Three Little Dwarfs*, same publisher, and *It Is No Secret*, in Duchesne Music.

Howie Richmond this week bought a Hamblen religious item, *King of All Kings*, and has stirred considerable diskery interest. Duchesne has four more by Hamblen, all in the sacred vein.

Chi Distrib Group

Continued from page 15

field. At a second meeting held this week, officers of the embryonic org were elected. Joel Cooper, Teji Music, was elected prexy, and Monroe Passis, Record Distributors, was named treasurer. Currently, various distrib points locally are being contracted individually to join the growing org.

At present the group intends to confine itself to primarily local problems. Exchange of credit information has already been discussed, as has the problem of trucking facilities. Distribbers have found that each distrib seems to be paying a different rate for delivery of packages to retailers and juke ops. Move is on to meet with leading truckers to set up some concrete rate which would apply to all distrib points, large and small.

It is known that the new org hopes to deal later with some of the old, standing rubs between manufacturers and distrib points. Thus far, reps of the org will not discuss moves to be made in this connection.

CAPAC-SACEM

Continued from page 15

group; however, there is every hope of differences causing the present schism can be resolved."

These differences should be resolved before December 15 if anything is to be done.

This break threw a monkey-wrench into the plans of CAPAC which this year did not expect any trouble. The only changes made by CAPAC this year was a streamlining of rates in order to bring them into conformity with the actual situation. It was done in order to clear out any ambiguity.

A knockdown drag-out fight is seen for next year with the theater groups.

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Continued from last week

Popular Songs

- 1918—EVERYTHING IS PEACHES DOWN IN GEORGIA**
With George Meyer. Lyrics by Grant Clarke, Leo Feist, Inc.
- 1919—ANYTHING IS NICE IF IT COMES FROM DIXIELAND**
With George Meyer. Lyrics by Grant Clarke, Leo Feist, Inc.
- 1920—FRENCHES**
With Cliff Hess. Lyrics by Howard Johnson, Leo Feist, Inc.
- 1920—I'M IN HEAVEN WHEN I'M IN MY MOTHER'S ARMS**
With Cliff Hess. Lyrics by Howard Johnson, Leo Feist, Inc.
- SMART LITTLE FELLER STOCK UP YOUR CELLAR**
Lyrics by Grant Clarke, Leo Feist, Inc. This song was introduced by Bert Williams in the "Ziegfeld Follies."
- 1921—I'M NOBODY'S BABY**
Lyrics by Benny Davis and Lester Santic, Leo Feist, Inc. (Available on the following records: Columbia 35582 in C-24, Jane Pickens; Decca 24693 in A-1940, Charles Beann orchestra.)
- TOM BOY GIRL**
With Cliff Hess. Lyrics by Howard Johnson, Leo Feist, Inc.
- TWO SWEET LIPS**
Leo Feist, Inc.
- HIGH BROWN BLUES**
Lyrics by Jack Yellen, Harry Von Tilzer Music Publishing Company.
- EAST IS EAST WEST IS WEST**
Lyrics by Jack Yellen, Harry Von Tilzer Music Publishing Company.
- 1922—WHO CARES?**
This song was introduced in the Al Johnson show, "Bombay." (Available on Decca record 24023, Bob Grant orchestra.)
- (OH) I SAW THE SNEEK OF ALABAMA!**
Lyrics by Jack Yellen. (Available on Decca record 24021 in A-1922, Bob Grant orchestra.)
- 1923—LOUISVILLE LOU, THAT VAMPIN' LADY**
Lyrics by Jack Yellen. (Available on the following Decca records: 24289, Sophie Tucker; 24027, Charles Beann orchestra.)
- 1923—MAMA GOES WHERE PAPA GOES (OR PAPA DONT GO OUT TONIGHT)**
Lyrics by Jack Yellen
- 1924—BACDAD**
Lyrics by Jack Yellen
- "I WONDER WHAT'S BECOME OF SALLY"**
Lyrics by Jack Yellen. (Available on the following records: Decca 18513, Bing Crosby; Columbia 30408, Rudy Clark; Decca 24030 in A-1924, Bob Grant orchestra, Exclusive 29, Herb J. Hoviss.)
- BIG BAD BILL IS SWEET WILLIAM NOW**
Lyrics by Jack Yellen
- BIG BOY**
Lyrics by Jack Yellen
- HARD HEARTED NANNAH**
Lyrics by Bob Hopkins and Charles Bates.
- 1925—AWAY FROM YOU**
Lyrics by Benny Davis
- NO ONE**
Lyrics by Jack Yellen
- 1926—IN YOUR GREEN HAT**
Lyrics by Jack Yellen. This song was inspired by the Michael Aron sips, "The Green Hat," in which Katherine Cornell made her Broadway starring appearance.

- LAY ME DOWN TO SLEEP IN CAROLINE**
Lyrics by Jack Yellen
- 1927—AUNT THAT A GRAND AND GLORIOUS FEELING?**
Lyrics by Jack Yellen
- FORGIVE ME**
Lyrics by Jack Yellen
- CRAZY WORDS CRAZY TUNE**
Lyrics by Jack Yellen
- COULD IT I CERTAINLY COULD**
Lyrics by Jack Yellen. (Available on Columbia record 38447, Arthur Godfrey.)
- AIN'T SHE SWEET!**
Lyrics by Jack Yellen. (Available on the following records: Columbia 30077, Jimmy Lunceford; Mercury 5300, The Mills Decca 24739, Bob Hanson and Johnny Ryan.)
- 1928—HUNGRY WOMEN**
Lyrics by Jack Yellen. (Introduced by Eddie Cantor in "Whoopee.")
- 1929—GLAD RAG DOLL**
Lyrics by Jack Yellen and Jack Yellen. This is the theme song for the film of the same name in which Doris Costello was starred.
- 1930—BLAME IT ON THE MOON. EIGHT**
- 1932—SWEET MUCHACHA**
With Al Hoffman. Lyrics by Al Cameron.
- SING A NEW SONG**
Lyrics by Ned Wever
- 1932—AUF WEIDSEHN, MY DEAR**
With Al Goodman, Ed Nelson and Al Hoffman. (Available on the following records: MGM 30256, Derry Fallones; Victor 2127637) in P-95, Russ Columbo; Columbia 37589, Helen Traubel; Mercury 5303, Jane Laney.)
- 1933—LITTLE YOU KNOW**
With Jean Schwartz. Lyrics by Joe Young.
- POLL, OUT OF BED WITH A SMILE**
Lyrics by Joe Young
- 1934—DREAM MAN, MAKE ME DREAM SOME MORE**
Lyrics by Joe Young.
- IF I DON'T CARE**
With Jean Schwartz. Lyrics by Joe Young.
- I HATE MYSELF FOR BEING SO MEAN TO YOU**
Lyrics by Benny Davis and Joe Young
- 1938—YOU CANT PULL THE WOOL OVER MY EYES**
With Murray Mencher. Lyrics by Charles Newman.
- WEST WIND**
With Murray Mencher. Lyrics by Charles Newman.
- TRUST IN ME**
With Jean Schwartz. Lyrics by Ned Wever.
- IN A LITTLE RED BARN ON A FARM**
With Jean Schwartz. Lyrics by Joe Young.
- 1937—TROUBLE IN PARADISE**
With Jean Schwartz. Lyrics by Ned Wever.
- THE SHAG**
With Jerry Livingston. Lyrics by Al Kvelberg.
- 1938—THERE'S RAIN IN MY EYES**
With Jean Schwartz. Lyrics by Benny Davis.
- 1938—SWEET DREAMS, SWEETHEART**
With Jesse Greer. Lyrics by Benny Davis. (Available on Decca record 23359, Kelly Carlisle.)
- OLD MILL WHEEL**
With Jesse Greer. Lyrics by Benny Davis.
- WE'RE LETTING THE GRASS GROW UNDER YOUR FEET**
With Jerry Livingston. Lyrics by Victor Seligman.
- THERE'S A NEW DAY COMING**
Lyrics by Joe Young

Stage Musicals

- 1926—WHAT'S IN A NAME?**
Book by John Murray Anderson. Lyrics by Jack Yellen, and presented by a cast headed by James J. Conarty, Billy B. Van, Marie Casper and Nora Williams. Leo Feist, Inc.
- A YOUNG MAN'S BOSS**
(Available on Decca record 24013 in A-1920, Nat Shuman's orchestra.)
- RAP-TAP-TAP**
- IN FAIR JAPAN**
- THAT REMINISCENT MELODY**

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- MY BRIDAL VEIL**
WHAT'S IN A NAME
STRIKE
VALLEY OF DREAMS
THE JEWELS OF PANDORA
STAGE DOOR BLUES
WITHOUT KISSING LOVE ISN'T LOVE
- 1922—ZIG ZAG**
A revue starring Bessie Mc Coy Davis on the road and featuring Cecil Lean and Clio Melhete on Broadway. Lyrics by Jack Yellen.
- ZIG ZAG**
TELL ME WHO LOOKS GOOD TO YOU
STEPPIN' SCHOOL
MOONBAM TRAIL
CRINOLINE
CAVEMAN DAYS
PIECE OF BELLS
EVERY LITTLE BIT
CARTOON TOWN
SHANTY DEBUTANTES BALL
- 1923—TED LEWIS PROLOG**
A revue starring Ted Lewis with a book by Bugs Bane and William K. Wells and lyrics by Jack Yellen.
- CHANGE YOUR STEP BACK HOME**
BEYOND THE MOONBAM TRAIL
TWINKLE TWINKLE LITTLE STAR
BEAUTIFUL GIRLS (YOU HAVE THE WORLD AT YOUR FEET)
TIC TOC
PRAISLEY SHAWL
STRUTTING SCHOOL
- 1928—RAIN OR SHINE**
With Owen Murphy. Book by James Gleason and Maurice Marks. Lyrics by Jack Yellen, and starring Joe Cook in a cast that included Tom Howard, Warren Hull, Joe Lyons and Nancy Wellford.
- GLAD TIDINGS**
CIRCUS DAYS
SO WOULD I
A LITTLE WIGGLE
RAIN OR SHINE? (Available on Decca record 24829, Guy Lombardo.)
- PIERROT AND PIERRETTE**
OH, BABY!
ROUSTABOUT SONG
FALLING STAR
FEELIN' GOOD
FOREVER AND EVER
WHO'S GONNA GET YOU
- 1929—MURRAY ANDERSON'S ALMANAC**
A revue by John Murray Anderson lyrics by Jack Yellen and presented by a cast headed by James Slat, Roy Arnold, Fred Keating, Yvonne Francis, Eleanor Shuler and Maria Thomsen.
- TINKLE, TINKLE**
I CAN'T REMEMBER THE WORDS
THE HAPPY ENDING
THE NEW YORKER
EDUCATE YOUR FEET
SONG OF THE NIGHTINGALE
Henry Sullivan is credited with the following lyrics in this production:
I MAY BE WRONG (BUT I THINK YOU'RE WONDERFUL.)
Lyrics by Harry Rubin
BUILDERS OF DREAMS
Lyrics by Clifford Or
SAME OLD MOON
Lyrics by Clifford Or
THE POLKA DOT
Lyrics by Clifford Or
- Film Scores and Songs**
- 1929—HONEY TONK**
A Warner Brothers picture starring Sophie Tucker. Lyrics by Jack Yellen.
- I'M THE LAST OF THE RED HOT MAMAS**
I'M DOING WHAT I'M DOING FOR LOVE
HE'S A GOOD MAN TO HAVE AROUND
I'M FEATHERING A NEST FOR A LITTLE BLUEBIRD
I DON'T WANT TO GET THIN
- 1930—CHASING RAINBOWS**
An MGM picture starring Bessie Love and Charles King in a cast that included Jack Benny, Patsy Moran and Marie Dressler.
Lyrics by Jack Yellen
- HAPPY DAYS ARE HERE AGAIN**
(Available on Decca record 24048 in A-1929, Flanagan and Schert, duo piano.)
- LUCY BE LOVABLE YOU DO I KNOW WHAT I'M DOING**
EVERBODY TAP
KING OF JAZZ
A Universal picture starring Paul Whelan and his orchestra in a cast that included Jan Berry, Larry LaPrade, the Rhythm Boys (Bing Crosby, Harry Barris and Al Miller) and the Brun Sisters.
Lyrics by Jack Yellen.
- HAPPY FEET**
(Available on Decca record 18172 in A-242, Maxene Henderson orchestra.)
- A SENCH IN THE PARK**
MY BRIDAL VEIL
SONG OF THE DAWN
I LIKE TO DO THINGS FOR YOU
MUSIC HAS CHARMED
MY LOVER
THEY LEARNED ABOUT WOMEN
An MGM picture with Bessie Love, J. C. Nugent and Van and Schenck. Lyrics by Jack Yellen.
- HAROLD BRADBISH**
HE'S THAT KIND OF A PAL
AIN'T YOU BABY
A MAN OF MY OWN
DOES MY BABY LOVE
THERE'LL NEVER BE ANOTHER MARY
- 1938—LISTEN, DARLING**
An MGM picture with Judy Garland, Freddie Bartholomew, Mary Astor and Walter Pidgeon.
Lyrics by Joseph McCarthy
TEN PINKS IN THE SKY

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HILTON CHAIN TOPPER TOPS TALENT BUYERS

Merriel Abbott in Central Spot With Addition of St. Lou Jeff.

Continued from page 1

dience. Dates at the Persian Room vary from four to eight weeks. The Waldorf-Astoria, now on an established two-show-a-night policy, goes in for new people, rather than established class hotel names, giving four to eight weeks per show. With the exigencies of booking always present, the policy is flexible. However, where possible, Miss Abbott's program for the Waldorf's rooms—Wedgwood and Starlight Roof, permits of new faces, at least one on each show. The Wedgwood, for example, now has Kitty Kallen and Roger Price. Latter is new to hotels. Next March

the room will have Norman Evans, British comic in his American preem.

Divie in Chi

The Palmer House, Chicago, uses big names and small names. Policy there is very pliable. For example, the Palmer will use a Dixieland band, for the first time in its history, starting December 28. Band will be Sharkey Bonano's second piece outfit, which Miss Abbott picked up out of New Orleans. With the band will be Connie Haines. Average run of show at the Palmer is also four to eight weeks.

The Mayflower, Washington, is another Hilton talent spot, tho' this room seldom uses names, leaning mostly to established dance teams. Artini and Consuela just finished an eight-weeker there and are following it with a four-weeker at the Persian Room.

There are also a couple of weeks at the Caribe-Hilton, Puerto Rico, during the season (January-April). The rest of the year, hotel uses

native talent. The Roosevelt Hotel, New York, is primarily a band spot. A Guy Lombardo goes in for six months. Other bands, playing sweet, also go in for periods of months. A Teddy Fowling, for example, was in for about four months.

The kind of acts that can get the entire Hilton route, with the exception of strictly band rooms, are novelties, for instance, dance teams and perhaps certain kinds of singers. A Kitty Kallen can get practically all the hotels, a Dorothy Shay, on the other hand, is best suited for only certain rooms.

The Sharkey Bonano Dixieland band, which goes into the Palmer House, may also get the Starlight Roof, according to Miss Abbott. If it does well in Chicago. TV a Problem. Television is becoming a problem to the Hilton booker. Miss Abbott said it is now a rule of the chain that only singers working in their rooms may take TV guest shots. (Continued on page 46)

Music Hall Hikes Stem Take to 385G

NEW YORK, N. Y., 18.—A big opening week at Radio City Music Hall gave the over-all takes a lift to \$385,000 as against the previous week's \$378,000.

Radio City Music Hall (\$6,200 seats; average \$123,000) took in a so-called \$145,000 for its initial week with King Solomon's Mines, Bobby Brandt and stageliner. Roxy (6,000 seats; average \$68,000) started feeling the effects of a five-week hold-over. Bill of All About Eve, plus Martha Stewart and the Blackbuns, selected \$85,000 for the fifth week. Show started with \$90,000, followed by \$115,000, \$100,000 and \$99,000.

TD Aided Capitol

Capitol (4,827 seats; average \$43,000) counted \$53,000 for its preem frame with Tommy Dorsey's ork, Jackie Gleason, Rory Calhoun and Devil's Doorway.

Paramount (3,654 seats; average 78,000) dropped to \$52,000 for its second week with the Ames Brothers, Georgia Kaye, Tex Benck's band and Get By. Opener saw \$70,000.

Strand (2,700 seats; average (Continued on page 47)

TV NAMES LIFT THE TAKE

While Most Combo Houses Sing 'No Biz Blues,' Roxy Does Something

NEW YORK, Nov. 18.—The plaintive cry of "bad business" is now common to practically all the combo houses from one end of the country to the other. As proof they can point to declining grosses which have hit them all.

The reasons for the decline are many and varied, ranging from poor pictures and economic conditions to weather conditions and lack of attractions.

But during all these cries only one major house has tried anything else but howling. This house is the Roxy.

Big theater, a 6,000 seater, run by A. J. Balaban and booked by Sam Rauch, has a fairly big budget to work with. Like its competitors it has also been up against the scarcity of name performers and major pictures. But unlike its

competitors it has not retreated to a laissez-faire policy. Its first major move was made about two years ago when it put in an ice tank. The cost was somewhere between \$50,000 and \$75,000. This included new scenery, settings, etc. However, it almost paid for itself. The move saved money for the Roxy in the long run. It permitted cutting down on stage personnel and reduced the size of the stage, making the house a

more desirable theater to play. In addition to the ice show, now a standard summer fixture, the eliminated for the winter, the Roxy was the first theater to take advantage of television's popularity. Where in most theaters the word TV is forbidden on the stage, the Roxy went out and bought shows whose popularity was built entirely on TV.

Its first venture was the TV package consisting of Sid Caesar and Imogene Coca plus Faye Emerson as the emcee. It then followed with other TV personalities like some of them were big already before they went into TV. These included the Ker, Murray show, Lucille Ball and Desi Arnaz, Robert Merrill and Milton Berle. All of them, however, particularly (Continued on page 51)

AGVA Salary Bite Puts Heat on Brass As 2 Branches Boil

Philly, Chi Kick; Meeting To Oust D. Jones Develops 'Conspiracy' Row

NEW YORK, Nov. 18.—The 1 per cent salary tax on all members of the American Guild of Variety Artists (AGVA), to go into effect February 1, has put the national heads of the union in an uncomfortable spot, with at least two branches, Philadelphia and Chicago objecting to the assessment.

The Philadelphia branch, responsible for the original tax on talent buyers rather than on members, started the ruckus with Dick Jones, Philly AGVA rep, bombarding the Associated Actors and Artists of America (Four A's) for remedial action.

An executive board meeting was held in New York Friday (17) to take up the problem of Jones. AGVA topers admitted that huddle was for the purpose of ousting Jones. The confab developed into something else.

Henry Dunn, Al Westbrook and Vic Connor were accused by Bill Lane of fomenting a conspiracy to sabotage the action of the AGVA convention. Lane is a member of the Philly executive board and a member of AGVA's national executive board. (See The Billboard November 18).

Dunn retreated hastily, explaining he wasn't sabotaging anything. He explained that the Philly plan (\$5 to \$25 tax on talent buyers depending on budgets) was un-

Continued from page 2
adise ops hope to get a few solid names to reopen with but so far there's no deal.

La Martinique is holding up with a fairly good show, tho' it has no marquee value. Its problem now is what to find to follow. Dario has Peggy Fears and another singer for subsequent dates. What he lacks is comedy. Practically all the standard comedians have been approached but are either unavailable or reluctant.

The Havana-Madrid is reportedly willing to spend real dough to (Continued on page 46)

San Francisco Bal Tabarin Sold for 100G

SAN FRANCISCO, Nov. 18.—Tom Gerun and Frank Martineilli have sold the Bal Tabarin to Bimbo Guinotoli, owner of the 385 Club, for a price said to be over \$180,000. Guinotoli will pour another \$100,000 into remodeling it. Gerun and Martineilli, who opened the Bal in April, 1931, will operate the spot thru January, and turn the keys over to the new owner February 1.

Guinotoli will keep the 385 Club running until July 1, when that place will close. The Bal Tabarin will be renamed Bimbo's 385.

De Sure Back In Niterly Biz

HOLLYWOOD, Nov. 18.—Eddie De Sure, former owner of South Los Angeles's Oasis, returns to the niterly biz after an absence of six months. De Sure joins Harry Feinstein, owner of Hollywood's Vesuvio Restaurant, as a partner in converting the eatery into a club. Spot seats 250 and will concentrate on booking new talent rather than established names.

De Sure, while at the helm of the Oasis, booked such present day strong attractions as Frankie Laine and Kay Starr while they were still on the lower rungs of the ladder. Club Vesuvio starts its talent policy the first week in December. De Sure's talent has as yet been booked. Work starts Monday (20) in converting the eatery. De Sure sold his Oasis last May after owning-operating the spot for 10 years and building it into one of the area's top jazz havens.

MIAMI BEEF

Casablanca Signs Basic Minimum

MIAMI, Nov. 18.—The first crack in the solid wall set up by Miami Beach hotels in refusing to sign a minimum basic agreement with the American Guild of Variety Artists (AGVA), was broken last week. Red Pollock, owner of the currently being built Casablanca Hotel, made a deal with the talent union.

The actors' union, meeting at the hotel ops in a conference, asked they put up cash bonds and agree to pay acts a minimum of \$125 per week. AGVA was turned down, tho' an offer of \$75 was made.

One Sign

Casablanca, however, with its first shows already lined-up broke away from the ranks and signed. It is now generally expected that all the other hotels which expect to use talent the coming season will follow suit.

Jerry Baker, Miami AGVA rep, hailed the negotiations with an assist from Jack Irving, of Chicago.

NPA Outlaws Building for Niteries, Clubs

Dance Halls Also Hit as U.S. Cracks Down in Drive

WASHINGTON, Nov. 18.—Tightening its crackdown on amusement construction, the National Production Authority (NPA) ruled this week that niteries and dance halls cannot be included in construction plans of any type of building otherwise permissible under NPA controls. The agency said it issued this latest ruling to clarify its original ban on amusement construction and to head off any plans for incorporating funspots into hotels, office buildings and other structures which are not on the controls list.

The agency also extended its banned list to include buildings where the predominant business is the serving of liquor for consumption on the premises. The amendment further stipulated that the amusement ban applies to structures as well as buildings, specifying that a structure is "subject not classified as a building, such as a stadium, golf course, race track or swimming pool."

The "act of God" exemption was stiffened to permit the rebuilding of amusement buildings destroyed by fire and the like only if the disaster occurred after July 29, 1950.

In its original construction order, NPA had left unresolved the question of whether a night club or theater could be included as a part of a building not affected by the order. In the amendment, the agency specified that "where a building or structure is to be constructed for a number of different uses and tenants, that part of the cost apportionable to one of the prohibited purposes shall not exceed \$5,000."

He Who Laughs--- Collects at Last

PHILADELPHIA, Nov. 18.—Ciro's, which has been showing for some time, brought in Cosy Morley, a comic. Morley played the same team about a year ago but at that time he was a clarinetist with the Don Haven Quartet—and was fired off the job.

He now gets double the salary the whole quartet got.

EMA AND GUILD SIGN CLUB CODE

Waiver Clause in Nat'l Agreement Could Give Producers an "Out"

Continued from page 1
Emcees must be hired for specific jobs. Where an actor, not an emcee, is called upon to emcee, he is to get double salary. No committee man, producer (that's the booker) or any of his associates can work in a show. His duties will permit him to intro the emcee only.

All club date jobs shall include transportation costs, including baggage and props. The only exception is within the metropolitan area of any city where the producer has his office when the job is within the area. If an actor uses his own car, he shall be paid the equivalent of his transportation if he used a train or bus. He is, not obligated to carry any other performers as a condition of his getting the job.

If an actor gets a club date outside the metropolitan area in any city and has to leave before 4 p.m. (Continued on page 46)

Canuck House Back to Flesh

VANCOUVER, B. C., Nov. 18.—The Odeon Hastings Theater returned to flesh with a five-act bill of vaude Monday (6), headlined by Texas Jim Lewis and His Plainsmen on a three-a-day schedule. Acts are booked thru Les Mantell, of the Bert Levy Seattle office.

The Odeon Hastings was formerly the Pantages and played that circuit's vaude until the circuit folded in 1931. The name was then changed to the Beacon and vaude continued until 1936 when the owner, Hugo Ray, sold the house to the Odeon chain.

On a straight picture policy the house has been going in the red, hence the change to vaude. Roy A. McLeod, former manager when the house was playing vaude, has returned, being transferred from the Vogue on Granville Street.

CUFFO?

Doc Has Hex That Hypes Liquor Trade

PITTSBURGH, Nov. 18.—Dr. Arthur Ellen, ex-psychologist at the Fort Jay Hospital, now doing a night club act, is working effectively with a hypnotic routine. On Tuesday night (7), at the Monte Carlo here, a drunk kept bothering him throughout his act and then called him over and asked Ellen to hypnotize him.

Ellen knew this would be tough because of the difficulty of point-of-contact with a drunk. But the boss, Allan Clark, was standing there, and it looked like a challenge, so Ellen finally got the subject under. Then he gave him a post-hypnotic suggestion.

The first thing the drunk said when he came back to consciousness was "I'm buying drinks for the house." Everybody roared, and the bartender set them up and Clark said to Ellen, "With business the way it is, this is something you should keep in the act."

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BUY CHRISTMAS SEALS FIGHT TUBERCULOSIS

Hocus-Pocus

of Magic and Magi
by Bill Sachs

JAY MARSHALL moved into Beverly Hills Country Club, Newport, Ky., Friday (17) for a fortnight's stand. . . **Michael Dove** is presenting his novel magic turn in the Detroit sector. He works almost exclusively with doves, a la *Canita*, except that he works in tails and uses no apparatus. . . **Robin C. McCleary** is the new president of the Harry E. Cecil Ring No. 22, International Brotherhood of Magicians, Detroit, succeeding **James Harrison**. Other new officers are **Walter M. Wilson**, vice-president; **Stanley Mieszkowski**, secretary; **John Wojtala**, treasurer; and **Roy Kissell**, sergeant at arms. . . **L. Gay Gerber** was in Cincinnati early last week on the beginning of an extended swing thru Ohio territory. . . **Ray Redwell** is back at the University of Dayton, Dayton, O., after a six-week trek to the West Coast which took him over 5,500 miles thru 13 States.

Mandrake the Magician, during his recent engagement at Martin's Tavern, Lima, O., was visited by **Jack Luston**, currently playing school assembly shows thru Northern Ohio. Luston was general agent for Clyde Bros. and Kelly & Morris circuses the past summer. . . **Paul Hubbard**, still on school assembly dates in the Buckeye State, recently presented his midnight spooker at St. Mary's Theater, St. Marys, O. . . **Cal Townsend** (Kaleb the Magician) has established headquarters in the Ohio Theater Building, Spencerville, O., to frame a nine-piece circus-magic unit to be piloted by **Forrest Brown**, veteran agent and bill-poster formerly with **Billy Welsh's** Brody's Comedians. **Max and Maxine Lippincott** are presenting their full-evening show in Ohio auditoriums. **The Great Lawrence**, following a week's stand in Youngstown, O., hopped into his native Cincinnati to play for the Veterans of Foreign Wars. He is slated to begin a TV stanza late in November that is expected to keep him busy all winter. . . **B. G. Mathis** is still piloting the Lawrence turn. . . **Ben Pardo** writes from Honolulu that he's set in Hawaii for the winter with the **Pete Korzes** Side Show on the E. K. Fernandez organization, presenting his one-man mental turn. **Pardo** made the trip to Honolulu on the same

plane with **Dell O'Dell** and **Charles Carrer**, currently showing their magic and juggle wares in the Islands.

MARCELLIE, who has presented magic-mental turn in virtually all parts of the world the last 33 years, is back in Philadelphia after a 30-week trek thru the South. It was his first tour below the Mason-Dixon Line and he reports that he has return dates in that territory beginning early in 1951. . . **Ralph Beck**, back in the magic game after a long layoff, has just concluded an extended stand at the Jungle Club, Miami, and is now working club dates in the area before beginning bookings on the Caribbean and Florida circuits. . . **Milbourne Christopher** typewriters from New York under date of November 10: "Had a wonderful week at the Hippodrome, Baltimore. **Bill Neff** is there tonight with his horror show. In addition to the four-a-day at the Hipp, I also did my weekly TV show, a guest shot on "Lunchbox" at the Sheraton Bellevue, a show in San Square for the Red Feather Drive, and attended a meeting of the Yogi Club. **Carl Jones** popped in one afternoon. Took him out to my house between shows to see a few of the old playbills and prints of magicians. Among the magi who dropped by at the Hipp to see the show were **Hon. Fritsch Phil Thomas**, **George Peyton**, **Dantini**, **Martinell**, **Paul** and **David Heese**. **Ed Weston**, **Bill Andrews** and **Ed Heyl**, I leave tomorrow for Wichita, Kan., to present my hour show. **Was there last May?**"

Joe Thomas, comedy wand-wielder, is in his ninth week at the Club Casino, St. Louis. . . **Fogel**, Jewish mentalist, is still showing his wares at St. Louis's Park Plaza Hotel. . . **Keith** and **Jean Barrette** registered a windfall with a series of pre-election political rallies in the Rexburg, Idaho, territory with a 45-minute free show. The first date was booked with the dubious approval of a county chairman. **Barrette** says, "When 550 persons jammed the high school auditorium the chairman admitted that crowd had come to see the show and not hear the candidates. After that the dates came thick and fast. **Barrette** infers. The Barrettes resume this week with their full-evening sponsored show."

Burlesque Bits

by Uno

NADINE, featured in the Silk-Cowan unit, was to have launched a new *Lady Godiva* strip act recently. While in Chicago a month ago, she ordered a lightweight, portable horse prop. This in Boston last week, the apparatus arrived but **Nadine** found it was made of concrete and several hundred pounds heavier than expected. Gadget now reposes in the express storage in Bean Town, unaccepted by **Nadine**, and it is specified as non-returnable by the manufacturer. . . **Benny Pearson**, comic, is playing club dates in Cleveland. . . **Joan Yorlano** and **Marie Bradley**, front-liners at the Hudson, Union City, N. J., are being readied by producer **Jack Montgomery** for a new double strip labeled the **Toney Twins**. **Ora May**, dancer, has been picked to do specialties in the ballets.

Vickey McNesley, of the Casino, Boston, and wife of **Charles Schultz**, house straight man, is a kin of Vice-President **Alben W. Barkley**. Her family moniker is **Victoria Barkley McNesley**. . . **Bert Carr** and **Wilma Hayden** are the parents of a daughter, **Alberta Pearl Kamm**, born November 2 at the family home in Avalon, Pittsburgh suburb.

CARMEN HOPE, dancer, is in her 10th week at the Ambassador Club, Baltimore, thru **Mim Grossman**, Manhattan booker. . . **Hetene DeCensie**, after a brief visit to New York, resumed her tour of lecturing November 9 at the Plaza Theater, Reading, Pa., with **Dovain Ester's** film, "Hitler's Love Life." . . **Lolette Winston**, feature in "Top of the Town" the last 11 weeks, is now headliner at the White Swan, East St. Louis, Ill. . . **Jeannette Laffer**, strip at the Grand, St. Louis, with the

Martin-Lewis Row Takes New Twist

NEW YORK, Nov. 18. — The Martin and Lewis versus **Abner J. Greshler** management contract hassle was further complicated last week when the American Guild of Variety Artists (AGVA) formally requested of Music Corporation of America (MCA) all commissions received by it from the team, an accounting of all salaries and deals entered into by the boys and a written statement of all future dates MCA made for Martin and Lewis.

Originally the case of who's who, with Martin and Lewis wanting out on Greshler's contract and Greshler refusing and MCA coming in and grabbing off the boys, was to be heard before AGVA. Various dates were set for hearings that all were subsequently postponed.

In the meantime **Joe Ross**, attorney for Martin and Lewis, withdrew his action from before AGVA and substituted a similar action on the West Coast before the Screen Actors' Guild (SAG).

When this substitution went into effect, AGVA had no case before it, and under an exclusive management contract it still recognized Greshler as the exclusive agent. Following this procedure, AGVA was pressured by Greshler to collect commissions he claimed were due him, and AGVA notified MCA accordingly.

Extra Added

Brief but important night club-vaudeville news

New York:

Phil Foster left the Radio City Music Hall show after the first day. That makes the third act that went in and out the first day of a new show. It started on the previous bill. The first was **Betty Bruce**; then came **Guy Raymond**.

Peggy Fears will be one of the next attractions at La Martinique followed by **Halca O'Connell**. **Spot** is still shopping for comics. **Rosenbloom** and **Baer** will follow **Lenny Kent** into the Havana-Madrid.

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LNYT Allots \$50,000 For National Campaign

NEW YORK, Nov. 18.—Further details of the plan of the League of New York Theaters (LNYT) to hypo national consciousness of the live theater (The Billboard, November 18) were released this week. After months of pro and con deliberations, LNYT has allotted \$50,000 for a country-wide educational campaign, and employed Gerald Goode as director of its public relations. The essential aim is a renaissance of interest in the theater as a whole.

The plan is linked directly with a bi-centennial celebration marking 200 years of theater-going in America, which will run thru 1951. To and in this the league has in-

"Anna Lucasta" Pix Buy Fight In N. Y. Court

NEW YORK, Nov. 18.—A dispute over agent's share of the revenue from the sale of the motion picture rights to Anna Lucasta was raging in New York Supreme Court this week between John Wildberg, producer, and Claire Leonard, agent for the author, Philip Yordan. A total of \$14,000 is involved. The amount is reported to have been held in escrow by the negotiator for the motion picture rights, E. E. Cohen, over the past years, pending settlement of the Wildberg-Leonard dispute.

At the same time, Herbert T. Silverberg, Yordan's attorney, has claimed that he was instrumental in disposing of the motion picture rights. The film, starring Paulette Goddard, was made by Security Pictures, Inc., in which Yordan and Silverberg were partners, and distributed by Columbia Pictures. The rights were sold for \$350,000.

Wildberg, in his complaint, charges that neither Miss Leonard nor Silverberg acted as agents in the sale of the rights, that he brought about the sale himself, and that he, as manager, is therefore entitled to the complete 40 per cent share, or \$140,000. He claims to have already collected \$128,000, the difference remaining in dispute. Miss Leonard allegedly has already collected her percentage as agent from the author.

Miss Leonard is also agent for Robert McEnroe, author of The Silver Whistle, and A. B. Shiffrin, author of Angel in the Pawnshop. Wildberg is currently presenting Black Chiffon.

Subway Circuit Gets Delay on AGMA Suit

NEW YORK, Nov. 18.—Subway Circuit, Inc., and its president, George W. Brandt, this week (17) obtained a stay of arbitration proceedings with the American Guild of Musical Artists (AGMA), which is acting on behalf of nine musicians hired for performances of The Medium and the Telephone at the Flatbush and Windsor theaters. The performances took place. AGMA is asking for \$50 rehearsal fee and 2 weeks' salary for each.

DRAMATIC ROUTES

- Angel in the Pawnshop (Belwyns) Chicago As You Like It, with Katherine Hepburn (Convention Hall) Tulsa, Okla., 23-25; Forum Wichita, Kan., 24-26; Bless You All (Powers) Philadelphia, Boston, Time (Shubert), Lafayette, Detroit, Birmingham (Victory) Dayton, O., 22; (Mermaid) Indianapolis 23-25; Earl, O'Day, Opera Co. (Ford) Baltimore, Come Back, Little Sheba (Biltmore) Los Angeles; Consul, The (Shubert) Boston; Death of a Salesman (Local 81) Philadelphia; Diamond Lil, with Mae West (Blackstone) Chicago; If You Please, with Frank Fay (Loeb's) Santa Barbara, Calif., 24-25; I Know My Love, with the Luau's (Nixon) Pittsburgh; Innocent, The (Case) Detroit; Intimate's Grand Opera Co. (Hanna) Cleveland; Kiss Me, Kate (Lyceum) Minneapolis, 11-25; Let's Make an Opera (Shubert) New Haven, Conn., 23-25; Mr. Roberts (Lyric) Allentown, Pa., 22; (Fisher) Reading, 23-26; Oklahoma (Hull Auditorium) Cincinnati; Out of This World (Shubert) Philadelphia; South Pacific (Shubert) Chicago; Street Car Named Desire (Fifth Avenue) Boston.

initiated the formation of a Council of the Living Theater, headed by playwright Robert E. Sherwood, and committees of this will be set up nationally and regionally.

A dozen points have been laid out for the program. The bi-centennial will open with an hour-long national radio program, with theater stars being greeted by London and Paris theater luminaries via trans-oceanic hook-up. A documentary film covering style changes in American drama will be readied for pie house distribution.

A TV show along the same lines, with top players in great parts of the past, is on the agenda. There will be a book published of pictorial theater history as well as national magazine articles by theater celebs. A country-wide essay contest for high school seniors on living versus mechanized theater calls for a prize of a week of New York theater-going. A push will be made for some American theater history to be included in high school courses.

A final event, a National Theater Week, will be held in Washington, State capitals and principal cities. Editorial support from the country's newspapers will be sought, lecturers sent to key cities on the road, plus a traveling exhibit of theatrical memorabilia covering the last two centuries.

Plan also calls for the duplication in other cities of the theater ball which the American National Theater and Academy will sponsor here New Year's Eve.

The slogan for the council's campaign is "The Play's the Thing." Arthur Schwartz will compose a theme song on that title.

"Out of World" To Get Major Facelift

NEW YORK, Nov. 18.—Bearing out the estimate of The Billboard's Philadelphia appraisal (The Billboard, November 18), the Cole Porter musical, Out of This World, is due for a major facelift before its Stem bow-in. While the song-and-dancer had a record advance sale, critical opinion was temperate, to say the least. Accordingly, George Abbott has been summoned to Philadelphia to take over its direction from Agnes De Mille, who is reported as not being in accord with management in regard to revision and cast changes. Also Abbott wanted F. Hugh Herbert called in to rewrite the book. As Herbert has also left for Philadelphia, it appears that Abbott's advice is being followed.

Meanwhile, producers Arnold Saint Subber and Lemuel Ayers have put back World's preem at the Century Theater here to December 22. Boston will get to see it for three weeks after it winds up at Philadelphia's Shubert Saturday 25.

HERE TO STAY?

Legit Previews Becoming Permanent Stem Fixture

NEW YORK, Nov. 18.—In recent seasons a legit phenomenon has taken on growth at mushroom pace. Time was when practically every Stem show did its polishing out of town before daring a Broadway unveiling. Occasionally, a show opened cold (without the advantage of a hinterland break-in) but such was a rarity. But today, the "preview," either paid-for or by invitation, is almost a Broadway must for any show, whether or not it has had the advantage of an out-of-town tune-up.

Such current Stem entrants as Country Girl, Call Me Madam; Peter Pan, Season in the Sun, The Lady's Not for Burning, Pardon Our French, Story for Sunday

BROADWAY SHOWLOG Performance thru November 18, 1950. Table listing shows like Affairs of State, Angel with Red Hair, Arm and the Man, A Day for a Soldier, etc.

MUSICAL Table listing shows like Call Me Madam, Gracie's Perfect Blonde, Kiss the Boys, etc.

COMING UP Table listing shows like Phil's Crossing, Edwin Black, The Pilgrim, etc.

CLOSED Table listing shows like The Carion Squire, The Carion Squire, The Guacomo Smik, etc.

Sadler's Sells Out in Oklahoma City

OKLAHOMA CITY, Nov. 18.—One night stand of Sadler's Wells Ballet is a complete sellout for the 6,000-seat Municipal Auditorium here Tuesday (23). Troupe's visit is sponsored by the Oklahoma Publishing Company and its affiliate, Station WKY.

Over 16G of the \$18,106 gross called for at a \$4.88 top was subscribed six weeks after tickets went on sale August 6. To date over \$1,000 in advance orders has been returned to kit, would-be pew-buyers.

Sides and Asides

Brief but important legit news

Status Quo

Events last week put a status quo on the stagehands' demands for pay boosts. A meeting was scheduled with Metopera for Wednesday (15) but was called off by the latter at the last moment due to pressure of other business. The Metopera biggies are drafting counter proposals to the union's demands which will be delivered to Local 1 next week. The TV actors strike crisis threw a wrench into stagehands-network negotiations, which were set to continue Thursday (16). A spokesman for the union said that they would be resumed early next week, but just when would be predicted on the general TV situation at that time. He denied reports of any tentative negotiations with the League of New York Theaters (LNYT) toward a solution of the union's demands in the legit field.

Urges Theater Stamp

A Billboard reader, George Durst of Jamaica, N. Y., suggests that the Theater Council of America pressure Uncle Sam to turn out a 1951 commemorative postage stamp in honor of next year's bi-centennial celebration of 200 years of American theater. Not a bad idea. Page Robert Sherwood and Gerald Goode.

"Mrs. Warren" Out

Theater Venture's first venture down on Bleeker Street will shutter Sunday (19). Shaw revival of "Mrs. Warren's Profession," co-starring Estelle Winwood and John Leader, has done fair business, but arrangements by producers Norman Rose and Ben Grauer called for release of actors, provided the play couldn't be moved up-town at the end of four weeks. When such a move was marked no dice, the closing followed. No second venture at the downtown playhouse is as yet announced.

Guardman Duet

It is now a certainty that Jeanette MacDonald and husband,

Gene Raymond, will co-star in the revival of Molnar's "The Guardsman." Richard Aldrich and Richard Myers, who in association with Julius Fleischman are sponsoring the project, announced last week that rehearsals will definitely start in December. The current debate is as to whether to stir pre-Stein break-in on the East Coast or West Coast. Sam Wanamaker is being considered for the staging assignment.

"Pacific" KO's All Twin City B.-O. Records

MINNEAPOLIS, Nov. 18.—South Pacific drew \$114,000 for 16 performances in St. Paul and Minneapolis, setting a new all-time gross for the Lyceum Theater in Minneapolis. Ed Furl, manager of the St. Paul Auditorium Theater, where Pacific played to 2,801-seat capacity houses for four performances October 30-November 1, reported a gross of \$36,000 before taxes. The Lyceum, with its 1,859 seats, had 12 sellouts from November 2-11, including three matinees for a \$78,000 gross. Also, a \$52,000 gross for one week was a new top for receipts for that period.

BREAK-IN SCORES

NEW HAVEN Gies Van All (Opened Shubert Theater, Monday, November 13) Yes 2 No 0 Per Cent 100 Journal-Cleaner, F. R. J.—"With premier getting the new show should clear up on Broadway." Register, Bob Loomery—"Needs only a shortening and a shortening of its comedy to make it a top night venue."

Out-of-Town Reviews

BLESS YOU ALL (Opened Monday, November 13) Shubert Theater, New Haven, Conn.

A revue, music and lyrics by Harold Rome. Directed by Arnold Augustus. Dancers by Illean Tamira. Production designed by Oliver Smith. Costumes by Miles White. Vocal arrangements by Lehman Engel. Lighting by Peggy Clark. Staged by John C. Wilson. General manager, Philip Adler. Press representative, Richard Maney and Frank Goodman. Stage manager, Frank Corbett. Presented by Herman Levin and Oliver Smith. PRINCIPALS: Jules Munshin, Mary McCarty, Pearl Bailey, Joan Merrill, Harry Davis, Pearl Barry, Byron Palmer, Charles Herli, Lee Barsell, Robert Chisholm, Douglas Sandler, Noel Gordon, and Valerie Britts. (Continued on page 49)

BORN YESTERDAY (Opened Wednesday, November 16) El Capitan Theater, Hollywood

A comedy in three acts, by Clifton Kopp. Directed by Jack Gage. Settings by Richard Johnson. Press, Bill Tetterton. Staged by Gene Mann. Presented by Theater Enterprises. Helen is maid: Ruth Pughard Paul Verano, Whit Pierard Bill Hays Eddie Brock, Percy Helton Another Billup, Bill Brennan Harry Brock, William Brown Assistant Manager, Bernie Weiss Billie Davis, Marie McDonald Ed Dover, Tom Pucers Barber, George Reynolds Bryant, Barbara Ann Knudson Horback, Leonard Gumbly Senator Norma Hedges, Thayer Roberts Mrs. Hedges, Louise Lorimer Walter, John Spring

Gene Mann, who devoted the last four summer seasons to outdoor musical comedy productions at Griffith Park's Greek Theater, takes his initial step inside the theater with Born Yesterday. For a first step, it's a healthy one, and one which may help fan the sparks of interest in legit at Hollywood and Vine. Bill Bendis, one of the finer of the celluloid thespes, is excellent as the millionaire junk dealer. His portrayal combines primitive ruthlessness with the raucous comedy of the illiterate to create a highly plausible Harry Brock.

Marie McDonald Scores Marie McDonald, the luscious lass of cheesecake-dom, conquers an even more difficult role as Brock's dumb blonde girl friend. Part is doubly difficult for, in it, she must effectively show the evolution of awakening character, plus the fact that Judy Holiday has established the standard interpretation of Billie Dawn. Miss McDonald avoids imitating the Holiday creation as she builds (Continued on page 49)

ARENAS AND AUDITORIA

Chattanooga Building Up-Dates Acoustics

By Daphne (Dee) Poll
CHATTANOOGA, Tenn., Nov. 18.—The Soldiers and Sailors' Memorial Auditorium here last summer underwent the knife of an architect and had its face lifted at a cost of \$90,000. Acoustics were improved greatly and a new public-address system and a new ceiling, with all new light fixtures, were installed in the main hall, which also was redecorated.

The aud seats 5,500 and also has a theater with 1,500 capacity and 19 committee rooms, with exhibit rooms in the basement. The municipally owned structure is operated by a commission appointed

by the city commission. Tommy C. Thompson, a director of the International Auditorium Managers' Association, has been the aud's manager for 19 years, during which time the building has been on a self-sustaining basis for 15 years.

Until completion of this summer's modernization program, Thompson was opposed to booking Broadway shows due to the unsatisfactory acoustics. He had held his major annual bookings to concerts, symphonies, sporting events, conventions and skating shows. But now Thompson says the building is available for roadshows as well as for all types of conventions, home shows and touring productions. In fact, he says he is eager to get bookings of the big Broadway shows on tour.

Fall to spring booking this year is not a full one due to reconstruction work this summer which prevented seating many definite bookings. The schedule for the next few months follows: December 2, Don Cossacks Concert; December 8, U. S. Army Band; December 11, Margaret Truman; January 8, Industrial Power and Electric Show; February 5-9, Holiday on Ice; February 23, Elena Nikolaidi; and March 12, Oscar Levant.

Advance Sale Produces for Stockton Club

STOCKTON, Calif., Nov. 18.—An advance sale by the Stockton Skating Club for an October 30 Halloween party brought out a crowd that packed the Rottatorium here, reported Manager Paul J. Gilbert.

An array of prizes were offered during the 7:30 to midnight session, including a door award plus 19 costume prizes and awards for games and special events. The club held its first free-style contests, open to any skater who had never skated in a State meet, in the juvenile, novice and senior divisions.

Proficiency figure and dance tests were conducted at the rink October 29 by the United States Amateur Roller Skating Association, with John R. Harris and B. Gordon, San Francisco, and Barbara Ziem, Oakland, doing the judging.

Dolores Cummins passed the fifth and sixth figure tests, and Shirley Sasselli passed the junior figure bar test. Those who passed the first figure test were Barbara Allman, Elwanda Rickman, Maria Lou Barrett, Jimmy Stephens, DeAnn George, James Allman, Janice Mann, Tene Hazlitt, Gloria Kiesz, Sharon Norton, Lois Leimer, Beverly Frick and Dee Ring. The bronze dance test was passed by Bruce Hannah, Dee Ring, James Stephens, Mickey Jankowsky and Marie Chamberlain.

SOUTHERN TREK FOR KID ANNIE

ALEXANDRIA, Va., Nov. 18.—Annie Dunbar, 75-year-old skating enthusiast, who makes the America to New Orleans Alexandria Arena her skating base, departs soon by plane for New Orleans where she will demonstrate skating in connection with the opening of the new Gendilly Roller Rink there, said to be one of the most modern rinks in the South.

AOW officials say "Miss Annie" will demonstrate "that roller skating has outgrown its baby clothes. In effect, she will be visible proof that the pleasures of skating are not limited to young people." She will demonstrate that "roller skating has established itself as a family pastime and has seen mother and dad bring teen-agers, toddlers and grandpa to the rink for fun."

In addition to Miss Dunbar's appearance, top skaters of the USARSA will present a show at the Gendilly debut.

Big Top Skatery Bows in Covington

COVINGTON, Ky., Nov. 18.—Dixie Gardens Big Top Roller Rink opened here Friday (10) under the management of Willis Vance, operator. The heated big-top roller has more than 6,000 square feet of floor space.

Operated in conjunction with the rink is Dixie Gardens teenage canteen which includes rustic fireplace, booths, juke box and snacks. There is bus-line service to the door, free parking space, recorded organ music and clamp and shoe skates for rent.

Vance announced the following operating schedule: Sunday and holiday matinees, 2-4:30; daily twilight sessions, 5-7 p.m.; Mondays for private parties; Tuesday, Wednesday and Thursday, 7:30-10:30 p.m.; Friday and pre-holiday nights, 7-9 and 9:30-11:30 sessions, and Saturday nights, 7:30-9:30 and 10-12.

Biz Good at Parkview

CARROLL, Ia., Nov. 18.—Business is reported excellent at Parkview Roller Skating Palace by its owner, Charles C. Ludwig, who said he had a capacity crowd November 7 when the Five Flying Aces, pro act, appeared at the rink. Ludwig also has booked J. L. Browne and Company for an early date at the rink. The sale of rink supplies continues at a fast pace, say Ludwig. Carroll Roller Skating Club is rehearsing its annual show for an early appearance here and in near-by rinks.

2 Spots Join RSROA

DETROIT, Nov. 18.—Fred A. Martin, secretary of the Roller Skating Rink Operators' Association, announced from RSROA headquarters here this week the addition of two rinks to the association's membership roster.

The two new members are Rocket Skating Club, Oklahoma City, Okla., operated by T. T. Johnson and H. L. Garlock, and Wal-Lex Rollerway, Waltham, Mass., operated by James Price and John S. Rande.

Rebuild Philly Elmwood

PHILADELPHIA, Nov. 18.—Elmwood Roller Rink here, demolished by fire last year, is being rebuilt for opening during the holidays. Located in Southwest Philadelphia, the new rink will provide a 15,000-square-foot floor. The building is being fireproofed thru-out and a new Hammond organ and refreshment counter are being installed.

Free Skating Classes Set As Denver Rink Promotion

DENVER, Nov. 18.—Over 800 junior high schoolers turned out for the first of a series of weekly free skating lessons in this city. Fred J. Bergin, general manager of Mammoth Garden and president of the RSROA, calls the program "one of the finest ever conceived for roller skating" and said it should do a lot for the sport here.

Three rinks are participating in the "learn to skate" program—Mammoth Garden, Skateland and Roller-O-Rink. The Wednesday matinee sessions are open to any Denver public, parochial or private school student between the ages of 11 and 18. The program is sponsored by The Rocky Mountain News and the Rocky Mountain News Roller Skating Club, and is being conducted by the municipal recreation department as one of its "after-school" programs.

The rinks have set up a progressive program for the five weeks. The instruction at the classes is the same at each rink and begins with forward balance movement and will go thru stops, crossed strokes, elementary spins and jumps, team racing, turns, backward balance and movement, the circle waltz, the two-step and collegiate. Skateland instructors are Bill and Margaret McMillan. Fay Marcové is at Roller-O-Rink and Bergin and John Green at Mammoth Garden.

The rink managements are contributing use of the rinks and free instruction to club members along with free use of clamp skates. A 25 cent fee has been set for kids wanting to rent shoe skates.

Youngsters were required to register at the rink of their choice. Registration blanks, along with publicity on the club, were carried

in The Rocky Mountain News two weeks prior to the first class. Blanks were also put out to junior high schools and could be obtained at the rinks. Registration forms required parent's signature approving participation in classes. Club membership cards were then issued.

Social Clubs Snag Skaters

MEDFORD, Mass., Nov. 18.—Announcement plans for non-competitive social clubs at Bal-A-Roue Rollerway here (The Billboard, November 4) has created considerable interest among skaters, with several clubs now being organized, Fred H. Freeman, operator, reported this week.

Limited to membership of 25, each club will have its own jacket or uniform, and its members, foregoing the privilege of future amateur competition, will devote their activities toward the social aspects of skating, act as guest instructors on Wednesday beginner nights, and make newcomers feel at home at Bal-A-Roue. Club members will be admitted free on the nights assigned them as instructors. They will also receive a discount on Club Night.

Bal-A-Roue, which observed its ninth anniversary November 7 with a gala celebration, has scheduled a new series of dance classes for adults, high school students and juniors. Party bookings are reported brisk, with a number of school dates set.

AOW's Bill Annis Dies

ELIZABETH, N. J., Nov. 18.—Bill Annis, former manager of the American on Wheels chain of rinks, died recently of a heart attack. His last post had been with the AOW unit at Passaic (N. J.) Rink. Previously he had managed the Paterson (N. J.) Arena. He is survived by his widow, Emma, and a daughter, Judith.

SKATE CASES AT A NEW LOW

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WHAT THEY SAY...

about The Billboard in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

COMPLETE PORTABLE RINKS
SECTIONAL RINK FLOORS
Oiled, Non-slippery, Built-in
BUILT RITE FLOORS & RINKS
138 East 6th St., Tyler, Tex. Phone 4-7320

CURVECREST RINK "COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvescrest, Inc., Michigan, Mar. Original and Sole Distributor

JOIN "MARCH OF DIMES"

Indpls. Group Formed

INDIANAPOLIS, Nov. 18.—The Flyers, which made its bow October 28 in Coliseum Rink, is a new skating group of the Indiana Vassar Club. Organized to reactivate family life as well as to benefit the Vassar scholarship fund, the club will meet every Tuesday from 5:30 to 7:30 p.m. The Gay Blades skating group continues its session on Thursdays at the same time.

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Only War Clouds Mirk Up Outlook For '51 Season

Public Expected To Have More \$\$ For Amusements

Continued from page 1

raids, were caught between rising costs of operations and the decline in the amusement dollar spending.

Weather—Early Bite

The early part of the season on the whole yielded sparse business, not only in the circus and carnival field but also in amusement parks. Weather in the early months was more unkind than normal during that period. But about July 4 business perked up, and thereafter, perhaps because of the Korean out-break, there was a marked step-up in outdoor business.

By fair time most segments of the business were humming. And the fairs generally enjoyed business. Not a few, including the giant Canadian National Exhibition, Toronto, and the State Fair of Texas, Dallas, recorded all-time (Continued on page 71)

YULE PROMOSH

Laurel, Md., Events To Go Under 4 Tents

LAUREL, Md., Nov. 18.—Annual Christmas show staged here by Santa Heim, manufacturer of Christmas tree decorations, will be staged under four huge heated tents this year. Dates are December 1 thru 23.

Last year the event, which drew peak crowds of 20,000 and more on week-ends, was staged in a factory building. John Grimm, of the Jamaica (N. Y.) Tent Company, has contracted to furnish the canvas. Gas hot air units will be used for heating.

One of the tents will be allotted to the Hunt Bros.' Circus, which will again furnish all attractions. (Continued on page 71)

Horan Re-Inks Show Personnel

NEW YORK, Nov. 18.—Irish Horan this week announced that the entire personnel used in the 1950 presentation of his Lucky Hell Drivers has been signed for the 1951 tour.

Heading the list are star drivers Buddy Toomey and Whitey Reece, with Frank (Pancho) Roberts as chief clown. Assisting talent includes Bobbie Cable, Bob Harton. (Continued on page 70)

NPA Asks Trade Views On Curb to Building

WASHINGTON, Nov. 18.—After stiffening its amusement construction ban this week, National Production Authority (NPA) issued an invitation thru The Billboard for comments from amusement park operators on how the ban should be interpreted for rides.

In its amendment to the amusement ban order, NPA listed under banned constructions "amusement devices such as Roller Coasters, Merry-Go-Rounds, or similar device or kind whether primarily designed to be permanently affixed to the premises or to be removable.

If construction costs of rides exceed \$5,000, they are banned. However, an official NPA spokesman said that the agency has yet to make up its mind whether the \$5,000 limitation includes the cost of the device. The cost of a struc-

CONVENTION DIRECTORY

CHICAGO, Nov. 18.—A free directory of carnivals, booking offices, attractions, and fair and show suppliers will again be maintained by The Billboard in the lobby of the Hotel Sherman during the annual outdoor convention here.

This trade service is available to all carnivals, booking offices, attractions and suppliers occupying rooms in the hotel.

The directory will go up Sunday morning (20). To obtain free listing, shows, bookers, etc., should turn in their names, together with room numbers at the Showmen's League of America booth in the hotel lobby.

BOOK REVIEW

G. A. Hamid Tells Own Life Story

NEW YORK, Nov. 18.—Most of the oft-repeated fables evolving from the fabulous career of George A. Hamid at last was given substance in truth by the impresario in a book told in his own words, and slated for publication next Tuesday (21) by the Sterling Publishing Company, New York. Crisply titled Circus, the biography, authored with the assistance of his son, George Jr., sells for \$3.

Starting with his youth in his native Lebanon, Syria, Hamid outlines his background which, while far from placid, provided the inspirational fanning that made the success he later achieved a necessary and vital goal. Rather than being formative in the accepted sense, his early years were (Continued on page 82)

Cincy Food Show Nets 47G for Zoo

CINCINNATI, Nov. 18.—A total of \$47,059 has been spent on zoo improvements in the past three years as a result of sponsorship of the annual Food and Home Show by a civic committee, it was reported this week following a meeting and election of the committee. In 1948 the operation provided (Continued on page 70)

Vending Mach. Biz Sets Sights Outdoors

By Norm Weiser
CHICAGO, Nov. 18.—That outdoor show business will be a major target for vending machine manufacturers and suppliers in 1951 was indicated here this week when the National Automatic Merchandising Association (NAMA) held its annual convention and exhibit

at the Palmer House Sunday thru Wednesday (12-15). Especially interested in the tremendous potential of the fair, carnival, parks and circus fields are outlets for their wares (both coin and manually operated) and supplies (straps and bottles) were the beverage venders, who not only discussed plans to expand their operations in the outdoor field at meetings and on the exhibit floor, but made plans while here to have representation at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention at the Hotel Sherman next week.

While the dozen strap firms which exhibited at the NAMA convention ran the gamut from regional to international companies, all reported they were working on sales promotion plans for the outdoor fields. These firms displayed manual fountainettes adaptable to (Continued on page 70)

NPA Not Clear

The spokesman said NPA is not clear, for example, as to whether the ban includes unassembled Roller Coasters or Merry-Go-Rounds purchased for more than \$5,000 but costing under that amount to put up.

On this point or any others operators may think up, NPA will be happy to receive comments, he stated. "We want to be as fair as we can," the NPA official said, "while keeping in mind the fact that defense needs are of paramount importance."

Views and comments should be mailed to J. W. Follin, Construction Division, National Production Authority, Washington 25, D. C.

CHI OUTDOOR MEETINGS TO PAR '49 ATTENDANCE

NAAPPB Trade Show To Be Larger In Size, Have Fewer Exhibitors

CHICAGO, Nov. 18.—The annual outdoor show business conventions, slated to get under way at the Hotel Sherman here Sunday (27), are expected to match—and in some respects surpass—the '49 confabs. Judging by advance reservations, not only for hotel rooms and exhibit space, but for tickets for the various social functions.

Turnouts for the sessions of the International Association of Fairs and Expositions (IAFE) are expected to be on a par with last year. If anything, prospects are for an increased representation of the larger county or regional type fairs.

The trade show of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) will be larger than '49. There will be slightly fewer exhibitors than last year with those showing using more space than in recent years. Not a few last-minute requests for space were turned down because all available exhibit space had been exhausted.

Carnival representation is ex-

pected to hold to the high 1949 level. The American Carnival Association (ACA) will highlight its convention proceedings with a meeting for railroad show reps to discuss the burdensome increases in move charges.

The Showmen's League of America (SLA) again has slated a heavy convention week program, with the annual banquet-ball

scheduled for Wednesday (29), assured of a sellout. Sam J. Levy, chairman of the banquet-ball, announced Friday (17) that he had obtained Herb Grafius, widely known Chicago columnist and after-dinner speaker, to serve as toastmaster.

From a trade standpoint, indications are that there will be some spirited activity for Midwest fair contracts. There has been more than the usual pre-convention switching of carnivals by fairs in the Midwest and South this year, and more changes loom.

Detailed convention-week programs of the IAFE, NAAPPB, ACA and the SLA appear elsewhere in the outdoor section.

EXPECT 1,000

Show Folks Gather for NSA Frolic

NEW YORK, Nov. 18.—A capacity crowd of about 1,000 is expected to attend the 13th annual banquet and ball of the National Showmen's Association (NSA) in the Grand Ballroom of the Commodore Hotel here Wednesday night (22).

Eastern showmen have been filtering into the city for the past couple of weeks to attend the frolic and other annual NSA events, beginning with the memorial services in the club rooms here tomorrow afternoon. A continuation of services at the association's plot in Ferncliff Cemetery will follow, with bus transportation provided for all who wish to attend.

The election and installation of (Continued on page 70)

Winkley Signs Five St. Paul Fair Race Dates

MINNEAPOLIS, Nov. 18.—Auto Racing, Inc., this city, has been awarded a contract to present five days of big and stock car auto races at the '51 Minnesota State Fair. Frank Winkley, org's general manager, announced here.

Stock car sprints are skedded for the Wednesday of fair week with a stock car 100-mile the following day and big car races Friday, Sunday and Monday, Winkley said.

Despite inclement weather, the organization's final race date of the season, Sunday (5) at Tampa, drew 6,500, to rack up a new record for a still date at that spot. Emory Collins was the leading big car driver in point standings. (Continued on page 70)

Fairg'ds Seen Vital Point in Atomic Attack

FRESNO, Calif., Nov. 18.—Importance of fairs in the event of an atomic attack and in the fight against Communism was stressed here at luncheon meetings of the Western Fairs Association. Addressing an audience of 400 fair secretary-managers, directors and associate members, Maj. Gen. Walter M. Robertson, State director of civil defense, outlined the California program for co-operation. (Continued on page 70)

Ringling Rail Bill Up 111% Since '45, Nears Half Million

Tabulations Give Actual Costs For Jumps by 13 Railroad Orgs

By Tom Parkinson

CHICAGO, Nov. 18.—Ringling Bros. and Barnum & Bailey's annual outlay to the railroads has increased from about \$131,000 in 1945 to approximately \$450,000 in 1950—a per-mile increase of about 111 per cent. Eighty cars were used in both years.

The \$319,000 increase is a major factor in the show's decision to cut its train to as few as 60 cars in 1951. Increases which have boosted the Ringling expenses also have struck each of the other railroad

circuses and carnivals. Added to the several basic rate boosts made in the past few seasons is the stiffened policy of the railroads to charge extra money for extra sections.

Thus, while the on-paper price for moving a 50-car show 50 miles may be \$1,050, the actual charge is about \$400 higher, because the show requires two sections.

Extra Sections Required
Railroaders explain that the basic rate has not been changed—that they will move a big show in a single section at the published price. Show agents counter that for all practical purposes the lower rate no longer exists because single-section moves take longer and would result in late arrivals which cannot be risked by the shows.

A study of Ringling's railroad expenses shows that in 1945 the org paid about \$13 per mile for (Continued on page 89)

C. T. Barron, Sesqui Exec, Dies in D. C.

WASHINGTON, Nov. 18.—Carter T. Barron, Eastern division manager for Loew's theaters and a key figure in the sesquicentennial celebration, died at his home here Thursday (16). His age was 46.

Barron played a big part in obtaining from Congress an appropriation of \$3,000,000 for the 1950 sesquicentennial. Since coming here in 1931, Barron had been active in public affairs and had played a leading part in most Washington and District of Columbia municipal activities. He had been program director for cherry blossom festivals, chairman of the parade and special events committee for President Truman's inauguration as well as being a leading figure in the sesqui celebration.

He leaves his wife, Velma, and a son, Carter Jr. Further details in the Final Curtain department.

Macy Parade Sets Celebs

NEW YORK, Nov. 18.—Jimmy (Schnozzola) Durante will be grand marshal of this year's Macy's Thanksgiving Day Parade. Other celebs slated to participate include Bill (Hopalong Cassidy) Boyd, Boris Karloff, Bobby Ben- (Continued on page 70)

Ingenuity Keys K-M Climb

**Miller Family Recaptures Famed
Circus Efficiency, Perfects Ad
Campaign To Build Hefty Takes**

By Tom Parkinson

AL G. KELLY & MILLER BROS' CIRCUS has accomplished the aim of every showman—boost the business and cut the nut. In reaching that goal it has recaptured old-school circus efficiency and won the high regard of troupers and towners.

An exec on the show credits its outstanding success to "showing it off, advertising and inviting everyone out." That plus the Miller family's ingenious adaptation of dog and pony methods to big circus operation and their knack for designing efficient equipment combine to summarize the success formula.

Small-organ operation proved the mother of invention and inventions became the daddy of straw house business.

It's a general assumption that Kelly-Miller will be one of few shows to come home with important money this season. Five or six years ago only a few troupers and fans in the Nebraska-Kansas area were familiar with the org. Since then, Kelly-Miller has grown to fill one of the top spots on the circus roster.

Dores Pushes Growth

Management is shared by the father, Obert Miller, and his two sons, Kelly and Dores. They seldom make important decisions without three-way conferences, and in these it is Dores who usually favors bold expansion while Kelly and Obert, they say, try to "hold Dores down."

Both the major growth and the big money have come since the war. Worst of recent years was 1947, when the org sat still for six days because of polio. Both 1948 and 1949 were big. With most of the 1950 season behind it, outlook for Kelly-Miller is that the gross will be somewhat lower than last year. The net will be higher but so is the nut. The take still will be an impressive figure and with a longer season this time, it probably will compare favorably.

Arthur Miller, general agent but no relation to the owners, selects the small towns KM plays and this season took it into new territory. The owners keep important contact with routing and it was Obert Miller who took the show back for more of Illinois and Indiana after trial runs there proved successful.

Fresh Towns Fought

As often as possible the agent selects towns which have not had a circus for some time. In this he has been successful not only in consistently finding fresh spots in what might appear to have been worn-out territory but also in landing valuable publicity by playing up the fact that KM is the first important show to make the town in years. Often enough, the towns haven't had anything comparable in as long as 20 or 30 years.

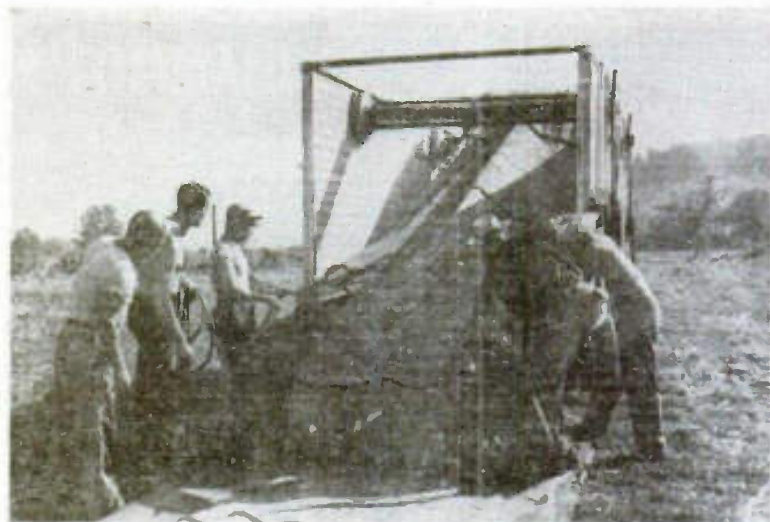
The advance has 14 men in addition to the agent and brigade, and it moves on a semi-trailer, five panel trucks and a car. This force posts paper in tremendous quantity and registers a high average of effectively located hits.

Special paper is used, playing up the Kelly-Miller menagerie and other attractions with heavy use of good pictures coupled with the title in ornate designs.

A highlight is the special paper connected with Kelly-Miller's national advertising tie-ins. Lithos featuring the Chevrolet tie-in invariably can be placed in dealers' windows which might otherwise be unavailable. The dealer for Armstrong "Rhino" tires is eager to have a KM-Armstrong rhino litho in his window. International-Harvester dealers want the tractor-circus sheets.

Saturation Billing

Profuse use of price bills is added to bring the Kelly-Miller volume of paper to the saturation point; it's "billed like a circus"



Key to Kelly-Miller's speed is the canvas spool truck which reels the largest push-pole tent ever made. Top is up by 9 a.m. and down by 11:15 on most days. Millers hold a patent on the spool wagon, which differs from the early-day Curtis version. (Shank photo.)

But the billposting phase is only the start.

Credit with much success for Kelly-Miller is a prolific use of heralds and couriers. Up to 11,000 copies per stand are distributed under a policy aimed at plastering a county each day.

A streamer type herald is distributed from house to house. Depending upon the size of the town, from 1,000 to 4,000 are used. Between 4,000 and 7,000 copies of a newspaper type herald or courier are mailed daily to persons holding post office, star route or rural delivery postal boxes. Both editions continue the stress on animals, and readers are told repeatedly that the Kelly-Miller menagerie is second only to that of Ringling-Baron.

Extra Punch in Press

Newspaper ads in wide assortment are used freely. It is estimated that KM's daily newspaper expenses equal the \$100 daily investment in heralds. Art work and type faces for the ads demand unusual attention on a news page.

In addition to the regular variety, the show has two special insertions for extra punch. One is a half-page mat plugging the daily appearance of the show's elephants in front of the Chevrolet dealer's showroom. The second is typical of the showmanship which crops out frequently on this show.

It appears shortly before the show date and states that the circus wants to buy "five old horses for wild animal feed," hay, eggs, lettuce and milk. Besides emphasizing that the show spends money locally, the ad arouses more interest in the animals and in the much-repeated invitation to the public to see the animals fed.

When the day arrives, Kelly-Miller has completed an effective selling job. But an equally vital phase is still to be done. The public must be shown that the show is big and that the time has come.

Trunks Arouse Curiosity
Rolling stock is impressive primarily because of its point job. Number, appearance and size of the trucks complete the picture. If it hadn't been done before, KM illustrates that a truck show can be as flashy and can create as much curiosity as a railroad circus.

Invariably, the truck convoy moves thru the town so as not to miss any chance to show itself off. When the lot is on the near side of town, some might move

in without ever entering the town, but not Kelly-Miller. KM trucks are driven past the lot and into town, where they circulate so as to be seen by as many as possible.

At a typical stand this summer, townspeople were standing on their porches, peering out of windows and stopping at the corners to see the trucks go by. In effect, Kelly-Miller was giving a street parade in the old wagon show manner.

Arriving on the lot at about 7 a.m., KM starts a mechanical performance which is interesting to townspeople and awe-inspiring to veteran showmen. It has the air of smooth efficiency amid confusion which some shows have lost. Apart from the work of erecting the show, there is other action to indicate that the advertising job is still under way.

Morning Crowd Welcomes

From 1,000 to 2,500 persons usually are on the lot in the mornings. Cages are opened and animals are fed while these visitors watch. It is apparent from the first that these people are considered as visitors rather than lot lice.

In mid-morning a pit show talker makes an opening in which he briefs the visitors on the day's activities—describes what is happening on the lot, identifies each top and tells when the performances will be. He makes a special point of saying "we advertised 14 elephants, there they are, a giraffe, here it is; a rhino and a hippo, they're over there."

To keep "circus" day in the minds of people in town, KM sends each of the cage trucks to the business district for water during the morning. About the time one starts back, another leaves the lot.

Draft Stock Bally

In the same period the highly decorated wagon which is a disguised stake driver and pole wagon is drawn into town by a fat and sleek six-up hitch. Here again is old-time circus atmosphere. Typical of the detail which adds showmanship are brass-trimmed binders on the harness bearing the initials, "KM."

The bulls are Kelly-Miller's Sunday punch for downtown bally. They plod thru the streets to the automobile agency for a noon appearance shortly after the six-horse hitch has returned to the lot. In one town, Obert Miller found a hurried trip was slowed by a huge crowd in the business area; he was a little surprised to

find it was his elephants which attracted the throng. Up to 2,000 persons gather for the downtown elephant act. The bulls get back shortly before matinee time.

Thus from 7 a.m. to 4 p.m., Kelly-Miller has staged a continuous double feature downtown and on the lot—five hours of activity advertising the performance in the tent.

That it has been effective is attested by the volume of business Kelly-Miller gets. Obert Miller points out that unlike most shows his cannot point to any "banner days."

"No one day stands out. The show has a maximum business capacity and we reach that top limit on many days a season," he states.

Lower Tab Ups Biz

The top seats 3,000 and holds up to 4,700 with straw. Per capita spending amounts to at least \$1. The big show goes for 45 and 75 cents plus tax. The concert holds high percentages. The Millers first got 25 cents for the giraffe pit show and it drew well enough. But they changed the charge to 15 cents and patronage more than doubled. Programs, new to the show this season sell rapidly, with purchasers easily exceeding 1 out of 10 customers.

There has been some criticism of the show's policy of putting the giraffe, cage animals, midget ponies, chimp and main event behind separate charges. However, it is pointed out that this permits a person to see as much of the show as he can afford, whether his ready money amounts to a dime or enough to go all the way.

In the main show, KM uses five rings, a balanced assortment of acts, a snappy band and plenty of livestock. There are about 65 horses and ponies. Obert Miller figures this would be more than necessary except that the number overwhelms the townspeople and "sells" the show. It's the same way with elephants. But KM has found enough for the bulls to do to pay their freight. In addition to several acts in the big show, the elephants handle all of the center and quarter poles, pull the stakes, make the town bally and help on soft lots.

Bulls Work Courser

In 1949 an extra concert feature after the night show was an elephant race. Two bulls ran around the track on a spree that was great entertainment, yet added nothing to the nut. This season the concert includes a tug-of-war between an elephant and tractor. The Millers note that "no one

noticed us until we got a lot of elephants." The herd started with an ex-Hagenbeck-Wallace bull in 1940. Despite sale of some and death of others, the KM total continued to grow with purchases of five bulls from Russell Bros., two from Polack Bros., four from Ringling-Baron, three more from Polack, one from Goebles, three from Hamid-Morton and three babies from a dealer. In addition to those on KM, they own the four on Cole & Walters.

The giraffe was purchased three years ago and probably was the first ever carried by a truck show. The hippo, polar bears and rhos were added two years ago. The menagerie also includes a tapir, rare among circuses, and a liberal assortment of cats and other animals.

Paired with the advertising campaign and the show's physical property in making it outstanding is its speed and efficiency in moving.

Reel for Push-Pole

Mechanical keystone for the show is the spool wagon carrying the 100 by 300-push-pole top—said by canvasmakers to be the largest push-pole on record.

Eight center poles and the single loop of quarter poles are laid on the ground first, and the show's canvas spool truck unreels the big top as it moves along the center pole line. The KM rag is built in two parts to avoid labor-demanding and time-consuming lacing. Only the 100-foot seam across the middle must be laced.

The Millers had a 70 with five middles in 1945 when they first considered using a canvas spool. A friend told them the plan was feasible, so on a Sunday they played with the top to see how large a roll it would make. It was small enough to fit on a truck; the next year they had their first roller.

Kelly Miller and Wayne Saunigin, a Hugo Okla., machine shop op, designed, built and patented the spool wagon. So far, they have made four—one on Cole & Walters, one was sold to Stevens Bros., one carries the KM big top and the fourth carries the KM horse and Side Show canvas.

Differs From Currier's

Obert Miller points out that their spool differs from the ones Bill Currier had on Sells-Floto and Hagenbeck & Wallace. On Kelly-Miller it is the wagon rather than the canvas that moves. The Currier wagons were spotted at one side and canvas was pulled off and across the ground, but the Millers drive over the site and unwind canvas as they go.

Unreels, the canvas appears to be wind-rolled, making it about seven feet wide and full length. The accordion pleats are quickly unfolded to spread the canvas. The Millers point out that the minimum of lacing means a minimum of walking on the fabric. The entire process helps preserve canvas and this show usually gets two seasons out of a top. Obert Miller explains that a push-pole of this size must be made with heavier roping than usual, especially at the round ends, where most of the stress is placed.

Another specially designed KM truck, which carries, side poles and stakes and includes a water tank and stake driver, circles the layout pins to place the stakes and side poles in a single operation. It eliminates much duplication of effort and gillying of the poles.

Bulls Place Poles

At one end the canvas is raised on side poles and the crew moves under to place the quarter and center pole pins in the grommets. The men are followed by one elephant which pulls the center poles into final upright position and two other bulls which work the quarter poles. At the far end, the top is tied off and all around it is

(Continued on page 39)

here she is . . .

LEWIS-DIESEL'S

"QUEEN of the MIDWAY"

DEPENDABLE
EFFICIENT COMPACT MOBILE
200 K.W. LIGHT PLANT
featuring the world-famous
GM DIESEL Engine



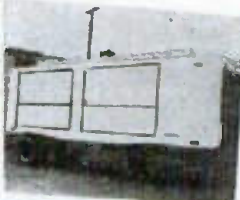
Here's a close-up of the engine and the controls. Note the splendid accessibility . . . the roominess. This view also shows you the specially constructed trusses, designed to give extra body strength to the trailer.



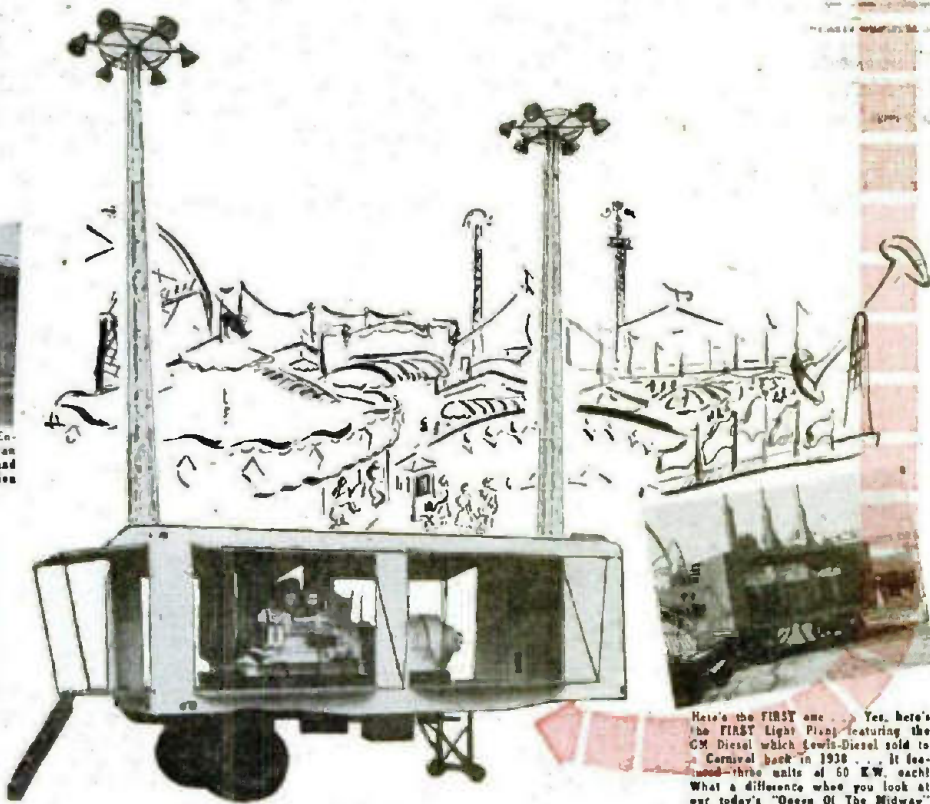
Another view of the world-famous GM Diesel Engine, the controls, and the generator. You can see the chrome on the engine that gives flash and eye appeal. Note the convenience of the junction box.



This rear view shows you the removable steps. You'll also note the over-size radiator that provide for cool operation in hottest weather. Alarm or automatic shut-down for low oil pressure or high water temperature is one of the many outstanding features of Lewis-Diesel's "Queen Of The Midway."



Here it is . . . closed and ready to travel! It's so sturdily built and so easy to handle. This is our own design . . . built specifically for mobile Light Plant use!



Lewis-Diesel's "Queen of the Midway" is truly the answer to the showman's dream. . . It's amazingly EASY to handle, for it's light in weight and yet it's completely and utterly dependable. Just think! The weight of this Light Plant is just 8,189 lbs., with the combined weight of engine and 24-foot trailer just 24,890 lbs. That's REALLY something to brag about! And what a beauty she is! Our "Queen Of The Midway" has flash and sparkle that make it a tremendous attraction in its own right! You'll have a new "Free Show" on your Midway!

One outstanding feature of our "Queen Of The Midway" is the fact that this Light Plant has ONE LARGE GENERATOR rather than small generators. Thus, it is much better able to take care of SURGE loads, giving you more efficient operation with less maintenance cost!

And here's a splendid advantage: Because our "Queen" is powered by a "twin-six," in afternoons when the load is small, you can run HALF of the output! Later when the load becomes greater, you can throw in the other engine. If the load is light at night, you can use just ONE-HALF of your power thus conserving fuel!

The TOWERS on top of the trailer give adequate light for "tear-down" . . . another fine feature of our "Queen"! The towers are collapsible and ride snugly on top of the trailer. One man can put them up and take them down. These towers add greatly to the brilliance of the Midway for each features a cluster of six floodlights and each has a tremendously brilliant string of lights the full length of the tower itself.



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Sky Wheels-'50 Sock

Velares' Giant-Sized Ride Gets Whopping Biz, Powerful Publicity Breaks on Midways in U. S., Canada

BIGGEST sensation of 1950 at some of the major fairs on the North American continent, was the king-sized double Ferris Wheel—the Sky Wheels—owned and operated by the Velare brothers, Curtis and Elmer. The spectacular device carried 90,000 persons in 18 days at the State Fair of Texas, Dallas; 60,251 at the 15-day Canadian National Exhibition, Toronto; 56,160 at the eight-day Illinois State Fair, Springfield, and about 40,000 at the six-day Tennessee State Fair, Nashville.

Besides its huge business, the ride was a sensation on other counts. Its height—92 feet—made it the tallest on any midway, and, in some instances, topped all other fairground structures, yet its size was the one thing which made it stand out.

Stellar Attraction

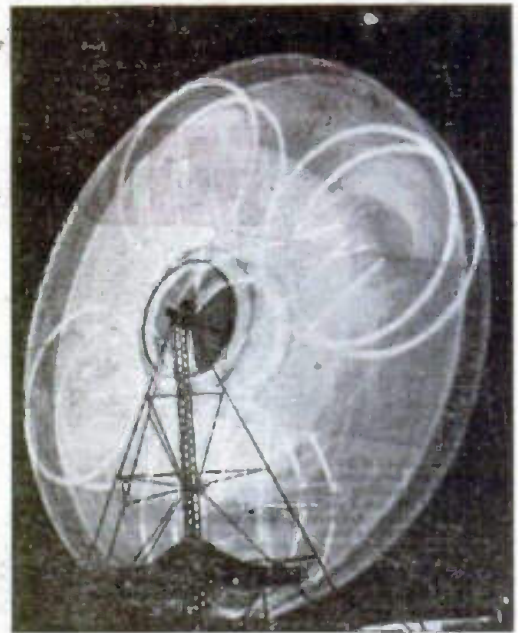
Brilliant lighting, with the ride outlined in four colors, made it far and away the dominant attraction on fairgrounds. The towering height and the brilliant lighting are pointed up by the eye-catching, eye-holding action of the wheels.

The ride, which was completed in 1949 in the Velares' own Long Beach, Calif., shop, has 48 seats, each with a capacity of three persons. It is capable of carrying 800 persons per hour, inasmuch as one wheel is in action while the other is being loaded.

Only a small area—50 foot by 60 foot is required to set up the ride, which can be erected or knocked down in six to eight hours. The loading platform conforms in its lines to that of the rides, seats, and loading is done speedily.

Constructed almost entirely of aluminum, the ride is hauled, along with its accessories, in two 30-foot semis. Its crew consists of six men.

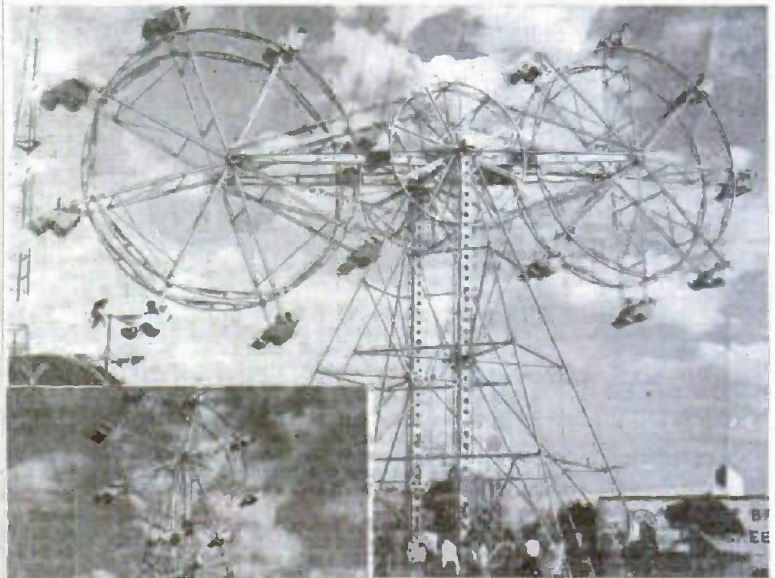
Safety in operation is assured by manually operated, electric brakes, which control the booms as well as the wheels.



Unusual photographs, made with time exposures, such as the one above, garnered much publicity for the Sky Wheels and the fairs where the ride operated. Not a few newspapers blew such pictures up to three-column size and spotted them on their first pages.

The Sky Wheels romped off with the bulk of the midway publicity wherever it appeared this year. Moreover, the publicity gained was largely of the page 1 variety. And, more often than not, the breaks were large scaled, and in some instances dominated the page.

For photographers the ride was a natural. And most newspaper camera-clickers seized upon it. Favorite for most was a night shot, done with a time-motion, which produced a picture that was striking for the lines formed by the movement of the ride in various positions against the night sky.

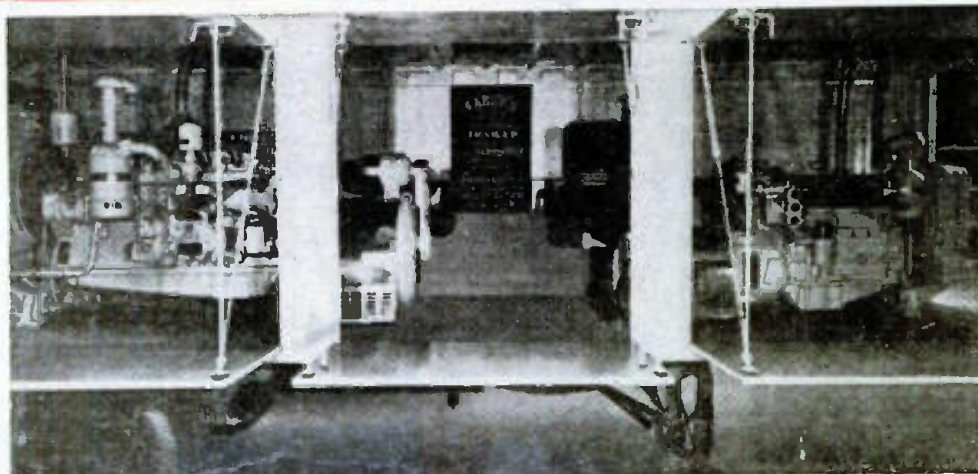


Action of the ride as the positions of the two wheels were changed heightened interest in the device and invariably stopped midway patrons.

Height of the ride—92 feet—made it the tallest thing on most fairgrounds. At night, its height was accentuated by its brilliant, multi-colored lighting.

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CLOSE-UP: JOE McKEE

Designer Joe McKee Built Box That Helped Win Wife

(This is another of a series of articles on little known facts about people prominent in outdoor show business.)

IN 1912 a young designer and builder was putting the finishing touches on a Roller Coaster at Chester Park in Cincinnati when he discovered that there was but little room remaining for a ticket booth. The designer told the park management that they would need quite a slim girl to fit the booth, and then feeling somewhat responsible for the situation, he hung around after his work was completed to see just who would be able to squeeze into the confines of the small box.

Trimming the tale, the girl who became ticket taker and the designer met. And that, Joe McKee will tell you, is how he came to get married.

Joseph A. McKee is generally accepted as the present dean of the five remaining American Roller Coaster designers, but whatever dignity may be attached to the rank does not restrain him from telling the story of how he met his wife with gusto. The tale is typical of the man—direct, friendly and filled with enjoyment of life.

Worked by Rule of Thumb

The products of Joe's imagination and skill dot amusement parks scattered thruout this country and nations abroad. Without benefit of extensive technical schooling and proceeding by rule of thumb he has designed and constructed Roller Coasters which have sent patrons away gasping since his first handwork at Luna Park in Mexico City during 1905.

Joe was born in Pittsburgh, October 21, 1887, and he learned carpentry almost as a matter of course, since his father was a contractor. When he was 17 he headed West, he recalls, just to see how the other parts of the country lived. After a short jaunt he returned to Pittsburgh and had barely left a train from Dennison, O., when he met a cousin who persuaded him that the right course was to get a job at Luna Park in the Steel City.

The young McKee was hired, but not as a carpenter. He was placed as manager of a theater at the park. It took only one night to convince Joe that his field lay elsewhere. He was transferred to remodeling buildings at the spot, and when the old Ingersoll Construction Company, builders of numerous Luna Parks thruout America, decided to erect a spot in Mexico City, Joe was picked to go along on the project.

In his youth, Joe says, there existed but one basic plan for a

(Continued on page 66)



JOE McKEE

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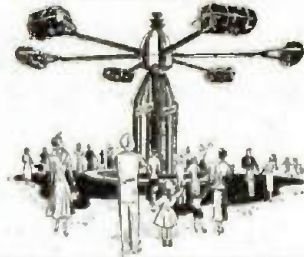
MERRY-GO-ROUNDS



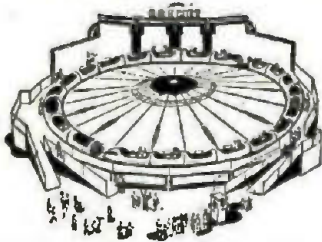
WHIZ BANG



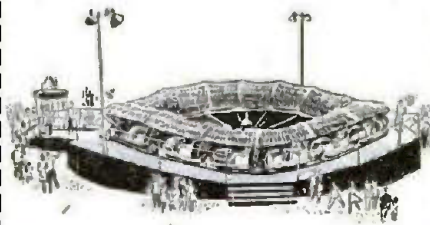
HURRICANE



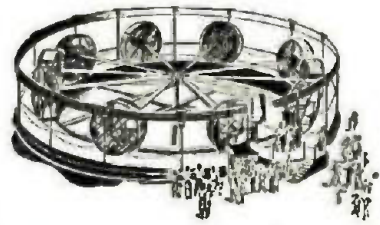
MOON ROCKET



CATERPILLAR



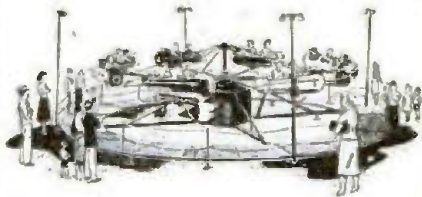
LOOPER



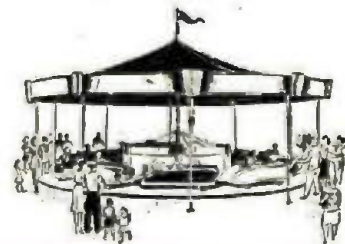
KIDDIE MERRY-GO-ROUND



SKY FIGHTER



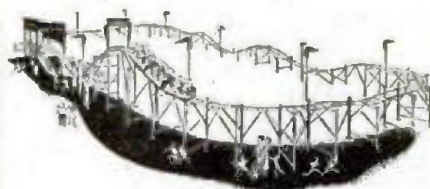
KIDDIE AUTO RIDE



KIDDIE BUGGY RIDE



LITTLE DIPPER



KIDDIE BOAT RIDE

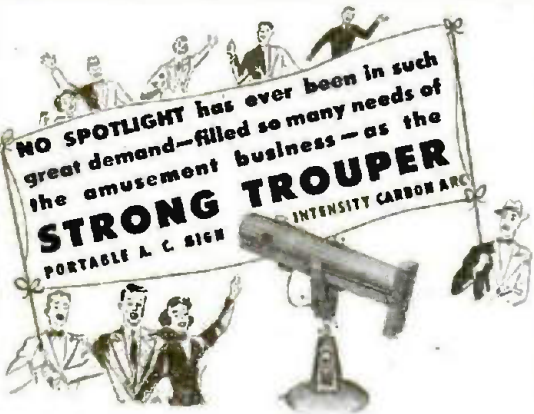


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Flashbacks

25 Years Ago

J. D. McNulty was billposter and banner man with the Miller Bros.' 101 Ranch Show and C. W. Finney was its general agent. . . . H. B. and J. W. Gentry, former owners of the dog and pony show bearing their name, entered the real estate business in Florida. . . . Frank Reagan was re-engaged as contracting press agent by the Hagenbeck-Wallace Circus for the 1926 season. . . . Mary, trained elephant with the John Robinson Circus, was burned to death in an elephant car fire at Miami. . . . Austin King, horse trainer, returned to the Al G. Barnes Circus following recovery from an injury. At the annual meeting of the Chippewa Lake Park Company, Medina, O., the following directors were re-elected: L. G. Cellister, Samuel Rosenthal, Charles Gray, C. O. Shettler, H. C. Dibble, A. M. Beach, Don L. Crawford, W. E. Haines and P. G. Bigelow. They, in turn, re-elected Bigelow president; Gray, vice-president; Haines, secretary-treasurer, and Beach, general manager.

Silver Lake Point, Inc., was organized to build an amusement park on Silver Lake, New York, with the following directors: Armand R. Reiter, Joseph Snyder, Lavern Priddy, Harold Barth and F. J. Kelly. . . . Bob and Olive Nelson closed their fair season at Hammond, Ind. . . . Acts appearing at the State Fair of Louisiana, Shreveport, were the Four Clifton Girls, Flying Janslers; Lester, Bell and Griffin; Luster, Allen and Goodwin; Capt. Jack Payne, Pelly Group; and Three Tektars. . . . Myers V. Cooper, president of the Ohio Fair Managers' Association, reported that arrangements were being made to accommodate more than 500 people who planned to attend the association's January meeting. . . . Roster of Daredevil Kemp's Autodrome, appearing with Goldberg's Casey Island Shows, included Walter B. Kamp, Earl B. Purdie, Margie Kemp, Dorothy Purdie, Specky Boyer and Jack Williams.

A. H. Barkley joined the D. D. Murphy Shows as general agent and traffic manager. . . . George LaTour, formerly of the Boyd & Linderman Shows, was engaged as business manager by B. H. Wyse, of the "Hello Dixie" theatrical company. . . . Bill and Maude Yales closed with the Nat Relas Shows at Wilson, N. C., and left to play the Jacksonville (Fla.) Fair. . . . Douglas and Douglas joined the Abner H. Kline Shows with their trained Siberian horses. . . . Four Ortons, veteran circus act, opened on the Pull time with their novelty wire act. . . . Charles (Spud) Redbrick, bandmaster of the Al G. Barnes Circus, contracted with the Victor Record Company to record some of his numbers. . . . Eddie Dorey, still-walking clown, was in New England, advertising films.

10 Years Ago

Deaths: F. O. Boyd, circus man

Frank R. Conklin was nominated for the presidency of the Showmen's League of America. . . . Bob and Babe Keating replaced Zilla, who was ill, with their mental act on the Tom Rankine Side Show on Rubin & Cherry Exposition. . . . William Harden opened an entry in Hickory, N. C., after closing with Dr. Garfield's Hall of Science on the Cetlin & Wilson Shows. . . . Roster of the Paradise Night Club Revue on the Cetlin & Wilson Shows included Princess Mizki, Esther Water, Julie English, Mary Savage, Claire Delmer, Martha Lucas, Sylvia Delago and Wesley Charles. . . . Walter L. Main, former circus owner, was guest speaker at a Rotary Club meeting in Geneva, O. . . . Raymond A. Walton, who had been with Russell Bros' Circus, was doing advance work for Lum and Abner, radio act, on their personal appearance tour thru the South. . . . Art Lind, former circus clown, was playing an indefinite run at the Silver Dollar Blue Room, Boston.

Robert Ringling, senior vice-president of Ringling-Barnum Circus, and Irene Bruernstedt, of Dorchester, Wis., were married in Des Plaines, Ill. . . . Jayder the Great (Jerry D. Martin) closed with Miller Bros' Shows to play fairs. . . . L. A. Markham was re-elected president of Rock County Fair and Livestock Association, Janesville, Wis. Others named were Tom Hamilton, vice-president; J. W. Wisnoma, treasurer,

and E. T. Glasco, secretary. . . . Edward Wigglesworth was elected president of Essex Agricultural Society, sponsor of Fossfield (Mass.) Fair, along with James B. Reynolds, Harlan P. Kelery, S. M. Merrill and J. W. Appleton, vice-presidents, and Ralph H. Gaskill, secretary.

Fred Delmar's lions, booked by the Gus Sun office, closed the fair season at Creston, Ia. . . . Al Fitzhilly and Eddie Mixon, of Billroy's Comedians, visited the Bud E. Anderson Circus at Magnolia, Ark., and renewed acquaintances with the Espya, Jack Hoxie, Tex Orton and the Coriell Troupe. . . . Eddie Trees left with elephants of the Goebel Lion Farm, Los Angeles, to join the Eddie Fernandez show at Honolulu. . . . Visiting on the Cole Bros' Circus lot at San Diego, Calif., were Mr. and Mrs. Harry Seber, Mr. and Mrs. Charley Dodson, Lewis Sanna, Harry Hendricks, Lee McDonald, Mr. and Mrs. Eddie Sherman, Mr. and Mrs. Jack Griffith, Sam Bennett, Mr. and Mrs. Charles Smith, Steve Henry, Mr. and Mrs. Leslie Borinslein, Curtis Littia, Johnnie and Marie Wisbar, Pedro Casava and Manuel Pera.

Deaths: Sherman B. Cowen, circus concessionaire; Lincoln D. Dickey, exposition man; Wallace E. McKeesag, carnival man; Beverly White, carnival man; Thomas McNell, Side Show man.

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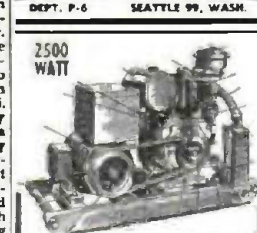


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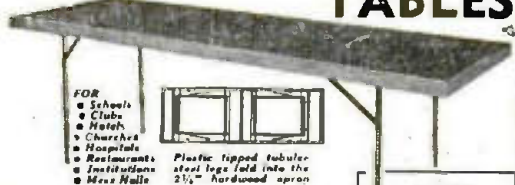
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DISHES IT IN BIG BOWL
McElyea Feeds 289,000 In 1 Day at Dallas Fair

DALLAS, Nov. 18. — Russell George McElyea, one of the country's biggest food concessionaires, is probably also the world's most frustrated football fan. As concessionaire for Cotton Bowl Stadium on the grounds of the State Fair of Texas here for the past three years, McElyea has had to spend considerable time inside the big saucer before, during and after every game played therein. And in spite of being an ardent grid fan, he hasn't had time to see more than two minutes of any game in the stadium.



RUSSELL GEORGE MCELYEA

Football catering is the biggest operation for McElyea, who heads Amusement Enterprises of Fort Worth and Dallas, but it's not his only important operation by any means. His headquarters is the Northside Coliseum, a big all-purpose arena-type building in Fort Worth. Here Amusement Enterprises presents everything from wrestling to longhair concerts, from trade shows and conventions to dances featuring name acts. McElyea also has had the concessions at the State Fair's summer Starlight operation for the past four years. And this fall he took a fling on the Diamond Garter, a theater-restaurant-type operation at the State Fair, and did all right with it.

Amusement Enterprises also has handled rodeos, stock shows, big car auto races and has concession contracts for a couple of baseball parks. The McElyea org handled Jose Turbi, who broke all box-office records in Fort Worth, and also Mischa Elman, who hit an all-time box-office low.

Record Day
The biggest job McElyea has ever tackled was the unique, day-night football double-header in the Cotton Bowl October 14, an event which helped State Fair of Texas set a new world's record for single-day attendance at annual expositions, a total of 289,000 plus. Approximately 155,000 football fans saw the two games—Texas vs. Oklahoma in the afternoon and Southern Methodist vs. Oklahoma A&M at night. The logistics of supplying this many people with hot dogs, soft drinks, peanuts, coffee, candy, etc., is about the same that faces an army general in a major campaign, except that McElyea has the help of fewer subordinate officers.

He worked 700 people in the stadium on this one big day. His 48 locations in the Bowl are all connected with his office by his own private telephone system. He didn't see much of either game. On noon Sunday, October 15, he checked up and found he had been inside the Bowl for 72 straight hours, with hardly any sleep and hardly anything to eat, in spite of the enormous amounts of food he had been dishing out to hungry football fans.

Sells 40,000 Hot Dogs
Biggest problem of the double-header was replenishing stock after the afternoon game. In the space of about an hour and 20 minutes, after the first crowd of 76,000 moved out and before the crowd of 75,347 started moving in

for the night game, McElyea aided moved in 1,000 more cases of cold drinks, 22,000 pounds of ice and comparable amounts of other supplies. Altogether, McElyea sold about 40,000 hot dogs and 200,000 bottles of pop during the games.

In his business, McElyea has to take a scientific interest in matters such as team strength, how the ticket sales are going and the weather. He was one of the first persons to predict that both games of October 14 would be sellouts, even when members of the State Fair publicity staff thought that a 150,000 total was optimistic. As a matter of fact, the night game, which had been hoped to bring in no more than 50,000, was a complete sellout with about 5,000 fans turned away. All four teams went into the Bowl undefeated.

Checks Weather
The weather naturally is important to a food concessionaire, and he keeps in touch with the Weather Bureau several days before each game. But even the weatherman sometimes throws him a curve.

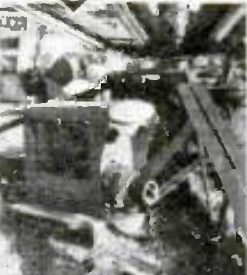
The worst example of that was just before the 1949 SMU-Baylor game, McElyea says. "We kept getting forecasts for about 50-degree weather. In mid-November this seemed logical. But it turned out to be 78-degree weather. So we had to pour hundreds of gallons of coffee down the drain. And we sold out of pop before the game was over."

But during the SMU-Notre Dame game in 1949, weather was perfect for hot dogs, McElyea recalls. It was a drizzly, chilly December afternoon. During that game he sold 35,000 hot dogs.

Uses Self-Service
In the Cotton Bowl and also at Starlight Operetta, McElyea uses an efficient cafeteria style of service. Customers pass between rails, pick out the drinks or food they want and pay the cashier at the end of the corridor. This speeds service, the only limitation on how many customers can be served in a given time being how fast they can walk thru the corridor. It also takes much of the burden off attendants. McElyea also has boys working the aisles. He also has the cushion and seat-back concessions in the Bowl. Attendance in the Cotton Bowl for
(Continued on page 67)

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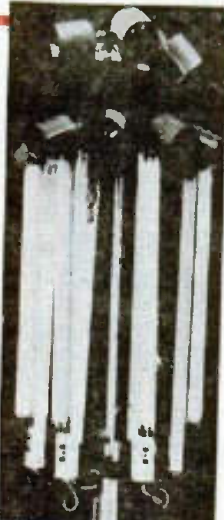
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(A) Photo of makeup showing general construction features of light cluster section. Towers measure twelve 15 in. No. 3000 A Stober Aluminum Bolts, having 500 watt bulbs. Six 2 foot flexes cent strips bear two 45 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



(B) Showing Downey which for raising and lowering the pole to required elevation. Each turn of which lowers or elevates pole by one foot to any height between 10' and 18'. Perfect cable mechanism employed in raising and lowering towers absolute protection against rusting.

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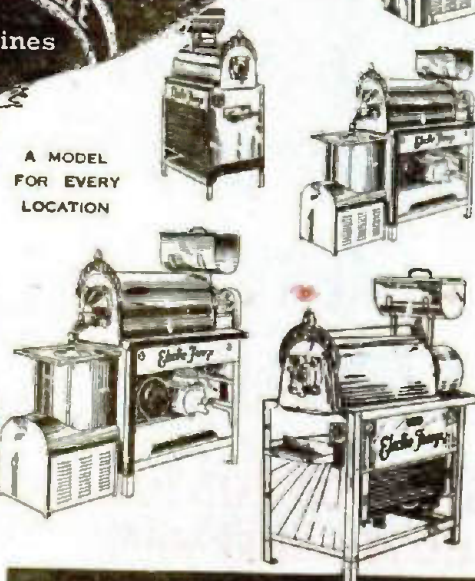
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Designer Joe McKee Built Box That Helped Win Wife

• Continued from page 60

mild figure eight ride, and there were only 18 men who did designing work on the device, with the late John Miller at the head of the list. But constant experimentation went on to give the rides more and more snap.

Celebrating his 18th birthday on the Mexico City project, Joe returned to the United States after a year and a half below the border. He came to rest in Kansas City, Mo., where he helped build Electric Park and then moved on to another job at Cedar Point, O., constantly gaining know-how.

The tyro ride designer went back to Luna Park in Mexico City, but he and all others at the spot ran afoul of the panic of 1907. The Pittsburgh backers of the park began to renege, and Joe remembers that year-old chocolate candy and beans became staples. Relief finally came in the form of a job with a British refrigerator firm in Mexico City, and Joe and his park cohorts went back to eating.

Designed Bigger, Better Rides

Back in America in 1906, he worked on a series of tasks in White City, Chicago, Baltimore and Norfolk, Va. It was at Baltimore that he stayed on as manager of the Coaster he had helped construct, and later at Norfolk in 1910 that he worked his first trick as general superintendent. His ideas and designs for coasters were rapidly pulling away from the gentle ride originally designed by Lamarcus A. Thompson, of Elkhart, Ind., in 1894. That early scenic railway went by the boards for the simple reason that with the advent of motion pictures the public could view better scenery.

Joe continued to figure out sharper curves and dips with the late Charles Page and presenting the results for Miller's inspection. Miller thought the schemes too radical for the time, and Joe was temporarily stymied when the park operators went along with his mentor.

It was in 1911 while building a Coaster at Lakewood Park in Denver that Joe got a chance to put his theories in practice. A dance hall roof protruded four feet into the Coaster right of way, and he installed a dip to clear the obstacle. The triumphant McKee's new wrinkle was an instantaneous success.

Trekled Coast to Coast

A design and construction job in Detroit followed the Denver operation, and then came the meeting and marriage in Cincinnati. From then on the ride designer made an unending series of treks that took him from park to park, coast to coast and abroad.

Joe recalls that he was called in to build Chalm-O-Rocks Park in St. Louis, and the money for the project was supplied by seven tavern keepers. He says the set-up gave him a chance to visit a different backer each day of the week, strictly on business, of course.

All was not gravy, tho. While in Florida he heard of a park being planned for Milan, Italy. He journeyed there during the 1920's and with a solid reputation established, he was given the task of laying out plans for the spot, including rides. On completing the task he was chagrined to put it mildly, when the erstwhile backers of the spot did not even have the cash for his fees, much less to actually begin construction of the park.

Set Up Paris Funspot

The European jaunt was not wasted, however. Moving north to Paris, Joe was commissioned to lay out that city's Luna Park. While in Paris he also was called upon for a 24-hour rush job and obliged. A friend better versed in the Continental manner of business told him to hold back his plans for two weeks to ensure getting the price stipulated. He got it. At present, Joe's fee is \$5,000 for a set of plans and an additional \$5,000 if he personally supervises construction.

Park operators are not loathe to spend \$100,000 to \$250,000 on the construction of a device when they know that a top-drawer Coaster in a good location can repay the investment in a comparatively short time. It was while supervising the construction of a \$100,000 Coaster at Revere Beach, Mass., that Joe heard of a new device involving self-operation invented by a local man named Storer. Joe investigated, liked what he saw and after obtaining rights to sell the device on a \$100-each commission basis,

peddled 2,000 Dodgem cars in one year.

Calls Pallades Coaster Fastest

Getting down to statistics, the designer reckons the 3,600-foot Coaster which was demolished at Nantasket Beach, Mass., in 1910 as the longest; a yet-to-be-deferred Poughkeepsie, N. Y., job with a 120-foot vertical drop as the highest, and the Cyclone at Pallsades (N. J.) Park as the fastest. Average speed for the last-named device is about 55 miles per hour.

At Pallsades Park, where Joe presently is general superintendent in charge of 28 steelworkers, carpenters, painters and tinmiths, he checks all the park devices once a week. The Coaster is tested at the start of the season using 125-pound sand bags known as "dead men." After that Joe tries the ride, and last, but not least, photographer's models smile wanly for publicity shots after a trip on the Coaster.

Joe explains that the car of a Coaster is locked in its tracks by 12 wheels, including guide and safety wheels. The only point in its journey where a car can be removed is at the entrance, or loading stop. As the designer says, "Just sit there and the ride will take you home."

Never Had an Accident

Several years ago during a period of slow business at Pallsades a sailor forgot these words of wisdom and attempted to change cars while the Coaster was in operation. He did not make it alive. The newspapers gave the incident a play, and adversely the park snapped out of its temporary slump the following Sunday, setting a new record for trips made by the Coaster. Joe has never had a serious mishap.

His connection with Pallsades Park dates from 1935, altho before that he had worked with Irving and Jack Rosenthal, operators of the Jersey spot, when they were located at Coney Island. It was there he designed and built the Thunderbolt and ran it for a year. The story goes that the demand for Joe's services became so acute that straws were drawn to see who would secure them. The Rosenthals won, but it is understood that other parkmen can call for him in case of emergencies.

In addition to work as a Coaster designer, Joe qualifies as an expert on all amusement devices. In this capacity he has served both American insurance firms and Lloyds of London. When Pallsades went up in smoke during 1944, Joe inspected the damage for the British firm and then set to work building one huge Coaster to handle the customers carried by three Coasters, a Bobbeid and a scenic railway. The entire rebuilding of the spot was carried out under his direction.

Easterners Top Coaster Enthusiasts

On other trips outside the United States, Joe established a Coaster in Havana which was such a success that police were needed to control waiting lines. For some reason it was called "A Russian Mountain of Water." He finds a similar reaction in most Latin-American countries but claims the most enthusiastic Coaster riders are concentrated along the East Coast of America. They demand the toughest dips and curves, and Canadians rank second. Joe has constructed a double-tracked racing Coaster at Haulon's Point on Toronto Bay, and McKee designs have been furnished for the Canadian National Exhibition. He also supplied plans for a Coaster at Playland-at-the-Beach in San Francisco.

For thrills today Joe claims that a Coaster may be built with 90-foot vertical dips and twist as far as 50 feet out of line, a far cry from early scenic railways with their four-foot dips. At Pallsades, the kiddie adjunct has a miniature Coaster with a drop of a half foot, and Joe says that most of the kids go for the Coaster before other devices.

The McKee family is well represented in show business, with two of Joe's three brothers in the ride end of the biz and one of his two daughters married to Max Tobis, operator of Million-Dollar Pier at Atlantic City. The other daughter and her husband have worked as concession chiefs with the Clyde Beatty Circus.

Joe is a member of the National Showmen's Association, New York, and served this year as banquet chairman for the group's annual affair.

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WHAT THEY SAY . . .

about The Billboard in its New Format

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R. G. McElyea Feeds 289,000

Continued from page 54

college games in 1949 totaled 639,694.

McElyea takes lots of gambles. The Diamond Garter was one of them. He had a \$10,000 nut on the show and got it back and more in the shape of about 15,000 paid \$1 admissions, not to mention what he took in on sale of beer, food and souvenirs. The Drunkard's Daughter, old-time melo presented as the feature of the Garter, proved to have wide appeal for State Fair visitors who couldn't get tickets to South Pacific and didn't care for midway carnival shows.

Straight Humor

He hired the best local professional talent he could get for the melo and the olio acts in between. Show put the emphasis on humor, with audience participation stunts. Peter Wolf, well-known scenic designer, was hired to decorate the ancient skating rink which was used to house the Garter. The flashy facade was one of the most appealing things about the fair; the inside of the hall could never have been recognized as a rink.

McElyea, 52, is a blunt, candid cigar smoker who is popular with newspapermen because he makes no attempt to beat around the bush and speaks straight from the shoulder. He's been married 31 years and has two married daughters. His two sons-in-law, Joe Lynch and Kenneth Moore, are associated with him in the business and manage the Dallas and Fort Worth aspects of the business respectively. McElyea lives in Ept Worth.

McElyea was a showman almost from the beginning of his business career. He had a night-watch

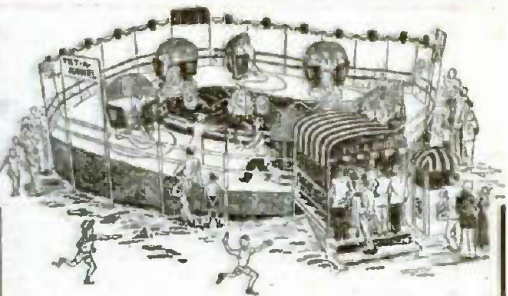
radio program, midnight to 5 a.m., selling everything from photographs to tombstones. He also had a copyrighted giveaway show for a year and a half. After that he was a traveling salesman for poultry supplies and equipment, representing U. S. Steel among other concerns. During World War II he processed dried eggs for the government for shipment overseas. With the end of the war and a consequent slackening off of the egg-drying business, he started promoting wrestling—a sport in which he'd always been interested—at Northside Coliseum, Fort Worth.

With a fine big arena to work with, the rest followed naturally. He likes his work but he works hard at it. He takes a 20-day vacation in Colorado every summer, but the rest of the time he says he "works 18 hours a day, 10 days a week."

He thinks you have to like show business to make a go of it. It's tough, he says, but it is, after all, just a business and you have to take it in stride. "If you lose today, forget it and go on to tomorrow—it's where you stand at the end of the year that counts."

Racing Org Chartered

CHARLESTON, W. Va., Nov. 18.—Capital City Stock Car Racing Association of Charleston has been incorporated as a non-profit organization to promote the interests of auto racing. Incorporators are Lee Binstholl, C. A. Copley and Dayton Elliott, all of this city.



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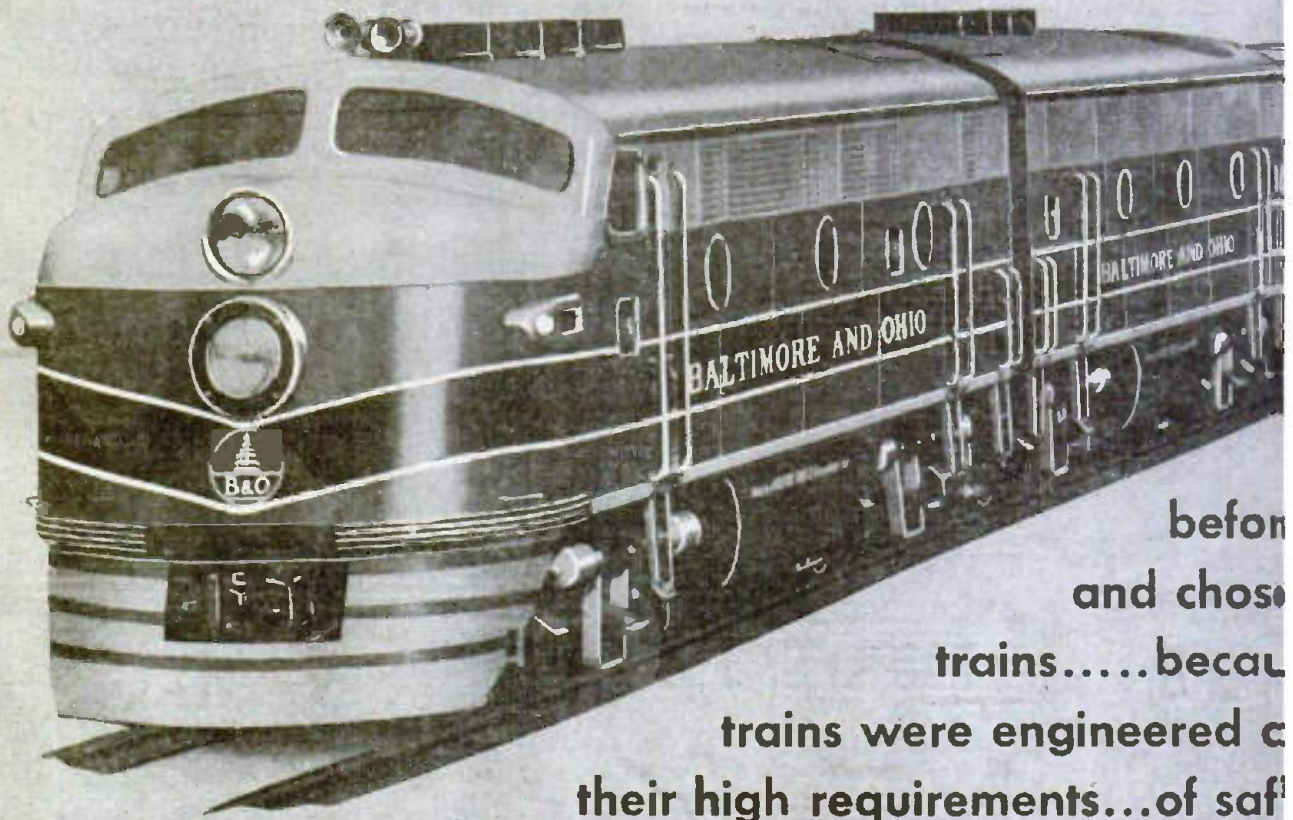
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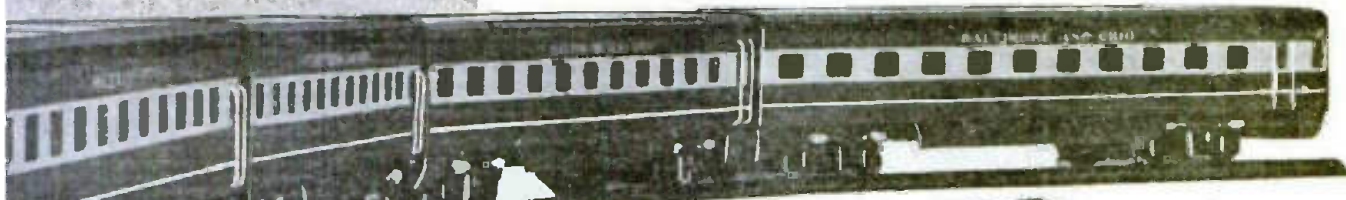
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Vending Machines Business

Continued from page 55

The various and more complicated outdoor locations, and Canada Dry unveiled a new compact manual three-flavor unit, complete with four-horsepower motor and pump, which is mobile and designed for this type of location.

All sirup concerns plan to have representatives at the NAAPPB convention, while Coca-Cola, Charles E. Hires Company and Orange-Crush will have exhibits at the show.

Automatic Products Company, New York, with its low-priced coin-operated Refresh-o-Mat vender, announced it would also show at the NAAPPB convention, and Al Blendow, sales manager, said a drive to get outdoor operators interested in the unit would be tied off at the convention.

On the popcorn front, two firms showed venders at the NAMA show, both of which were also to be pushed in the outdoor field. ABC Popcorn Company, Chicago, displayed a manually operated dispenser, counter-size, which they said could be used by concessionaires in practically every phase of outdoor business. Queen City Manufacturing Company, Cincinnati, unveiled a coin-operated popcorn vender, and also reported the unit could be used in outdoor spots.

While equipment forecasts, because of the unsettled international situation and the rising cost picture, were not too optimistic, most manufacturers felt units would continue to be produced unless an all-out shooting war developed. However, the output will be smaller, and prices will generally be higher next year.

On the supply front, sirups appear to be in excellent shape, with present sugar supplies more than adequate, and most concentrates also available. Price line for the sirups is, on the whole, expected to hold firm, but bottled goods, which concessionaires have been selling on the whole for a dime, while vending machines have held to the nickel tag, is expected to rise in price by next summer.

Horan Re-Inks Show Personnel

Continued from page 55

Johnny La Piere and Mike Lapchuska.

Bob Conto will again head the advance department, with Clarence and Larry Chrisman, Robert Long and Bob Sears assisting. Irish will again produce his own show and handle the principal announcing duties.

Canon Feature Set

The canon presentation, originated this year, will again be featured in 1951, Horan said. The innovation, which proved popular throughout the season, is slated for revision to make possible longer jumps by the bullet-car. A new carrier is under construction in Detroit.

Convertibles will again be used in all displays. The open top units added considerable to the thrilling performance, Horan said. New comedy cars are being constructed and new routines are being written for the coming season.

Television will be used extensively in future flacking, Horan said. Motion pictures taken of performances during the past season were used this fall by the Sun Oil Company (Sunoco) as commercials on its sponsored TV showings of pro football games.

Conto Has Book

Conto is already working on another edition of the pictorial booklet which Horan says reached approximately 100,000 circulation during the past season. Project has been profitable in every respect.

Closing dates were very lucrative, Horan said. At Frederick, Md., the unit exceeded the record it established in 1949 by a notable 35 per cent. Good dates were also scored at the New Jersey State Fair, Trenton, and at the Stafford Spring, (Conn.) Fair.

At a reception following the close of the season, Horan presented each member of the personnel with a watch.

All equipment has been moved into new winter quarters, 12 miles south of Washington on U. S. Highway 1. A full-scale work program is scheduled to get under way immediately after the holiday season.

Cincy Food Show

Continued from page 55

\$11,892 for underground wiring and electrical equipment. Last year the zoo received \$17,500 for construction of the children's zoo, and this year \$17,667 was received for illumination of animal areas and improvement of parking facilities.

All committee officers were re-elected by the new board of trustees. Gerrit J. Frederiks, Zoological Society secretary, is board chairman; Eugene P. Zachman is president, and C. H. Bayer is treasurer. The board then chose Edward H. McGinnis, secretary, and reappointed Jack Heusser, managing director of the food show. Others elected to the board were Robert K. Chandler, J. Reed Hartman, Charles H. Jones, J. Paul Keller, and Robert Saunders.

Winkley Signs 5

Continued from page 55

on the weekly circuit, with Wally Dahl topping the stock car chauffeurs.

Staff for 1951 will undergo no change. Winkley, his wife, Verna, and Mike Winkley will continue as unit managers; Red Simon, Dave Speer, Jake Bazony and Steve Reamer will handle the publicity and announcing chores; Nick Nachicas and Gene Zeimet, starter and track director respectively; and George Nachicas, Dan Phillipbar, Bill Abel and Don Engdahl will do the billposting.

Fairgrounds Seen

Continued from page 55

ing in the over-all mutual aid setup. Taking a city as a target, he said that the atomic strike would bring devastation to an area about 1 1/2 miles in diameter. In a five-mile circle outside that area, approximately 50,000 people would require medical and hospital care. Gen. Robertson pointed out that it will be in caring for these people that fairs will play their part, as the buildings could be used for medical aid as well as shelter.

Gen. Robertson said that, at the present time, only planning for care in the event of an atomic attack has been done. Until an attack becomes likely, fairs will continue to function as in the past.

Speaking before a group here Wednesday (15), second of the three-day session, David F. Peckinpaugh, local attorney, saw fairs as ideal places in which to build a greater feeling of Americanism and thus combat Communism.

The attorney blamed the present state of unpreparedness on a "tendency to passivity." He urged that everyone be vigilant, and declared that fairs can do a great service thru showing the American way of life as it is by allowing citizens to show their neighbors how they are preparing for a better future.

Showfolk Gather

Continued from page 55

officers will be held Monday night. Regular ticket is headed by Bernard (Bucky) Allen, concession manager of the World of Mirch Shows. Independent ticket has only one candidate, Phil Isser, a partner in the L. T. and Carnival shows operations, who is opposing Ross Manning, owner of the shows bearing his name, for the post of first vice-president.

Open House Carded

On Tuesday night (21), open house will be held in the association's club rooms. The award of a new automobile will be made at this time.

Ethel Weinberg, executive secretary, reported a continuing brisk demand for the \$10 banquet tickets. Usual format of short speeches, entertainment and dancing is scheduled.

Harry Herahfield will be back as toastmaster. Joe Basile's band will furnish dinner music, and the Boyd Raeburn ork will play for dancing. Dais guests will include Olin D. Johnston, U. S. Senator from South Carolina, and Mayor Donald V. Haek, of Allentown, Pa.

Macy Parade

Continued from page 55

son and Bert Parks, star of American Broadcasting Company's *Stop the Music*.

Giant inflated balloons manufactured by Goodyear Tire & Rubber Company again will be used. Floats and other features have been constructed by the Louis Kennel Studios, Secaucus, N. J. As in the past, a number of outdoor performers, principally clowns, will be used.

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Only War Clouds

Continued from page 55

high attendance and matching business.

Thus far, the controls brought on by the tense world situation have halted the future expansion of the amusement field. The National Production Authority (NPA) ruling on building has shelved plans by many fairs and some amusement parks to erect new buildings.

Some Shortages

Some shortages have already developed. Canvas, for instance, is becoming increasingly difficult to get for show purposes. Tightness of the steel situation spells a reduction in the manufacture of new rides.

Other shortages are indicated. And higher prices are in view for many items in the novelty and concession field.

The availability of labor for shows is expected to get tighter and in the late months of this season it was already critical for some.

But shortages and some increased prices are not causing any great worry on the part of show people generally. Such fretting, as there is, is reserved to what develops in the world arena, for war—and only war—it is figured can prevent 1951 from being a good year.

Yule Promosh

Continued from page 55

Hunt will feature acts with elephants, seals, Liberty horses, monkeys and web and wire displays, with May Wirth at the Hammond organ. Cost of the talent package for the 23-day showing is estimated at around \$8,000.

Coleman's Rides

A second tent will house rides, again supplied by Coleman Bros. Shows of Middletown, Conn. Exhibits will occupy the third unit, and concessions, including novelties, a toy store and refreshments will fill the fourth unit. Refreshments will be supplied exclusively by A. Hymes, independent concessionaire.

Weekday attendance is reported to average about 4,000, with the bulk of the patronage drawn from Washington and Baltimore, Laurel being located about half way between the two cities.

Free Transportation

Hein provides special trains and free transportation from the two cities. School children are provided with free transportation on school busses on certain days. Three circus performances, lasting about 40 minutes, are presented free each day.

Hein is reported to finance the major doings by selling hand-blown glass balls, engraved with the buyer's name, for \$1.

This year's show will be located at the new race track here. A feature of the new location is a parking area that will accommodate up to 10,000. Last year parking space was at a premium.

An extensive advertising campaign covering Washington and Baltimore is planned. Radio, television and newspapers will be used.

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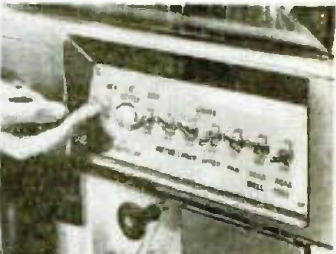
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Talent Topics

Jack Gwynne and Company, Illusions, have been booked for a five-week tour of universities starting in March and will play seven different schools, including the University of Texas, Miami University and Tulane. Unit will play 1 1/2-hour shows and will carry a Hammond organ for musical accompaniment. The Gwynne act, along with Bonnie (Oh, Johnny) Baker and the Maxwell, Risley, were featured acts on the Friday (10) "Courtney Hour," variety television show aired via Chicago's WENR-TV.

Les and Beverly Farris, known as the Vagabonders, trampoline, have signed for '51 fair dates with the Charles Zemeter Agency, Chicago. Others to sign with Zemeter include Ray Vino, high act, and Will Hill's elephants, dogs and ponies. Mike Gursio, trumpeter for the Barnes-Carruthers fair units for the past four years, now is a traveling accountant for Robert Hall Clothing Company. Cardovas, teeterboard, have added two more performers to their troupe for a total of five, and will go out for fair dates next year following a lay-off. The Three Jigsaws, comedy trio in the Bonnie Baker unit on the Royal American Shows this season, who closed with the org at Shreveport, La., were in Chicago recently.

Tom and Betty Waters, perch and wire, are temporarily wintering at the Forest Park Trailer Camp, Park Ridge, Ill., but plan to return to their Dayton, O., home later this winter. Chris and Rae, high pole and double wire, have signed with the Ernie Young Agency, Chicago, for the '51 outdoor trek.

Among the acts working the Arizona State Fair, Phoenix, November 3-12, were Chico Dell and Company, trained monkeys; the Shaftons, puppets; Belmont Bros., jugglers; Johnny Matson, emcee and musical comedy; and the Geans, dancers. Carl (Karlo) Webkes, who closed with the Charles Seeburg Studios at Ven-

ice, Calif., has returned to the Sears-Roebuck store at Westwood, Calif., where he's in his fourth season as the company's Santa Claus.

Since closing with Shan Bros' Shows, where he reported the best season with his lighting lions and concessions, Capt. Bill Forkum has been presenting the free act on J. A. Sparks Shows. While working his cats November 10, Forkum was clawed by one of the animals and eight stitches had to be taken to close the wound to his face. Forkum has signed with Horne Bros' Circus for 1951.

George Hanneford Family, riding act, and Armand Guerro, seals, headed for the Erie, Pa., Shrine circus following their close with Orrin Davenport's Wichita, Kan., circus, and from Erie will go to Cuba. Destination of other acts were: Olvaros, Temple, Tex.; Wallendas, Howard Suez's Clyde Bros' Circus at Topeka; Joe and Eva Mae Lewis and the Herrods, Gil Gray's indoor show at Independence, Kan.; Peggy and Mack McDonald with Tom Pack's elephants to St. Louis. Others going to Erie, Pa., included Dick Lewis & Company, Don Dorsey, LaBlonde Trio and Clausen's Bears. Musetta went to Los Angeles and the Royal Rockets to Park Ridge, Ill.

Pete Hox, blind bull-whip artist, recently made an appearance on the TV show, "We the People." Following the wind-up of a tour of veteran hospitals, USO shows and children's hospitals, Hox returned to his Hollywood home. Tatiana Ridola, daughter of Tony Ridola, of Ziegfeld's Ziegfeld act, recently came to the U. S. from Italy and has been added to the routine. She had been separated from her father for 18 years.

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Fair Meetings Staggered To Form Circuit

OKLAHOMA CITY, Nov. 18.—Dates for the Oklahoma Association of Fairs meeting have been co-ordinated with those of the Texas and Kansas associations this year so that representatives of shows and concessionaires may arrange a convenient circuit for attending all meetings, Vera McQuilkin, secretary of the Oklahoma association, announced this week.

The Texas Association of Fairs and Exhibitions meeting will be held at the Baker Hotel, Dallas, January 4-6. The Oklahoma meeting is set for January 7-9 at the Billmore Hotel, Oklahoma City, and will be followed by the Kansas fairs meeting at the Jayhawk Hotel, Topeka, January 9-11.

Last day of the Oklahoma meeting will be reserved for discussion of local problems, making it possible for visitors to attend the opening of the Kansas meeting. Miss McQuilkin, assistant secretary of Oklahoma State Fair, said the meeting will open Sunday (7) afternoon with a buffet dinner in the evening. The banquet is scheduled for Monday (8).

NAAPPB - Skeds Tax Case Talk

CHICAGO, Nov. 18.—Arthur E. Fritz's Federal Court case, in which it has been ruled that amusement rides are not subject to the 20 per cent federal tax, will be discussed at the National Association of Amusement Parks, Pools and Beaches convention here. Attorneys Paul Kessler and Joseph E. Green will explain the legal action at the Monday (27) afternoon session of the confab. Members of the newly formed Kiddie Park Operators' Association will attend.

Fritz won the case in Federal District Court. It has now been appealed by the government.

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Out in the Open

Fred Murray, of International Fireworks, Jersey City, N. J., received an order from the Haitian consul in this country for a shipment to the island. Firm will supply a display that will include aerial and set pieces and pyro designs based on the state seal and coat of arms of Haiti.

Al Sweeney and Gaylord White, top men in National Speedways, Inc., Chicago, were the subjects of a two-page picture spread in the November 1 issue of National Speed Sport News, auto racing weekly.

Ainslee Lambert, producer of revues for Barnes-Carruthers Theatrical Enterprises, Chicago, is recuperating from a stroke at the

Edgewater Beach Hotel, following his release from a Chicago hospital where he had been confined since August 22. Lambert infers he would like to receive letters from his many friends in showbiz. Rudy Rouse, formerly with Associated Fair Production, and the Gus Sun Agency, has joined the Ernie Young Agency, Chicago, where he will assist Young in his fair bookings.

Aut Swenson, owner-manager of the Swenson Thrillcade, spent a few days in Chicago recently. His newly-framed thrill org came in for its first national publicity break thru a current Fox Movie-one newsreel which features Ramon LaRue's mid-air strait-jacketed escape while suspended from a helicopter.

Circus and carnival general agents sighted cutting up jackpots in the lobby of the Harrison Hotel, Chicago, recently were Jack Martin, Max Leavy, W. S. Whorton, Stan Reed and W. Carl Richardson. All represent productions currently playing the Chicago area. Bev Kelly, publicist, is in New York after closing a road tour with "Lost in the Stars." He is scheduled to go out ahead of "Mr. Roberts" when that hit closes in New York next month. Leo Willens, of the Capitol Projector Corporation, New York, is out of the hospital and plans to attend the outdoor meetings in Chicago.

John Ringling North, Ringling-Barnum prexy, returned from a talent-scouting tour of Europe November 10 on the French liner, Laberte. One of the novelty acts signed up by North is Frank Connelly, Man in the Moon, who is scheduled to open with the Big One next spring. The Mendos Sisters, trapeze-duo with Ringling for two seasons, are playing the Moss Empire circuit in England. Neil Geary, Brockton, Mass., Fair publicity director, is back in the army with the rank of captain. He's stationed at the Boston army base.

King Reynolds, who piloted the Juggling Jewels from New York to Cheyenne, Wyo., in record time, again will be at the wheel when the act jumps from Denver to Texas. Reynolds and the Jewels will appear on the same bills in Texas for the next four weeks. In Cheyenne the Jewels awoke to find themselves snow-bound one morning. An army truck came to the rescue and hauled their trailer onto a solid road bed.

FREE RIDE

Legion Camp To Be Given Kiddie Train

CHICAGO, Nov. 18.—An American Legion boys' camp at Coloma, Wis., will be given a miniature train at the close of the National Association of Amusement Parks, Pools and Beaches convention here (26-29).

Device will be displayed by the National Amusement Device Company, Dayton, O., in the lobby of the Hotel Sherman during the meeting and will be presented later to the camp by Aurel Vaszin, firm's president. Two years ago he presented a Ferris Wheel to a home for veterans' orphans at Normal, Ill.

Sponsors of the camp are 444 Legion posts in this area. Train will be used for transportation on the 188-acre camp. Paul C. Haase, Hinsdale, Ill., Legionaire, recommended the camp to Vaszin.

N. Y. Park Group Favors Rebuilding Razed Carousel

NEW YORK, Nov. 18.—Board of directors of the Park Association of New York City, at the monthly meeting Wednesday (15), went on record as favoring the rebuilding of the popular Central Park Rides-Go-Round, which was gutted by fire November 8.

Association directors proposed a campaign to raise funds to cover the cost of securing a new Carousel to replace the Central Park landmark.

New York City's Department of Parks has been trying to locate an available Carousel but is holding out for one of approximately the same vintage and type as the old-timer which was destroyed.

Northern Wisconsin Circuit Sets Dates

MERRILL, Wis., Nov. 18.—Members of the Northern Wisconsin Fair Circuit set 1951 dates at the annual meeting of the group held here recently.

Dates will be: Antigo, August 3-5; Merrill, August 6-9; Neillsville, August 16-19; Ladysmith, August 20-23; Mondovi, August 24-26; Baraboo, August 27-30, and Shawano, August 31-September 3.

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Coming Events

FLORIDA
Miami—Orange Bowl Festival, Dec. 26-Jan. 2. E. H. Swiler, 413 E. W. Second Ave.

LOUISIANA
New Orleans—Poultry Festival, Dec. 1-18. Evans Siegel, 517 Metairie Road.

MICHIGAN
Detroit—4-H Club Show of Michigan, Dec. 1-7. W. J. Chambers, 6750 Dix Ave.
Grand Rapids—Pat Stock Show, Dec. 12-15. R. Machiele, Courthouse.

MISSISSIPPI
Greenwood—Band Festival & Winter Carnival, Dec. 1. E. H. Blackstone, Box 949.

NEW YORK
New York—National Dog & Pet. Expo., Grand Central Palace, Dec. 15-17. John McCormick, 770 Seventh Ave.

OREGON
Roseburg—Turkey Show, Dec. 7-10. George L. Routledge, R. 2, Box 2433.

TEXAS
El Paso—Southwestern Sun Carnival, Dec. 28-Jan. 1. Allan C. Fisher, Box 29.

WASHINGTON
Bunnside—Turkey Show of Wash., Dec. 6-8. Carlton T. Kenning, Box 277.
Tacoma—Poultry Show, Dec. 8-10. Russell M. Houcher, R. 2.

CANADA
Saskatoon, Sask.—Dressed Meal & Poultry Show, Dec. 13-14. Mrs. Lettie Walsh.

Dog Shows

COLORADO
Lakewood—Dec. 1. Miss D. Parry, 3823 W. 25th Ave., Denver.

ILLINOIS
Carbondale—Dec. 1. M. Kleiman, 1985 Crescent Drive, Springfield.

MASSACHUSETTS
Quincy—Dec. 2. Foley, 2005 Ransford St., Philadelphia.

NEW JERSEY
Camden—Dec. 10. Foley, 2005 Ransford St., Philadelphia.

NEW MEXICO
Albuquerque—Dec. 3. Mrs. M. Cochran, 2814 N. Monroe St.

NEW YORK
Bronx—Dec. 3. Foley, 2005 Ransford St., Philadelphia.
Brooklyn—Dec. 2. Foley, 2005 Ransford St., Philadelphia.

PENNSYLVANIA
Philadelphia—Dec. 8. Foley, 2005 Ransford St.

RHODE ISLAND
Cranston—Dec. 10. Foley, 2005 Ransford St., Philadelphia.

TEXAS
San Antonio—Dec. 3. Capt. A. Derry, Box 154.

John Lester Dies in Eng.

LONDON, Nov. 18.—John Lester, former circus and vaude acrobat, impresario and producer, died at his home near Golders Green October 27. He was about 80 years old.

A native of Homowac, N. Y., Lester began his career as a performer with the Ringling Bros. and Barnum & Bailey shows. With his wife and two sons, Harry and Burton, he formed the Four Aerial Lesters, and toured American vaude circuits, Australia, New Zealand and South Africa.

Lester came to England in 1915 and produced various types of shows, but was primarily known for his midget troupes. Altho he made his home in England, Lester made several trips to the U. S. with his midget circuses. During World War II he was active in the Henry Kaiser shipyards in California, where he served as an instructor of electrical workers.

Lee Named G.A. Of Morris Org

HAVANA, Ill., Nov. 18.—Jack Lee said here this week that he had been named general agent of the Kelly-Morris Circus and that he would route the org. to the West Coast next season.

Lee said R. H. Adams, contracting agent, was in California selling dates for the summer. Previously, the show remained in the Middle West and South. It is owned by Bill Morris and Pat Kelly and plays under auspices.

Maquoketa, Ia., Plant Accepted by County

MAQUOKETA, Ia., Nov. 18.—By a vote of 1,277 to 636, voters of Jackson County here have approved a plan for the county to accept the 40-acre Jackson County Fairgrounds as a gift from the association. Under the plan the tract, bought last year, cannot be mortgaged or sold, as was done with a previous grounds owned at one time by the fair association.

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Ballroom Tax Rule Reversed by Court

Appeals Tribunal Holds Cabaret Tax Due on Terp Concessions

Continued from page 15

not claim in his appeal (from the Graven's decision) that the court erred in its finding describing the operations or the differences (between a cabaret and a ballroom). He contends, as it was in the district court (the Minton hearing) that Section 1700 (E) required the imposition of the tax in question upon these taxpayers in respect to their operation of the Laramar Ballroom (terpery owned by the Greers).

Chas. Sec. 1700
"The provision which he specifies and relies on reads: Section 1700. There shall be levied—(E) tax on cabarets, roof gardens, etc. (1) rate—a tax equivalent to 20 percentum of all amounts paid for admission, refreshment, service or merchandise, at any roof garden, cabaret or other similar place furnishing a public performance for profit, by or for any patron or guest who is entitled to be present during any portion of such performance. The term 'roof garden cabaret or other similar place' shall include any hall or other public place where music and dancing privileges are afforded the patrons in connection with the serving or selling of refreshment or merchandise. A performance shall be regarded as being furnished for profit for purposes of this section even tho this charge made for admission, refreshment, service or merchandise is not increased by reason of furnishing such performance."

Treasury Regulations
The judge also referred to Treasury regulation 43 (1941 Ed.) which reads: "The term 'roof garden, cabaret or other similar place' includes any room in any hotel, restaurant, hall or other public place, where music and dancing privileges or any other entertainment, except instrumental or mechanical music alone, are afforded the patrons in connection with the serving or selling of food,

refreshment or merchandise." The judge later referred to an illustration, citing: "Examples. (1) A proprietor of a dancing establishment provides for the serving of refreshments to his patrons. An admission or cover charge is made to each patron. In this case, the admission or cover charges and also the charges for refreshment, service and merchandise are subject to the tax."

Big Witness Army
In compiling material for presentation before Judge Graven, Roberts and members of NBOA assembled a long list of witnesses, including reps. of the American Federation of Musicians, the American Society of Composers, Authors and Publishers and the Billboard, as well as booking offices and various facets of the ballroom biz, who pointed out dissimilarities between ballrooms and cabarets.

The decish at St. Louis states: "The each point of dissimilarity between dance halls and cabarets has been noted, the points of similarity are more conspicuous. Both provide dancing facilities for and sell refreshments to their patrons. Whereas one caters to lavish spenders and makes the dancing privilege a mere incident to the charge for refreshment, the patrons of the other pay directly for the dancing privilege and incidentally spend frugally for refreshment. The business of both is to provide public performances with dancing."

First time this problem of re-activating all forces for the Supreme Court tussle with Internal Revenue legalists will be discussed probably during the annual convention of the National Association of Amusement Parks, Pools and Beaches (NAAAPB). Roberts, Otto Weber, NBOA's managing secretary, and key members of the terp org are expected Monday (27) to discuss problems mutual to both groups.



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Frieda Roth Dies In Copenhagen

COPENHAGEN, Denmark, Nov. 18.—Mrs. Frieda Roth, 46, wife of Joe Roth, of the well-known American comedy act team of Roth and Shay, currently appearing at the Ambassador Night Club, died here November 6 after a long illness.

Mrs. Roth (nee Elfrieda Rothman), a former singer, was a native of Berlin, where she became the wife of Roth in 1931. Roth and Shay, whose act has played fairs, parks and vaude circuits of the United States for many years, have been on an extended tour of Europe, playing army camps and vaude houses.

EDMONTON, Alta., Nov. 18.—Edmonton Exhibition will revive its opening day parade in 1951, after a lapse of several years, directors decided.



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TENTS

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BALTIMORE SPOT PLANS EXPANSION

Picnic Package To Be Offered; New Ride Added

BALTIMORE, Nov. 18.—Enlargement of Kiddyland Park, which opened here last summer, is under way following a satisfactory initial season.

A special picnic package deal, including use of the pool, rides and other attractions, will be offered church and fraternal organizations. A 100-table picnic area has been cleared. Plans also are in the making for a Wild Life exhibit. C. W. Swan, general manager, reported. A new Scooter has arrived and a new portable building will be constructed. Ten rides will be operated.

The pool proved highly successful after its late-season opening, and John W. Isaac, president, plans installation of a sun deck on the bathhouse roof with a sand foundation, lounge chairs and umbrellas. Bathhouse and clubhouse, which is used also as a bingo hall, have been repainted.

Built to Olympic specifications, the pool was used late in the season for several meets, and plans for the coming year call for weekly events. Park will provide swimming instruction free.

Swan said he is negotiating with ride and concession ops now so that the line-up will be complete by the time picnic booking starts.

R. Geist Cites Rocks' Need For Flacking

NEW YORK, Nov. 18.—At least one member of the business community feels that the Rockaways area on Long Island is losing ground to other locations in and around New York due to a lack of public relations effort.

Dick Geist, chief of Rockaways' Playland flacking operations, and ardent proponent of bigger and better publicity moves, feels that the Rockaways area in general needs to put itself in the public eye to a greater extent if business is to expand. Other spots have pitched longer and harder, with the result that the Rockaways are falling behind, according to Geist.

Geist thinks that hotels, merchants and recreational establishments should put on a concerted effort to rejuvenate their area. He expounds that such widely separated spots as Miami Beach, Coney Island and Las Vegas in a large measure achieved prominence thru heavy flacking, and that they are holding their status thru the same means.

Transportation Problem
Particular note at Rockaways, Geist feels, is a rapid transit system. (Continued on page 80)

NAAPPB SHOWS' DAILY PROGRAM

CHICAGO, Nov. 18.—Exhibit hours for the National Association of Amusement Parks, Pools and Beaches trade show at the Sherman Hotel here will be Sunday (26), 10 a.m. to 8 p.m.; Monday (27), 9 a.m. to 1:15 p.m., and 3 p.m. to 8 p.m.; Tuesday (28), 9 a.m. to 1:15 p.m. and 3 p.m. to 7 p.m., and Wednesday (29), 9 a.m. to 1:15 p.m. and 3 p.m. to 8 p.m. Afternoon recesses allow time for convention sessions and the early closing Tuesday is for the annual NAAPPB banquet.

RYE FUNSPOT NETS 307G; EXPECTS DIP

\$1,123,700 Gross For Westchester County's Playland

WHITE PLAINS, N. Y., Nov. 18.—Playland, Rye, Westchester County owned funspot, earned \$307,632 on a gross of \$1,123,700. In 1950 it was revealed here this week in a Playland Commission report.

Earnings in 1951 are expected to drop \$18,500, according to a budget submitted to the Board of Supervisors by Budget Director William B. Folger.

The budget for 1951 recommends appropriations of \$837,855 and anticipates total revenues of \$1,105,200. The expected net revenue to the county is listed at \$269,345.

Net operating expense is estimated at \$780,855, an increase of \$1,787 over this year's appropriation of \$766,068. In addition \$20,000 is ear-marked for capital expenditures and ride replacements and \$50,000 for non-recurring repairs and replacements.

Playland's winter season is under way with the ice skating rink in full operation.

British Reps To Book Rides At Chi Meet

CHICAGO, Nov. 18.—British amusement park operators will be represented at the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman here November 26-29, according to a cablegram received at the NAAPPB office this week.

Three-man delegation will be headed by Major Joseph and will represent the Fleetering Association of Amusement Park Proprietors. The message indicated they would seek to book rides for the 1951 Festival of Great Britain.

They will arrive at New York on the Queen Elizabeth and plan to be in Chicago November 23-December 1.

INCREASES RANGE UP TO 18%

Many Eastern Spots Show Big Seasonal Gains in '50

Continued from page 1

weather accounted for a drop of 16 per cent in the park's pool take. Guenther said this loss made up the biggest part of the total bit loss.

Rocks' Spot Up 10 Per Cent

President A. Joseph Geist, of Rockaways' Playland, on Long Island, said the park put together a season that was 10 per cent above last year's mark. This increase, he pointed out, was made despite generally unfavorable weather and the loss of Long Island Railroad facilities, which formerly accounted for a large part of the spot's business. The park management was particularly pleased with its flacking operations this year, conducted by Dick Geist, son of the prexy, which it felt drew a sizable helping of extra patrons.

Playland, Rye, N. Y., polished off the season with grosses about equal to the 1949 figure, Park Director Allan MacHicol reported. Drops in beach and concession biz at the Westchester County-operated park were offset by a gain in the ride take, with both the drop and gain estimated at about 8 per cent. Again the loss was attributed to bad weather. The ride gain at the spot is understandable, since almost all devices are covered.

Steeplechase Clerks

Aided by a business spurt during the last six weeks of operation.

Coney Island's Steeplechase Park wound up its season with results 18 per cent ahead of last year's mark, according to Manager James J. Onorato. He said patronage and spending took a jump during this period, and that August was one

of the best months in the last several seasons at the park.

Ed Kelmans, operator of Indian Point Park, Crugers, N. Y., made a first-year run and had little in the way of previous performance by which to judge business. The spot operated this year for the first time as a full-fledged amusement location, and Kelmans indicated pleasure with the 300,000 drawn to a location that was formerly only a stopping point for Hudson River excursion boats. He reported good spending at the park and said that altho weather was not overly good it did not prove too much of a handicap.

Compuance Up

Lake Compuance Park, Bristol, Conn., parlayed folk music and kiddie rides into a 15 per cent biz jump over the 1949 mark. Secretary J. H. Norton reported. Norton gave the music the edge in accounting for the increase. A folk singing group replaced the park's succession of name bands early in the season and consistently set new attendance records for Sundays.

A newly installed kiddieland at the spot produced not only added ride business, but advertising thru the distribution of souvenir fire helmets.

Receipts at Ocean Beach Park, operated by the city of New London, Conn., took a tumble of about \$10,000 under last year's figure, according to Park Superintendent Meredith Lee.

Despite a lardy kick-off and the loss of several week-ends to rain, Max Tabis and his associates reported a successful initial operation at the rebuilt Million-Dollar Pier, Atlantic City. Late season take was the best, with the Miss America attraction and a minia-

(Continued on page 80)

Chi Reservations Equal '49; NAAPPB Set for 32d Meeting

Secretary Promises Surprise For Banquet Entertainment

CHICAGO, Nov. 18.—Convention chairman and committeemen this week predicted a topnotch, streamlined convention for the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here Sunday thru Wednesday (26-29) at the Hotel Sherman. Annual event is the business showcase and social highlight of the nation's park industry.

Paul H. Huedepohl, secretary, reported that with a week still remaining before the convention, hotel reservations placed thru the national office were on a par with those of last year, assuring a major turnout.

He was spreading the word this week that entertainment, always a high point at the annual banquet, would include a surprise feature which will set this year's event up among the toppers. Reservations for the banquet, which will be held Tuesday (28), were coming in rapidly and correspond to the number received by the same time last year, he stated.

Program Complete

Arrangements have been completed for the program by General

Chairman William W. Muar and his committees. Vernon D. Platt and his committees have ironed out last-minute details for the comprehensive pools and beaches roundtable sessions.

Committee chiefs and members have worked out all phases of the convention, and Huedepohl said the affair virtually was ready for the opening gavel.

Promising widespread interest among conventioners is the NAAPPB's annual trade show, held in conjunction with the convention and this year scheduled to be larger than ever. Rearrangement of the display rooms has provided some additional booths and Huedepohl said all space has been reserved for some time. The trade show was on the verge of a sellout several months ago. About five cancellations followed the outbreak of the Korean war, but some of those came back in and the balance was quickly resold. Since reaching the complete sellout stage some weeks ago, the NAAPPB office has received additional requests for space which could not be accommodated.

HOTEL BURNS AT TASHMOO ISLAND SPOT

Op Not Planning To Rebuild; Loss May Affect Park

DETROIT, Nov. 18.—The Island House, 103-year-old frame hotel which was the nucleus of Tashmo Amusement Park near here, was destroyed by fire Saturday night (11), three weeks after it was closed for the season. Fire fighting equipment, ferried to Harsen's Island in the St. Clair Delta, where the hotel was located, failed to save the property.

George Haddad, owner, said he does not plan to rebuild. Loss of the hotel and its bar and restaurant may be a blow to the park, taken over last season by N. M. Constanis, who planned a major expansion program.

Hampton Beach Biz Up 14%; Dineen Credits Remodeling

HAMPTON BEACH, N. H., Nov. 18.—An elaborate refurbishing program, costing \$90,500 and completed in time for the opening of the 1950 season, boosted the overall gross of the Hampton Beach Casino properties operated by John Dineen approximately 14 per cent, according indicated here this week.

Commenting on the season, which included a more than average number of inclement days, Dineen said that if the improvements had not been made the season's take would very likely have dipped as much as 15 per cent.

It was this belief that resulted in the adoption of the major improvements plan at the end of the 1949 season.

Dineen began planning the major changes shortly after ending his wartime service with the Federal Bureau of Investigation (FBI). The vast, rambling properties, incorporating several dozen units, posed many special problems. A new front, modernistic in design, considerably improved the appearance of the properties which, except for painting, had undergone no major changes in several decades. The multiple congratulatory

comments of patrons during the season left no doubt as to the advisability of this move.

All Units Benefit

Improvements, broken down by departments, were made as follows: Hotel, \$15,000; dining room, \$15,000; the addition of heat to the ballroom, \$2,000; a new French fry and fried clams stand, \$6,500; bathroom, \$3,500; traankfurter stand and lunch bar, \$5,000; novelty department, \$2,500; and a new front for the entire Casino, \$45,000. As a result of the improvements

(Continued on page 80)



HARRY J. BATT, of Ponchartraine Beach, New Orleans, is completing his second year as president of the NAAPPB. Annual banquet of the convention will be held November 28.

VERNON D. PLATT, of Somerton Springs, Somerton, Pa., will serve as chairman of the pools and beaches roundtable at the NAAPPB convention sessions in Chicago November 26-29.



Harry A. Illions

presents

CELORON PARK

Features:

- Skateland Roller Rink
- Pier Ballroom
- Top Name Bands
- 22 Thrilling Rides
- Shows
- Picnic Groves
- Boating-Sports
- Games
- Refreshments
- Free Auto Parking for 6,000 Cars

Beautiful **CELORON** *park*

on LAKE CHAUTAUQUA
JAMESTOWN, N. Y.

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new **LIBERTY** *park*

UNION ROAD AT WILLIAMS ST.
BUFFALO, N. Y.

NEW LIBERTY PARK

Features:

- World's Finest Picnic Grove
- Thrilling Riding Devices
- Shady Trees
- Shows and Attractions
- Picnic Tables and Benches
- Games
- Refreshments
- Free Auto Parking for 4,000 Cars

All Address: **HARRY A. ILLIONS** CELORON PARK, JAMESTOWN, N. Y.

PROMOTIONS IN DUAL ROLE

Joyland Plan Shows Promotions Can Be "Different" to Further Park's Public Relations Needs

By R. G. Langenwaler

"BOOKING" park promotion with aid of the State Department is one way Joyland Hillside Park, Wichita, Kan., has met the dual demands for promotion and public relations during its first two seasons. Whether promotion and public relations could be combined—whether we could stage attractions to build immediate business while at the same time work toward favorable public acceptance of the park—has been answered to our satisfaction.

The need for both was apparent. Like any park, we wanted promotions in order to increase business volume. As a new operation in an area unfamiliar with parks, we needed a major public relations overhauling to point up the differences between parks and carnivals, which we had reason to believe people of Wichita confused.

But the job before us was complicated by the fact that the usual type of promotion stems from or is used by carnivals, and using that type would jeopardize public relations efforts to draw a line between our park and carnivals.

"Different" Promotions

The answer was found in promotions as different as possible from the free act variety. Each promotion is designed to contribute toward the long-range public relations goal as well as build a crowd for a particular date. Each is designed to emphasize in the public mind that Joyland is a stable, straight-forward business enterprise.

We opened for the first time late in 1949 and that fractional season was devoted largely to bettering public relations and learning who our customers were.

Humanizing the owners and managers of Joyland was one method used in combating the problem. The owners of Joyland Park, Herb, Harold and L. A. Ottaway, have lived in Wichita for many years and have made numerous friends thru years of successful business dealings. Making the public feel acquainted with them was easy to do thru informative stories.

Link to City Growth

Another step was to link the building of a large, modern amusement park to other developments in the city as another stride toward a larger and better Wichita. Newspapers and radio stations were eager to banner the fact that the city was growing to be an important city in the Southwest.

Official opening ceremonies at the park were broadcast over a local station and particular attention was directed during the pro-

gram to the city and county officials who were guests. This was designed to show the public that their elected leaders accepted the new park as a responsible business.

Institutional advertising in the Wichita area was a major portion of our public relations program in those first months. We did very little promotion work in the usual sense of the word. The most important reason was that the park was not yet physically ready.

Surrey Tags Patrons

One definite thing we did gain in the first period was a clear and accurate idea of who our customers were and where they came from. In Kansas it is easy to tell which county each car comes from because of the system used in issuing licenses. We were surprised to find that the average of several surveys showed more than 45 per cent of our customers came to Joyland from counties other than the one in which Wichita is located.

Farmers and residents of villages ranging in population up to 5,000 made up the bulk of our business. They came to Joyland with an average of 4.4 persons per car. Most of those cars were low-priced makes and of 1939 vintage.

Their city brothers came to Joyland in much newer and larger cars, but at the rate of only 2.5 persons per car. While city customers made a more showy parking lot, it was the passengers of the older and smaller cars who left more money per person at Joyland—a point worth much consideration in promotion. Obviously, we think often of the agriculture industry in our summer programs.

Turn to Promotions

In 1950, our second season, the major part of our attention has been beamed toward promotion. Once again we had to rely to a large degree on experimentation since Wichita has had little of the type of promotion normally done in this business.

Bearing in mind that we still were making a first impression on many in the Wichita area, we realized that the type and caliber of promotions would be important in establishing public opinion.

Promotion was to figure importantly in public relations. The usual promotion, such as a high act, definitely holds value in crowd-building, but we could not see that this type would take us toward our goal of building park prestige in the minds of Wichita citizens. We saw a need for an entirely different type.

First Try Clicks

One of the first Joyland promotions met that requirement and was one of the most effective! As a joint activity with the Wichita Police Department, an organization with which we like to be closely associated, we staged a "School's Out" party. It was scheduled for a day soon enough after schools were dismissed for the summe to contact children before they became engaged in summer jobs and other activities. Ride prices were reduced and there were prizes for athletic events.

More than 9,000 children attended, starting them in a habit of coming to Joyland from the beginning of their vacation. It gave the park more than 80 newspaper stories and 30 free radio mentions and interviews. It gave the opportunity for placing Joyland posters in each of 150 schools, the first other than safety and athletic posters ever permitted. It gave us an inseparable connection with the police. Uniformed officers were stationed at the rides and directed the athletics, and a police loud-speaker car promoted the event for two days in residential districts.

Most important, where the promotion ended, the public relations began.

Admission to the party was an item of school equipment such as a pencil, eraser or tablet. Children



"Humanizing" the park was one phase of Joyland's plan. Photos of Harold I. Ottaway (left), L. A. Ottaway and H. J. Ottaway, the owners, were used to introduce them to the public.

State Dept. Enters

The gifts were collected by Joyland to be sent to a city in Europe that needed them. The park asked the State Department to name a city which needed the school supplies, and it proved most cooperative when it learned the purpose of our promotion. Miss Jean Bloch, of the department, went far beyond her normal duties to be of assistance. The suggestion for sending material to Europe was made by the Wichita council of the United Nations Educational, Scientific and Cultural Organization.

Mosbach, Germany, was selected by the State Department as the town to receive the gifts. Contacting that city, we found the people were elated over the prospects of receiving educational aid for their

children. A youthful newspaper editor in Mosbach, who was a prisoner of war in the United States during World War II, became interested and has gone to great length to work out details for ceremonies in Mosbach.

The promotion placed Joyland in the minds of thousands of Kansans as a benevolent-minded business. Above all, the party gave us an opportunity to put our public relations program on a 12-month rather than seasonal basis.

Rep to Germany

Our plan to extend this specific promotion into our public relations program called for more than sending the supplies to Mosbach and forgetting them. We will follow thru by sending a Joyland representative to present the gifts at Mosbach. He will attend the ceremonies and donate the supplies on behalf of the children of Wichita.

Nor does it end there. Films will record the ceremonies and will be brought back to the Wichita children. Joyland's representative will spend several days in Mosbach to take pictures of the city and of a number of Mosbach residents. Recalling those Kansas licenses on 1939 cars, we will prepare a 20-minute film of a typical farmer at work and at home near Mosbach. The movie will deal largely with the German farmer's equipment, animal care, farming techniques and social life. Movies taken in Mosbach will be designed to interest American school children as well and will be shown to classes and organizations in the Wichita area during the winter months. A Joyland representative will speak during the movies, and altho the film will be about a distant German city, the children will be interested because they helped the foreign children—and they will be aware of Joyland's part in the program.

Booms Picnic Bis

Numerous civic groups in Wichita asked for luncheon speeches about the promotion soon after the party but before the trip to Germany was planned. The talks were given, and with but one exception each organization booked a picnic at Joyland within a week after the meeting. If this is a measure of success we may expect after the coming film and lecture tour, we feel that it is good.

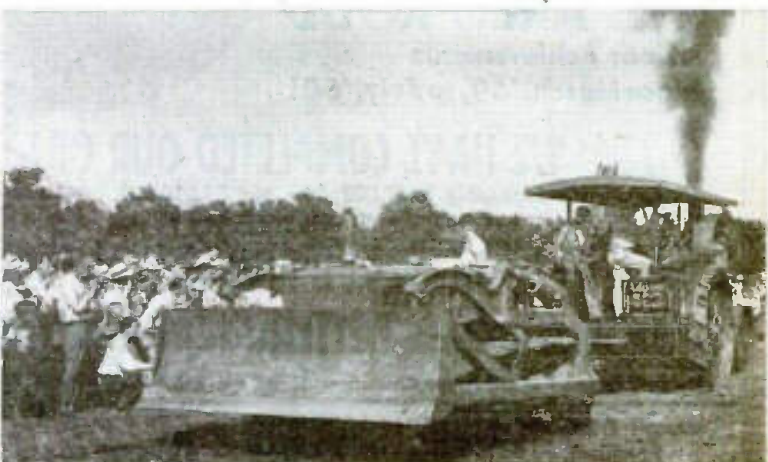
The total effect, we believe, will take Joyland a long way toward its public relations goal.

While it was the "School's Out" party which placed our public relations program on a long-range basis, the most successful promotion from the standpoint of drawing individual crowds was designed specifically for the farmer class. A tractor pulling contest between a 1903 steam engine tractor and a 1950 Diesel tractor, attracted capacity crowds to the park for four successive week-ends and gave a great amount of free publicity, including a story with pictures to appear soon in a national magazine.

We feel that our policy can best develop the public opinion we want and that thru our promotions we will be known for the high caliber of our business. We are certain that this promotion the policy has succeeded. Time alone will tell whether the developing public relations phase will pay. Up to this point we feel certain that it is sound.



R. G. Langenwaler, Joyland's public relations director, left for Germany soon after preparing this description of the park's promotions and is expected back shortly. He studied at Northwestern and Wichita universities before joining the park staff.



Surveys showed much of Joyland's business came from Kansas farm families. So much of the promotion program is directed toward rural interests. The tractor contests (above) filled the park for four week-ends.

**Thanks and a Happy Holiday Season
and a Prosperous 1951**

SELLHORN'S TRAILER SALES

From Everyone at—Sarasota, Tampa, St. Pete; East Lansing, Mich.

Your Inquiries Invited

**Train or Ride Manufacturer
ATTENTION!**

Will consider on a royalty basis of sell outfits—Patterns—Coach Templates—Dies and Blueprints for the manufacture of a Diesel Type, Gasoline Powered Miniature Train. This train formerly sold for \$12,000.00. We have now engine completed with enough material to finish 4 coaches. Reason: Have other business interest. Write BOX A105, The Billboard, 6900 Sunset Blvd., Hollywood 28, Calif.

BOARDWALK LOCATIONS
of the "WORLD'S FINEST BEACH"

Largest Amusement Zone in the South East

Have Buildings for rent facing concrete boardwalk for Arcade, Show Bldg., Skill Games or any legitimate Amusement Devices for 1951 Summer season. No gambling, no gift and no games of chance. Write

MARTIN G. WILLIAMS

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JACKSONVILLE BEACH, FLORIDA

We are expanding our Park for the 1951 season and have 300,000 feet of space available on our 36 (mile-wide) all-concrete Boardwalk. Excellent location for portable or permanent Shading Booth, Fun House, Arcade, Miniature Golf, Concession Trailers (all metal preferred) and Rides not to conflict (No Kiddie Rides). This is the fastest growing resort area in the Southeast, only 30 minutes drive from downtown Jacksonville on either of two four-lane express highways, with surrounding population of 300,000, plus thousands of additional summer tourists. For additional information contact F. A. GRIFFIN at the Sherman Hotel during the Showmen's Convention or write GRIFFIN AMUSEMENT CO., Jacksonville Beach, Fla.

Join MARCH OF DIMES

JANUARY 15-31

Hampton Beach Biz Up 14%

Continued from page 77

the hotel earnings increased 9 per cent and the ballroom net 5 per cent. Later was directly due to the installation of a heating system which made it possible to schedule dances earlier and later than usual. As the result of extensive advertising, patrons were soon aware that the ballroom would be comfortable in all weather. In view of the increase, the \$2,000 investment was very nominal indeed.

The novelty department jumped an amazing 10 per cent. Since this is a beach resort, the competition in this field, as might be expected, is extensive. The bathhouse business dipped 2 per cent, but this was attributed to the cool weather which affected the entire season.

Lunch Bar Up 11 Per Cent

The frank stand and lunch bar increased 11 per cent during the months of July and August. But

Miniature Golf Courses

Designers and Builders of Distraction Courses sensibly laid out with bottlenecks and drainage problems eliminated. Material used based upon satisfactory use over a period of years from our exclusive specifications. References and photographs gladly furnished.

WOLFE'S CORK
Room #308, 308 State St., New London, Conn.

AMERICAN DERBY

New 1950 Models now available!

Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Write today for full information and photos.

KING AMUSEMENT CO., Mt. Clemens, Mich.



Long Beach Execs Block New Kid Unit

LONG BEACH, N. Y., Nov. 18. — Move by the city council here at a meeting Tuesday (14) blocked construction of a kiddie park by Len Merzon, who already operates one kid spot locally, because of the proximity of the proposed site to a church.

Council amended its zoning ordinance, forbidding the operation of any amusement place within 600 feet of a church or temple. Clergymen who appeared at the meeting urged adoption of the amendment on the grounds that carnivals and similar amusements interfere with religious proceedings.

Amendment was opposed by Long Beach attorney Max Popper. Speaking on behalf of Merzon, Popper said the move was arbitrary and unreasonable.

Increases Range

Continued from page 77

ture golf course in the park providing the need.

Amusement and business interests in Atlantic City and neighboring resorts as a whole termed this season as the lightest of the postwar period. Bad weather, the Korean war and general restlessness among vacationists all were named as contributing factors to the 10-20 per cent estimated drop in business.

Picking out season highlights, the Decoration Day week-end proved at least a partial disappointment. Ops in this region who had hopes of lush early season grosses ran afoul of weather which cut takes for two days of the four-day period. The Fourth of July week-end was a different story, with practically all operators recording land-office business. A few brief showers failed to prove any deterrent to good grosses. The ensuing three-day Labor Day week-end provided only one big day for parkmen. Saturday and Sunday biz was slowed by overcast skies and rains, while Labor Day itself benefitted from fair weather. However, due to the one good day, most ops in this region registered bigger grosses than for the same period during 1949.

Altho the National Production Board slapped restrictions on amusement building a few weeks after the season's end, the majority of parkmen queried were not too concerned about the implications of the \$5,000 limit on construction. Hardest hit in the New York area was Rockaways' Playland, which had to abandon a planned elaborate kiddie adjunct. Other park operators felt the pinch but to a lesser degree.

R. Geist Cites

Continued from page 77

tem that has long been a promise. In this case it is up to the 15,000 voting residents of Rockaways to achieve that system, according to Geist. This lack was a thorn in the side for Playland, since the loss of a Long Island railroad trestle early in the season made the transportation need even more acute.

Envisioned by Geist is the possibility that the Rockaways area might become a convention center. He feels that the beaches in the area should be pushed sufficiently to offset the attraction of other swimming locations which dot Long Island's shore.

**FOR OUTSTANDING VALUES
SEE OUR AD
PAGE 126
MIKE MURVES 377 10th Ave.
New York 18, N. Y.**

WANTED

3 or 3 Kiddie Rides and Roller Skates. Wonderful spot on lake. Large crowds during summer. FREE Concessions first year. This is a great opportunity.

HARRY H. HARRISON
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**AM INTERESTED IN LOCATIONS
for KIDDIE PARKS**

Give details and information in first letter.
BOX CM-134, The Billboard
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In Less Than 2 Years



WE ARE PROUD
of our achievements
since March, '49, to July, '50!

WE HAVE COMPLETED OUR OBJECTIVE!

Expanding \$250,000 over our \$1,000,000 project for rides, concessions, shows, zoo, picnic and parking lot is a relatively simple matter.

NOW OUR AIM is to continue our progress for

BETTER RIDES • BETTER CONCESSIONS • BETTER SHOWS

All Inquiries of High Type Concessions, Shows and Rides Will Receive Our Utmost Attention.

Mason E. Kight President **THE FAMOUS LONG BEACH** **NU-PIKE** L. P. "Pat" Murphy General Manager

Long Beach Amusement Co., 201 West Pike St., Long Beach 2, Calif.



NEW...
ORIGINAL...
LEGAL EVERYWHERE!

LITE-A-LINE

AMERICA'S FOREMOST LEGAL GROUP GAME

DESIGNED & DEVELOPED BY DOUG WISER
 DESIGNER & DEVELOPER OF THE FAMOUS "SANTA ANITA DERBY"

FEATURES

STREAMLINED OPERATION two collectors can easily handle a set-up of forty units.
AUTOMATIC CHECKER insures a correct daily count of receipts.
STRIKING PLASTIC SCOREBOARD IN 5 COLORS—Hardwood Cabinets—durable formica playfield—bronze bushing plungers—plug-in connections.

AT PLAYER'S OPTION 10¢, 20¢ or 30¢ play per table doubles and triples "take."

PATENTED, ADJUSTABLE BALL-PLUNGER with "finger tip" control.

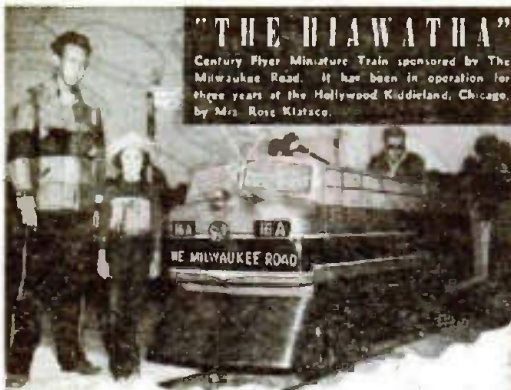
UNITS MAY BE ADDED without additional installation costs.

PROVEN From COAST TO COAST
 Has grossed millions of \$\$\$ in the following locations:
 Long Beach Pike, Calif. since 1941
 Playland, San Francisco, Calif. since 1940
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 Proven top money-maker in competition with other popular group games.

PLAY IT SAFE!
 Doug Wiser will be at the Sherman Hotel, Chicago, during the NAAPPB Convntion. See him and place your order now. Production will be limited.

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"THE MILWAUKEE"

Century Flyer Miniature Train sponsored by The Milwaukee Road. It has been in operation for three years at the Hollywood Kiddieland, Chicago, by Mrs. Rose Klatsko.

Do not confuse the Century Flyer with the narrow-gauge toy-type trains on the market today. It is a large train, operating on full 24 inch gauge track, capable of handling 140 passengers on the trip.

The Century Flyer is built for LARGE REVENUE and GOOD RETURNS ON YOUR INVESTMENT! More than 150 Century Flyers have been sold since the war. Our 21 years of experience planning the 24-inch gauge trains are paying good dividends to Park owners EVERYWHERE. Write for more information.

World's largest designer, builder and manufacturer of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the famous CENTURY FLYER Miniature Train

NATIONAL AMUSEMENT DEVICE CO. Dayton 7, Ohio

Hamid Tells Story

Continued from page 35
largely concerned with the quest for survival. Dominant factors were his constant struggles for sufficient food, and Uncle Ameen, a Fagar if there ever was one. Uncle Ameen got his composure and Hamid wound up as an act owner, with only Jerry Mughwan, circus big-wig, who also gets a highly unsavory treatment, proving a tough nut for the ambitious youth to crack. On the credit, or helping-hand side of the ledger are Buffalo Bill, Annie Oakley and Alex Panjages.

Enters Talent Field

Early attempts at cracking the fair-booking business in partnership with Frank Wirth and Ezeran Blumenfeld, and with the ever-faithful Dorothy Packman even then serving at his side, provide fine material for a Marx Brothers scenario. Prominent at the time were the established agents Fred Murray, Anita Goldie and John Jackel, all of whom sought to lead the youth astray, but not necessarily in a moral sense.

Courtship, followed by secret marriage to Bess, together with the difficult job of overcoming her family's objections, provide enough romantic interest for a full length novel. That Bess and George made a wise choice is evident thruout the story. The road to success was seldom smooth and the trials encountered were enough to riddle a lesser faith or love.

The last decade or so are skimmed over. Hamid acknowledges his success in the booking field, the acquisition of the Steel Pier at Atlantic City, the New Jersey State Fair at Trenton, and White City Park, Worcester, Mass.

Dedicated to Friends

Hamid has dedicated his book to Ralph Hankinson, the auto race promoter; Max Linderman, carnival operator, and Lucky Teeter, thrill show owner-operator, none of whom lived a full-life expectancy. Each devotedly perfectly with Hamid by virtue of their successes in the outdoor field. Their friendship was sincere and lasting.

The title of the book is too restrictive to successfully tag either Hamid or his accomplishments. Among friends and acquaintances alone, and these number in the thousands, the book should find a wide acceptance. Certainly the contents add up to exciting fare and, except for the very young, most outdoor showfolks will find the material dealing with a great deal that is familiar. The book is an accounting of one man's life and no effort was made to pepper its pages with countless names.
Jim McHugh.

WHAT THEY SAY...

about The Billboard in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

WANT

LOCATION IN ESTABLISHED PARK OR BEACH FOR PORTABLE SCOOTER T-CAR TILT-A-WHEEL BIG 121 PERRIS WHEEL Send Full Particulars To T. A. FUZZER, 5300 Empress Rd., Little Rock, Ark. Or contact me at Sherman Hotel, Chicago, November 24-25.

FOR SALE 1941 MOON ROCKET

In good mechanical condition. 22-hp, 34-wheel capacity, recently set up in Olympic Park, Irvington, N. J. (possibly permanent). Up to 300 passenger cap. Light Rail. Triples accepted. 8 1/2" photos and details go to interested firm.

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MINIATURE TRAINS

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1941 has plans for a permanent or portable 18 Hole Golf Course—2400 or larger, including Pines, Lawns, and Shrubbery. Excellent Golf Bag Ticket Box. Cents 100 to 200. Complete plans. 57 Cents Circular.

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ONCE MORE WE WILL BE AT THE NAAPP CONVENTION IN HOTEL SHERMAN, CHICAGO, BOOTHS #72-73, NOVEMBER 26 TO 29, INCL.

FOR 1951 WE AGAIN FEATURE

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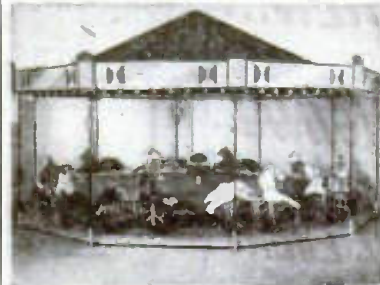
Due to limitations on, and the difficulty in securing materials, we suggest your orders, if possible, be placed with us during the coming Convention. We can, if orders are placed there, or before January 1st, reasonably guarantee Spring deliveries.

If you do not attend, write us for literature, prices and information, especially about SKEE BALL, the game that rates number one among Amusement Park and Resort skill games.

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BOOTH 128 AT OUTDOOR CONVENTION HOTEL SHERMAN NOV. 26, 27, 28, 29

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FROZEN CUSTARD MIXES

PROCESS THRU ANY TYPE FREEZER

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Write for FREE Color Card and Special Prices Today! FOR MORE THAN 35 YEARS Phelan's Circus Finishes have proven their ability to withstand the abuse and hard usage to which Circus, Carnival and Amusement Park Equipment is subjected. They protect and add to the life of your cars, trucks, tractors, wagons, seats, etc. The biggest names in the outdoor show world order from Phelan's year after year — there must be a reason.

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335 FIRST FEDERAL BLDG. DIAL 3-2971 DAVENPORT, IOWA Will be at SHERMAN HOTEL during CONVENTION. See You There.

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Business boomed at Bowl-O arcade installations in Coney Island, Rockaway, Asbury Park, Atlantic City and many others during 1949. Earnings were terrific. Asbury Park writes: "We consider Bowl-O one of the finest pieces of arcade equipment ever put on the market."

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Get set early to take advantage of a full season's profits in '51. Get all the facts. Write today for illustrated literature, installation records of actual earnings, and prices of...

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A sensation for the kids. A real thrill for the grown-ups. Let them pedal their own at Lake, Shore, Park or Pool. 3 models, modern design, heavy duty direct drive, no chains, no gears. Small investment — Minimum Upkeep.

Write for Details. PLEASE NOTE: Rising prices and scarcity of materials make it to your advantage to place your order now and be assured of delivery when you want it at present prices.

SELLECK WATERCYCLE CORP.

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1947 ALLAN HERSHEY CATERPILLAR RIDE FOR SALE

This Ride has never been out of our Park. Also have 36 ft. Merry-Go-Round Top Like new and Eli Power Unit.

OLCOTT BEACH AMUSEMENT PARK

OLCOTT, NEW YORK

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H. Flynn at Hotel Sherman during Convention

High Quality

KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

See Calif. Annual Facing Stiff Fight To Retain State Aid

WFA Meeting Told Battle Looms To Prevent Diversion of Funds

FRESNO, Calif., Nov. 18.—Fairs in California will have a critical fight to prevent the diversion of funds to other channels when the Legislature convenes in January. Assemblyman John Moss told members of the Western Fairs Association just before they concluded their three-day session here Thursday (18).

Moss spoke in the absence of Lester T. Davis, chairman of the assembly interim committee on fairs and exposition.

The assemblyman said that there is much "anticipated pressure" to clip some of the financial support from fairs and that annuals will have a fight on their hands to prevent the action. Moss laid the blame on the fair managers and told them it was their business to

maintain liaison with legislative representatives in their localities. After thanking the fair leaders for their co-operation in his study of their needs, Moss said that his survey had helped him to understand the fair manager's problems and that he was in a better position now to convey these to other interim committees.

It was not all blue news for the event directors as the speaker told them that he would make recommendations for salary increases. However, he assured them that not all members of his group would be in agreement with the hikes. This, he declared, was the fault of those in his audience for they had failed, in some cases, to submit requested reports.

The State committee also will propose, Moss revealed, that the authority of fair managers be broadened and that directors assume a capacity of policy-making rather than event operation. The group also will call for strengthening of the department of fairs and expositions for a role of supervision and authority is needed for a strong fair program. Moss predicted a complete elimination of passes.

CHI INT'L STOCK EXPO EYES RECORD

Livestock Entries Expected To Top Last Year's Mark

CHICAGO, Nov. 18.—A record number of farm animals from States never before represented, have been entered in the 51st International Live Stock Exposition, which opens its eight-day run in the Chicago Stock Yards Saturday (21), W. E. Ogilvie, manager, announced.

Car-lot entries, which do not close until November 18, should bring the total number of livestock beyond the 10,000 mark of last year, Ogilvie said.

For the first time on record, animals from Maine, Alabama, Arkansas and North Carolina will be shown with the new entries especially heavy in Aberdeen-Angus, Hereford and Shorthorn cattle classifications. Greatest increase in the cattle classes are from the East and Deep South, while large sheep entries are due from California. Even draft horses, whose numbers are dwindling, will be out in bigger force than in 1949.

Purdue Top Exhibitions—Purdue University, West La Fayette, Ind., is the top exhibitor. (Continued on page 88)

Saskatoon, Sask., Lays Foundation For 180G Pavilion

SASKATOON, Sask., Nov. 18.—Footings have been laid for a \$180,000 livestock pavilion at Saskatoon Exhibition grounds here. The contract calls for construction to start in the spring and completion by mid-June. Cost is being partially financed by the federal and provincial governments. A barn was demolished to make the site for the pavilion available.

Gates to the grandstand have been torn down and will be replaced with new ones better suited to handling crowds when two-night grandstand shows are presented.

Consideration is being given to installation of a coin-operated turnstile at the main gate.

E. A. Franklin Picked As Nowata, Okla., Pres.

NOWATA, Okla., Nov. 18.—Willis Strub, president of the board of the Nowata County Free Fair here since its reorganization in '49, has resigned and will be succeeded by E. A. Franklin, Alhambra. The latter had been vice-presi-

SOME NEEDLING

756 Annuals Hold Contests By Crocheters

NEW YORK, Nov. 18.—A total of 756 State, county and district fairs participated in the 1950 crocheted contest sponsored by the National Needlecraft Bureau, Inc., excess of that organization revealed here this week.

More than 100,000 crocheted pieces were entered in the many competitions. Prize money offered totals \$2,500, with final judging. (Continued on page 88)

Van Cise Injured In Auto Crack-Up

YOUNGSTOWN, O., Nov. 18.—Jimmie Van Cise, co-owner of the Jimmie Lynch Death Dodgers, is in the South Side Hospital here with a fractured spine as the result of an auto accident Friday (10) near Baraboo, Wis.

Van Cise's car struck an icy spot on the highway and rolled over several times, throwing him clear of the wreckage. He was moved here by air-ambulance this week.

Grandstand Stage Coverings To Be Pushed by Hamid Org

NEW YORK, Nov. 18.—Joe Hughes, field representative for the George A. Hamid & Son talent agency, this week said that his presentations to fair men for next season would include added emphasis on the advisability of adding protective coverings to grandstand stages.

Pointing out that he is not representing any of the firms which can install the covering, in whole or in part, Hughes said that the demonstrated worth of a protected stage is such that he feels he will be rendering a service whenever he succeeds in getting fair groups to give the plan serious thought.

Principal advantages of covered stages, as summed up by Hughes, are: (1) They offer a cheap form of rain insurance; (2) the advance ticket sale is stimulated since patrons are assured of seeing a com-



HERB GRAFFIS, well-known Chicago newspaper columnist and after-dinner speaker, will be master of the annual banquet-ball of the Showmen's League of America Wednesday (29) in the Hotel Sherman, Chicago.

MASON CITY ACQUIRES NEW PLANT SITE

Reskeds '51 Run To August 15-19; '50 Event Nets 1G

MASON CITY, Ia., Nov. 18.—North Iowa Fair here has purchased a 120-acre fairgrounds site a mile west of this city, but plans to develop the area will be delayed several years until means of financing the project is found. Paul Pritchard, vice-president, announced here at the annual board meeting.

Pritchard also announced that dates for '51 have been moved forward to August 15-19 to avoid conflict with the Iowa and Minnesota State fairs.

The association showed net profit of \$9,059.32 for the fiscal year. (Continued on page 88)

Sumter Tops Crowd Mark

SUMTER, S. C., Nov. 18.—A new attendance mark was set at Sumter County Fair. By mid-week crowds had soared past the 40,000 mark and final auditing is expected to show a total well in excess of 100,000 for the event, which closed Saturday (4).

The fair's livestock parade and a fireworks show staged in the stadium drew upwards of 32,000. Children's days and a football contest on closing Saturday also drew big crowds.

Cetlin & Wilson Shows on the midway reported good business.

plete performance under almost all conditions; (3) in good weather or bad, better performance is assured since the performers have a dry stage to work on at all times and the enclosures usually make it possible to stage a better show.

Weather Problems
Hughes said that the Hamid organization stages shows in all kinds of weather, just as long as patrons attend in reasonable numbers. Since most annuals have covered grandstands, patrons are always reasonably comfortable. On rainy nights the Hamid performers wear transparent raincoats.

Also it is usually possible to stage a show, Hughes pointed out that the presentation is necessarily affected in adverse weather. While protective rain wear makes it possible for performers to go on, the

New Winston-Salem Plant To Bow in '51

Work Was Started Before NPA Ruling; 80-Acre Site To Provide Ample Space

WINSTON-SALEM, N. C., Nov. 18.—The Winston-Salem Fair will enter the second half of its first century of operation next fall on a new fairgrounds. The old plant, while having the advantage of an in-town location which many patrons could reach on foot, for many years has been inadequate for the handling of the approximate 200,000 annual attendance.

The plant under construction, located on North Cherry Street and in the county, will be new in every respect. Work was under way prior to the opening of the 1950 event last month and it is unlikely that federal restrictions covering the erection of amusement buildings will apply.

Altho fair officials will not guess at the total cost involved, it will be considerable. The association is understood to have some \$250,000 available in cash. The old plant, consisting of 20 acres, may be sold to the Winston-Salem Housing Authority for an estimated \$50,000. Also possibly slated for sale are an additional 20 acres located within the city.

Double Former Size

The new plant will consist of 80 acres and be more than double the size of the vacated grounds. Because it is moving out from urban surroundings, parking facilities will be greatly increased. Previously patrons found an automobile was a decided handicap unless they arrived shortly after the gates opened.

The extremely restricted facilities provided by the old grandstand and race track are completely eliminated in the new plans. The new half-mile track, already under construction, will be 80 feet wide, nearly twice the width of the old speedway. Footings have been set

Mel Thompson, C. M. Rumley Dissolve Firm

DURHAM, N. C., Nov. 18.—Thompson-Rumley Enterprise here, for many years operator of fairs in North Carolina and Virginia, has been dissolved by mutual consent of its partners, Mel J. Thompson and C. M. Rumley.

Rumley will take over management of the firm's fairs outside Durham, while Thompson will handle the Durham County Negro Fair only.

During the '50 season the concern operated fairs in North Carolina at Roxboro, Oxford, Durham, Dunn-Erwin, Franklinton and Edenton, and Danville, Va.

colorfulness of the costuming, a big feature in outdoor presentations, is largely lost.

Hughes, who confines his activities to the Northeast and Canada, believes that the first covered stage in New York State was erected by the Bath Fair. At Sherbrooke, Que., the annual has had a covered stage for 12 years. The front or lower stage will be covered in time for the 1951 event.

Coverings Pay Off

The covering at Sherbrooke has long since justified its cost, Hughes said. This year, despite three days of rain, the stand was sold out in advance and a capacity crowd numbering about 7,000 attended each of the three-dated shows.

Covered stages also benefit the midways, Hughes said, because (Continued on page 88)

for a new steel and concrete grandstand which will have a permanent seating capacity of 5,000, nearly twice as much as the old structure. In addition, plans include space for an additional 2,500 bleacher seats.

Thomas S. Blum, manager, and L. D. Long, treasurer, said that all new buildings will be of steel and masonry construction to eliminate deterioration. Even before the current federal restrictions on amusement buildings were announced. (Continued on page 88)

TENN. CONFAB ATTRACTS REPS OF 24 ANNUALS

Carnival Agents, Attraction Bookers In Strong Turnout

CHATTANOOGA, Nov. 18.—Over 40 representatives from 24 Tennessee fairs were on hand to discuss a variety of fair-operation problems at the 29th annual meeting of the Association of Tennessee Fairs, which wound up its two-day session here today. Meeting was marked by a strong turnout of carnival, attraction and show supply representatives.

J. B. Walters, Association president, presided at the business sessions, which were devoted to talks by Pat Kerr, Knoxville; Edward Jones, State commissioner of agriculture, and P. Stanton Hale. In addition, several open forums were held for the discussion of fair problems.

Social Highlights

Social highlights of the meeting Friday (17) were a cocktail party, at which officials of the Chattanooga County - Interstate Fair played host, and the annual banquet held in the Grand Ballroom. (Continued on page 88)

Detroit Fate Still Clouded

DETROIT, Nov. 18.—Fate of the Michigan State Fair administration was still up in the air here this week as the result of a see-saw race for Michigan's governorship which will probably not be decided until January when official results will be available.

On the basis of the initial tabulation, Democratic incumbent Gov. C. Mennen Williams appears to be the victor for re-election by the slim margin of 1,152 votes over Republican Harry F. Kelly in the gubernatorial contest. However, the Republicans swept both houses of the Legislature and also won various other State offices. Fair Manager James D. Eryel is a Democratic appointee and would probably be replaced if or the final count Kelly is elected.

Continued Aid Asked in Mich.

LANSING, Mich., Nov. 18.—Continued appropriation of part-municipal proceeds to support harness racing at Michigan tracks was advocated by the Southern Michigan Fair and Racing Circuit at its Monday (13) meeting in the Hotel Porter here.

Delegates pointed out that entries have practically doubled since purses have been subsidized by the State and the next Legislature, which opens January 2, will be urged to continue the system without change.

W. L. McClelland was elected circuit president for 1951. Other (Continued on page 88)

BARKER BROS.' CIRCUS

FAIRS A COMPLETE CIRCUS FOR YOUR GRANDSTAND FAIRS

Including Elephant Act—12 Horse Liberty Act—Aerial Acts—Pony Drill—Dog and Pony Act—Monkey Act—Comedy Mules—Jumping Horses—Clowns—Etc.

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159 No. Dearborn St., Chicago 1, Ill.

OR PERMANENT ADDRESS

Barker Bros.' Circus

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WANTED

FOR OUR 1951 SEASON OF FAIRS—PARKS—CELEBRATIONS

Act of all description—Aerial—Animal—Platform. Mail photos and full description. Short jumps.

N. A. B. ATTRACTIONS

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READING, PENNA.

ATTENTION, FAIR SECRETARIES FOR GRANDSTAND REVIEWS

Featuring the Nation's TOP TALENT and Attractions
See Us at the Sherman Hotel During the Convention or Contact

AL DVORIN AGENCY

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Phone: Franklin 3-9908

IAFE Tries Flacking Meet Nation-Wide

BROCKTON, Mass., Nov. 18—Local-type stories covering delegations, speakers and background information on agricultural fairs have been released in 25 areas of the United States and Canada in connection with the diamond jubilee 60th anniversary convention of International Association of Fairs and Expositions (IAFE), Sherman Hotel, Chicago, November 26-29.

Over 100 local-angled stories were distributed from national headquarters here for release by Frank H. Kingman, Brockton Fair, executive secretary of the IAFE, in association with Leonard Traube, of the New York public relations firm bearing his name.

Big Dailies Included

In addition, detailed stories more national in scope have been released to daily newspapers in

ACTS WANTED

For my OUTDOOR CELEBRATIONS and FAIR DATES for 1951

RAY S. KNEELAND

Amusement Booking Service

78% WEST CHESTERVA ST.

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For New York, Ohio, Pennsylvania and Canada:

We have a complete show for your 1951 Fair.

ATTENTION, PARK MANAGERS:

Contact me now for good FREE ACTS.

ALSO—Can offer SPECIAL FIREWORKS DISPLAYS for all occasions.

New York, Chicago, Toronto, Ottawa, Sacramento and Des Moines, the last-named by virtue of State Fair Secretary Lloyd B. Cunningham, IAFE president.

Other secretary-based cities received matter on delegates attending from those localities. Also pointed up in purely local stories was the Associations of Fairs Section, state-member group of the international org. It is understood that this is the first time that pre-conceived publicity of such major proportions has been carried on by the IAFE.

WANTED ACTS

For my 1951 Fairs & Celebrations. Now available for TV. "The Ringo Family," 3 people, singers and instrumentalists playing 8 different musical instruments.

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241 Washington Ave. Bay City, Mich.

ACTS WANTED

For 1951 Fairs
PETEY'S ENTERTAINMENT

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36TH NATIONAL

ORANGE SHOW

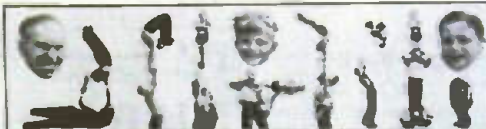
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Serving California's vast citrus industry . . . always a golden spectacle, produced annually in the heart of the rich Southern California territory.

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SAVE Ernest D. Lamborn, Secretary Ohio County Fair Association: "The Three Warrens played the Ohio County Fair at Oregon, Ill., Sept. 24, 1950, and gave a VERY GOOD ACT. I HIGHLY RECOMMEND THIS ACT to any Fair or Celebration in need of a good act. I base my judgment on 18 years with various acts, and I know an act when I see one."

Arthur E. Johnson, Chairman Program Committee, Clintonville, Wis.: "The Warrens, father, son and daughter, acrobatic team, were sensational. They delighted the hearts of everyone with their daring feats of precision balancing. The warmth of the family's personality not only manifested itself in their presentation, but was reflected in the enthusiasm of their admiring audience."

Frank Harris, Manager Miss. Val. Fair and Expo., Davenport, Iowa: "The Warrens worked as a Free Act at the Mississippi Valley Fair, 1945, and were VERY WELL RECEIVED BY THE AUDIENCE each time they worked. I found them UNUSUALLY CO-OPERATIVE and GAVE CONSCIENTIOUSLY RECOMMEND THEM to anyone in need of their kind of an act."

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- ★ Mammoth Neon Light Towers
- ★ 43 Trucks

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Sam & Shirley Levy
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FOR 1951
We are now arranging our Route for Next Season and booking Fairs in the East. We respectfully invite you to investigate our Show before contracting for your 1951 Midway Attractions.

SEE US AT THE SHERMAN HOTEL, CHICAGO, DURING THE CONVENTION OR CONTACT US AT ANY TIME AT THE ADDRESS BELOW
Executive Offices

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 - Stewart, Va.
 - Petersburg, Va.
 - Mt. Airy, N. C.
 - Winston-Salem (Colored), N. C.

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("A" Circuit)

D. A. R. McCANNEL, President REGINA, SASK., CANADA
MRS. LETTA WALSH, Secretary SASKATOON, SASK., CANADA

Also

THE WESTERN CANADA FAIRS ASSOCIATION

("B" Circuit)
Keith Stewart
Secretary

PORTAGE LA PRAIRIE, MAN., CANADA
Place: The Port Carry Hotel, Winnipeg, Man., Canada.
Time: January 22nd, 23rd and 24th, 1951.

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News

CANADIAN NATIONAL EXHIBITION

TORONTO, CANADA, NOVEMBER 1950

C.N.E.'s BIGGEST YEAR

SET 8 ATTENDANCE RECORDS



10,000 Veterans Marched on Warriors' Day
 Veterans marched and sang by the thousands on Warriors' Day, one of the most popular days of the exhibition. The parade was led by the 10,000 veterans who were accompanied by their wives and families.

United States Air Force Band Led Through 'Ex'
 The United States Air Force band led a parade through the exhibition grounds. The band was accompanied by a large contingent of airmen.

Young Canada Farmers Set New C.N.E. Record
 The Young Canada Farmers set a new record at the exhibition. Their performance was highly praised by the audience.

Rainy weather couldn't keep them away! The railway strike couldn't keep them away! Almost two and three-quarters million of people poured their admiration and support through the gates of the C.N.E. exhibition. Total attendance was 2,725,000 compared to the previous record of 2,600,000 last year.

Saturday, Sept. 9, drew the biggest single crowd ever at the C.N.E. In six other days, attendance was higher than on the corresponding day in any previous year. Day by day, compared to last year, paid admissions were as follows:

Day	1950	1949
Friday	407,000	398,000
Saturday	1,250,000	1,150,000
Sunday	1,068,000	1,070,000
Monday	147,000	157,000
Tuesday	178,000	183,000
Wednesday	178,000	172,000
Thursday	178,000	177,000
Friday	242,000	225,000

Never Such a Demand for Space by Exhibitors
 A general demand for space by exhibitors was noted at the C.N.E. exhibition. Many exhibitors had to wait for several days before their space was available.

Public Relations Fires Kept Burning Year-Round by Tab

CNE's Four-a-Year Mailings Build, Maintain Interest of Staffers and Public

INTEREST in the Canadian National Exhibition, Toronto, is maintained, and built, in the off-off-off-off months by a powerful instrument—a four-page, tabloid-sized, newspaper-style mailing piece, printed on glossy stock and illustrated profusely with pictures.

Sent to a selected list consisting of all exhibitors, directors and employees and also to radio stations, newspapers, columnists and commentators, the Canadian National Exhibition News is issued and distributed four times a year.

Besides maintaining interest among those on the mailing list, the mailings have a secondary but strong influence on the C.N.E. Radio stations and newspapers and their commentators and columnists seize upon many of the items and either air or publish them, thus building interest of the general public.

"The first issue following the '50 CNE (reproduced in part on this page) cites the success of exposition features and strongly indicates that the '51 will be even bigger."

CANADIAN NATIONAL EXHIBITION NEWS

FOOD PRODUCTS DAY WAS HUGE SUCCESS



The various exhibits on display at the Food Products Day were a huge success. The day was filled with people of all ages.

Long Line of Prizes Boosted Attendance
 The long line of prizes was a major attraction at the Food Products Day. The prizes included a wide variety of food items and household goods.

Grandstand Show was a Sell-out
 The grandstand show was a sell-out. The show featured a variety of musical performances and theatrical productions.

Crows Enthusiastic of Horse Show Preview
 The crows were enthusiastic about the horse show preview. The show featured a variety of breeds and was a great success.

Art Gallery Draw Record Crowds
 The art gallery drew a record crowd. The gallery featured a variety of artworks and was a great success.

92-foot Skyhook Carried Thousands
 The 92-foot skyhook carried thousands of people. The skyhook was a great attraction and was a great success.

529 HOLSTEINS - A RECORD FOR ANY CANADIAN
 The exhibition set a record with 529 Holsteins. This was a great achievement for the Canadian exhibitors.

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 The exhibition set a record with 529 Holsteins. This was a great achievement for the Canadian exhibitors.

For More Than 35 Years, Exhibitors
 The exhibition has been a success for more than 35 years. It has provided a great opportunity for exhibitors and visitors alike.

CANADIAN NATIONAL EXHIBITION NEWS

BUSINESS WAS WONDERFUL AT C.N.E. MOTOR SHOW



HUGE, CHEERING CROWD SAW CLIFF LUMSDEN WIN SWIM
 A huge, cheering crowd gathered to watch Cliff Lumsden win the swim. The crowd was in high spirits.

Just how many hundreds of thousands of car-buying Canadians crowded into the Automotive Building at the Exhibition is impossible to say, but it is a sure thing that interest ran high. All exhibitors agreed that business was extraordinary. "Swampy with engines" was a great many orders. "The sale at the show stand. At one display two pretty blonde models alternated in an act which consisted mainly in handing out and listening to a recorder inside a red convertible talk about the features of the car. As reporter Grant Roberts commented: "The fact that both girls hardly know how to drive and couldn't tell a spanner from a spare tire didn't keep the crowds away from the exhibit in any way."

SENSATION AT "EX" WAS NEW KIND OF SKYWRITING
 A new kind of skywriting was a sensation at the exhibition. The skywriting was a great attraction and was a great success.

CANADIAN NATIONAL EXHIBITION NEWS

EVEN BABY SHOW RECORD BROKEN

1039 Babies Under 18 Months in Show - 400 More Than Last Year
 The baby show set a record with 1039 babies. This was a great achievement for the exhibitors.

Radio Did a Job!
 The radio did a great job of promoting the exhibition. The radio was a great attraction and was a great success.

WOMEN'S DIRECTOR KATE AITKEN REPORTS
 Women's Director Kate Aitken reports a great success. The women's section was a great attraction and was a great success.

529 HOLSTEINS - A RECORD FOR ANY CANADIAN
 The exhibition set a record with 529 Holsteins. This was a great achievement for the Canadian exhibitors.

\$125,000 CASH IN PRIZES MADE LIVESTOCK OWNERS HAPPY
 The exhibition set a record with \$125,000 in prizes. This was a great achievement for the exhibitors.

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SEE PAGE 33

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WHAT THEY SAY . . .

about The Billboard in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

IAFE Convention Program

Hotel Sherman, Chicago

Monday, November 27

11 a.m.—Appeals Committee Report, Archie L. Putnam, North Wisconsin District Fair, Chippewa Falls.

Auditing Committee Report, Clifford D. Cover, Marias (Mont.) Fair.

Board of Directors Report, Frank H. Kingman, secretary, Government Relations Committee Report, Bligh A. Dodds, Gouverneur (N. Y.) Fair.

Livestock Classification Committee Report, Charles A. Nash, Eastern States Exposition.

12 Noon—Luncheon Meeting of Ladies' Auxiliary, Mrs. Bligh A. Dodds, chairman.

2 p.m.—State and Provincial Associations of Fairs, Clifford C. Hunter, presiding.

Everybody Pays, Pete J. Holand, Mower County Fair, Austin, Minn.

Keeping Expenses Down, Hans Kardel, Eaton County 4-H Fair, Charlotte, Mich.

The Ohio Concessionaires Association, Nat Cohen, Columbus, O.

Advertising-Publicity, Paul C. Johnson, Prairie Farmer, Chicago.

2 p.m.—Middle West Fair Circuit, Bal Tabarin.

4 p.m.—International Motor Contest Association, Bal Tabarin.

6 p.m.—Farmers' banquet, open to fair men, their wives and guests.

Tuesday, November 28

10 a.m.—Bal Tabarin

SPECIAL EVENTS

Florida Does It Again, J. R. Huckstead, Heart of Illinois Exposition, Florida.

Hands Across the Border, Herbert H. McElroy, Central Canada Exhibition.

International Competition, Lloyd B. Cunningham, Iowa State Fair.

80 Fair Flying Farmers, F. L. Hafner, South Dakota State Fair.

Illinois \$1,000,000 State Building, Hubert W. Elliott, Illinois State Fair.

CONCESSIONS-SPACE

Open Forum, Harry J. Frost, Minnesota State Fair, Fair-Carnival Relationship, Max Cohen, American Carnival Association.

2 p.m.—Bal Tabarin

GRANDSTAND SHOWS

Name Talent—Pros and Cons, Hubert W. Elliott, Illinois State Fair; James D. Friel, Michigan State Fair; V. Ben Williams, Pacific National Exhibition.

Ice Shows—Edward P. Green, California State Fair; Robert O. Finke, North Dakota State Fair.

Auto Racing, Gaylord White, National Speedways, Inc., Chicago.

Harness Racing—Pros and Cons, Don R. Miller, United States Trotting Association, Columbus, O.; L. Orville Miller, Indiana State Fair; Harold Creal, New York State Fair; Lloyd B. Cunningham, Iowa State Fair.

Wednesday, November 29

10 a.m.—Bal Tabarin

YOUNG AMERICA

Junior Music, Virgil C. Miller, Kansas State Fair.

Junior Grange Exhibits, Howard S. Foust, Ohio State Fair.

WOMEN

Crochet Contests, George Pounder, National Needlecraft Bureau, New York.

AGRICULTURE

Fairs Contribution to Livestock Improvement, James Watson, New England Homestead.

County Exhibits—Edward P. Green, California State Fair.

Plus Values in a Corn Show, M. E. Twedell, Oklahoma, Free State Fair.

2 p.m.—Bal Tabarin

MERCHANDISING

Promotions, James Steward, State Fair of Texas; V. Ben Williams, Pacific National Exhibition.

Advance Ticket Sale—Harold Creal, New York State Fair.

SPECIAL FEATURES

Square Dancing, Paul F. Jones, Arizona State Fair.

Baseball Tournament, Thomas H. McLeod, Regina Provincial Exhibition.

Conspicuous Exhibits, Carl Tyner, Indiana State Fair.

George Emmett, Ohio State Fair; Jack Reynolds, Wisconsin State Fair.

Report of Resolutions Committee.

Election of Officers and Directors.

WANTED WANTED WANTED WANTED FOR 1951 THRILL SHOW

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● Fair Secretaries and Celebration Committees: We are now arranging our route for the 1951 Fair and Celebration Season and are interested in your Fair or Celebration.

If you are open for a well organized Carnival conducted in the manner of good business, we would be pleased to have you contact us.

We take pride in the operation of our Carnival. Our rides are new, our shows and concessions provide clean entertainment for your public.

We solicit your inquiry that we may furnish you full information and references in advance of the Fair Managers' Meetings.

May we also extend an invitation to you to visit us at Chicago and at the Iowa, Missouri and Minnesota meetings.

● We invite capable showman and concessioners to contact us now for a place in our 1951 season set-up.

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Unit II—Dolly Dumbo, baby elephant; Six-Pony Drill, Dog Act.
Unit III—Six Black and White Liberty Horses, High-School Horses, Dog Act.

Attention, Fair Secretaries!! These Units work rain or shine, windy or calm, come hell or high water.

Finest Wardrobe—Best Equipment—Real Show Stock

DOLLY JACOBS

Permanent address: 3541 Lee Ave., Robbinsdale, Minnesota

Grandstand Stage Coverings

Continued from page 83

They assure the attendance of a considerable number of patrons even on rainy nights. When the grandstand show breaks most of them tarry among the midway attractions no matter what the weather, since they are already on the grounds, he said. The York (Pa.) Interstate Fair is generally credited with having the most elaborate covering in use. York invested about \$80,000 in the unit. Cost of many other units is considerably less, involving only a few thousand dollars.

Two Types in Use

Two plans are generally used. The first is a permanent type, such as at York, with the backstage shielded by permanent roofing and with canvas walls which can be rolled up to provide an unobstructed view of track events. The second involves the use of canvas which is stretched on cables. Lister is in use at Allentown, Pa., and Trenton, N. J.

Baron, Me., which this year had to rebuild its plant after being burned out a year ago, being a

covered stage. However, it was one of the few early annuals in the East which escaped rain. Neighboring Skowhegan, minus a covered stage, had to refund admissions to sellout crowds on two nights. The loss of two big nights can impose financial hardships on almost all annuals.

Stage Covering Value

Fair execs at Allentown, Pa., estimated that a stage covering installed this year saved the annual upward of \$25,000. The cost of the installation was no more than one-fifth of the savings. The week before the Reading Fair, less than 50 miles away, lost numerous stage associations because it lacked a stage covering and the weather was just about the worst ever encountered by that event. These events count heavily on their grandstand revenue.

Many execs have made special trips to annuals featuring covered stages in the last two years, and the number of installations is increasing each year.

New Winston-Salem Plant

Continued from page 53

nounced, execs had no hopes of finishing all planned units in time for the 1951 event. Planning has covered a number of years and the project is not one that could be put up in a hurry.

Coliseum Included

A coliseum is among the units definitely slated. This unit, besides providing first-rate exhibit and show space during the operation of the annual, will also provide needed modern indoor facilities for the housing of other attractions throughout the year.

Immediate plans also call for a barn which will accommodate 400 head of cattle and three stables which will each provide facilities for 30 horses. An agricultural building, considerably larger than the old structure, and a poultry building are also included in the plans for the 1951 event.

Long-range planning is aimed at creating a wider interest in the annual, execs said. A decisive step was made this year when the previous title, Winston-Salem and Forsyth County Fair, was shortened to Winston-Salem Fair. The change eliminated previous implied limitations with the result that exhibitors and patrons from all other counties, and even from outside the State, won't feel alien.

The horse racing program, an important feature here, will be greatly increased next year with purses jumping to \$28,000 or \$30,000. This year 45 horses vied for \$4,500 in purses. Within two years it is planned to have the racing purses top the \$50,000 mark.

Tenn. Confab

Continued from page 83

of the Road House. The affair drew close to 150 persons.

Carnival, attraction and show supply representatives present included:

Tom Hickey, Al Bevilacqua and Harry Thomas, Gem City Shows; Jimmy Bush, Johnny's United Shows; Morris Linak and Buddy Padlock, Johnny J. Jones Exposition; Louis Rosenberg, Triangle Poster Company; Pittsburgh, W. K. Page and Chit Lowery, Page Bros. Shows; Johnny Dutton and Carl Becker, Gold Medal Shows; Richard and John Anderson and Earl Volz, Equi-Poster Printing Company; Cincinnati, and Gus Sun Jr., Gus Sun Theatrical Agency, Springfield, O.; Mr. and Mrs. Emil C. Gaidinger, Regalia Manufacturing Company; A. B. Vitale, Fireworks Corporation of America; New Castle, Pa., C. C. Goshorn, Blue Grass Shows; Norman Anderson, Carnival on Ice; Al Wallace and Charles Hayes, Wallace & Murray Shows; Joe Fontana, L. J. Heih and Floyd Heih, L. J. Heih Shows; O. E. Bradley and W. L. Andre, Knoxville concessionaires; Johnny Portemont, Johnny's United Shows; F. A. Conway and H. B. Moore, Interstate Fireworks Company; Stan Wilcox and B. C. Harris, Stan Bros. Shows; B. E. Stewart and William O. Hammond, Hammond Shows; and Mrs. R. E. Scheuch, Highway Advertising Company; Harry Cooke, Cooke & Rose Attractions; Ben E. Allen, Posters, Inc., Philadelphia; John Galigan, Galigan Concessions, Knoxville; and George B. Flint, Boyle Woolfite Agency, Chicago.

Mason City Site

Continued from page 83

period ending September 30, of which \$1,023.14 was profit from the '50 fair. Expenses, not including maintenance and improvements, totaled \$50,959.70.

A total of \$10,354 was paid in premiums, \$5,147 of this going to junior exhibitors. More than \$23,000 was spent on buildings and grounds as the result of damage from windstorms in October, 1949, and May of this year. New steel bleachers were purchased to seat 1,200, and other improvements included replacing roofs and the building of show ring in swine department.

All officers and members of the executive committee were re-elected. The executive committee includes Leigh R. Curran, president; Prichard, vice-president; Millard C. Lawson, secretary-treasurer; Robert H. Furligh, Hans Henriksen, Henry B. Hook, Louis A. Moore, Walter B. Rae, Raymond D. Robbins and D. G. Swale.

Directors re-elected included Harlan W. Gorton, Lee P. Loomis, Harvey Wood and Charles F. Weaver were additions to the board.

Some Needling

Continued from page 83

taking place here. Male and female national champions also receive a three-day, all-expense-paid trip to Chicago, where the prize-winning articles are displayed for the benefit of the Damon Runyon Cancer Fund.

Special Awards

Special awards totaling \$800 are paid to fair secretaries and women's department superintendents who are represented by the 18 national winners. Included in the 10 contest classifications is a special class for "men only." Latter usually results in considerable publicity for the sponsoring event.

There is no cost to fairs participating in the contest. In addition, annuals receive complete publicity kits.

The 1951 contest will get its start during the week of January 16 when 15,000 retail stores throughout the country are scheduled to feature the competition.

Int'l Stock Expo

Continued from page 83

the show with 86 entries, while Iowa State College, Ames, is next with 84. Largest individual exhibitors are Mr. and Mrs. F. W. Anderson, Morris, Ill., and Wyoming Hereford Ranch, Cheyenne, Wyo., each with 24 Hereford purebreds for the breeding cattle classes.

Heaviest county representation in the show will be from Illinois with 88 counties having exhibitors. Next are Iowa with 42 and Indiana with 39.

Quarter horse judging at halter is an innovation in the program. A total of 54 horses from nine States will compete in these classes.

Featured attraction of the program, the Horse Show, will be held nightly in the International Amphitheatre for the eight nights plus matinees the final four days of the show.

Livestock judging will take place each day except Sunday and livestock auctions are scheduled for the last three days.

The exposition will play host to 1,400 installations of the National 4-H Club Congress to be held concurrently with the livestock show.

Continued Aid

Continued from page 83

new officers include Sam Johnson, Lake Odessa, vice-president; Harry B. Kelley, Hillsdale, secretary-treasurer; Robert Bangs, Paw Paw, guest secretary.

Guests included Charles J. Flyg, director of agriculture; Clarence Bolander, department of agriculture; Irving Pratt, secretary of the Northern Michigan Fair and Racing Circuit; H. D. Parrish, Midland; Herman Dignum, former secretary of state; Gordon Schlubats, former president of the Michigan Association of Fairs, and Paul Greeley, secretary, Michigan Showmen's Association.

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BULL MARKET LIVELY; PACKS HERD TO POLACK

CHICAGO, Nov. 18.—Active trading on the bull market—elephants, that is—promises to keep showmen occupied this winter as more circuses join those which already have indicated plans for major changes in their pachyderm herds. A shuffle of bull ads will see the Tom Packs five with Polack Bros.' Western Unit. The Whitbeck trio, now on that unit, will move over to Polack's Eastern show. Ringling-Barnum reportedly will put about 15 elephants on the market. Dalley Bros. may sell part of its collection. Both King Bros and Mills Bros have announced they contemplate major additions to their elephant line-ups.

Final Week's Biz Strong for Mills

SUMTER, S. C., Nov. 18.—Three-quarter matinees and full night houses marked the business of Mills Bros. Circus for the final days of the 1950 season. Show closed here Monday (13) and began the 650-mile jump to winter quarters at the Ohio State Fairgrounds, Columbus. It was scheduled to arrive in quarters Thursday (16).
Walterboro, S. C., Tuesday (7) gave a three-quarter night house and full matinee in cool weather. The following day at Charleston, S. C., Mills performers entertained patrons at a hospital 15 miles from the city between performances. Business there comprised a three-quarter and a full house with 600 underprivileged children making up a portion of the audiences.

Two Full Houses For Kelly-Miller

JEANERETTE, La., Nov. 18.—Al G. Kelly & Miller Bros.' Circus scored heavily here last week with two full houses in good weather. Show moved out of Louisiana after
(Continued on page 90)

SPRINGFIELD BOW OFF FOR POLACK

Second Day Improves; Stern Expects Final Tally Comparable to Last Year

SPRINGFIELD, Ill., Nov. 18.—Opening night attendance for Polack Bros.' Western Unit here Tuesday (14) was below last year's. However, the second day picked up and, inasmuch as the run is for six days instead of the usual five, Louis Stern, managing director, expected the gross to compare favorably with previous years. The slower start was seen as a reflection of a general tightening of amusement spending in this area.

Wichita Date Tabs Top Biz

WICHITA, Kan., Nov. 18.—Orrin Davenport's Shrine show scored three turnaways and two full houses here (6-11) to rack up one of the most successful dates in the local Shrine's experience. Program included George Hanford Family, Wallendas, Guerres's seals, Oliveros, Tom Packs's elephants, Dick Lewis, Don Dorsey, LaBlonde Trio, Clausen's bears, Royal Rockets, Harry and Ruby Hoag, and Earl Shipley.

Macon Shrine Tabs Biggest Advance Sale

MACON, Ga., Nov. 18.—Macon Shrine Circus started its 15th annual run at Macon Auditorium Tuesday (14) with its best advance sale in history, reported W. J. Bailey, circus chairman. Tickets were reduced to 25 cents this year.
(Continued on page 90)

Auspices was the exchange club, Hartsville, S. C., on Friday (10) produced a three-quarter matinee and full night house in warm weather.
Here for a Sunday lay-over before Monday performances, the personnel staged a season's-end party with performers and staffers doing specialty acts.

Davis Joins Ameri-Congo

CAMP HILL, Ala., Nov. 18.—Larry Davis, former Ringling and Cole elephant boss, has been named superintendent of the Ameri-Congo Animal Expedition. Org is playing Alabama towns to good business and soon moves into Florida.
Jack Burns joined to handle banners, and John Allison is making second openings. Wingy Sanders and Lefroy Sanders, magic left. Personnel of Ameri-Congo and Johnny T. Tinsley Shows exchanged visits this week.

Stern spent Thursday in Chicago and was accompanied on the return trip by T. Dwight Pepple, show's general agent. Week-end visitors included Viola McLeod, secretary of Polack's Chicago office, accompanied by Mrs. Pepple and Nellie Vaughn.
Show closes here Sunday night (19) and moves to Marion, O., where it opens Thanksgiving Day afternoon (23). The Marion date is for the Elks, one of three during the season for auspices other than the Shrine. The show will be one of the first events in Marion's new Veterans Memorial Coliseum. Joe O'Donnell is handling promotion there.

Springfield was the final date for George Westerman. He will pay a brief visit to Cincinnati and return here in January for his first 1951 promotion after spending the holidays with his family in Denver.

Ringling Rail Costs Climb Despite Use of Fewer Cars

10,101 miles, a total of \$131,000. Using an estimated \$27-per-mile average for 1950, the 16,249-mile route cost about \$450,000.
Anticipating that the show will travel about 15,000 miles in 1951 and presuming it will be on 80 cars, railroad costs still will be in the vicinity of \$335,000—or more than it cost to move 108 cars during the 1947 season.
\$213,000 in 1946
The 1945 average of about \$13 per mile increased to more than \$17 for 1946. In the latter season Ringling traveled 12,443 miles on 84 cars (for which the 90-car rate

RINGLING GOES HOME AFTER STRONG FINISH

Busy Schedule Set for Winter As Org Begins Reframing Task

SARASOTA, Fla., Nov. 18.—Ringling Bros. Barnum & Bailey is scheduled to arrive here Monday (20), following the close of the 1950 season with a two-day stand at Miami (18-19). The closing will come after a string of good stands across the South. Business for the show has been generally good since it played Texas, starting September 28. Prior to that time business alternated from good to poor.

On tap for the winter was one of the busiest quarters schedules faced by the show for some time. Getting immediate attention will be the Cuban unit, which opens in Havana December 8 and runs four weeks. The show holds an option for a fifth week. Center ring acts will make the Cuban Junket. Among them will be the Alzamas, high-wire act, which didn't make the trip last year.

Work on the movie, The Greatest Show on Earth, will be done in quarters, and the show is scheduled to complete one of the most complete face-lifting jobs in its history as it reorganizes for its 1951 edition.

Revaning will be aimed at loading the show onto 60 cars. A newly designed entrance, elimination of the menagerie tent and incorporation of the animal display

Houston Beats Strike Threat To Exceed '49

HOUSTON, Nov. 18.—Attendance for the Shrine Circus, which closed here Tuesday (14), reached 134,000 when a full house turned out Monday (13). General Chairman Charles E. Kemp said that the total was 2,000 more than that of 1949.

Walkout of bus drivers in Houston had threatened to trim circus attendance, but its effect was felt only for early days of the first week, it was reported.
Bruno Troupe replaced Fritz Huber, who was injured on opening night (1). Doctors reported Huber would be able to return to
(Continued on page 90)

Mechanical Short-Cuts Aid Kelly-Miller in Rapid Rise

guyed to finish the job—usually about 9 a.m.
It was Obert Miller who developed the idea for sidewalking. Most shows have used one crew to place the poles and another to tie the walls to the gaves. Miller changes it to a 'kid-pusher's

in a larger big top are planned. Late dates on the route produced big business. Columbus, Ga. (9), gave a three-quarter matinee and full night house. Birmingham (10), had a week matinee but a near-capacity house at night despite extremely cold weather. Montgomery, Ala. (11), was okay and a contributing factor was the fact that R-B lost the stand last

Late-Season Takes Ease Bankroll Ills

Early Losses Recouped by Some; Indoor Season Starts Strong

CHICAGO, Nov. 18.—Late-season business apparently gave several circuses the margin they needed to overcome dips in spending and attendance earlier in the year. The mid-season pessimism turned to reports of better business and plans for winter expansion.

Truck shortages, which hurt most shows during much of the outdoor season, have eased considerably for several outfits in the South. It was in the South, too, that the bankrolls became better rounded.

Truck plans advance the most extensive shows for 1951, while the rail orgs are making changes but not showing any indication to expand.

In general, circuses expect to

approach the business done in 1949. With the indoor season getting well under way, turnouts show high promise and showmen find new records being set in many places.

Tallahassee Big For Biller Org

TALLAHASSEE, Fla., Nov. 18.—With three more stands to make in the 1950 season, Biller Bros. Circus played here Wednesday (15) to a three-quarter matinee and full night house.

Org closes at Swainsboro, Fla., today (18), after which the Biller org will prep for its indoor stand in New York next month.

WELCOME MAT OUT

Bright Future Seen For Bantam Barnums

CHICAGO, Nov. 18.—Opportunity for a young man in the small circus field is brighter and more promising, despite some growing obstacles, than at any time in recent decades.
That's the opinion of Gene Christian, general agent of the eight-truck Beers-Barnes Circus in 1950, who declares "there is a welcome mat in front of every city hall for a fellow with a dog and pony show."
His statement is not without qualifications, and Christian is quick to point out the trouble spots. But, he says, "after talking with 150 small-town mayors and some 400 town councilmen in a 28-week season, an agent begins to get the feel of what the people want. It's good, clean entertainment for their children, and if the show interests children, adult patronage will take care of itself."
Town Bars
Christian states that among towns in the 2,000-7,000 population bracket in the Southeast, about one-fifth have ordinances barring traveling shows. Most of these may be opened to a show by a vote of the council or when a local sponsor enters the picture, but some are "permanently" closed, he says. Blame for the closures is placed by Christian on the old theory that a show takes money out of a town, and he indicated agents must work together in getting the shows' case across.
License Fees
Prohibitive license fees have been set up by some counties in Virginia, particularly Floyd
(Continued on page 90)

came mat in front of every city hall for a fellow with a dog and pony show."
His statement is not without qualifications, and Christian is quick to point out the trouble spots. But, he says, "after talking with 150 small-town mayors and some 400 town councilmen in a 28-week season, an agent begins to get the feel of what the people want. It's good, clean entertainment for their children, and if the show interests children, adult patronage will take care of itself."
Town Bars
Christian states that among towns in the 2,000-7,000 population bracket in the Southeast, about one-fifth have ordinances barring traveling shows. Most of these may be opened to a show by a vote of the council or when a local sponsor enters the picture, but some are "permanently" closed, he says. Blame for the closures is placed by Christian on the old theory that a show takes money out of a town, and he indicated agents must work together in getting the shows' case across.
License Fees
Prohibitive license fees have been set up by some counties in Virginia, particularly Floyd
(Continued on page 90)

job by affixing iron rings to the sidewall. When the side pole is erected, the pin is placed thru the rings and then in the top; walls and poles go up with half the manpower. This was a war-born idea, necessitated by a labor shortage.
(Continued on page 90)

However, with the rate increase, which came late in 1949, plus the extra-section charges this season's total railroad bill was still higher. And altho the show moved fewer miles (16,249) on fewer cars, it paid approximately \$15,000 more to move.
Using similar per-mile costs as a basis, the show paid about \$235,000 to move 87 cars (7,898 miles in 1940; \$260,000 to move 80 cars 20,030 miles in 1941; \$195,000 to move 90 cars 13,068 miles in 1942, and \$110,000 to move 76 cars 7,443 miles in 1943. The 1944 season was not comparable because of changes forced by the fire.

Medrano Pacts H'wood Agency

HOLLYWOOD, Nov. 18.—Contract for supplying American acts for the January 13 opening of the Medrano Circus in Paris has been awarded the Hollywood Theatrical Agency, a new organization operated by Carolina Bronson and Kay Now Lehr.
Lehr, who made the deal, said Jerry Medrano, director, and Missy
(Continued on page 90)

LAWRENCE ORG REPORTS TAKE TOPPING '49

Fairs Push Gross Up; Five Annuals Contracted for '51

NEW YORK, N.Y., 18.—Lawrence Greater Shows went to quarters at Spence Field, Moultrie, Ga., a winner, owners Sam and Shirley Levy said here this week.

Although grosses suffered on numerous occasions as the result of bad weather, total take was considerably ahead of 1949, they said. Increases were credited to the org's fairs which this season included several of the largest ever inked for the shows.

Org shuttered with the nucleus of its fair route intact for next year. Already booked are State annuals at Harrington, Del., and Staunton, Va. Also carded are the Petersburg, Va. Fair; Mt. Airy (N.C.) Fair and Winston-Salem Colored Fair. The Levys said that several other fairs are virtually set but that announcements had to await cementing of final details.

Bobby Kline Agent
Harrington, Staunton and Petersburg, played this season for the first time, were played by railroad orgs in 1949. The Levys plan to expand their fair route, with emphasis on larger annuals. Robert (Bobby) Kline, previously identified with railroad orgs, is general agent and currently on a booking trip.

The Levys will attend the National Showmen's Association festivities here next week and then journey to Chicago for the outdoor meetings. They will attend all Eastern fair meetings.

The still date season was spotty, due mostly to the weather. Org had one of the longest routes of any Eastern show. Dates were: (Continued on page 97)

SHOW CLUB REPS TO DISCUSS WAYS OF LINKING ORGS

CHICAGO, Nov. 18.—Showmen's clubs of the U. S. have been invited to send representatives to a meeting here Monday night, November 27, in the clubrooms of the Showmen's League of America to consider possible ways in which a federation of such organizations could be established.

Plan, tentatively advanced by Gean Berni, secretary of the Greater Tampa Showmen's Association, is that existing clubs maintain their present identity and functions and, in addition, have membership in the over-all organization which would represent all clubs on problems and programs of a national scope.

Wyatt Shepherd Maps Expansion Of Superior Org

FRESNO, Calif., Nov. 18.—Plans are under way to expand Superior Shows when they take to the road for the second year about May 1, Wyatt Shepherd, manager, co-owner, said. The owners attended the three-day (Continued on page 97)

WESTERN SHOW OWNERS SHOOT FOR STRONGER ORG

Korea, Calif.'s Legislative Year Given as Reasons at Fresno Meeting

FRESNO, Calif., Nov. 18.—Need for a stronger Western Show Owners' Association (WSOA) was emphasized at a meeting here Wednesday (16) of carnival operators attending the 28th annual three-day meeting of the Western Fairs Association (WFA). The sessions, held in the Californian Hotel, ended Thursday (17).

Larry Ferris, owner of Ferris Greater Shows and vice-president, conducted the meeting in the absence of Orville N. Crafts, who flew to Sacramento on business. Nathan Cohn, executive secretary and general counsel, reported on the year's activity.

William H. Meyer, owner of Gold Coast Shows, and Wyatt Shepherd, co-owner of Superior Shows, were voted into membership. Six Coast organizations were represented.

Urges Org Needs
Cohn pointed out that because of the Korean situation and the fact that 1951 would be a legislative year in California, there was need for strength in the organization. At the meeting in December, 1949, four meetings were sched-

uled for 1950, but this was the only one to materialize.

Cohn explained to the group that when he accepted appointment as counsel and secretary, he was a part-owner in the Golden West Shows. Having sold his interest, he asked the members if they were interested in continuing the association.

Mike Krekos, a vice-president and general manager of the West Coast Shows, keyed the meeting with the request that the WSOA continue to function. Agreeing with Cohn on the importance of having representation in 1951, the attorney was empowered to act as he saw fit.

Asks Members Drive
In reviewing the past year's activity, Cohn declared that he had received little or no co-operation from members. He also asked that a membership drive be held to increase the power of the group. In carrying this discussion further, he asked that four membership groups be made available: (1) Carnival and circus owners with privilege of voting. (2) Associate members. (3) Contributing mem-

bers. (4) Honorary members. The last three named would have no vote.

A move to increase Division No. 2 dues from \$25 to \$50 was voted down. However, it was accepted to raise the dues of concessionaires, who are in the second division, from \$5 to \$10 a year. Show owners represented agreed to approach their concessionaires for membership and outline the work being done by the group.

W. Lee Brandon, who rejoined Crafts 20 Big Shows as general agent recently, was strong for increasing dues. He pointed out that the association could not function without funds.

Class Tax Fight
Work of the association in helping to defeat Assembly Bill 3166 that would have imposed ruinous taxes and restrictions on traveling shows was cited. Cohn also read from the Congressional Record his letter urging the clarification of Senate Bill 3357 to exclude carnivals.

Cohn told the carnival owners that during the past year he had made agreements with lawyers throughout the State to watch for local legislation against shows. He said that Robert F. Appel, Crescent City; Thomas Twobig, Seaside; Carlos Teran, Los Angeles; Gordon Wilson, Merced; Frederick Crump, Lakeport; Harry Hammond, Yreks, and Paul Davis, San Luis Obispo, all attorneys, had agreed to co-operate with the organization. Legal counsel will be appointed in Portland, Salem, Reno and other localities.

Officers Re-Elected
A unanimous vote, on a motion made by Krekos and seconded by Tony Soares of Pacific United Shows, re-elected the officers for another year. They are: Crafts, president; Krekos, Ferris; Bob (Continued on page 97)

FACES, FACTS AT FRESNO

Showmen, Suppliers Host Reps At Western Fairs Assn. Meet

By Sam Abbott

FRESNO, Calif., Nov. 18.—Orville N. Crafts, head of Crafts 20 Big Shows, Inc., which includes 20 Big Exposition and Fiesta shows, planned in from North Hollywood

Tuesday night (14) for the Western Fairs Association meeting and took off the next morning for Sacramento to attend a board of directors meeting of the California State Fair. Shows had a suite of rooms and played host to many fair secretaries. . . . Pat Lizza, of Golden State Fireworks Manufacturing Company, also played host to the fairmen. William Randall, WFA's 1950 president, was on hand with his guitar to offer impromptu entertainment.

J. Hugh King, manager, Central Washington Fair, Yakima, attended and talked up the Washington Fair

Association meeting December 7-8 at the New Washington Hotel, Seattle. . . . A. H. Lea, dean of fairmen, down from Gresham, Ore., scene of Multnomah County Fair. Lea recently was discharged from (Continued on page 97)

RAS Goes Slimline, Installs New Brakes

Train's Braking System Undergoes Up-Dating in Tempo Winter Quarters

TAMPA, Nov. 18.—Slimline will replace regular fluorescent lighting on Royal American Shows as the result of one of the many improvement projects under way in shows' local quarters. The newer type lighting starts instantly and has a relatively higher efficiency than the usual fluorescent. C. J. Sedlmayr Sr., owner, and his son, C. J. Sedlmayr Jr., who is in charge of winter quarters, point out. Another project under way is

the modernization of the braking system on the show train, New A. B. Westinghouse brake valves are being installed in all cars. As a result, the new system will enable smooth stops, hold the train in better balance in movements up and down hills, and also permit greater train speed.

New Brakes
In an emergency, Walter A. Cobb, RAS trainmaster, says the new brakes will stop the train traveling at 50 miles per hour within 100 to 110 feet. Cobb also pointed out that whereas the old braking equipment took about 700 feet for an ordinary stop, the new brakes will permit the train moving at the same speed to make an ordinary stop in 200 feet.

Another improvement to be made this winter is the installation of automatic circuit breakers throughout the lighting system. These will enable an electrician to locate quickly any sudden lighting failure or faulty lighting.

The Sedlmayrs also plan to bring out many new show fronts this winter, with attention to be focused on adding to the effectiveness of the coloring, as well as the lighting.

Polish Fisher Joins Frock & Meyer as G.A.

FRESNO, Calif., Nov. 18.—Harry (Polish) Fisher, who with Charles Walpert as co-owner has put up their Golden West Shows for sale, has joined the Frock & Meyer Amusement Company as general agent.

Fisher started to work on 1951 dates for the Bill Meyer show here Tuesday (14) when he began contacting fair secretaries attending the 28th annual Western Fairs Association meeting at the Hotel Californian.

SLA MEETING WEEK PROGRAM

CHICAGO, Nov. 18.—Showmen's League of America will maintain open house at its clubrooms, 400 South State Street, from November 23-December 2, the period embraced by the annual outdoor show business conventions.

Other SLA convention week events scheduled are: Memorial Service, Bal Tabarin, Hotel Sherman, Sunday (26), 1:30 p.m.

President's Party, Grand Ballroom, Hotel Sherman, Sunday (26), 7:30 p.m.

Annual meeting Monday (27), 1 p.m., in clubrooms, followed by election of officers, with polls open from 2 p.m. to 6 p.m.

Annual banquet-ball, Grand Ballroom, Hotel Sherman, Wednesday (29), reception 6:30 p.m., banquet 7:30 p.m.

Regular meeting-installation of officers, Thursday (30), 8 p.m. in clubrooms.

NSA Ladies' Group Nominates Shapiro As '51 President

NEW YORK, Nov. 18.—Ethel Shapiro has been nominated for the presidency of the Ladies' Auxiliary of the National Showmen's Association for 1951.

Other nominees include Magnolia Hamid, first vice-president; Margaret McKee, second vice-president; Ann Brown, secretary; Jeanette Finkel, recording secretary; Sidonie Silver, treasurer; (Continued on page 97)

EASTERNERS CLICK AFTER BUM START

Most Ops Report Okay Takes Despite Early Losses to Inclement Weather

NEW YORK, Nov. 18.—Consensus of Eastern ops arriving here for the National Showmen's Association (NSA) festivities and en route to the Chicago outdoor meetings, is that the past season was not too unkind to most in the all-areas field.

In the beginning, with the weather credited as being the worst in their experience by many old timers, there was little hope that most orgs would make the nut. By mid-season, reports were common of losing five or more Saturdays in a row, and of weekly play dates frequently halved to three by the weather.

About the only experience sustaining hope during the early part of the season was the fact that spending was usually good when the weather was fair. As the season progressed money loosened up and the fairs were good, almost without exception.

Lone Star Extends Stay in Macon, Ga.

MACON, Ga., Nov. 18.—McSpadden's Lone Star Shows, originally scheduled for one week here, finished their third week at Broadway lot Saturday (11) and signed up for three more weeks.

Org will remain another week at Broadway lot and then jumps to Payne mill section. Final week is set for Troy Raines lot in West Macon.

Mrs. Myrtle McSpadden, treasurer, who has been ill, is reported improving. Owner Dick McSpadden and W. Barry, secretary, are planning a week-end trip to Bradenton, Fla., to get the McSpadden winter home in readiness.

Present plans call for the Lone Star org to close its season at Macon about December 10.

WOM ADDS SAVANNAH TO 1951 ROUTE

Signing Gives Org Total of 14 Annuals, 1 More Than in '50

SAVANNAH, Ga., Nov. 18.—Midway contract for the 1951 Coastal Empire Fair here has been awarded to World of Mirth Shows, Owner Frank Bergen announced this week.

Addition of the local event extends shows' fair season to 14, one more than was played this year. Previously, contracts for each of the 13 events played in 1950 had been awarded to Bergen.

Andy Bros' Shows were on the midway at the event staged here last month. All the originally scheduled six days were rained out. As a result the fair was held over for a second week and bustle (Continued on page 97)

Baker United Tops '49 Biz On Ride Gain

INDIANAPOLIS, Nov. 18.—Despite the biggest loss to weather in their history, the Baker United Shows wound up the season slightly ahead of '49, with most of the gain registered in the ride department, according to Owner Tom Baker.

Shows have established their winter base here after two years at Freeman Field, Seymour, Ind., and work is scheduled to begin soon on refurbishing of rides and shows. Org's '51 route is almost complete, with many repeat dates signed, Baker said. Plans are to add one or two major rides, one new kid ride and two office-owned shows.

Chester Plerce, maintenance man, is expected soon from a Virginia deer hunting trip. Following a Pompano Beach, Fla., vacation, Baker will attend the Chicago meetings.

Cotton Carnival Born In Depression, Grows

Attains Wide Notice, Develops Into Huge Social Event, Acquires Own 2506 Building, 100% of Equipment

By Bob Gray

MEMPHIS, the heart of the cotton club, again next May 8-12 will shed its cloak of Dixie dignity and conservatism for its annual Cotton Carnival, a period of fun, frolic, frills and merriment, first started in 1931 in an effort to pry the Memphis area out of the depression doldrums.

Since that first depression-year event the Cotton Carnival has grown into a full-scaled activity as a tribute to the South's No. 1 source of income.

Today the Memphis Cotton Carnival Association—a non-profit organization—has its own building, completed in 1949 with city-county funds and costing over \$250,000. In this building is located machinery and equipment valued at \$100,000 used in the construction of parade floats and other carnival displays.

Full-Time Org

Working with the full-time employees, Milton Schmidt as business director, Mike Abt as art and technical director, and their staff of assistants, is an organization of several hundred volunteer workers representing all the business, professional and social ranks of Memphis. Heading this organization is the Cotton Carnival Association president, elected annually. In that capacity for the 1951 Cotton Carnival is William L. Quillen Jr., local business executive, who "came up thru carnival ranks."

This mammoth organization has steadily expanded and undergone refinements during the 20 years of the modern Cotton Carnival. But the celebration has acquired much of its traditions and heritage from the old Memphis Mardi Gras which originated in 1872. Then the members of the Mystic Society of the Memphis directed and personally financed an annual celebration to help Memphis forget its unhappy memories of the Civil War and, subsequently, the yellow fever epidemics which all but devastated the city. The Mardi Gras was to prove that Memphis was not a dying municipality, but one with vigor and stamina which faced the future with confidence. The proof was established.

The old Mardi Gras was a one-day affair, put on by a single group. It was discontinued by the Memphis society in 1881. It then became a commercial venture and was abandoned in 1901.

Pomp and Pageantry

Modern version of the Cotton Carnival was designed to promote Memphis and the cotton industry, with which the city's economic well-being is closely aligned. Carnival celebration is an occasion for pomp and pageantry, spectacular and colorful parades, information and educational features. The occasion abounds in demonstrations of Southern hospitality.

Highest honors of the carnival go to a couple named King and Queen. The top royalty is selected by a secret committee and each ruler is chosen from a prominent family, long identified with cotton. Their royal court includes some 15 lovely princesses with an equal number of princes, 30 or more ladies-in-waiting and their escorts, and 20 or more Ladies-of-the-Rain representing towns in the mid-South area. Then there are pages, royal guardsmen and others. Headlining the official opening of the carnival are numerous parties by various local groups. Setting a spirit for the week is opening of Carnival City, an extended midway along Memphis's historic Front Street and in easy walking distance of the entire downtown business district.

Arrival of Royalty

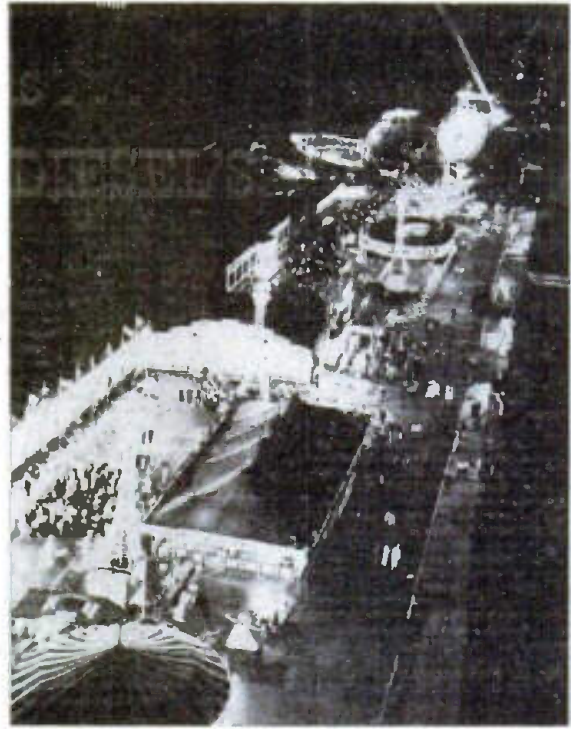
Then there is the arrival of visiting royalty which, in past years, has included rulers of the Tampa Gasparilla, St. Paul Winter Carnival, Queen of the Charleston, S. C. Azalea Festival and St. Louis's Veiled Prophet.

Also arriving from travels throughout the United States and foreign countries is the Maid of Cotton, a beautiful Southern belle, who is co-sponsored by the Cotton Carnival.

For several years the program has included a Cotton Carnival Air Show presented by the huge Naval Air Center at Memphis. There also are championship wrestling matches.

These preliminaries largely deflect a bulging spirit which breaks at the seams when the celebration officially opens with arrival of the

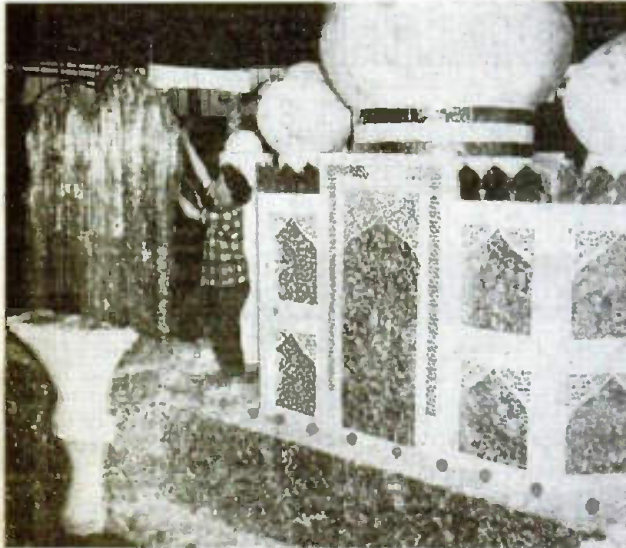
(Continued on page 96)



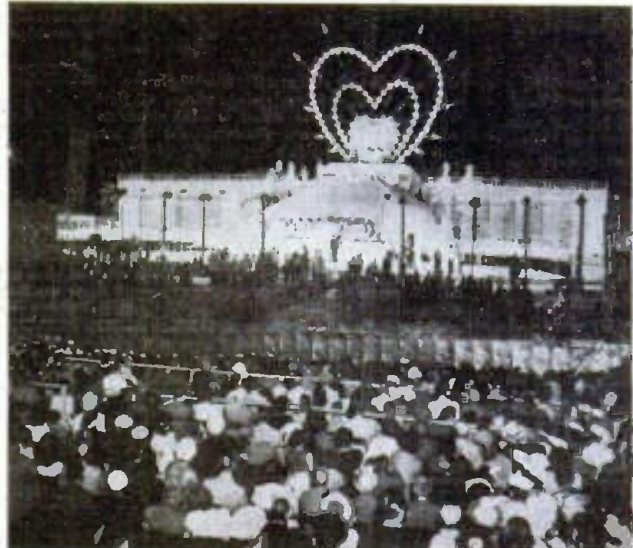
Brilliance of the Royal American Shows' lighting adds greatly to the holiday atmosphere of the Memphis Cotton Carnival. The midway is set on a street overlooking the river.



The King and Queen of the carnival hold the key roles in many of the activities. Here they are shown, along with members of the royal court, as they leave one of the many carnival social functions.



Art students of the Memphis area pitch in to build the striking floats used in the carnival parades. A student is shown above giving the final touches to one of the many floats.



One of the high points of the carnival is the arrival of the Royal Barge, which is beautifully illuminated. A portion of the immense crowd which turns out for the barge's landing is shown in the foreground.

Congratulations to

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(BUCKY)
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1950-1951

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Milton Kaufman
Dada King
Sheldon Klein
Seymour Klein
Jules Lasures
Joe Leason
James Mortellaro
Roy McCurdy
Mary McKinnon
James Perry

John Politza
Howard Ramsey
John Ramos
James Russell
Eugene Saul
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First Fair in three years. Other good Fairs to follow.

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Super Rotoplane, Motor Oh, good shape. 24 foot semi-trailer, all \$1,500 or will trade for Octopus. Coves 24 foot Mid-Up, A-1 condition. \$700. \$2,000.00 26 foot Three Abroad Merry-Go-Round, mechanically good, complete with Organ, \$3,500. thirty foot Semi if desired. \$800.00 Central Palace (Glass Pitch) Flat, 25 foot 41 Semi, good right 31 foot all metal Office Trailer, a dandy. Will also sell like new Tilt with Semi for same. Tractors for all equipment. If desired. Address

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Brenn, Louisiana, this week; Carrer, Louisiana, following.

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For 40-ft. Herschel-Solliman Machine; must be jumpers and in good condition. State price, size, condition.

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Smart interiors for thrilling new living comfort.

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Lindy-Loop, in excellent condition, priced right. Will buy for cash—Single Octopus and a few Kiddie Rides, must be in first class condition, no junk.

Our Concession de Luxe Department, under the Management of Mr. Frank Abrams, for the 6th consecutive year, extends the seasons greetings to all friends and associates.

Wants for the 1951 season—stock wheel operators, P. C. dealers for Big Six's, pan game, over and under seven, bilingual preferred. If you are looking for a season's work this is it. Agitators, boosters and chasers, save your time and mine, as you will not last here.

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MANAGER-OPERATOR FOR MOTORDROME who can furnish 2 Riders. Excellent opportunity for capable people. Operator for Cookhouse. Couple to take over Candy Apples and Popcorn. Operators for Candy Floss and French Fries. EXPERIENCED KIDDIE RIDE FOREMAN. Top wages to sober, reliable Men. Can use capable People in all departments.

Will be at Hotel Sherman during convention and at late meetings.

Contact M. A. BEAM or STEVE DECKER

Show Headquarters, WINDSER, PENNA.

Memphis Cotton Carnival Born in Depression, Grows

Continued from page 92
royal barge across the bosom of the Mississippi River on Tuesday night—an unsurpassed spectacle of illumination and pageantry, preceeded by a 30-minute display of fireworks.

Year after year upward of 250,000 operators crowd historic Chickasaw Bluffs to watch the barge land with the King and Queen and their royal court. An official welcome is given by city and county officials, the president of the Cotton Carnival Association and the president of the Memphis Cotton Exchange. The Maid of Cotton gives a brief report on her extensive travels in promoting cotton. To be sure, there is musical concert with Dixie the musical barge arrival theme.

Cotton Parade—Immediately after the ceremonies the King and Queen and their court lead the Great Cotton Parade down Main Street to the applause of thousands of spectators who crowd every point of vantage and thrill to the beauty of the electric floats.

Program of the following day, Wednesday, is composed of a display of Cotton fashion show, featuring the many original outfits she has worn during her travels; a mayors' luncheon, sponsored by The Memphis Commercial Appeal, and attracting hundreds of mayors from surrounding communities, and the Royal Court Parade in the afternoon, featuring the Maid of Cotton and the carnival's cotton princess. On the gaily decorated floats are beautiful Southern belles from Memphis and its environs.

An outstanding event Thursday night is the Children's and Teen-Agers' Ball, attracting thousands from city and county schools. This spectacle formerly was held in the City Auditorium, but was moved to spacious Crump Stadium, with a seating capacity of 28,000, in order to accommodate the crowd.

The event is an exciting pageant, in which both the children and teen-agers select, by drawing, their respective kings and queens. These royal rulers are crowned by the carnival king and queen.

Ballet Highlight—A highlight of the evening is a ballet on a 100 by 150-foot dance floor laid on the stadium's football field. After the pageant the teen-agers have their own royal dance on the huge outdoor floor. Thursday also is the day of the city-wide luncheon, sponsored by the Gavel Club, in which all service clubs participate.

Another hit procession is the Children's Parade, on Friday, featuring 30,000 costumed children, many of them dancing and singing. Over 50 tiny floats are pulled by boys, and these floats are made mostly by the children of city playgrounds under the direction of the city park recreation system. It's a school holiday, with public, private, parochial and county schools all participating—just another way in which Cotton Carnival participation is brought in nearly every home in the community.

The grand climax of the carnival is the Grand Parade on Saturday night, a huge electrical extravaganza, with over 30 floats getting current from overhead trolleys. This spectacle is the result of a mishap that could have ended the carnival. In 1937, just nine weeks before the regular was to open, a fire destroyed every float and all the equipment. There was some insurance, but many wanted to call the carnival off and concentrate on the 1938 affair. However, there is a group of fellows connected with the carnival who don't know what it means to quit, so they worked and finally got the Memphis Street Railway Company to contribute some old streetcar chassis and a new parade was built—an electrical one, much more scintillating than the original.

Non-Commercial Venture—And that is perhaps the answer to the success of the Cotton Carnival—it's a non-commercial venture in which thousands of citizens give their time and talent—time and talent that couldn't be bought. There are some 100 committees of hundreds of citizens working in the background, knowing they won't get much public recognition but laboring to help produce the finest civic spectacle in the nation.

All of the floats are built by high school and college art students under the direction of Art and the staff. The floats are done in the Cotton Carnival's permanent building. The students work mostly after school hours and get

practical experience in designing, papier mache work, clay modeling, making cutouts, use of foil, painting and other such activity. Parade displays that would cost \$10,000 or more to buy are thus constructed at one-third that cost thru the help of these students.

Politicians, lawyers, merchants, business men, professional men, society women and housewives all pitch in to make the carnival a success. After 11 straight successful seasons the Cotton Carnival was unable to function from 1942 thru 1945, except to operate the Carnival Servicemen's Hall, which provided 140,000 servicemen with the which they were in thorough or leave in Memphis. The carnival organization also helped stage successful Navy Day parades during the war.

Women Pitch In—In 1948, when the carnival resumed, money was short and skilled workers were hard to find, so six society women who were members of a parade committee literally put on sleeves, took hammers, paint brushes and the like and built the Royal Court Parade themselves.

Cotton Carnival people don't wait until the last month or two to work. Many of them actually work the year round, lunch with each other and talk over plans of their committees. They really start on the next carnival as soon as the current one has become history. People don't join the carnival association because of social standing, but because of ability and a realization that it is a civic project to which they can contribute, one that will benefit the community.

In addition to some of the highlights Cotton Carnival attractions include a downtown midway, with the rides, shows and concessions supplied in recent years by the Royal American Shows; art exhibits; free dancing in the streets, with good music, favors and a big time for spectators and participants; free fireworks on a lawful scale; band concerts and many social events; including teas and dances at private clubs, cabaret attractions, hotel dances, and balls featuring name orchestras at the City Auditorium.

Secret Societies—Another feature of the carnival is the secret societies which have downtown hotel clubrooms, their own kings and queens and in general have a hilarious time throughout carnival week. These societies do more than just have fun, however. In the event of a financial crisis, an emergency that has come up now and then in the past, the society members are ready to come to the carnival's aid financially. One society, the Shelbi, is composed of members of all Memphis civic clubs, a group of 20,000 or so, and they select a king and queen by the democratic process of drawing the names.

One of the most popular organizations is the Crown and Sceptre, a society open to officials of all firms which sponsor the carnival. Crown and Sceptre maintains club-rooms thruout the week in a downtown hotel and each night there is dancing and floorshows.

The Lady of Crown and Sceptre is chosen by drawing from among a group of ladies who represent the sponsoring firms. She reigns thruout the week over the club-rooms.

Employ Name Bands—Providing the shows for the various societies are professional performers brought to Memphis from thruout the country. Each society employs a name band during the week.

Speaking of music, Colle Stoltz, the music director, brings in dozens of bands from all over the mid-South, in addition to scores of bands from Memphis and Shelby County. There are batteries of majorettes and baton twirlers with some of the bands, and the musical organizations wear elaborate uniforms of every conceivable hue. They add a lot of color and good music to the occasion and appear in all the parades and other spectacles. The carnival houses and feeds many of the visiting bands. There are numerous free events during Cotton Carnival week—art exhibits, street dancing, special displays, motorboat races, band concerts, the parades, fireworks, and a Children's Day at the zoo and the waterfront. The free drinks, popcorn and candy, bubble gum and dozens of valuable prizes are given away.

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WHAT THEY SAY...
about The Billboard in its New Format
SEE PAGES 52 AND 53 IN THIS ISSUE

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Novelty Agents for two fast Ball Games, November 25, Kentucky and Tennessee, at Knoxville, Tennessee, Milner Hotel, and Mississippi State and Ole-Miss., December 2, at Oxford, Miss., Mississippi.

FOR SALE
65 Eli Ferris Wheel, Grand Chairplane, 1 Kiddie Train, Pacem Car and other equipment. State of William Propp. CONTACT
WALTER KASSLY
Attorney
907 Spruce Blvd., St. Louis, Ill.

WANT TO BOOK FOR 1951 SEASON
Mechanical Farm, Minn. Javelin, Spring on five or six ride show playing Kiddie Wheel. Will be at the Chicago convention the week the Grandstand Buster, get in touch with me. I will be at the Nebraska Fair. Meeting also.
JOE L. KING
Denver 1, Colo.
P. O. Will buy Round Bet Sprindles for Cash.

FOR SALE TILT-A-WHIRL
7 Cars, new tops, upholstery. Very best condition. Best Buy. Call Sam and T. A. FUZZELL.
5300 Edgewood Rd., Little Rock, Ark.
(Phone: 3-7382)
Or contact me at Sherman Hotel, Chicago, Nov. 26-31

ARCADE FOR SALE
55 piece, complete from front to back. All machines in A-1 condition. New 1000-0 floor. Best Buy. Call Sam and T. A. FUZZELL. All shown has been stored since July. Must be seen to appreciate. The reason for selling is other show interests require my personal attention.
ANDY ALL EN, 2446 W. Grove St., Blue Island, Ill. Phone: 1758
P.S. Will consider Kiddie Ride or House Trailer in trade.

HIDES FOR SALE
1947 Fit—Plane, excellent condition. Newly painted, ready to operate. 1947 Looper, very good condition. 24-Car Caterpillar, seeds, fertilizer. These hides priced to sell for cash only.
GRIFFEN AMUSEMENT COMPANY
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FOR SALE
Choice of two good Merry-Go-Rounds, one with new top, balloons. Will erect and run for loose file prospect.
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WANTED CARNIVAL
For season 1951. Five or six Rides, for Palm and Celebration. No flats or dirt shows. Must open in middle of Nov. Address
FORREST HROWN
P. O. 2, Delphos, Ohio

Ore., Wash. Route in '51 For Ziegler

Co-Owner Andersen Nixes Rumor Show Would Tour Calif.

FRESNO, Calif., Nov. 18.—Ziegler Shows will launch its 1951 season from its winter quarters at the Oregon State Fairgrounds in Salem and continue to confine its tour to Oregon and Washington...

Andersen and Vannerson, both formerly with the Douglas Greater Shows, purchased the Ziegler title and equipment from George E. Hiscox last March.

Show Line-Up

During 1950 the show moved on 26 trucks and trailer units. The line-up included 12 rides, 6 shows and approximately 30 concessions.

Managerial personnel this past season included Andersen, co-owner and general manager; Vannerson, secretary-treasurer; James Kling, lot superintendent; Alex Stewart, head electrician; Ralph Eggestro, billposter and special agent, and Juanita Vannerson, The Billboard and mail agent.

Prior to purchasing the organization, Andersen was general agent and Vannerson auditor for the Douglas shows.

Tex. Fair Pact Again Goes to Vet Operators

DALLAS, Nov. 18.—Directors of State Fair of Texas here today awarded another long-term contract for rides and concessions at Fair Park and the annual fair here to Joe Murphy, Jack Lindsey and Mrs. Margaret Pugh. Mrs. Pugh is the widow of George Pugh.

The trio has had a contract with the fair board for the past 10 years.

Queen City Shows Sold to Martone

KANSAS CITY, Mo., Nov. 18.—Toney Martone, former show owner, has purchased the Queen City Shows from Curley Little and will take the org out under his old name, Heart of America Rides, in '51.

Shows will go out with 5 rides and about 25 concessions, according to Martone. Equipment has been moved here for the winter and work has started under the supervision of Clifford Audiss, ride superintendent.

Tampa Garden Circle Sponsors Kids' Program

TAMPA, Nov. 18.—The Clover Garden Circle, off-spring of the Ladies' Auxiliary of the Greater Tampa Showmen's Association here, has outlined a series of parties and entertainment for the local children's home as their project of the year. Mrs. Elton Edwards, group's publicity chairman, announced.

A group of members, headed by Mrs. James Annin, recently held a party for the younger children and a social also was given for some of the teen-agers. The circle will sponsor a dinner party in March.

A social hour was the highlight of a recent circle meeting. Films, This World of Color, was shown and narrated by Kelly Holtzclaw, and Flower Show in Han Eyck, was shown by Mrs. Tony Van Eyck.

Evening was topped by a box supper. Hostesses included Mrs. C. J. Sedlmayr Jr., Mrs. Harry Vaughn, Mrs. Russell Caughey and Mrs. Elton Edwards. Mrs. Edwards is chairperson.

Faces and Facts at Fresno

Continued from page 91

a Portland hospital following a long illness.

Doris and M. (Whitey) Monette, novelty concessionaires, hosted a cocktail party and dinner for fair managers at the Belmont Inn Wednesday night. The Monettes returned from a two-week combination business and pleasure trip to the Hawaiian Islands recently.

Nan and George Miller, he of the auditing department of the Department of Fairs and Expositions, greeting friends. Joe O'Shaughnessy, manager, Madera County Fair, revealed that the new highway will cut thru his fairgrounds.

William H. Meyer, head of the Frook & Meyer Amusement Company, said his rides played 59 dates in 1950. Meyer goes from here to the Emporium, San Francisco, where he has rides on the roof during the holiday season.

Sam Kelleit, who took over Sacramento County Fair, Galt, in the middle of the season, attended. He announced that the Galt event has big plans for 1951. . . . Bette and Bill Gerard with sons, Bill and Jerry, the BBB Puppets, here from National City.

Display New Lines Dr. J. N. D. Hindley, secretary-manager Humboldt County Fair, Ferndale, reports no ill effects from his topping off a stage coach during his fair this year.

Roy Driscoll, press director for Los Angeles County Fair, Pomona, took advantage of Fresno being near Palo Alto and visited his daughter there following the meeting. Mrs. Driscoll visited in the Stanford University town while Roy attended the Fresno

meeting. . . . Howard Vaughn, of Los Angeles Stamp & Stationery Company, played host to fair managers and showed new premium lines. . . . Larry Klump, Stockton printer, had a display of black light signs that attracted much attention. . . . Leona Stone, of San Francisco, also showed new lines of premium awards and items designed especially for horse fanciers.

Nathan Cohn, who sold his interest in the Golden West Shows to Charlie Walpert, attended as attorney for the Western Show Owners' Association. . . . Larry Ferris, of Ferris Greater Shows, made an early exit to get his shows ready for early 1951 dates.

He opens at the Riverside County Fair and Date Festival, Indio. . . . W. Lec Brandon, new general agent for Crafts 20 Big Shows, was ill, but attended the meeting.

Easterns Click

Continued from page 91

best still date season in the history of the show, and entered its fair route in excellent shape.

Strates had little luck during the still date season but his line-up of big money fairs, including Syracuse, York, Charlotte and Raleigh included several that paid off bigger than a year ago. Cetlin & Wilson had to buck rain and mud thruout most of its still date season, and the early fairs had to overcome early deficiencies. However, its fair takes were reported excellent, and co-owners Issy Cetlin and Jack Wilson are reasonably happy.

Others got a good start in Philadelphia, where several consecutive weeks paid off. Bum weather later cut in and continued thru much of the season. At Savannah, the closing spot, all six scheduled days of the fair were lost to rain. The event was held over and business was good, but the operating nut naturally was doubled.

Truck Orgs Okay

Many of the truck orgs put together pretty fair seasons, altho the majority probably consider themselves lucky if they got back to quarters without losing their shirts. Despite the trickery of the weather, Oscar Buck and Dick Coleman, owners of units bearing their names, did nicely thruout the year.

After sparse pickings in the North, John Marks reportedly put together a long series of red ones in the South for a banner season. Lawrence Greater reports the best trek in a number of years, crediting a much stronger fair route. Lloyd Scrfass reports his Penn Premier Shows "ound up a winner despite rough weather.

Concessionaires reporting in mostly admit that the season was all right. Almost everyone is counting on a good season in 1951, if conditions do not change too radically.

WOM Adds

Continued from page 91

ness was reported good. However, it is unlikely that the strength of the event has yet been evaluated. Bergen, Bernard (Bucky) Allen, concession manager, and Gerald Snellens, agent, left New York Wednesday (15) for Ottawa. They will return in time for the series of events to be staged next week by the National Showmen's Association.

All equipment is in quarters at the Atlantic Rural Exposition, Richmond, Va. A skeleton crew

meeting. . . . Howard Vaughn, of Los Angeles Stamp & Stationery Company, played host to fair managers and showed new premium lines. . . . Larry Klump, Stockton printer, had a display of black light signs that attracted much attention. . . . Leona Stone, of San Francisco, also showed new lines of premium awards and items designed especially for horse fanciers.

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Lawrence Reports

Continued from page 91

played in Georgia, Tennessee, Indiana, Ohio, Pennsylvania, Delaware, Maryland, Virginia and the Carolinas.

Org stayed close to industrial sites after spending the 1949 still date season in Midwest rural areas. An industrial route again will be set for next year.

Show units and their managers included: Minstrel, Lena Duncan; Side Show, Life and Snake, Earl Myers; Monkey Show, Pete Freeman; Funhouse, Leroy; Girl Show, Herbie Burke; Posing Show, Bill Woodall; Motordrome and Wild Life, show owned.

Rides included Merry-Go-Round, Whip, two Ferris Wheels, Caterpillar, Fly-o-Plane, Ride-o-Rolloplane, Octopus, pony and kiddie units. Mack McGee and Fitzie Brown handled the front end.

NSA Ladies

Continued from page 91

Lyddie Nall, chaplain, and Martha Susskind, hostess.

Named to the board of governors were Flora Elk, Helen Young, Blanche Henderson, Celia Forman, Frances Simmons, Katherine Rausch, Rae Gruberg, Vera Zucchi, Heanne Greif, Sylvia Stern, Jane Tubis, Bella Olsen, Mollie Smitz, Fay Goldman, Dolly McCormick, Anna Halpin, Ethel Ortell, Teresa Janpol, Mildred Ford, Blanche Kassow, Agnes Burke, Queenie Van Vliet and Ruth Gottlieb.

Nominating committee included Anna Halpin, chairman; Midge Cohen, Teresa Janpol, Ethel Ortell, Katherine Rausch, Sylvia Stern and Albena Hines.

Board of directors also includes the 13 original members of the auxiliary. Mrs. Bess Hamid is permanent honorary chairman. Elections will be held at the first meeting in December.

Wyatt Shepherd

Continued from page 91

Western Fairs Association meeting here.

Shepherd, a ride builder, said that the expansion program includes a 30-car Scooter-type ride that he will construct, a Tilt-a-Whirl and a third ride that he could not identify at the time. The additions will bring the ride set up to 14 devices and require the use of eight more trucks.

Shows debuted this year and ended their first tour with a satisfactory season. During the initial trek, no shows were carried. Shepherd said that it was probable that shows will be added "if the right family type can be found."

Charles F. Albright, well-known concessionaire, is co-owner of the show and serves as the corporation president. Shepherd is vice-president.

Western Owners

Continued from page 91

Schoonover, California Shows; Martin Arthur, Imperial Exposition Shows; Louis Stern, Polack Bros' Circus; and Earl Douglas, Douglas Greater Shows, vice-presidents.

Also attending were Harry (Polish) Fisher, Rose Fisher, Gold Coast Shows; Pat and Ray Treanor, Pat Treanor & Son, novelties; J. W. Gilman, Crafts Shows; Eddie Burke, Eddie Burke Attractions; M. (Whitey) Monette, Monette

Gooding Books Huge Event in Cleveland

Contracts Other Holiday Ride Dates In Area; Reports Equipment Outlay

CLEVELAND, Nov. 18.—Gooding Amusement Company moved into Cleveland Public Square today with seven rides for a date which is to continue thru the holidays under auspices of the Chamber of Commerce and local department stores, business houses and hotels.

Rides and all activities offered in conjunction with the event will operate daily except Sundays, from 4 to 10 p.m. All rides are going for 10 cents. In addition to the rides, considerable live talent and other entertainment is being used thruout the date.

Public Square has been decorated with 24,000 colored lights in addition to banners and flags. Decorating was done by Central Outdoor Advertising Company. Terminal Tower, located in the heart of the Square, is fronted by a huge cross 13 stories high. Old Stone Church, also on the Square, has erected a huge porcelain cross.

Floyd E. Gooding, president of the Gooding firm, reported that his company also has been contracted to spot six rides during the holiday season on the State House lawn in Columbus, O., under auspices of The Columbus Dispatch and Columbus Journal. He also said that a number of Gooding rides have been located in the territory's department stores during the shopping season.

The Gooding firm this week took delivery on a new Auto Scooter housed in an adjustable

building. It is 34 feet wide and the length varies from 48 to 72 feet. The structure was built by King Amusement Company and the cars were supplied by Lusse Bros. Gooding has also purchased the two Ferris Wheels and four rides from Eyerly Aircraft Corporation. A new dark ride also is being added.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) American Eagle; Oloster, Miss. American Midway; (Fair) Hartington, Tex.; Brownsville 27-Dec. 3. Big State; Mulesboro, Ga. Brewer's United; Houston, Tex. Capital City; (Fair) Cairo, Ga. E. E. Elmer; Evergreen, Tex. Heart of Texas; O'Brien, Tex. Hottle, Buff. Reserve, La. Kille, Floyd, O. Arasaville, La.; Port Barré 27-Dec. 3. Marion Greater; (Colored Fair) Bowman, S. C.; season ends. M. D. Am.; Helena, Ga. Midland Expo; Brnice, La.; Caslor 27-Dec. 3. Microthy, Curly; Cullen, La. Miller, Ralph R.; Cameron, La. Moore's Southwestern; Laredo, Tex. Money Am.; Biscoe, Ark. Oil State; Cloutierville, La. Palmoto Expo.; Douglas, Ga. Playland Attr.; Chatham, La. Ramer Am.; Evergreen, Tex. Southern States; Lake City, Fla. Sparka, J. A.; Warwick, Ga. Stephens, C. A.; St. Marys, Ga. Texas; Racine, Tex. Tivoli Expo.; Camden, Ark.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Cole & Walters; Hubbard, Tex.; 21; Frost 23; Kemp 23. Davenport, Orrin; Erie, Pa.; 20-25. Gould, Jay; Champlain, Ill.; 24; Naperville, Ill.; 25; O'Connell, Ill.; 28; Brooklyn, Ia.; 29; Marshalltown 30; Newton Dec. 1. Kelly-Miller; Fairburn, Tex. 24. Polack Bros. (Western); Marion, O.; 23-25; (Sports Arena) Owenboro, Ky.; 30-Dec. 3. Stevens Bros.; Hartington, Tex.; 23-25. West Bros.; Beaumont, Tex.; 21; Port Arthur 23-23; Galveston 24-25. Tatham, Bill; Centerville, Ill.; 24; Clinton 25; Beardstown 25; Pekin 30.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Ameri-Congo Animal Expedition; Cantonment, Fla.; 23; Milton 24-25; Nicellie 24-27. Aunt Sally (Chamber of Commerce) Ialpy Terrace, L. I., N. Y.; 24-25; (Square Club) Madison 27. Henle's, Sonja; Hollywood Ice Revue (Coliseum) Indianapolis, Ind.; 21-Dec. 12. Ice Capades of 1951 (The Forum) Montreal, Can.; 20-26. (Coliseum) Springfield, Mass.; 27-Dec. 3. Ice Pollies of 1951 (Cincinnati Garden) Cincinnati, O.; 20-25; (Arena) New Haven Conn.; 25-Dec. 3. Miller's, Irvin C.; Brown-Skin Madala (Lincoln) Raleigh, N. C.; 23; (Bouker?) Rocky Mount 23; (Carver) Einston 24; (Carolina) Sanford 25 (Embassy) Hickory 27; (Hitt) Spartanburg, S. C.; 28. Skating Vanities of 1951 (Auditorium) Oklahoma City, Okla.; 20-26; (Coliseum) Oklahoma, Tex.; 28-Dec. 3.

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Chattanooga, Tenn.

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Reliable, sober, Pay your own. No collect calls.

AL KAYDA Montgomery, Ala.

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Manning Shows Driver Killed; Railroad Sued

KINGSTREE, S. C., Nov. 18.—Ross Manning, owner of the shows bearing his name, has filed suit for \$5,000 in damages against the Seaboard Airline Railroad as the result of an accident here Sunday (12) which saw one of the road's streamliners, the Champion, strike a show truck at a crossing, killing the driver, Martin Williams, 38, and demolishing Merry-Go-Round horses, platforms and scenery. Manning said the equipment was uninsured, while the driver was covered by workmen's compensation.

Show was on its way to winter quarters here, and the point of the accident was only four blocks from quarters. The truck that was hit was the last in a line to cross the tracks with police guidance. A hole in Main Street of this community forced the show to detour to reach quarters.

Engineer of the Champion admitted that the train was traveling at more than 80 miles per hour when the mishap occurred.

Bobby Cohn Named G. A. by Mike Krekos

FRESNO, Calif., Nov. 18.—Bobby Cohn was named general agent of West Coast Shows and West Coast Exposition Shows here Wednesday (15) by Mike Krekos, org's general manager. Cohn will handle both shows before the season opens and then devote full time to West Coast Exposition, No. 1 unit.

The West Coast staff was here attending the 28th annual meeting of the Western Fairs Association (WFA) in the California Hotel, which ended Thursday (16).

NSA Gals Slat "The Drunkard"

NEW YORK, Nov. 18.—Theater group of the Ladies' Auxiliary, National Showmen's Association, will present The Drunkard in the Palace Theater Building clubrooms the night of December 8.

Dolly McCormick, assisted by Bess Hamid, will direct the presentation. Cast will include Jeanette Rattiner Finkel, Julia Taffet, Albena Hines, Helen Young, Ann Peterson, Martha Susskind, Katherine Rausch, Celie Forman, Bella Olsen, Elizabeth Solti, Dorothy Packman, Margaret McKee, Vera Zucchi, Betty Schaaf, Mae Josch-

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Correspondence invited with CLEAN SHOWFOLKS, interested in a profitable season in pleasant surroundings. Must have up-to-date equipment, well flushed. Many Concessions still open. Particularly interested in CLEAN SHOW COOKHOUSE—Will offer good deal. Also ANIMAL SHOW to feature—Have outfit if you need it—Good proposition. Can place one MAJOR RIDE not conflicting. DO NOT BE MISLED. We do have a GOOD ROUTE. Need services of capable, experienced SHOW EXECUTIVE in capacity of Agent or Manager. DO NOT MISREPRESENT.

Address all communications to TOM L. BAKER, P.O. Box 11446, POMPANO BEACH, FLORIDA—after March 1st, 2257 Madison Ave., Indianapolis.

WANT FOR THE OPENING OF THE SEA ISLAND AMUSEMENT PARK

AT BEAUFORT, S. C., DECEMBER 2D

Near large overflying Marine Base near Parris Island.

Want Park-Type Concessions. All Hanky Panks open. Can place Custard, French Fries. Want Arcade, Doc Redman, contact. Can place Scooter, Dark Ride, Kiddie Rides or any ride not conflicting. Due to our two locations want to book, buy or lease another Merry-Go-Round, prefer three abreast, No Grift, no Gypsies, no Gals. All contact

Sherman Husted, Care Island Amusement Park
Beaufort, S. C. No phone calls, please.

AMUSEMENT PARK CENTER

FOOT OF GREENE STREET, AUGUSTA, GA.

Opening With a Soldiers' Pay Day, Nov. 29, including Sundays
50,000 Soldiers at Camp Gordon—All Coming Every Day

WANT WANT WANT

KIDDIE RIDES—Train, Auto, Swine, Sky Fighter, Ponies or any Kid Rides not conflicting. WILL BOOK FERRIS WHEEL AND MERRY-GO-ROUND. Plenty of advertising on radio and in newspapers, plus a big promotion campaign which will bring the children out daily. Brownie, the Clown, contact me. GIRL BROTHERS with own equipment. Must be Sit-Down Shows. Sully Rand, contact me. (This will be big for you.) Ray Marsh Brydon, set in touch with me. CONCESSIONS: P.C. Must have some Hanky Panks, Hot Game, Diggers, Arcade, Bingo, Popcorn, Photos, Short and Long Range Galleries, Glass Pitches (Griffin or Cassidy, contact), small Cookhouse or Grab, French Fries or any other Merchandise Concessions

Wire or write: BENJAMIN BRAUNSTEIN, Hotel Richmond, Augusta, Ga.

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Must sell 2-3-abreast 40-Ft. Merry-Go-Round, beautiful ride; Smith & Smith Chair-of-Plains, well lighted; Steel Fence; No. 5 Wheel, in good shape; beautiful Office; T-Tub Tilt, needs some repairs; 5 Semi Trucks. No reasonable offer refused.

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Club Activities

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

Monday's (13) meeting was called to order by President Lillian Schue. Also present were Opal Manley, first vice-president; Midge Holding, second vice-president; Lucille Dolman, third vice-president; Morosa Herman, secretary; and Peggy Forstall, treasurer.

Wilma Goudy attended her first meeting. Elected to membership were Marion Van, Charlotte Warren, Geraldine Harvey and Ilene Castleton. All were brought in by Lillian Schue and Lucille Dolman.

Letters were received from Helen Vaughn, Emma Blash, Mabel Arbogast, Rosemary Crosby, Fredia Brown, Ellic Shepherd, Jennie Branson, Fern Redman, Florence Webber, Wilma Hauseman, Dorothy Scott, Dolores Surtrees, and Lodabelle Scarce.

On the sick list are Clara Zeiger, May Stuart, Minnie Fisher, Hazel Christenson and Lucille King. Mayne Butters and Blossom Tipple are on the mend following long illnesses.

Officers will be elected by the same method used in previous years. Members are asked to write for their ballots and the dues list time has been extended to December 4 to allow for the election. Door prizes, donated by Margaret Farmer and Lillian Schue, were won by Vivian Jacobi and Peggy Steinberg. Betty G. Coe took both the aprons. Bazaar donations were received from Ann Doolan, Bertie Youden, Rose Rosard, Opal Manley, Lillian Schue, Dot Cronin and Vivian Gorman.

Nina Rogers and Lucille Dolman were appointed committee of two to investigate the possibilities of holding a series of Friday night bingo games with proceeds to go to the wounded in the Korean War.

Donation book winners were: Lillian Schue, 100; Nina Rogers, \$50 war bond; Lucille Dolman, electric mixer; Peggy Forstall, hand vacuum cleaner; Julia Smith, wrist watch; Midge Holding, coffee-maker; Grace Merkle, comforter; Phil Dorn, electric blanket.

Vivienne Jacobi, table cloth; Charlotte Cohen, electric clock; Helen Henn, purse; Estelle Hans come, electric roaster; Merosa Herman, \$25 bond; Emily Friedenheim, electric toaster; Peggy Steinberg, electric razor; Florence Webber, table lamp.

BALLYHOO BROS.

No Beginners' School, Would-Be's Are Nixed

ITCHY FEET, S. C., Nov. 18.—From experience managers have learned that they need carnival people on carnivals and circus people on circuses, and don't run schools for beginners. The Ballyhoo Brothers have learned to separate the chaff from the wheat. That's why their ad reads, "No money or tickets advanced unless we know you."

Besides getting answers from real showmen, these are some that arrive: "In answer to your ad for ticket sellers, may I state that I never sold tickets on a carnival. However, one night I sold them for a school play." From another, "I noticed that you advertise yours as a great family midway. Am married and will bring my family. My wife has never seen a carnival, but I'm satisfied that you will like her. She does imitations of birds and you may be able to use her in your hula show."

Asks for Beauty Parlor

From another: "Saw your ad. Advise me what you charge for tickets. I'll make a chart so I won't make a mistake if you hire me." Then from the third: "Have rupture that keeps me from working. My loyalty will make up for it. Am heavy sleeper, which I guess won't interest you as long as I get there for the 7 p.m. opening." Then it's about time to hear from the first guy before you answer with, "My wife again; she's been taking a beauty course. Can she operate a beauty parlor in the hula show's dressing room?"

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Nov. 18.—Vice-President Lou Keller presided at the regular meeting. Also on the roster were Walter E. Driver, treasurer Joe Streibich, secretary, and past presidents Sam J. Levy, Ernie Young and Frank R. Conklin.

Elected to membership were Paul H. Huedepohl, Edward Sheehan, Joseph V. Divarco, George D. McLaughlin, Jack Reynolds, Erwin Weiner, William J. Burns and Tom J. Jones. Johnnie Criss attended his first meeting.

Welfare committee reported that Sam Gordon had an emergency operation and was resting well. Jimmie Van Cise is in the South Side Hospital, Youngstown, O., following a recent automobile accident. Frank Ehrenz is confined to his home. Club was saddened to hear of the death of Charles F. Roe of Winnipeg.

Annual audit will be ready for the meeting of November 30. House committee will serve the usual Thanksgiving dinner November 23 and the American Legion birthday party will be held the following night. Regular meeting of November 23 transferred to Saturday (25) due to the holiday.

Members attending their first meeting of the fall season included Sam J. Levy, Ernie Young, Frank R. Conklin, Homer Gardner, Jack Weiner, Roy C. McCarter, Henry Freudenberg, Al Rossman, Lou Leonard, Joe Murphy, Morris Goodman, Dave Picard, Logan Fleckles, and Rube Liebman.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 18.—Attendance at Monday's (13) meeting was good, with President Robert Morrison presiding.

Jack Dickstein and Harry Lewiston are completing plans for the annual New Year's Eve party at Eastwood Park. The floor show and band have been engaged. Max Kahn, entertainment committee chairman, was appointed a special representative to the party.

Jack Gallagher is on the mend at the Eddystone Hotel and Sam Fishman is still confined to his home as the result of injuries received in a recent accident.

National Showmen's Association

1564 Broadway, New York

Ladies' Auxiliary

A large crowd was on hand for the drawing of awards. Mickey Alberta, Etta Fried, Anna Mapes and Bess Hamid each won \$25. Charmaine Gregory and Rose Lang each won \$50. Charles Farley won \$100; Stanley Wathon, \$200. Major prize of \$500 was won by Bess Hamid.

Winning awards for selling the greatest number of books were Margaret McKee, Edna Lasures, Hae Sands, Helen Morais, Betty Schaat, Ann Brown, J. Dunfield, Dolly McCormick, John Barry, Anna Rosenberg, Bess Hamid, Agnes Burke, Izzy Cetlin, Anna Halpin, A. Lloyd, Ann Brown, Vera Zucchi, Flora Elk, Magnolia Hamid, Dave Lodge and Frank Wirth.

President's reception will be held immediately preceding the banquet. Sympathy was extended to the families of members Rose Edn and Bertha Melville, both of whom died recently. Zyne Hamid Coloca has proposed Dorothy H. Cone and Iris M. Bingham for membership. Jackie Perry is sponsoring Helen Goodwalt and Rae Gruber proposed Jean Harris.

Members are again making afghans for hospitalized veterans. Donations of wool have been made by Bess Hamid, Dorothy Packman and Margaret McKee.

Greater Tampa Showmen's Assn.

Tampa, Fla.

Ladies' Auxiliary

Mrs. C. J. Sedlmayr Jr., president, was in the chair at the regular meeting Wednesday (15), assisted by Mrs. Paul Klaidier, vice-president; Mrs. Jimmy Owens, treasurer; Mrs. E. Fillingham, recording secretary, and Mrs. Fredie Cooper, corresponding secretary.

New members present were Jane Moore, Delora Blount, Lennie Golding, Effie Thompson, Rita Palitz, Betty Wesley, Helen Baker, Beulah Miller, Mary Sanders, Mary Osteen, Mary Bozeman, Shirley Fowler, Mary Lohmar, Fidessa Soret, Kathrine Dunbar, Inez Smith, Mrs. J. D. Farmer and Susan Stewart.

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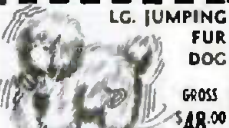
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 The Most Beautiful Doll Ever Manufactured!
 They're the Hits From Coast-to-Coast!
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C-879—Jade-In Demitasse Cup	2.88	"
C-878—Jade-In Demitasse Sampler	2.88	"
W-879—Ivory Demitasse Cup	2.88	"
W-878—Ivory Demitasse Sampler	2.88	"
BW-4621—Blue Mt. Nat. Ash Tray	6.00	"
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A-4188—7" Amber-Red Plates	4.44	"
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 You can make \$1000 monthly! Our PERFECTED AT NEEDLES Set consisting of holder and 4 points. \$22.00 per 100. All needles plated steel. Can be used over and over. Details on obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D. P.O.B. Chicago. We also make Master Pillow and Colored Beating Bar Patterns, Embroidery Hoops, Frames, Crops and all accessories.
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5-Piece Set—consists of necklace, brooch pin, bracelet, and earrings to match, with \$24.95 price tag. We have 50 different styles. Designed by expert jewelers.
Sample Set \$4.00 each. Doz. \$41.00.
All sets for resale only

3-Piece Beautiful Jewelry Set



In Plush Silk-Lined Box

SAMPLE SET \$3.00
DOZEN \$30.00

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Sample Set, \$3.50 Dozen, \$36.00
Also a Great Flash

MAKE IT A HARRIS CHRISTMAS

PLUSH TOYS



30" high, Bears, Sweetheart Dolls, Drum Major, Policemen, Cowboy and Jockey Girl. These plush toys are the hottest selling items around.

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Our 4-piece Pen Set is the best on the market and has an especially high box with a elastic that sets off the set beautifully. There is no comparison. Our set is the original and the real McCoy.

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Ballpoint, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has 8 stainless steel blades and matches the color of the entire set. The boys are doing a terrific business with this resourceful set. Our new low price—

\$6.00 Per Dozen; \$70.00 Per Gross
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Immediate shipment

"WANDA" The Walking Doll



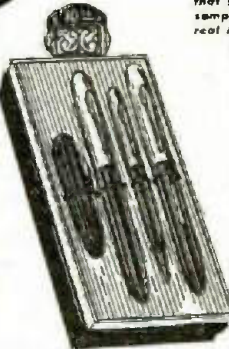
Sample \$1.15
Dozen 114.00

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Dz. \$3.50
HEADQUARTERS FOR NEW YEAR FAVORs
Mets, Melba-Bakers, Candetti and Norms of the latest prices.

SMALLEST LIGHTER
in the world
For Ladies and Men. Beautiful Chinese Finish.
DOZ. \$4.50

CONTINENTAL PISTOL LIGHTERS
Large Chromium, black handle, 30% like, each in box. \$4.00
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Mechanical Boy
With Trombone—With Merry-Ground that turns.
Dz. \$3.50
Gr. \$40.00
Original \$1.00 retail seller. It's a knockout.

Mechanical Monkey
With Ace on roll. Wins them up and out a million laughs.
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CHRISTMAS CORSAGES
The most beautiful in the market
Gross \$24.00
CHRISTMAS Red Waxed DAHLIAS
Per 100 \$3.50; Per 1000 \$30.00

HOPPING FUR POODLE DOG
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MECHANICAL BLACK SCOTTIE DOG
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Special, 17 jewel, sweeping hand, inlaid shock proof, water proof, with stainless steel case.
\$14.50 Each
With metal expansion band included. For resale only.

ITCHY DOGS
THE BEST MAKE
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Pen and Pencil Set, 24 karat gold plate. This set consists of Key Chain, Tie Holder, Pen and Pencil, in beautiful cellophane box.
Each Set \$3.00
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MECHANICAL WALKING POP-EYE
Seller. Dozen, Each boxed.
DOZEN \$4.00
MECHANICAL COWBOY ON HORSE
With Spinning Lariat.
Each boxed.
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3-PIECE PEN SET
Consisting of ball point pen, fountain pen and pencil, in beautiful box. Assorted colors. We give guarantee with every set. Beautiful gold embossed 17.50 tag comes with set.
\$4.00 per dz.
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Dz. \$3.50
Gift finish, Dz. \$4.50

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Consists of 4 card holders, secret pocket and Billfold all in one. Every one in an attractive box.
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AUTOMATIC CHROMIUM PENCIL LIGHTER
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THE NEW PLUNTING BOY AND GIRL BLACK PENCIL
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Necklace, Earrings and Bracelet
Radiant simulated pearls with sparkling rhinestones close on 2 strand necklace and double bracelet with matching earrings to match. Gorgeous plastic and plush box which can be used as a latest case. Extremely low price.
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And three-piece Pen set. Gold finish. All in one box. Great flash.
Dz. \$15.00

FINIGERED BALL POINT PEN WITH KEY CHAIN, Gr. \$24.00
RETRACTABLE PENS
4 colors in one pen, Dz. \$6.50
JAPANESE IMPORTED NECKLACE BEADS
This is a super discovery
PER GROSS \$2.50

MECHANICAL METAL BOY
—on 3-wheel bicycle—with bell—in box
Dz. \$3.00
Gr. \$33.00

MECHANICAL TOYS
Hottest numbers in the country—Steak Knives, Gift Showers, Memorials and Strangers—the all-around low price. Mechanical Red-Headed Door that jumps—all metal.
Dz. \$3.50
Regular \$1.00 retail seller. Each one boxed.

3-PIECE JEWELRY SET
14 Karat Gold Plate in Plush Box with satin lining.
Sample Set \$12.00
Dz. Sets
GREAT FLASH

HOT NUMBERS!
Large Walking Bear, Dz. \$5.00
Large Beautiful Slimmy Moving Picture in beautiful frame, Dz. \$4.00
Mechanical Turn-Over Crane, Dz. \$4.50
Crucifix Babes, Dz. \$4.50
Bambos, 2 1/2 Dancing Minstrel Men, Dz. \$4.50
Mechanical 8 a 1/2 Circle on Ring, with Reindeer, Dz. \$4.00
Bear on Traps, Dz. \$4.50
The Mechanical Singing Bird, Dz. \$4.50

MECHANICAL COWBOY
with Spinning Lariat. Each boxed.
Dz. \$2.25
Gr. \$25.00

MECHANICAL TUMBLING CLOWN
Sensational Number. Each boxed.
DOZEN \$3.50
GROSS \$39.00

PLASTIC SANTA CLAUS
With fur around waist and chimney with bell. 2 1/2 in. box.
Dz. \$2.00
Gr. \$21.00

BALLOONS
Dart Balloons, Gr. 75
4 1/2 Circus Pink, 4.80
Red, White & Stripes, 4.80
Yas Balloons, Gr. 4.50
Nipponese Cassidy Toy-Like Balloons with cardboard feet, Gr. 4.00
Long Spiral Balloons, 4.50
2 1/2 Balloons, 4.50
Low-Top Balloons, 6.00
Mickey Mouse Balloons, Gr. 4.50
2 1/2 Balloons, 3.50
T-35 Target Balloons, 10.00
Blower, up 2 feet, Per 100 \$18.00
Billion Buttons, 2.50
For Toys, each, Dz. 4.50
High Hat Pen Men, 9.00
Whither Ball, Gr. 2.50
Mawilliam Lark, Gr. 2.50
Imported Blow-Outs, Gr. 1.75
Jumping Ball, 3.00
with rubber ball, Gr. 5.50; Gr. 5.00, 54.00
Whither Ball, with rubber string attached, Dz. 5.50
12" inflated Rubber Monkey, Dz. 3.50

WALLETS
Alligator & Picture Wallets, each with Snap and card holders, Dz. \$ 8.00
Fanny Packs, \$ 8.00
Past Case & Wallets with secret money compartment.
Bossed, Dz. 5.00
Ladies' Purse & Wallets, Dz. 8.00

NEW Toys, original
Lion Whips, Gr. 12.00
Furry Birds & Stripes, 18.00
Lancaster Buttons with silver top, Dz. 25.00
Sweater Stitches, Gr. 8.00
Cowboy Fall Hats, 8.00
Assorted Fall Novelties, Gr. 10.00
Plastic Tricycle Bomber, Gr. 19.00
Spanish Fall Hats, Gr. 15.00
Rubber Monkey Ball that sticks in fengue out, Gr. 0.40
Auto Bombs, best grade, Gr. 10.00
Hand Susters, Dz. 3.00
Pussy Pilot, 3 in. to box, Dz. 1.50
Chicks & Duck that lay eggs, Plastic, Dz. 1.00
Corny Buttons \$4.00
Lilacs, Per 1000, 18.00
Comic Buttons, 99 Lilacs, Per 1000, 12.50
Jumping Beans, 31 beads on card, 1.50
Electric Saw This Saw light up, Dz. 6.50
Plastic Tombstones, Dz. 3.00

FOOTBALL ITEMS
2" Tin Football, Per 100 \$ 8.50

25% Deposit Required—Money Order or Cash. We ship same day as we receive orders. THIS IS OUR ONLY STORE

HARRIS Novelty Co.

1102 Arch Street Philadelphia 7, Pa. Phones WA 2-6970 — MA 7-9848



PEE-WEE PETE...

BIGGEST HOLIDAY MONEY-MAKER YOU'VE EVER SEEN

Again, this season, Pee-Wee Pete, the world's most unique drink dispenser, will break sales records! Copied from the famous Minnehaha Fountain in Brussels, Belgium, Pee-Wee was given his name by our G.I.'s of World War II.

Not Plastic! Not a Toy!

Pee-Wee Pete is as much fun as a good toy, but he is practical! He's made of shiny chrome, mounted on a polished aluminum base and fits all standard size carbonated beverage bottles for use in home and lodge bars.

FOURS CAN'T RESIST HIM! HE'S THE "LIFE OF EVERY PARTY"

Pee-Wee was made for the gaiety of holidays. He sells on sight to both party servers and gift givers from Thanksgiving thru New Year's at drug stores, clear counters, depots, men's and specialty shops. He lives every party by his amusing method of dispensing mix for drinks. He "litches" the mix or "concocts" it might be more expressive!



STORES EVERYWHERE GIVE GIANT WINDOW DISPLAYS TO PEE-WEE DURING HOLIDAYS!

Pee-Wee comes in individual, attractive gift boxes. Usually retails \$2.95 up! Dealer's price, \$2.60 dozen. Sample, \$2.50.

Direct from Manufacturer
PLASCO PRODUCTS CO.
Dept. BN
28 W. PLEASANT ST.
SPRINGFIELD, OHIO



ORIGINAL HORSESHOE ELECTRIC WESTERN HORSE CLOCK

A mounted original Western Designed Metal Horse. Dependable electric clock movement. Case 4' high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high, 17" long on wood base. Individually boxed.

HORSE SPECIALS!

18" "H" Removable Saddle Horse with Red Fall Plaque, Black or Red-Time Finish. Will Not Tarnish. Two-Tone Bronze \$20.00 Doz.
Triple-Plated Chrome 35.00 Doz.
Gleaming Gold 38.00 Doz.

or more Sample
NURA LAMP \$10.50 Ea. \$11.00 Doz.

With Beautiful Matching Tassel Shade.

or more Sample
HORSE CLOCK \$6.75 Ea. \$7.25 Ea.

Season, Salt Shrin, Brass, Second Hand Movement, Gold, Silver or Rose Gold Finish. 2 1/2" dia. with order, but C.O.D. P.O. S. CHICAGO.

COOK BROS. 816 W. Madison St. Chicago 2, Illinois
WHOLESALE ONLY

CHRISTMAS SPECIALS

Just Check These Prices!
IMMEDIATE DELIVERY

Mechanical Toys, Key Wind	Walking Baby Bear	\$4.00 Doz.
	Walking Large Lovely Bear	\$6.00 Doz.
	Walking Joyful Elephant	\$6.00 Doz.
	Walking Donkey	\$6.60 Doz.
	Begging Poodle, Sits Up	\$8.00 Doz.
	Jumping Dog	\$8.00 Doz.
	Jumping Rabbit, Long Ears.	\$8.00 Doz.
	NEW Walking Elephant	\$6.60 Doz.

Sparkling Tank	\$ 4.95 Doz.
Piano Cigarette Lighter	16.90 Doz.
Pearl Handle Pistol Lighter	9.70 Doz.
Artistic Silverware	See Prices
Combs (Elephants, Swans, Piano, Butterflies, Cars)	6.75 Doz.
Fur Dog, 10" High, 6" Long	\$2.00 Doz.
Fur Dog, 8" High, 5" Long	\$1.40 Doz.
Fur Dog, 6" High, 4" Long	\$1.00 Doz.
Fur Dog, 3" High, 3" Long	90¢ Doz.
Fur Dog, 4" High, 4" Long	90¢ Doz.
Fur Dog, 3 1/2" High, 3 1/2" Long	60¢ Doz.

Above each message and they bear. Samples on request, One-third deposit, balance C. O. D., plus postage.
BEST SALES COMPANY
110 South Fourth St., Minneapolis, Minn.

IMMEDIATE DELIVERY

NO.	ITEM	DOZ.
M-257	Kitty Caper	35.40
M-258	Walking Bear	7.90
M-259	Birthing Pup	5.40
M-18	Covered Wagon	7.20
M-255	Beag. Poodle	6.00
M-258-B	Wire Dog	5.40
M-255-C	Jump. Dog	7.00
M-3	Circus Elephant	7.20
M-25	Cowboy on Horse	3.90
M-258-B	Small Bear	5.40
M-6	Scenic Sled	7.80
M-9	Hopping Rabbit	9.20
M-14	Hopping Squirrel	9.80
M-27	Banjo Monkey	5.80
M-7	Rancher	8.40
M-28	Blat. Lamb	7.20
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MIDWEST SALES COMPANY
1115 Broadway, Rockford, Illinois

COMPARE OUR PRICES BEFORE YOU BUY ALL FIRST QUALITY MERCHANDISE PRE-INVENTORY SALE—BARGAINS GALORE

\$4.00 DOZ.

\$42.00 GR.

Original 3-Pc. Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

\$13.20 DOZ.

Five Piece Gold Plated Travel Set

Consists of beautiful gold plated PEN, PENCIL, BALL PEN, FLASHLIGHT and PEN KNIFE in plush case with \$22.50 Gold Embossed price tag. **DON'T BE FOOLED BY IMITATIONS! WE ALSO HAVE THE PLASTIC 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, steps, turns, has "steep" and "up" switch, garments, dressed in brand material. 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
Semi-soft PLASTONE finish makes these wallets look like the real thing. We've 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

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Necklace, Bracelet, Brooch & Earring Set, 24K Cold Plated, Linked Chain, Six Linked Gift Box.
Sample Set \$4.00

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.
4 PC. PEN & KNIFE OR PEN & FLASHLIGHT SET	\$5.75 DOZ.; \$63.00 GR.
3 PC. ALL GOLD PLATE PEN SET	\$5.75 DOZ.; \$63.00 GR.
GOLD KEY CHAIN FRIGREE PEN	\$2.00 DOZ.; \$24.00 GR.
WORLD'S SMALLEST COCKTAIL LIGHTER, CHROME FINISH	\$5.40 DOZ.
SMALL MESH POCKET LIGHTER, IDEAL GIFT	\$5.40 DOZ.

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SMALL WALKING BEAR	\$4.25 DOZ.; \$48.00 GR.
BEGGING FUR POODLE DOG	\$5.00 DOZ.; \$57.00 GR.
HOPPING FUR POODLE DOG	\$5.00 DOZ.; \$57.00 GR.
ITCHY DOGS	\$1.75 DOZ.; \$19.80 GR.
SANTA ON SLED (MECH.)	\$6.75 DOZ.; \$78.00 GR.
STRUTTING PUPPY	\$4.50 DOZ.; \$52.50 GR.
LARGE CRAWLING BABY	\$5.50 DOZ.; \$63.00 GR.

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For Holiday Selling

#1300 "GOLDEN GLEAM" GIFT SET

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- Gleaming Jewels: 8-Pc. Compact with Inner Door
- Carving Leather Wallet with New Style 24K Gold Finish Metal Protective Plating
- Beautiful Holiday Gift Box

\$24.00 per doz. (Sample \$3.00)

#1580 **MIRADY CARRYALL**

Shinning Fitted Box in Simulated Leather with Gift Studded Tartan Plume Containing:

- Lated Style Metal Compact
- Gold Plated Bell Pan
- Key Chain—Combs—Mirror

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IMPERIAL MDSE. CO.
173 Broadway, New York 2, N. Y.

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SWISS WATCHES \$8.45 7-JEWEL
They're beautiful! Sparkling new cases genuine Swiss movements precision rebuilt and guaranteed like new.

15-JEWEL, \$9.45; 17-JEWEL, \$10.45

(In lots of 5 or more 20% disp. on C. O. D. orders.)
Beautiful Britzstone Dial, 96' adjustment.
No extra charge for beautiful Snake Band on Ladies' Models—OR G.P. Expansion Bands on Men's Models.

Famous Make Watches
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7-JEWELS, in Elgin & Waltham only \$9.95
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Original **CASSINI** 5-PIECE WATCH and JEWELRY ENSEMBLE Complete—Only \$19.95

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Plus Gorgeous Matched 3K Gold Plate Costume Jewelry... BARRINGS—BROOCH—BRACELET—NECKLACE WITH PENDANT...
TERRIFIC FLASH AND APPEAL GETS ACTION!

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Send for CONFIDENTIAL LIST
Formal 25% Dep. Bal. E.O.D., S.O.B. Chicago
Send payment in full for postpaid shipment.
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Brand new 1950 model cases for 12, 15 & 17 jewel ladies. Ruby set movements. Guaranteed like new.

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Ladies' New Windsor Watch 7-Jewel, with rhinestone dial. \$17.95, \$14.65

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MA 406—Crawling Baby... 3.25	
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MUSICIANS—GIRL VOCALIST...
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No charge accounts.
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GIRL AERIALIST—BOARD WIFE...
MUSICIANS—FOR COMMERCIAL...
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NEED TWO-BEAT DRUMMER...
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#195 CRYSTAL HURRICANE LAMP \$130
\$150 Per Doz.

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Beeping Fur Dog, doz.	\$3.00
Lars Walking Bear, doz.	4.75
Medium Walking Bears, doz.	5.00
Walking Penguins, doz.	1.75
Acrobatic Fur Monkey, doz.	2.00
2829 Pear Dancine Santa Claus, 6 1/2 doz. gr.	7.50

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L. D. Phone: MO. 4-4520

Terrific Xmas Sellers



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in 6 different combinations...
\$12.00 d.l.
\$13.50 d.l.
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AUTOMATIC NEW PENCIL SAFETY LIGHTER—3 inch...
MECHANICAL TOYS
NEW FISH WALKING BEAR...
MINIMUM ORDER \$10.00

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TRY OUR SHOW BANNERS—PRICES ASK

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A-1 TATTOOING MACHINES, DESKINS
EVERYTHING YOU NEED FOR TATTOOING

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Ready to sell...
\$13.80 Doz. Without
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Send \$10 for samples of A or B...
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\$18.00

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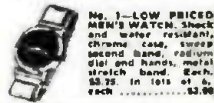
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EXTRA SPECIAL!
 NEW LADIES' AND MEN'S ELGIN, BUHOVA AND BERNUS WATCHES . . .
 \$29.95 TO \$71.50 RETAIL
AT 40% OFF LIST



No. 70—MATCHED PEARL SET. Showing 14 to 150 carat pearls with beautiful pearls with sparkling rhinestones clear, ruby or red colored stones, hand-set in 14 karat gold plate. Each, \$42.50 in lots of 3, each. . . . \$3.75

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Order Above Merchandise by Number, 25% With Order (P. O. B. St. Louis, Mo.)

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 211 N. 7th St. - St. Louis 1, Mo.

MAGIC TOWELS
 The Perfect Demonstration Item.
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The Sensational, Much Talked About Magic Towel! Made of extra-heavy rayon with real magic. Set free, chemically treated! Towel measures 17" x 27"

Cleans • Washes • Dries • Polishes
 ALL YOU DO IS RINGERS TOWEL IN WATER!
 Like magic, dirt, ketchup, grease, Waxes, carborundum, etc., disappear from towel! You can use the towels over and over again!

BUY IN BULK & SAVE MONEY!
 Packed in sealed, clear cellophane bags 3 1/2 x 5 1/2
 Towels (assorted colors) to each bag
 Package of 3 Towels: 35¢ Ea. in Lots of 100
 32¢ Ea. in Lots of 1000
 Sample Package, \$1.00

IMMEDIATE DELIVERY
 25% Deposit, Balance C.O.D.
SALLY GRAY
 80 East 11th St. New York 3, N. Y.

MERCHANDISE SPECIALS!

Walking Doll, Betsy Walker, Ea. \$12.00
 Peep Pies, Sample Doz. \$2; Gr. 20.00
 Bronze Horse Clock, Ea. . . . 5.25
 Walking Elephants, Doz. . . . 7.20

TOYS—TOYS—TOYS
 Visit Mate and Don't Be Late!
 25% Dep. Bal. C.O.D. P. O. B. Chicago
NATE'S SALES CO.
 1354 S. Halsted St. Chicago, Ill.
 OPEN SUNDAYS

CANDY FILLED CEDAR CHEST

Filled with two pounds of assorted choice chocolates.

\$3.00 EACH IN DOZEN LOTS

Write for Free Circular on Other Premium Items.
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LAKEVIEW SALES COMPANY
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WRITE FOR OUR FREE CATALOG

3-Pc. Lighter Set \$15.00
 Includes: 1. real rhodium-plated value!

POCKET LIGHTER \$7.20
 High chrome finish, fully waterproof.

PISTOL LIGHTER \$8.00
 Sample \$1.50
 Sure has most complete assortment of Black plating handle styles, heavy chrome.

HOTTEST MECHANICAL TOYS IN AMERICA

1/2 Lge. Walking Bears	6.75 Doz.
Begging Poodle Dog	5.75 Doz.
1/2 Lge. Walking Elephants	6.75 Doz.
Jumping Fur Dog	5.75 Doz.
Hefty Dog	1.80 Doz.
Singing Canary	2.40 Doz.
Dancing Couple	3.00 Doz.

Immediate Delivery On Every Item On This Ad!
 25% Deposit With Order, Balance C. O. D.
GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

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EUROPEAN and AFRICAN NOVELTIES

These are **BIG PROFITS** for you in these romantic things from far away places

- BASQUE BERETS (Tamp-Shanters) for men and women!
- ESOLIC, Spanish MANTILLAS, SCARFS and COMBS
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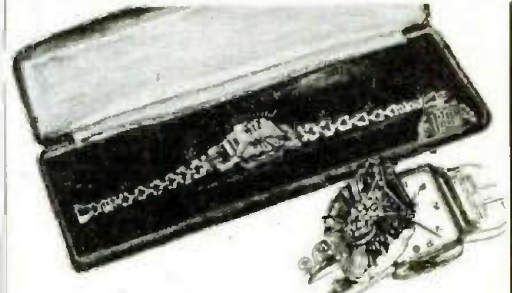
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Complete 5-PC. Gold-Plated Stainless Steel back Bracelet and Watch with guaranteed BRAND NEW 17 jewel movement. Dial set with 4 round stones and 8 round links. Matching CURV Links, Keychain, Tie Clip and Collar Bar. Beautiful Jewel Gift Box with 50¢ price tag.

\$19.75 Each Set

25% Deposit, Balance C.O.D., F.O.B. Chicago. WHOLESALE ONLY

Watch has famous PIERCE 17 jewel movement. Established since 1883, recognized the world over. Pre-finished by electricians with original Factory Written Guarantee.

Hot Item Sensationally Priced!

Rock-A-Bye-Baby
 ● Cries ● Sucks Thumb ● Moves Arms and Legs

Doll is contained in baby's dress with diapers and undershirt. Like a new-born infant, she's wrapped in a baby blanket tied with a big bow!

Some on above, giant 21" life size, Doz. \$45.00
 Each Sample, \$1.00 extra.

\$32.00 DOZ.

OUR NEW XMAS CATALOG IS NOW READY. WRITE FOR YOURS.

25% Deposit, Balance C. O. D.
Joe End & Company, Inc.
 435 West Broadway New York 12
 WALKER 5-8280

Merchandise Topics

New York:
 For \$1, Braid Maid is a rug braider by Bandwagon Manufacturing Company. The steel item clamps to a table, and holds the finished braid securely as it is fed thru. . . . Another version of this idea is presented by Exactest. Its carpet rag splicer has a bracket that clamps to one's knee. . . . Carded three for 15 cents retail. Threobed is a clear plastic spool holder that clips to a spool and prevents the thread from unwinding or tangling. . . . Salient Life-time Waller is packing its bill-folds in clear plastic boxes that later can be used as cigarette boxes, candy dishes, etc. . . . Alexander Becker's new 10 1/2-inch Blackmoors (native figurines) are reported receiving wide attention. . . . Jo Delahunt is delivering a handbag key caddie for \$1 retail. The plated item attaches to the inside of milady's purse. . . . Another costume jewelry item is Ogden Stern's lapel pin that magnetically holds a mechanical pencil—\$2.50 seller. . . . A replica of Old Ironsides, Thomas Manufacturing Corporation has a metal plated plastic ship for 25 cents retail. The miniature ornament, in gold or silver finish, is mounted on a black pedestal base. . . . E. G. Howard is running a sale on government surplus Prophylactic tooth brushes. . . . American Cut Crystal Corporation is exhibiting a quality line of heavy hand-cut crystal ashtrays. . . . Walter E. Simon is importing French hand-carved head pipes. The pipes sell for \$3.50. . . . Flint Outtery division of Ekco Products has a new six-piece steak knife set. With serrated edges, the blades are made of vanadium steel and the handles of Brazilian rosewood. The \$9.95 retailer is offered with a wooden holster block that can be hung on the pantry. . . . As a promotional item, Pantry-Pal is a 24-piece set

AMERICA'S LOWEST PRICES

IMMEDIATE DELIVERY

Large Walking Bear	Es. \$5.00 Doz. \$55.00
Imperial Walking Elephant	Es. \$6.00 Doz. \$60.00
Performing Seal with Ball	Es. \$5.00 Doz. \$50.00
White Fur Jump Dog	Es. \$4.00 Doz. \$40.00
White Fur Bessing Peasie	Es. \$4.00 Doz. \$40.00
Black & White Rabbit	Es. \$3.00 Doz. \$30.00
White Jump Rabbit (large eyes)	Es. \$3.00 Doz. \$30.00
Bobo Walking Bear	Es. \$2.00 Doz. \$20.00

175 5th Ave. New York 7, N. Y.

CONSOLIDATED DISTRIBUTORS, INC.
 2412 3rd Ave. Seattle, Washington

Represent the Mfr.!
 First class! A fine line of

AMERICAN MADE

15 J. WATCH ENSEMBLES

Salemen with established following! Sell Jobbers, Operators, Premiums & Punchboard Field! Protected territorial Standout, volume line! Write at once, usually territory covered.

LINCOLN AMERICAN WATCH CO.
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BINGO OPERATORS

New exciting Triple Bingo Cards in sets of 100 to 300 cards. They have all 75 numbers on each card. Every time a number is called, every player can place a grain of corn on a number. There are fewer 20 or more winners on these cards than on standard cards.

\$15.00

PER SET OF 100 CARDS
 COMPLETE LINE OF GIFTS, TOYS, DOLLS AND PRIZES. WRITE US WHAT YOU ARE INTERESTED IN.

SAUNDERS MFG. & NOVELTY CO.
 786 FRANKFORT AVENUE
 CLEVELAND 13, OHIO

XMAS MONEY MAKERS!

HORSE, DOG, DONKEY AND ELEPHANT ON WHEELS

- 100% High, 10 1/2" Wide, 11" Long Any Animal \$4.75
- 4" Rubber Tired \$4.75
- 4" Rubber \$4.75
- Large Bright Hub \$4.75
- Moving Eye \$4.75
- Moving Approx. 3 1/2" \$4.75
- Assorted Colors \$4.75

Any Animal with Hooves, \$1.50 More.
 Any Animal without Hooves, \$1 Less.

MAMA DOLL
 With 5 Way Velour
 When an arm or leg is squeezed, she'll cry! When she bends, she'll cry!

18" High Sleeping Baby
 Same as above, but 24" High. Truly a Fine Doll! Sample \$36.00 Doz. \$360.00

Satisfaction guaranteed or money refunded. 25% C.O.D. Refund. C.O.D. **Wade Distributing Co.**
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Chronograph

Guaranteed New \$37.50

lots of 6 or more
 control buttons to start and stop a watch and hold a hand polished chrome case. Leather strap. 2 tone dial. Sample \$33.00

Brand New—Genuine Swiss
CALENDAR WATCH

Fully automatic, dates change in window. C.R. time for ease with sweep second hand dial and hands. Genuine leather strap.

\$4.50

25% Deposit on C. O. D. Order. Wholesale Only. No Returns. Lead for big territory. Guaranteed. Write for World Wide Watch Co.

World Wide Watch Co.
 181 Canal St., New York 13, N. Y.

RUBBER NOVELTIES

"BRONX CHEEK" MONKEY HEAD
 Curious, printed features! Squeezes and pop out tongue. produces hilarious bronchial! Popular at 25¢ retail. Gr. \$8.40

WHISTLE WHALE
 Beautifully made. 6 1/2" rubber whale, bright color, bulging black features! Squeezes and pop out tongue. produces hilarious bronchial! Popular at 25¢ retail. Gr. \$12.00

HARRY M. DORN
 Not cash. P.O.B. N. Y. Phone: COlumbia 7-5500
 1125 Broadway New York 18, N. Y.

Selling Like Hot Cakes!

ACTION FOTOS

POCKET SIZE—RETAIL 50¢ each
 Actual photos and subjects and even fields when lifted! 50 "mirrored" subjects and 2 relatives. Plastic finish.

Samples 50¢ ea. Postpaid
 2000 INQUIRIES INVITED

D. ROBBINS & CO.
 121-B W. 42nd St. New York 18, N. Y.

WALKING BEARS—SEALS
 Carrots, etc. (15 models)
 \$4.50 per doz. & doz. acid \$34.00
 F.O.B. Los Angeles

Branded Brakerogge
 Box 1122, Colton Station
 Los Angeles, Calif.

300% TO 500% PROFIT
!! EVERY DAY !!
CASH IN ON THESE MONEY MAKERS
THEY ARE TERRIFIC

No. 301
\$2.65 Doz.
Gents—A real flashy round white stone and a big netter.



No. 877—Heavy Mounting—Hand Set Sparkling Full Cut Imported 1.21 Stone. It's a Gem and a Beauty!
AGOVE 2 SAMPLES POSTPAID. \$1.00
Deposits with all C. O. D. orders.
PROVIDENCE RING COMPANY
40 Washington St. Providence, R. I.

MEDICINE MEN!
The House That Quality and Service Built

For real repeater-lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Cellulose Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Blended Tablets, B Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Sale. Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our new brands as well as 31 years of continuous service.

We have doubled and tripled the speed and efficiency of our service because we have now installed new machinery—have larger, more floor space—new labeling machinery—new filling machines—new and complete packing improvements, insuring our customers one-day service. We invite you to see our new plant when in Cincinnati. Write, wire or call us for prices.

THE HOUSE OF SERVICE!
CELTOSA MEDICINE COMPANY
Established 1919
1916 Central Ave., Cincinnati 2, Ohio



OAK-NYTEX
FLYING SAUCER BALLOON
Red Hot Pitch Item
Action Noise order from your jobber

The OAK RUBBER Co
Reading, Ohio

PUBLICATIONS SALESPERSONS
Opportunities in all States or High Commission. Forbonable salesperson only.

TRADE PRESS BUREAU
1606 Main St., Kansas City 8, Mo.

Oak Balloons
For immediate shipment!
Write for FREE Catalog

STATE NOVELTY CO.
916 W. 9th, Clair, Cleveland 13, Ohio

CHALLENGE
We challenge you to challenge and beat our prices. Puffed lighters (large), \$64.00 gross. Famous "R" brand Pen Sets, \$42.00 gross. Same 4 pr. Sets, \$29.00 gross. "Raven" Perfume (16.33 oz. bottle), \$11.00 gross. Loretta Hair Washing Beer, \$8.75 gross. 100 other bargains—new making free catalog. Write, we will send you an order. 35% deposit. Agents wanted all over country.

CO-OPERATIVE IMPORT CO.
122 West 11th St., N. Y. C. 2

PHOTOS IN MILLIONS
Best quality in quantity
5 to 100, 25¢ per 100.
Orders 20 to 50, 12.30¢ per 100.
See samples and photos
Demand 10¢ per 100 in advance.
All other states.
Write for 2022 sample & list \$3

MOSS PHOTO SERVICE 153 W. CO. ST. N. Y. 10

CLEAN UP WITH PLASTIC BATON TOWELS
Successful Quick Demonstration in Green, Ink, Nitrine, Pine, red, red in cold water. Use over and over. Package holds 8" 10" 20" Towels. Sell at 15¢ each. Hand #1 for simple package of 2 Towels. Big profits every time. All orders 50% deposit, balance C.O.D.

SUNBRAM PRODUCTS
624 1/2 St. South St. Petersburg, Fla.

Send for Free Catalog
Custom Jewelry, Wrist Watches, Lighters, Meritites, etc.

CASH SALES COMPANY
504 7th Ave., Pittsburgh 19, Pa.
Atlanta 1-1344

Pipes for Pitchmen

—by Bill Baker—

HENRY A. SCHNEIDER who was found dead November 8 in his hotel room in Huntington, W. Va., by a friend, Louis Zetta, was widely known in Pitchdom and for the past several years had confined his operations to West Virginia. He was best known for his Restore You tonic which he manufactured and sold thru his pitching activities. Born in Coburg, Germany, in 1887, he is survived by a brother, Fred Schneider, Springfield, Mo. His body was shipped to Kansas City, Mo., for burial. A coroner's inquest found that Schneider's death was due to natural causes.

CARL CHAFFIN novelty writer, has been tending bar at a Columbus, O., cafe since closing his tour of fairs in the State.

F. C. PARDEE and R. E. Williams are holding down Virginia and West Virginia on the sheet. They would like to read pipes here from Steve McClain, Heavy Faulkner, Dave Dunlap and Wesley H. Brenzel.

"**DOC YATES** a celebrity of several years ago, who wrote scripts for Olson and Johnson when he played vaude, is in the clock and watch business here," Henry H. Varner reports from Akron. He's applying that old showbiz credo that you only get out of a business what you put into it."

DOC SHERWIN is directing the renovating program for his med show at quarters in Hugo, Okla.

LET'S HAVE some pipes from the following: George Bassett, B. V. (Murphy) Mangrum, Fred Mosher, Big Al Wilson, L. Schultz, B. M. Campbell, Doc Rowe, S. K. Rohrer, Ben Landers, John Delacoe, Chic Denton, Alexander, Pascha, C. A. Knowles, Dean Jartein, Eddie S. Matthews, James E. Miller, Horace Brazier, Robert Hallie, Billy Beam, Eddie Gould, Curly Miller, J. Arthur (Red) McCool, Clarence and Sonia Girourd, W. H. Knox,

Harry Tam, Harry and Ernie Taylor, G. (Bob) Langford, Jack Males, Speedy Ross, Bill Earnest, J. F. Greek and B. M. Campbell.

FOLLOWING HIS engagement at the food show in Cleveland, Big A. Wilson will head for Texas to play stores during the Christmas holidays.

HEAVY FAULKNER is still getting the lucre with sheet down South.

BOB ROACH is reported to be working cards at a Chicago spot to big business.

RED GUNN is en route to Texas, accompanied by Kid Smoke, sheet writer.

"**I'M WORKING**" in the H. L. Greene store here," letters Big Al Wilson from Oklahoma City. "A teachers' convention here brought 10,000 from all over the country and they pushed out plenty of cabbage. I'm planning to work with Nko Almen-dere, the monkey man, who has gone to Mexico for the Spanish monkeys. He has permits to bring them into the country. We expect to work them in toy departments. Let's have some pipes from Mickey Gunn, Eddie Gillespie and Jack Curran."

I. W. (HI) HIGHTOWER blasts the following from Atlanta: "This is my first pipe since I opened up my new honky-tonk barbecue and drive-in at Richland, Ga. It's called the Wagon Wheel. I had to pitch plenty of moola to get this spot. The welcome mat is ever out to pitchmen and show-men."

THE RIGHT LINE AT THE RIGHT PRICE



Guaranteed SWISS WATCHES

- Brand New—Not Rebut
- Klarsbach Pushing
- Sweep Second Hand
- Assorted Stadium
- One Year Guarantee
- Genuine Leather Strap or Stainless Steel Expansion

\$2.90 EACH

STOP CHRONOGRAPHS
Jeweled Movement, 3 Push Buttons
\$3.25 Ea.

Write for our latest Price List. Above prices for orders of 5 or more watches. \$1 ea. extra on orders under 5. 25% with order, balance C. O. D.

EDWARD A. WALDMAN CO.
16 W. 42nd St., New York 18, N. Y.

Proven Pitch Item!



SURE-FIRE PROFITS
"Tryed and true!" The amazing cycroscope always draws crowds. New Trans-Coast offers you the finest of its kind — the sensational MIRACLE Cycroscope. Especially packaged for the pitchman.

Sells easily \$4.20 Doz. for \$1.00
You Pay Only \$40.00 or. L. A. 1. A.

Send 25% deposit, balance C. O. D.

THE MIRACLE CYCROSCOPE
Is the... because you...
Handling best... product

TRANS-COAST DISTRIBUTORS
509 De Longue Ave., Hollywood 28, Cal.
Wholesale only

Big Profits Own your own business...
Bart Hlg. Co. 393 Cedar St., Brooklyn 2, N. Y.

CHEWING GUM
1st Quality! Best variety...
American Chewing Products Corp. 4th and 191 Madison Ave., New York 4, N. Y.

OUR MOTTO A SQUARE DEAL
Pat Sales, Big Profits...
L. E. R. 323 Cedar Ave., Lemay 32, Missouri.

SOMETHING NEW AT LAST
FRETTIN' FREDA



\$63.00 PER GROSS

\$5.40 PER DOZEN

Reg. United States Patent Office 1950 by Renaud and Whyte

No words or picture can describe the flash, color, and appeal of "Frettin' Freda." Born 20 days ago. As new as tomorrow. Carving a fast \$1 whenever there's a practical job to do. Tried and proven a tremendous success in Miami, Fla., and Washington, D. C., in drug and souvenir stores, gift shops, cigar stands, night clubs, etc. The rest of the world is virgin territory. This baby is only one month old and has never been out of its own front yard. There are 45 million families in the United States and at least one warrior in each family.

Our factory is running 24 hours a day. We have taken additional space and have a large stock on hand, and are prepared to make shipments same day your order is received. A gift and souvenir counter in a large downtown drug store had sold two gross of Frettin' Freda's a day for the last 15 days with an increase each day. And Christmas trade is still in the distant future.

DESCRIPTION—Competition demountable head. Australian Pine Cone body. Marble-like composition base. Highly lustrous finish. Mother of pearl ink well. Body trimmed with sequin glitter. It really has flash and color appeal. Packed one dozen to the carton, weight 20 lbs. per dozen. Individually boxed in mailing carton ready to address and mail 60c a dozen extra. Height 4 1/2", Width 4 1/2", Length 6".

PRICES AND TERMS—Sample packed in mailing carton, \$1 postage. Sample dozen \$5.40, cash with order. Larger orders 50% cash with order, balance C. O. D.

Our money back guarantee was born in 1923

Manufactured by

RENAUD & WHYTE

J. A. WHYTE, Sales Manager

Cable Address: Seashells

1225 S. W. 6 St. Tel. 3-6649 Miami, Fla.

Manufacturers of Television Logo Hats, Tropical Sand Shell, Souvenir, and Religious Lamps and Fountains, Coconut Cramps, Ash Trays, etc. If its tropical we have it. Free catalog on request.

MEN—Build a Wholesale Route GET INTO a Big Pay Business

We Help You Establish a Steady Route of Dealers Customers

Make good weekly earnings selling stores on the BIG line of 200 products—all daily necessities. Show merchants in your locality, wholesale lines. Line of self-selling consumer goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to start. Our products are bumper coats in cash—nationally advertised. No experience needed. Get all the money-making facts now! Write for "Venus" Future in a Wholesale Business of Your Own. It's FREE. No obligation. Write TODAY!

Worley Products Co., Dept. B. H. Spencer, Ind.

MIDGET BIBLE Big Profits From a Little Item

New edition, 160 pages, 32 illustrations, 1000 pictures. 1000 pages. Large size of portable design. Laid in leatherette. Beautiful gold and silver binding. Blue pebble grain cover. Wonderful BIG PROFITS!

Dealer Price \$6.99, 50¢ per copy. C.O.D. or cash. Send for 25¢ sample and order. Send for 25¢ sample and order. **JOHN B. BOWEN CO., Dept. F, 1880 W. 10th St., Los Angeles 4, Cal.**

STEEL OR WOOD CHAIRS Folding or Non-folding. Prompt delivery. Minimum order 4 feet. Buy for price. We guarantee.

ADIRONDACK CHAIR CO.
1140 Broadway, N. Y. C. 10312. Dept. C, MU 3-1265

Direct from MANUFACTURER Lamps, Novelties, Toys, Housewares

For further information write or visit N. Y. Office:

J. CHARTOFF
Dept. A, 1106 Broadway, N.Y.C.

ELECTRIC HORSE CLOCKS

Gold or Bronze Finish. Guaranteed Movement. Dark or Light Base. Overall Height 11 1/2". Overall Width 17".

\$5.00 Ea. in lot of 6 or more

Individually boxed, 6 to a carton.



MECHANICAL TOYS (Occupied Japan)

Walking Bears	Creeping Dogs
Walking Elephants	Grocery Cart
Hopping Dees	Walking Robot
Carrels	Man
Tumbling Dog	MOTTY-GA-Round Man

\$72.00 GROSS "We reserve the right to substitute."

WRITE FOR CATALOG. FOR RESALE ONLY.
25% Deposit, Balance C.O.D., P.O.S. CHARGE—OPEN SUNDAYS
ADLER SALES Sub. of W.S. Dept. Co. 849 W. Roosevelt Rd. Chicago 17, Ill.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blenders, Hummers, Hiccups, Plastic Siam, Flying Birds, Whip Balloons, Hats, Cams, Ball Game Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You are Interested In

ACME PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo.

GIVE TO THE DAMON RUNYON CANCER FUND

SOMETHING NEW IN JAR TICKETS

IT'S DIFFERENT ORIGINAL

Be the first in your territory with this "MONKEY-MARKER" that will increase your play and profits.

WRITE—WRITE—PHONE

ORIGINATION AND MANUFACTURED BY

TRIANGLE MFG. CO.

Anything in the Line of TICKETS for Immediate Delivery.

411 So. Tenth St., Minneapolis, Minn.

BUY BY MAIL

FACTORY WHOLESALE PRICES

No Job Lots or Close Outs

LEE JAY SALESBOARDS UNIVERSAL JAR-O-DO

No Order Too Large

JAR DEALS—PAD DEALS R W B—LUCKY SEVEN MATCH PAKS

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR

CAROL SALES CO.

312 E. Market St., Elmira, N. Y.

SALESBOARDS

1000 2x 2 Charley Board Prof. 65.00 6.75
1000 2x 2 LUCKY SEVEN Prof. 45.00 5.00
1000 2x 2 BUBBLES Prof. 30.00 3.50
1000 2x 2 J.P. Assorted Prof. 45.00 5.00
1000 2x 2 BIRD RUSTY Prof. 17.50 2.00
1000 2x 2 LOTO Board Prof. 17.50 2.00
1000 2x 2 J.P. Assorted Prof. 575.00 6.12
1000 2x 2 TEX. CHARLEY Prof. 102.28 11.28
1000 2x 2 J.P. Assorted Prof. 27.00 3.00
1000 2x 2 J.P. Assorted Prof. 45.00 5.00
1000 2x 2 J.P. Assorted Prof. 27.00 3.00
1000 2x 2 J.P. Assorted Prof. 45.00 5.00
1000 2x 2 J.P. Assorted Prof. 27.00 3.00

Write for TICKET LIST and Catalog.

DELUXE SALES CO.—BLUE EARTH, MINN.

Salesboard Sidelights

Phil A. Sax, Gam Sales Company, Peoria, Ill., reports firm's special holiday offering on its Tip Card deals is proving to be a regular sales magnet. Sax adds that the ticket lines are holding up very well order-wise, with an even plumper pattern seen as the trend this winter.

Jay Zells and Jay Goldman, Triangle Manufacturing Company, Minneapolis, are pitching all-out for their new jar ticket deal. Boys sum up the advantages of the new release with a teaser comment that it's sensationally different and original.

The smile habit has hit Ben and Marshall Malta at Peerless Products, Inc., Chicago, with the reason evident in their comment on board biz. Peerless' fall and winter lines are out hitting hard, if operator buying is any indication, boys say.

Irv Webb, Webb Distributing Company, Chicago, is another fellow to beat the drums for a play-getting number. Webb's

luster and a three-dimensional effect on the coin boards. In addition to cut-out lettering, Globe is the firm celebrating now its 40th year in the salesboard-sales-card field.

Werts Novelty Company, Inc. (Muncie, Ind.), officials Mrs. Iva G. Werts and Ralph Young, general manager, agree on peak production requirements to meet demand. New equipment in firm's bundling and folding departments last year are standing in good stead now, they state.

W. H. Brady Company, Chippewa Falls, Wis., is turning out the biggest line of Christmas push cards in its history, according to F. W. Brady. Cut-out numbers in this line are especially receiving nice order attention, he adds.

Letter List

Continued from page 107

- | | | | |
|--|--|--|--|
| Shnee & Nina (Warty) Roberta, Neff
Nevette (Tilly) Smith, E. H.
Norton, M. J. Volantini
Nurti, M. Paul P. W. Williams
Nurti, M. Paul P. W. Williams
Nurti, M. Paul P. W. Williams | Smith, E. H. Volantini
Smith, E. H. Volantini
Smith, E. H. Volantini
Smith, E. H. Volantini
Smith, E. H. Volantini
Smith, E. H. Volantini | Harley, Mrs. Bill
Harley, Mrs. Bill
Harley, Mrs. Bill
Harley, Mrs. Bill
Harley, Mrs. Bill
Harley, Mrs. Bill | O'Leary, Mrs. Virginia
O'Leary, Mrs. Virginia
O'Leary, Mrs. Virginia
O'Leary, Mrs. Virginia
O'Leary, Mrs. Virginia
O'Leary, Mrs. Virginia |
|--|--|--|--|

ORDER TODAY FROM SUPERIOR PRODUCTS, INC.

3123 W. Fulton St. Chicago 22, Ill.

SALESBOARDS—JAR TICKETS

NEW LOW PRICE

ALL ORDERS SHIPPED SAME DAY RECEIVED

No.	Play	Description	Prof.	Net Price
300	2x	QUARTER KOLDS, THICK	Def.	\$15.00 1.50
400	2x	5x CHARLEY, THIN	Def.	17.00 1.75
500	2x	5x CHARLEY, THIN	Avg.	52.00 5.20
1000	2x	TEXAS CHARLEY, THICK	Avg.	102.98 10.29
1500	2x	SOUTH PACIFIC GIRL BOARD	Avg.	34.00 3.40
1800	2x	HOLD THAT LINE GIRL BOARD	Avg.	27.00 2.70
1900	2x	FLAMING GIRL GIRL BOARD	Avg.	27.00 2.70
2000	2x	YEM COBY GIRL BOARD	Avg.	45.00 4.50
1000	2x	SIX TWO BITS	Avg.	114.28 11.42

Write for our latest illustrated price list

State your requirements. Large stock. Plain Tin Delivery, 1000007

Board of Coin Boards, 1000007. 25% deposit with all orders—balance C.O.D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

PUNCH CARDS

MASTER SEAL CARDS, ONE WINNER

No.-hole	Design	Per 100	Design	Per 100
10-hole	10-hole	\$ 1.50	10-hole	\$ 1.50
20-hole	20-hole	1.50	20-hole	1.50
30-hole	30-hole	1.50	30-hole	1.50
40-hole	40-hole	1.50	40-hole	1.50

10-hole, 10 to 70, takes in 3.00... 42.25
20-hole, 10 to 70, takes in 3.25... 44.12
30-hole, 10 to 70, takes in 3.50... 45.99
40-hole, 10 to 70, takes in 3.75... 47.86
70-hole Turkey Card, takes in \$12.00... 110.00

25% DEPOSIT WITH C. O. D. ORDERS

PRICES DO NOT INCLUDE SHIPPING

Wholesale Distributors Since 1920
KIPP BROTHERS
740-43 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, IND.

USE BLACKHAWK BOARDS

IMMEDIATE DELIVERY in any quantity of the below boards. You will find them the finest that money can buy. 100% name better!

No.	Play	Description	Avg.	Net Price
375	2x	LIFE BOOK	Avg.	\$3.15 3.15
1000	2x	CHEERY BOOK	Avg.	37.15 3.71
1075	2x	FORER PLACE	Avg.	23.97 2.39
750	2x	RED KING	Avg.	17.28 1.72
1000	2x	50 SOLES OF COUGH	Def.	36.49 3.64
1000	2x	TREASURE SHIP	Avg.	132.00 13.20
1000	2x	104 INDIAN HUNT	Avg.	34.00 3.40
1000	2x	500 WANDS	Avg.	34.00 3.40
1000	2x	500 DORY DAY	Avg.	34.00 3.40
1075	2x	JACKPOT CHARLEY BINGO AVE.	Avg.	27.00 2.70
1075	2x	YOUR CHOICE	Avg.	32.00 3.20

Ruin your order today! Enclose 25% deposit, pay balance plus shipping charges on delivery. Payment paid on orders of \$100.00 or more.

GALENTINE NOVELTY COMPANY 771 East 26th Avenue
South East, Chicago 16, Indiana

SALESBOARDS

FREE! Write for "NEW WHOLESALE NET PRICE BULLETIN"
NEW LOW PRICES—GIANT ASSORTMENT—FASTEST SELLERS
10th year giving immediate delivery on finest boards

LEGALSAR SALES & INDUSTRIES
222 2nd St., Huntington Beach, Calif.
P. O. Box 86-R, Ph. Lexington 42715

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- | | | | |
|--|--|--|--|
| Abraham, J. E.
Adams, John
Adams, Mr. & Mrs.
Allen, Earned (char) | Adams, John
Adams, Mr. & Mrs.
Allen, Earned (char)
Allen, Earned (char) | Clements, Mr. & Mrs.
Curtis, (Clementine)
Curtis, (Clementine)
Curtis, (Clementine) | Harley, Mrs. Bill
Harley, Mrs. Bill
Harley, Mrs. Bill
Harley, Mrs. Bill |
|--|--|--|--|

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- 3 Dots—45 Tip Cards
- 3 Dots—66 Tip Cards

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Write for Discounts on 5 or 10 Gross Lots. We Manufacture a Complete Line of Quality Tickets.

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1951 Coin Machine Tax Pic Preview

Part of Program To Be Taken Up By Nov. Congress; Full Action Later

WASHINGTON, Nov. 18.—Part of the coin machine industry's 1951 tax lab will be shaping up in the brief session of Congress, scheduled later this month, but the full impact will not be known until after the next Congress convenes in January. The House Ways and Means Committee launched hearings on an excess profits tax this week in advance of the formal "lame duck" session.

Such a levy is unlikely to affect much of the industry with the possible exception of manufacturers who happen to latch on to a

host of war contracts. The outcome of excess profits levy maneuverings, however, will influence corporation rates next year.

Despite a vote by which the 81st Congress voiced approval of a profits tax before going home for elections, it is by no means certain that one will be enacted. There is strong sentiment for a substantial rise in corporate taxes as a substitute on the grounds that a profits tax is too difficult to administer properly. In the event that a profits levy is turned down, all incorporated enterprises in the coin machine field can expect to find their taxes higher in 1951 than they would be otherwise.

Corp. Tax Hike

A corporation tax increase can be expected in any event, probably to a top rate of 45 per cent, with corresponding jumps of 2-5 per cent in lower brackets. Without an excess levy, however, the corporate tax is likely to hit a high of 50 per cent in the top bracket and be upped 4-10 per cent for the lower brackets.

Individual operators also will find higher personal income taxes next year. Amount of the rise is only in the talking stage at present, but the sentiment is for about a 10 per cent increase in the lower and middle income brackets. On top of income levies, many operators will have to pay a Social Security tax on their own incomes in 1951 for the first time.

(Continued on page 130)

Changer Supply Holds Despite Mild Shortages

CHICAGO, Nov. 18. — While material shortages have cut into changer and coin mechanism production schedules, manufacturers claim that the demand is being satisfied with little delay in most cases. Recent price increases by the firms have been relatively slight. Three of the suppliers exhibiting at the NAMA show this week have new equipment for easing the transition to odd-vent vend sales.

A. B. T. Manufacturing, it was learned, was forced within the last week to lay off some production workers due to a shortage of brass. The lay-off, however, is expected to be temporary. Prices on its line of drop chutes, push slides and changers were increased about 10 per cent last July.

New Penny Unit

The company showed a new penny unit designed to operate in conjunction with its standard coin mechanism. It was developed primarily for use on the Ideal Dispensers machine. Tooling for the assembly has already been completed, according to R. L.

(Continued on page 126)

Badger Sales Adds Premiums

LOS ANGELES, Nov. 18.—Badger Sales Company, headed by William R. Happel, Jr., is adding a premium merchandise department. Jack Leonard, of the parts department, has been named to head the new section, with Irving Cooper being added to the personnel.

Badger will handle items direct from manufacturers and specialties in "hard to get" items. A tie-up has been made with the Far Eastern Sales Company in Japan, with this firm supplying Badger's premium department direct.

SPORTS NIGHT AT BRIDGE T CLUB

BRIDGEPORT, Conn., Nov. 18.—The shuffleboard division of the Schweabischer Maecenor here conducted a successful Sports Night at their hall on French Street November 10.

Mayor Jasper McLevy was guest speaker. Other guests included Mrs. Christine Gehrig, mother of the late Lou Gehrig; George (Kidno) Davis, Neat Ball, Billy Prince, Jimmy Rooney, Lou Bogash, Chet Gladchuck, and Thomas Murphy of the sports world; Police Chief John A. Lyddy, Fire Chief Martin J. Haydon and Police Capt. George Washburn.

Program included sports films of baseball, football, boxing, fishing and winter sports; an act by Boso Kelly, tramp comedian, and songs by the Park City Four.

MFRS. DONATE HAPPY HOLIDAY

CHICAGO, Nov. 18.—A group of the supply manufacturers showing at the NAMA convention here this week combined to bring a happier Thanksgiving to orphans at the Angel Guardian Home in Chicago and to a group of Cub and Brownie boy and girl scouts at St. Mary's Church in suburban Evanston.

Providing the holiday goodies were: Wilbur-Suchard; Ferraro; Cadbury-Fry; Federal Sweets and Biscuit Company; Honey-Bee French Fries; Spacarb; Serp Syrup; Canada Dry; Orange-Crush; Automatic Products, and to drink the beverages, Dixie Cup and Lily-Tulip provided a full supply of cups.

4 Lock Firms At Show Mull Future Supply

CHICAGO, Nov. 18. — Four major coin machine lock companies exhibiting at the NAMA convention here this week took their vending machine customers that while orders are currently being filled at a normal rate, growing shortages of steel and in particularly brass are making the future outlook problematical.

The biggest questions in the minds of the four firms, Deutch Lock Company, Hammond, Ind., Chicago Lock Company, Eagle Lock Company and Illinois, all of Chicago, are how long will they be able to manufacture locks at a normal output and how soon will the government ask them to produce items essential to the national defense. All four made key items in World War II.

However, each firm emphasized it planned to satisfy civilian demand as long as possible, and would fill orders as received.

United Builds Double Shuffle

CHICAGO, Nov. 18. — United Manufacturing will start production of a new unit, Double Shuffle Alley, featuring disappearing pins, rebound action and official bowling scoring next week. Unit is the only two-player shuffle game to include these three features.

United is also in production on its new Skee-Alley shuffle game, featuring the play action of Skee Ball.

New Coin Tax

MIDDLEPORT, O., Nov. 18.—City council here has voted to tax juke boxes, pinball games, shuffleboards and shuffle games and other coin-operated amusement devices \$25 each per year. Tax becomes effective immediately.

See Copper, Cobalt Cutbacks Following Aluminum Slashes

Steel Supply Still in Dark; Mull Effect on Coin Machine Companies

WASHINGTON, Nov. 18.—The heavy cut-back in aluminum ordered by National Production Authority (NPA) this week is expected to be followed by similar orders for copper and cobalt. A tin order is also in the offing. A slice in copper supplies comparable to the 35 per cent cut in aluminum would have a serious effect on coin machine manufacturers.

Probably the biggest blow to the industry would be a severe cut-back in steel. National Production Authority (NPA) plans for steel, however, are still in a hazy state. Steel supplies are higher in proportion to military needs than any other strategic metal, but defense needs are now taking only about 10 per cent of steel output as compared with nearly 30 per cent for aluminum. The armed forces use

of steel will be increased steadily, however.

Cobalt Order

The cobalt order, which is now in the processing stage at NPA may knock out nearly all cobalt for civilian use. Cobalt is extensively used in speakers for jukeboxes. NPA-ers, however, figure that substitutes can be used.

The anticipated copper order will cover all types of the metal, including copper wire, a vital part of all coin machines operated by electricity. If the NPA rules for copper follow the line of those issued for aluminum, copper wire in normal amounts will be available.

(Continued on page 126)

GIVEAWAYS

Shuffle Rep Uses Boards To Aid Orgs

DENVER, Nov. 18.—Much good will is flowing the way of Jack Williams, head of Capitol Sales Company on West Colfax Avenue here, due to the operator's gift of three shuffleboards to Colorado institutions.

Williams, a long-time Elk, not only aided the fraternal organization in a financial charity drive during recent months, but pitched in to provide shuffleboards at St. Vincent's, an orphanage; the Colorado Reform School at Buena Vista, Colo., and the House of Good Shepherds, a religious home for orphan boys. The machines, veterans of long service on Williams's routes, were completely rebuilt and refinished, and will be serviced by Capitol Sales mechanics.

Well Received

"Most operators will find a useful and good will-building opportunity to dispose of machines which have amortized themselves by donating them to such institutions," Williams said. "Frequently this has the effect of offsetting public dislike of coin-operated amusement devices. All three shuffleboards have shown by the heavy play received how well they are actually appreciated."

There are scores of worthy institutions in almost any major community which are glad to receive used games, phonographs, etc., Williams added.

Federal Parks Offer Ops New CM Locations

Record Attendance In 1950 Points Up Sites' Importance

WASHINGTON, Nov. 18.—Many of the nation's federal parks are using coin machines, but many more could probably be accommodated. National Parks Service (NPS) officials told The Billboard after the agency announced that a new record for visits to parks and monuments was set in the travel year ended September 30, 1950.

Nearly 33,000,000 visited the more than 100 parks, monuments and historical sites administered by NPS, which is a branch of the Department of the Interior. The 1950 year set a new record, despite the transfer of the mammoth Lake Takoma recreational area to the army engineers.

NPS officials explained that many of the places under the jurisdiction of the Interior.

(Continued on page 126)

Retail Drug Stores Still Top CM Stops

WASHINGTON, Nov. 18.—Retail druggists, steady coin machine locations, are rapidly increasing their sales after a slow start during the first half of 1950, Commerce Department has reported. Unlike most types of retail stores, druggists failed to increase sales during the panic buying period in early July, but are now profiting from high wages and employment.

The nation's druggists, indies and chains, grossed \$305,000,000 in September for the highest total since last December, Commerce said. That represents a 2 per cent increase over August and 8 per cent over September, 1949.

On a regional basis, the Mountain and Pacific areas slumped slightly from a year earlier, but all other sections showed gains of at least 2 per cent.

Pitt Premium Dealer Dies

PITTSBURGH, Nov. 18.—A. H. Rappert, 58, president, A. H. Rappert Company, Pittsburgh, died October 30 at Montefiore Hospital, Oakland, of a blood clot following a minor operation. Leaving the food business in 1929, Rappert started with \$7.50 and a rusty truck selling novelties to CCC camps.

He progressed to army canteens, and finally became a jobber-trading with premium operators.

Coin Mach. Exports Reveal 41 Per Cent Gain Over 1949

Venezuela Tops \$ Market; Used Game Interest, Price Climbing

WASHINGTON, Nov. 18.—With Venezuelan operating firms accounting for more than half of the dollar total, August coin machine exports amounted to \$238,467 for 1,161 new and used music machines, vendors and amusement games. This brought the figures for the first eight months of 1950 to \$1,725,253, a gain of 41 per cent over the same period last year.

Where Canadian and Belgium firms set the pace in the July report, Venezuelan importations, dollar-wise, was the big factor in August. Operators from this South American country purchased \$91,578 in coin phonographs, or 60 per cent of all music shipments; \$22,292 in vendors, or 79 per cent

of the August market, and \$10,443 at 19 per cent of the games exported. The over-all Venezuelan purchases was the largest monthly dollar total for one country since October, 1947.

Leading Buyers

In addition to Venezuela, the principal buyers of music equipment in August were Canada, 74 units for \$13,005; Salvador, 28 machines for \$12,384, and Cuba, 88 boxes for \$13,780. The over-all price per unit was \$203 and varied from the \$888 paid by a Japanese operating firm for each of five machines to the \$146 paid by Chilean coinmen for each of 10 coin phonographs.

Only four countries were on the August export vending sales list. As in the music field, Venezuela dominated this department. Other nations buying automatic merchandisers were Cuba, whose coinmen bought 100 vendors for \$3,500; Japan, 12 units for \$2,851; and Canada, 68 vendors for \$1,585. Unit prices averaged \$121.

For the fifth consecutive time Canadian operators were the largest volume-buyers of U. S. made games and spent a total of \$23,946 for 356 pieces. Second in this department was Venezuela, 36 games for \$10,443. Belgium was next with 51 games for \$3,099. The

(Continued on page 122)

Rock-Ola Readies New Juke; Adds Execs; Gets War Pacts

CHICAGO, Nov. 18.—With the Rock-Ola Manufacturing Company's new phonograph, the Rocket 51-50, now going into production and scheduled to be introduced to the trade in a "National Rock-Ola

Days" celebration before the end of the year, firm officials this week revealed the addition of two members to the corporation staff and the awarding to the company by the government of a \$250,000 defense contract.

Export Hdqtrs. Opened in Chi By Ristaucrat

APPLETON, Wis., Nov. 18.—Joe Cohen, head of Ristaucrat, Inc., here, announced the formation of an export division to handle foreign sales of its Ristaucrat 45 r.p.m. counter model music machine. Headquarters for export sales has been established at 33 North Wabash Avenue, Chicago.

Cohen stated that inquiries from operators in foreign countries had grown to such proportions in the past two months that it was necessary to set up this separate division with personnel experienced in the intricacies of export trade. Joe Caldron heads the new division.

Some of the advantages of the Ristaucrat 45 in the foreign market, Cohen explained, are its shipping weight of 35 pounds and the low duty required because of its low price. He added that because space is at a premium in most foreign locations, the Ristaucrat can fit into many shops which can not handle the large machines.

The export division is equipped to handle sales of 45s to overseas operators of the Ristaucrat machine. Caldron stated this was a service feature for those in countries without established record distributors but emphasized that U. S. record manufacturers have outlets in a high percentage of countries and therefore setting new 45 r.p.m. releases would not pose a problem for Ristaucrat locations.

Caldron is also president of Trans World Trading.

Art Weinand, vice-president and director of sales for the firm, stressed the defense contract received this week, as well as others which are expected to be awarded Rock-Ola in the near future, will have no effect on the production schedule of the new phonograph. This production, which started this week, will be followed in the near future by deliveries to all distributors. When these deliveries are completed, the trade introduction, on a national scale, will be held.

Staff Additions
David C. Rockola, president of the firm, said that Merle George has been appointed chief of inspection and Tom Ryan has been named director of personnel for the firm, both appointments becoming effective immediately. George is a graduate of the Uni-

Balto Org Sets Annual Banquet

BALTIMORE, Nov. 18.—The Amusement Machine Operators' Association of Greater Baltimore (AMOA) this week announced it will hold its third annual banquet and dance Sunday, February 4, 1951, at the Lord Baltimore Hotel. As in the past, representatives of the entire industry, including manufacturers, distributors and operators, will be the guests of the association at its annual event.

Officers of AMOA are Irvin Goldner, president; Irvin Mason, vice-president; Gabe Camby, secretary; and Moe Kaminsky, treasurer. Board of governors includes: Bernard J. Rose, Cecil Levinson, Edward Rudo, Charles Cantora, Charles Barrash, Maurice Davis, Irvin Goldner, Irvin Mason, Gaby Camby and Moe Kaminsky. Geraldine Burns is staff secretary.

So. Automatic, Steel Top Promotion Contest

GRAND RAPIDS, Mich., Nov. 18.—Southern Automatic Music Company, Cincinnati, and Steel Music Company, Durham, N. C., were the winners of the AMI Promotion of the Month contest for October. It was announced this week by William E. Fitzgerald, advertising and sales promotion manager of AMI. Both firms received AMIVOX awards.

Joe Weinberger, who heads the Cincinnati headquarters of Southern Automatic, took the October award thru a special promotion which had the Model C phonograph featured on the Night Varieties show on WKRC-TV. Backing up the teevce plug were a series of mailings to operators in the territory telling of the promotion.

Trailer Tie-In
Steel's promotion tied in with the arrival of the AMI Trailer Caravan in his territory. Charles Steel, head of the firm bearing his name, sent letters to all operators

in his area advising them of the coming of the caravan. To stimulate interest in the visit, he staged a contest wherein ops were asked to guess the amount of the mixed change in the coin box of the Model C in the trailer. Each operator was given the opportunity to lift the coin box, look at the coins, then record his guess. The winner of the contest received an AMI speaker, and a follow-up letter was sent to every operator who had made a guess, telling him the name of the winner and thanking him for his interest.

Runners-Up
Entries from Howard Dolph, Runyon Sales, and Walter Huber received honorable mention.

All distributors are now engaged in their November Promotion of the Month contest, Fitzgerald announced, with winners to be announced in December.

versity of Pittsburgh, and for eight and one-half years prior to joining Rock-Ola was chief inspector for Tropics-Air. He was also associated with the Pettibone Mulliken Company.

Ryan, before joining Rock-Ola, was director of personnel for three years of the Precision Scientific Corporation, three years with Horner, Inc., and 15 years at Automatic Electric.

Strengthen Rep Line-Up
In the past few months Rock-Ola division managers have been concentrating on strengthening the firm's distributor network in preparation for the introduction of the new phonograph. It was learned this week. At the present time this program is in its final stages, with the reps now set to receive their models of the Rocket for the "National Rock-Ola Days" showings.

AMI Appoints Central Dist. St. Louis Rep

GRAND RAPIDS, Mich., Nov. 18.—John Haddock, president of AMI, this week announced the appointment of Central Distributors, Inc., 2334 Olive Street, St. Louis, as distributor for the AMI line in that territory.

Central officials, all of whom are active in the business, include Charles L. Kagels, president; Norwood E. Veatch, vice-president; and Anthony R. Koupais, secretary.

The new AM distributor will shortly move into new and larger quarters near its present site, officials stated. The new building will offer complete sales and service facilities for the lines handled by the firm. Central, in addition to handling the Model C for AMI, will also act as distributor for the firm's complete auxiliary line, Haddock stated.

Atlas Holds 2 Ill. Shows

PEORIA, Ill., Nov. 18.—Atlas Music Company of Chicago held an operators' showing of the Seeburg 45 r.p.m. music machine at the Jefferson Hotel here today (18). A similar showing was held at the Fort Armstrong Hotel, Rock Island, November 7-9.

On hand from Atlas headquarters to explain the features of the 100-selection, 45-r.p.m. music box were Eddie Ginsberg, Mate Feinstein and W. S. Phillips. The Peoria showing was attended by operators from Central Illinois.

The three-day exhibit in Rock Island drew turnouts of operators and servicemen from Western Illinois. Bob Dunlap, Seeburg district manager; Sid Schneider, Atlas engineer, and Feinstein and Phillips took turns demonstrating the new Seeburg product.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Set Merchandising, Music and other departments up front in this issue of The Billboard are:

BALLROOM OPS SNAGGED IN CABARET TAX ISSUE
St. Louis Appeals Court rules: danceries are like cabarets, must pay 20 per cent levy (Music Department).

RCA VICTOR TO PUBLISH ALBUMS OF "IMMORTALS"
An album of greatest dance band hits, one of old vocalists, one of keyboard kings, and one of folk singers in offing (Music Department).

JAZZ ON LP EXPANDING
Old Jazz tunes, hits and non-hits, being re-issued on 33 1/2 by indies and paying off (Music Department).

WASHINGTON ONCE-OVER
Congress may try to boost amusement excises. NPA ready for further crackdown on materials (General Department, page 2).

And other informative news stories as well as the honor roll of hits and pop charts.

OFFER TOP SERVICE

Disk Distrib Builds Better Op Relations

By Carol Hutter
WASHINGTON, Nov. 18.—Continuous research into methods of improving relations with operators has paid off dividends for Southern Wholesale, distributor here for RCA Victor Records, reports George Cervantes, who recently was named record manager of the firm.

A recent example of how Cervantes attempts to find ways of bettering service was the survey made last month with Jim Lennon, a representative of the factory. Both interviewed a number of operators in the area, asking for ideas on service, promotions, contacts with the distributor, etc. Cervantes said that these down-to-earth talks gave him a good insight into the type of service that operators looked for. He mentioned that the last time this survey was made, RCA put out a number of records for juke box consumption with the same tune on both sides. This saved wear and tear on hit songs.

45 R.P.M. Machine

Another innovation at Southern Wholesale is the installation of the new Wurlitzer music box playing 45 records. Equipped to handle 50 numbers, the office machine can be played without

nickels by visiting operators. Reaction has been good, he said, and the firm was even instrumental in selling some of the machines, the this was not their original intention.

Cervantes estimated that within a month after the machines were introduced there were about half a dozen on location in Washington, thereby creating a new interest in 45 records. Now that Seeburg has brought out a 45 machine, he is contemplating installing this one in the showroom as well. He feels that even operators who don't plan on buying these units will be interested in seeing them.

Contacts Op

Cervantes also tries to contact local operators every two weeks. Since they are hard to reach, he usually makes appointments.

Cervantes issues bulletins on hit records about once a month. These supplement the literature sent out by the record company itself, he said. His bulletins single out a single record—one that has the best chance of being a juke box hit in this area. He believes it best to be restrained about these records, rather than pushing every new release as a big hit. In this way the operators pay more attention to his recommendations, he pointed out.

Merchandising Music

PLAY METERS . . . Operators, in increasing numbers, are singing the praises of play meters.

R. B. Baxter, Greenville, Calif., says he considers a meter a "must" on all juke boxes. Baxter also has a word to say on the 45 r.p.m. situation. He would like to see a manufacturer introduce a machine playing that speed—one that would sell to the operator for about \$500. Baxter says in his opinion a manufacturer with such a firm would steal the thunder in the industry. From reports, however, the possibilities of such a box making its appearance grow steadily weaker as all prices continue to climb. Still, as Baxter and other ops say, "where there's life, there's hope."

TOO MANY RELEASES?
From Ephrata, Pa., and Bogalusa, La., last week came the same question: "Are there too many records released today?" The Moffat Music Shop, Ephrata, said,

"Too many releases. They can't all be best sellers. A lot of good tunes are lost before they get started."

From Bogalusa, W. G. Huff, S & H Amusement Company, comments: "More concentration on fewer records—therefore giving longer life to the hit records. Too many releases now with no emphasis on certain hits."

BARGAIN COUNTER . . . The old bugaboo of six plays for a quarter as a gimmick to boost play continues to crop up. On one hand ops report by the idea just will not work, and then others, like the Brighton Automatic Service, Brooklyn, comes along with a reverse viewpoint. Brighton, for example, finds the six-for-a-quarter deal does attract more quarters, despite what they've heard from other operators. And so they use this bargain rate on at least a part of their equipment. It all proves an old saw, that operating is different with each firm.

TIPS ARE TOPS . . . E. I. Eldes, Lawrenceburg, Tenn., is one operator, that is, one of many, who has found The Billboard's Tips on Coming Tops a big help in selecting records for their music machines. Elder reports: "Tips on Coming Tops is exactly what I need as an operator to help pick my records—to turn them (the platters) into assets instead of liabilities."

PRE-RELEASE APPEAL . . . Note to diskeries: the following request is one of many which have been sent in from operators in outlying areas who are seeking help from the record companies. This one, indicative of most of the appeals, is from Don Southwick, The Campus Shop, Fort Col-

COIN MACHINE EXPORTS AUGUST, 1950

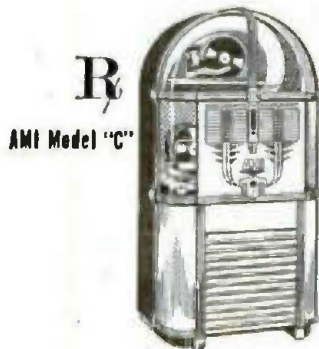
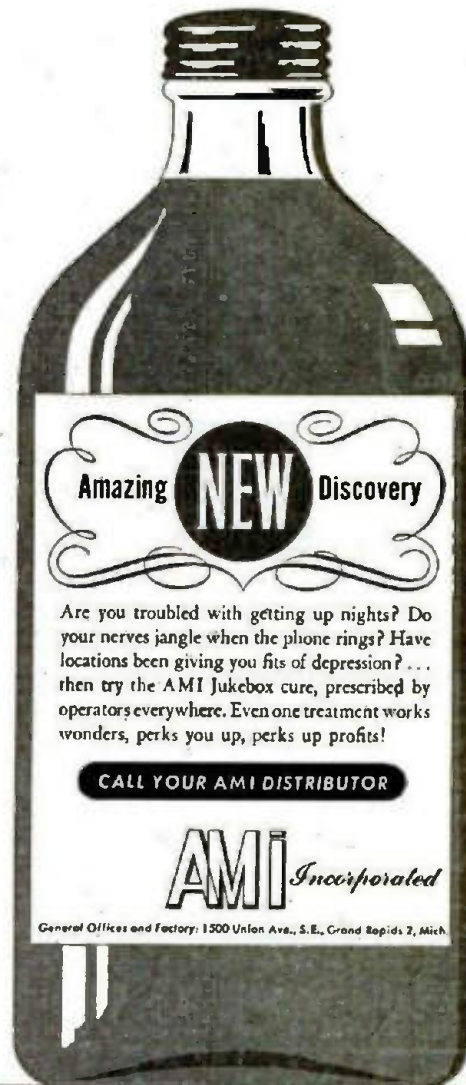
Exports in Rise

Continued from page 111
unit price for export games in August was \$121, up 20 per cent over July figures. An operating firm in the Netherlands Antilles paid the highest average price, \$563.

Since the last four months are usually the most active in the coin export business, most trade analysts believe that 1950 will end up as the second biggest year in field. One of the factors that will have special bearing on the final 1950 sales, it is pointed out, will be the desire for foreign operators to have extra supply of equipment on hand in case increased defense production results in curtailed coin machine output.

Country	No.	Value	Phonographs		Venders		Amusement				
			No.	Value	No.	Value	Games	Value			
Venezuela	272	\$124,250	167	\$ 91,875	\$542	69	\$22,232	\$322	38	\$10,443	\$290
Canada	498	48,536	74	13,005	176	68	1,585	23	358	33,946	93
Salvador	26	12,564	26	12,564	483	—	—	—	—	—	—
Cuba	468	17,250	68	13,750	202	100	3,500	35	—	—	—
Belgium	63	12,389	12	6,300	825	—	—	—	51	6,099	119
Japan	26	8,629	5	3,440	688	12	2,851	237	9	2,338	259
Guatemala	6	3,834	6	3,834	639	—	—	—	—	—	—
Honduras	6	3,236	6	3,236	559	—	—	—	—	—	—
Chile	10	1,480	10	1,480	148	—	—	—	—	—	—
Mexico	3	1,250	2	250	625	—	—	—	—	—	—
Colombia	48	1,200	48	1,200	25	—	—	—	—	—	—
Neth'lnds Antilles	2	1,126	—	—	—	—	—	—	2	1,126	563
Nicaragua	1	535	1	535	535	—	—	—	—	—	—
Other Countries	33	2,198	11	827	75	3	351	117	19	1,020	54
TOTALS	1,161	\$238,467	473	\$182,976	\$323	252	\$30,519	\$121	438	\$54,972	\$121

amazing new discovery!



Merchandising Music

Continued from page 112

ins. Colo. He writes as follows: "Are there any companies that will send a juke box operator such as myself a copy of their new releases?"

STRIP KICK . . . As operators seek out ways and means of bolstering their machine grosses, there is more talk about uniform title strips. The Harbor Automatic Music Company, Brooklyn, believes records would get better play in the nation's juke boxes if diskeries would send title strips to ops along with new releases, thus making for uniform and more easily read title panels in the multi-selection phonographs.

John L. Whipp Jr., Washington

operator, thinks colored title strips for special tunes also will pick up play on these selections, as the different color automatically attracts the patron's eye when he walks to the juke box.

One other factor on title strips which has been brought up by many operators in recent weeks is the fact that printed title strips give a general boost to the overall appearance of machines, and this is important when players first approach the phonograph.

State Tax Calendar

Alabama
December 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber reports due.
December 15—Income tax fourth installment due.
December 20—Sales tax reports and payment due.
December 31—Property tax reports and payment due (last day).

Arizona
December 15—Gross income tax reports and payment due.

California
December 5—Personal property tax on property secured by real estate due (last day). Private car tax due. Real property tax semi-annual installment due.
December 15—Personal income tax third installment due.

Colorado
December 14—Sales tax reports and payment due.
December 15—Income tax fourth installment due.

District of Columbia
December 20—Sales tax reports and payment due.

Florida
December 20—Admissions tax

NLBA Convensh Says Home Tele Hits Juke Box

WASHINGTON, Nov. 18.—Any current declines in revenues of juke boxes located in taverns are more likely the result of TV in the home than TV in the tavern, according to a report received by the members of the National Licensed Beverage Association (NLBA) at their convention here this week.

General tavern receipts have been falling off since TV became big-time, Paul Jurgensen, convention co-ordinator, stated. He expressed the belief that home video is the major reason.

Pointing out that per-drink sales of beer and liquor are losing ground to package store sales, Jurgensen said only about a quarter of all beer sold today is draft and about one third of liquor sold is by the drink. Some years ago, he asserted, 80 per cent of the beer and 70 per cent of the liquor consumed was sold over the bar.

reports and payment due. Rental tax reports and payment due. Sales tax reports and payment due.

Georgia
December 10—Cigar and cigarette wholesale dealer reports due.
December 20—Property tax delinquent.

Illaho
December 15—Cigarette wholesaler drop shipment reports due.
December 20—Property tax semi-annual installment delinquent.

December 26—Personal property tax due.

Illinois
December 15—Cigarette reports due. Sales tax reports and payment due.

Indiana
December 10—Cigarette distributor interstate business reports due.
December 15—Cigarette distributor drop shipment reports due.

Kansas
December 20—Property tax first installment due. Sales tax reports and payment due.

Kentucky
December 20—Cigarette wholesaler reports due.
December 31—Amusement and entertainment reports and tax due.

Louisiana
December 1—Soft drink reports due. Tobacco reports due.
December 20—Sales tax reports and payment due.
December 31—Property tax due.

Maryland
December 10—Admissions tax due.
December 15—Income tax fourth installment due. Sales tax reports and payment due.

Massachusetts
December 10—Meals excise tax reports and payment due.
December 20—Cigarette tax reports and payment due.

Michigan
December 15—Sales tax reports and payment due.
December 20—Cigarette tax reports and payment due.

Minnesota
December 15—Income tax fourth installment due.
December 20—Cigarette tax reports and payment due.

Mississippi
December 10—Admissions tax reports and payment due.
December 15—Occupation (sales) tax reports and payment due. Tobacco manufacturer, distributor and wholesaler reports due.

Missouri
December 31—Franchise tax due. Soft drink manufacturer tax reports and payment due.

Nebraska
December 10—Cigarette distributor reports due.
December 31—Tobacco distributor's license expires.

Nevada
December 4—Property tax quarterly installment due.

New Hampshire
December 1—Property tax due.

Utah
December 15—Excise (income) tax fourth installment due.

(Continued on page 115)

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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Continued from page 74

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
FRANKIE CARLE ORK (Alan Simms) The One Finger Melody VICOR 20-3952—Arresting novelty ballad with a gimmick cover catch. Carle's timing is effective while Simms turns in a straight vocal.		84--84--84--84
The Winter Waltz The adaptation of the "Star's Waltz" is treated brightly by Carle with a lilting group vocal. Could pick up some seasonal play.		80--80--80--80
GENE KRUPA & HIS CHICAGO JAZZ (Bobby Soos) Walking With the Blues VICOR 20-3945—Krupa's country wing makes a neat slice of a promising first album with Soos' touching off the bucolic feel in his vocal.		78--80--77--77
I'm Forever Blowing Bubbles The vocal and trumpet are an elegant instrumental reading of the evergreen revival sporting an Edmond Hall clarinet solo with Krupa's tubs. Good spinner and jazz bet.		81--84--80--80
AMES BROTHERS (Roy Rose) The Thing DECCA 50133—This slicing should give the Phil Harris reading its toughest competition. The dependable Ames wrap it up in crisp and cool-attracting style.		86--87--85--87
Music By the Angels The duet is aided by a change and a rithm setting to a cleverly penned ballad. Good performance and the song should lean to make this one a team winner.		88--88--88--88
ANDREWS SISTERS (Vic Schoen Ork) The Telephone Song DECCA 27318—Slight novelty to show with customary enthusiasm by the girls. But sticks up as a definite effort for them.		65--65--65--65
Sleigh Ride The sisters fall to like the simple enchantment which goes hand-in-hand with this stirring seasonal idiom. But if song goes, this diskery will certainly get a place among followers.		77--77--77--77
JERRY GRAY ORK The Spirit Is Willing DECCA 27318—A Gray original, bright up by the old Miller band, here is reworked with disc, drive and soul. Should capture spinners' fancy.		75--80--73--73
Where Do I Go From You Fine, moving dance ball sets the pace for an altogether tasty and exciting reading of an attractive duet; sung well by Tommy Traynor.		79--82--78--78
NICOLA PADNE-ANN MARIE GLISCI The Savior Is Born ETBA 127—A lot of religious set to a lively melody has some attraction, but the interpretation isn't the spark.		65--65--65--65
Merry Christmas to You Thousand Christmas waltz diskery doesn't stick up as much in this rather dull but legalment.		50--50--50--50
LIONEL HAMPTON ORK (Sonny Parker) Who Cares DECCA 27305—An insignificant ballad thought adequately by brass. Gory and sliced neatly by the band.		65--65--65--65
Oh, Babe Hamp's big, brassy crew cuts up an appropriate, if not particularly exciting coverage on this good material novelty bet. Could pick up some lost in r & b quarters.		75--75--75--75
EVELYN KNIGHT I Am Loved DECCA 27281—The thrush turns in one of her best mood ballads with this rich ballad from the Cole Porter score for "Out of This World." It's typically tough Porter piano which could draw a crowd and this diskery should get much of it.		82--85--81--80
Nobody's Chasing Me Cleverly styled, catchy Cole Porter novelty diskery from his "Out of This World" score is done up brown by Miss Knight with and from an outstanding arrangement. Could pick up heavy play.		87--87--87--88
ARTHUR GODFREY (Archie Bleyer) Yea Ho COLUMBIA 39048—Coffers, with driving dialect added, turns in an unlikely reading of this novelty.		72--75--71--71
The Thing The red head sounds like he had himself a hell when he cut his happy version of this fast-moving novelty ball. Should get a share.		79--80--78--78
PEE WEE ERWIN & THE VILLAGE FIVE When the Saints Go Marching In ETBA 127—A good, simple, and direct reading of a traditional old two-beat love song has the register sharp and hard-hitting Erwin done.		69--72--69--66
Tim Roof Blues Another sturdy two-beat fare from the stanzard Cleveland library is treated to a nice new reading by this vocalized little group.		69--72--69--66
ANDY RUSSELL with SKITCH HENDERSON ORK I Guess I'll Have To Dream the Rest COLUMBIA 39048—Revised to taste of November 4.		76--76--75--77
Clng to Me Russell does one of his best recent mood efforts with this attractive ballad which is handed with treatment with Skitch, his keyboard, and and chorus backing up tastefully. A last minute re-amping replacing the previously mentioned "Take My Love."		77--77--77--77
LEE MORGAN (C. Fuhrman's Ork) Somebody Mentioned Your Name TOP TONE 43—The boss does nicely with an old Black Krazy ballad.		62--62--62--62
My Own United States (Tom Perkins) Perkins, in a really good concert bar, sings a pompous flag-waver with little substance.		33--40--40--30
TERESA BREWER (Harry Jerome Ork) The Thing COLUMBIA 39048—The thrush gets off a business-like rendition of the novelty disk, with first-rate help from the band. Should pick up coin in the wake of the Phil Harris original.		85--86--86--84
Guess I'll Have To Dream the Rest Delay Martin Black's tone now getting a revival push is prettily projected by Miss Brewer. Disk faces much competition, tho.		76--76--76--76
NICK PADNE (Neal Holt) Mama Mia ETBA 506—Paine sings his own disk, a pretty ballad with an Italian feel quality. Working is uneven, but has heat.		63--63--62--64
Life Begins Today Attempt at a big, moaning ballad with phlegmizer doesn't come off. Neither does the Bower's singing and such here.		40--40--40--40
THE SATISFIERS (Tony Martini Ork) Smoke From My Cigarette U. S. 205—Good recording and performance of a pleasant ballad of the type once favored by T. Dorsey and the Pick Pipers. Pop hits distribution and heavy plugging.		68--70--68--66
I'll Never Tire of You Another fine group vocal on a tenor-joke job.		65--68--65--62

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ANNE SHELTON (Roy Robertson Ork) Only a Moment Ago LONDON 831—Pretty ballad is treated warmly by the British thrush. Would require heavy plugging if the disk is to go.	70--72--70--68
I Call Your Name (Roy Robertson Ork) Also Walter did the adaptation and lyrics on this gorgeous classic melody.	66--70--65--62
JACK SEARLE E. HOLMES Moon Whispers THRILLWOOD 109—Loop organ intro before bubbly makes his appearance bring all interest here.	30--30--30--30
My Yankee Bum (D. Clark-E. Holmes) Impossibly amusingly (to be sung) rather well by cat with cruan background.	30--30--30--30
ARTIE WAYNE (G. Cates Ork) Can't Seem To Laugh Anymore CORAL 20333—Wayne gets a warm in the attractive jittery Parker Gipsy.	74--74--74--74
Right About Now Wayne chants will have again, but "now, a round-the-clock ballad, doesn't promise.	65--65--65--65
HARRY BABBITT (G. Cates Ork) The One Finger Melody CORAL 26325—Babbitt comes thru with a warm, sympathetic treatment of this pretty tune, set on a few old measurements.	80--80--80--80
I'll Get By Wayne and chorus apply the old Time Disc treatment to the standard for an effective ballad style. Use of time as their title could lend added meaning.	75--75--75--75
KAT STARR (Crystallite All Stars) Sunday CRYSTALITE CR 643—One of a cast of sides thrush out several years back with a first-reading crowd of sidemen like Vic Dickenson and Bigard. Fine jazz-groove dancing and playing.	71--71--71--71
Betcha I Catcha Nice informal, relaxed playing and scuffling here, with a different group from flip in back.	70--70--70--70
BOB HAYMES (Dave Terry Ork) Don't Ever Leave Me RING 15008—Haymes shows promising voice and styling on a routine ballad.	67--67--67--67
Could Be Wayne does a good job with the attractive ballad, which he so served.	70--70--70--70
JO STAFFORD-CORDON MacRAE To Think You've Chosen Me CAPITOL 1367—Shee applies their soulful-moosie harmonies to the pretty new ballad for a good cover job.	80--82--80--78
Hold Me, Hold Me Another quiet treatment of a quiet, old-fashioned and simple love song.	78--78--78--78
GUY MITCHELL (Mitch Miller Ork) My Heart Cries for You COLUMBIA 37067—Miller comes on with his set was not just on this stirring new ballad but with recurring refrain. Beautiful support from an & chorus.	87--87--87--87
The Roving Kind Catching, unusual story with low charity flavor, gets a mellifluous production, with a distinctive Mitch Miller touch showcasing the warbler smartly.	85--85--85--85
CHARLIE VENTURA ORK Tea for Two VICTOR 22-0103—C. V. and a big band make "gone" sounds with the Younger standard, but achieve no special distinction. Arrangement is slightly "Four Brothers"ish.	58--60--58--56
Lotus Blue Lester gives a pretty tune with arr. chording in back. For sea students, not the general listener.	52--53--53--50
DOLORES DELL (Two Spirits & a Flame) Who Kicked The Light Plug? JUBILEE 4013—Infectious burn of nonsense yell is something of a form thru, who has an unusual brassy quality, and boy trio.	76--76--74--78
Ping Pong Ball Newly material here is forced and flat. Group is good, but can't cover with this.	40--40--40--40
ARTIE SHAW ORK Autumn Leaves DECCA 27270—Shaw's clarinet is featured against a fair ark (with strings) in a tidy setting of the lovely, lush ballad. Instrumental.	77--80--75--75
Serenade in Blue The clarinet is spotted again in an effective wood instrumental setting of this fine oldie with a jazz-type swing interlude.	74--77--73--73
VICTOR YOUNG The Isle of Innisfree DECCA 27312—Covers the descriptive Irish pop love poem is beautifully done up by Young with his strong reedy ensemble.	72--75--72--70
The Dream of Olwen Young's lustrous strings which this lovely English pop concerta piece. A fine bet for whistles and family sales.	75--80--75--70
MUGGSY SPANIER Can't We Be Friends? BRUSWICK 80150—Reprise from the Decca catalog of a neat two-beat dance reading of a 1917 ballad by the 1941/2 Spanier big band.	68--70--67--67
Chicago The everyone is treated with punch and drive by the old Spanier crew. For the two-beat bust.	67--70--65--65
FRANK DeVOL ORK (H. O'Connell-F. DeVol) You Can Marry Me CAPITOL 1297—Rayton novelty serves as was some back material for Peter O'Connell; Devol joins in for the dust. It's a neat whiff which should please spinners.	72--76--70--70
The One Finger Melody (Grove Music) This delightful new ballad novelty is treated pleasantly for dancers in a smart Thornhill-ah with with a great vocal.	80--81--80--79
JO STAFFORD (Paul Weston Ork) If You've Got the Money I've Got the Time COLUMBIA 37065—Miss Stafford trades for another "Flamboyant" with this 1949 country honey lover. Her couple-in-check Billie Jayhawk could start the one-rilling in the pop field.	86--87--85--86
Tennessee Waltz The though some in a handsome cover-up of this fast-growing pop revival of a country hit. Should be a strong contender for piece money opposite the Patti Page original.	88--89--87--87
FONTANE SISTERS Tennessee Waltz VICTOR 28-2976—Tete does an adequate coverage on the growing country waltz. Tenors is a hole too tight but backing should catch a there just the same.	75--79--73--73
I Guess I'll Have To Dream the Rest Girls do one of their finest ever efforts in a free mood spin of this attractive oldie.	80--83--79--79
FRANKIE LAINE (H. Geller Ork) I'm Gonna Live 'Til I Die REGISTRY 5544—Laine production number is long on performance and it could connect for at least a small title on that account alone. Laine's faithful should grab this.	88--88--87--88
A Man Gets Awfully Lonesome Laine laid on the ballad harmonic for this effective production deal of an impressive if not persuasive effort. Performance could score with the marbler's steady following.	85--85--85--85
AUL SMITH QUARTET The Great Lie DISCOVERY 136—A new foursome, following the pattern of the Scharing King, turns out a tasty side with a familiar rift sass as the vehicle. Smith deals out some fine modern 80-ing.	62--65--62--60
The Way You Look Tonight More of the Shaping-like even, swinging beat and relaxed keyboard with emphatic 80 melody. Pleasant jazz suitable for cocktail trade as well.	65--70--65--60

(Continued on page 123)

Coast Jukemen Set Org; Name Pro Tem Brass

LOS ANGELES, Nov. 18.—The Southern California Music Guild (SCMG) has been formed by music ops here and officers and directors have been elected for a 90-day period. Group covers Imperial, Los Angeles, Orange, Santa Barbara, Riverside, San Bernardino, San Diego and Ventura counties.

It was agreed by those voting that officers and directors will hold office for the next 90 days to allow the infant org sufficient time to enhance its membership. This way each section of the southland will have equal representation on the governing body. Temporary quarters are at 427 South Western Avenue, Los Angeles.

A meeting has been scheduled for Monday (20), at which time operational policies will be determined. While org is similar to the California Music Guild (CMG), which covers the northern part of the State, there is no connection. CMG Presy George Miller, however, gave his enthusiastic support to the new group at the SCMG organization meeting here this week.

SCMG will work closely with CMG and the Music Operators of America (MOA). Elected were David A. Wallach, president and executive director; M. F. Tillison, vice-president; Bert Hammond, secretary and treasurer; Thomas Farrell, Irving B. Gayer, Ben Kaurie, John R. Hawley, Frank B. Navarro, Maurice Pierce and Lee Nelson, board of directors, and J. L. Stephens and Albert J. Hamilton, alternate directors.

Tenn. Tax Report

NASHVILLE, Nov. 18.—According to official figures given out by the State Department of Finance and Taxation, tobacco tax collections for the first four months of the 1951-52 fiscal year (July-October) totaled \$3,039,978, compared with \$2,920,912.32 in the same period last year. This represents an increase of 4.08 per cent.

State Tax Calendar

Continued from page 114

Vermont December 15—Personal income tax fourth installment due.	West Virginia December 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.
Virginia December 5—Individual income tax due. Property tax due (last day). December 10—Tobacco tax from warehousemen due.	Wisconsin December 10—Cigarette wholesaler and manufacturer reports due.
Washington December 15—Cigarette drop shipment reports from wholesalers due.	Wyoming December 18—Sales tax reports and payment due.

Music Systems Specials

POST-WAR SEEBURG		PRE-WAR SEEBURG	
148-M L. Bond	\$419.50	8200 Mitones	\$ 69.50
148-M	379.50	8800 Mitones	59.50
M-148-M Hideaway	339.50	9800 Mitones	59.50
M-146-M Hideaway	249.50	Seeburg Low Tones	69.50
147-S	279.50		
147-M	239.50	WURLITZER	
146-M	269.50	500	\$ 49.50
146-S	235.00	600	59.50
		700	79.50
		800	79.50
		850	69.50
		950	69.50
1015 Wurlitzer	\$229.50		
1250 New Wurlitzer	Write		
		ROCK-OLA	
1422	\$149.50		
		MILLS	
Mills Convellation	\$169.50		
		PACKARD	
Packard Manhattan	\$189.50	3W2-156 Three Wire	\$ 29.50
Packard Model #7	89.50	W1-156 Wireless	19.50
Packard Hideaways	75.00	50% deposit, balance C. O. D.	
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NAMA Convention Pulls Big But Sober and Buying Crowd

Sessions Indicate Prices Going Up, Materials Getting Scarcer

By Dick Schreiber

CHICAGO, Nov. 18.—This year's convention and exhibition of the National Automatic Merchandising Association was a sober affair with a crowded four-day (12-15) program revolving around such 164 questions as how much higher will machine and supply costs go? How

deeply will defense orders bite into the production of new machines?

When the convention ended, operators had few specific answers to these questions, but generally they carried away the impression that 1951 at best will be full of trouble spots. Prices, already up, are going higher, reflecting increased manufacturing costs. No one knows how readily available new equipment will be, but one speaker after another let operators know 1951 production will not begin to measure up to 1950.

More Firm Orders

On the exhibition floors, manufacturers said operators were placing firm orders for equipment. Most years, the NAMA convention produces hundreds of inquiries, to be followed up later by the field sales force. But this year operators were buying, perhaps in anticipation of new equipment

shortages sometime early in 1951. Although association officials refused to release official attendance figures, best guesses put the total somewhere between 4,000 and 4,500 with a higher than usual percentage of operators. Spot checks indicated attendance from the West Coast and South probably will not come up to the attendance from those areas drawn by the last convention NAMA held in Chicago. But Middle Western operators, who always make up most of the attendance at Chicago shows, just as probably established a new record.

First NAMA Balloting

Business meetings got off to an early start at NAMA's 15th annual meeting. Approximately 300 turned out for the Sunday morning (12) rouser breakfast, but two-thirds walked out when the annual business meeting was called to order.

(Continued on page 120)

HIT CHISELING

Holding Spots At Any Cost Weakens Ops

CHICAGO, Nov. 18.—Sometimes a good vending machine operator is better off not trying to hold every account he has, John W. Mock, Chicago management consultant, told the opening convention business session of the National Automatic Merchandising Association. Mock and Dr. Delbert J. Duncan, Cornell University professor of marketing, were keynote speakers Sunday (12) as the convention got under way.

Most vending machine operators, said Mock, are not concerned over getting new locations. But holding locations, he continued, presents a problem when "some of the boys get expansion minded and decide to go all out after the other fellows' locations" by buying locations thru "commission chiseling."

What To Do

Such situations, Mock told his listeners, can be controlled by keeping customers informed. "Don't wait," he said, "until competitor offers a larger commission or until a manufacturer builds a

(Continued on page 121)

Sirup Outlook Good; Supply, Prices Hold Up

CHICAGO, Nov. 18.—Major sirup suppliers to the coin machine industry this week indicated beverage operators will find a strong supply with prices holding firm in the coming months, subject, of course, to an all-out shooting war. Sugar, now available in large quantities, and concentrates are expected to continue available, but several firms warned against hoarding which might conceivably have an effect on the over-all picture at a later date.

One sirup manufacturer new to the vending field participated in the show, the Citrus Products Company, Chicago, manufacturer of Kist brand. Firm had its orange, root beer, lemon lime, grape, cherry, lemon and kola flavors on hand. G. B. Howard was in charge of the display. Prices are competitive, Howard said. Kist flavors are now being used in vending machines, and plans to

(Continued on page 119)

Alkuno Intros Tissue Vender

CHICAGO, Nov. 18.—Alkuno & Company, Inc., unveiled a hand tissue vender in its NAMA exhibit this week. Unit, approximately 8 inches wide and deep and 36 inches high, is designed to vend Purd's tissue in 50-cent packs.

Capacity is 110 packs, price \$68, according to Hans Hamann, Alkuno official.

Dime Bar Talks Highlight NAMA Candy Op Session

Air Test Results; Urge Greater Use of Gum Units, Food Items

By Fred Amanin

CHICAGO, Nov. 18.—Dime bars took the spotlight in both the opening and closing discussions at the Candy, Gum, Nut and Biscuit Operators' session Tuesday (14) during the NAMA convention this week, with operators offering three different viewpoints on the presentation: (1) Dime bars and nickel bars; (2) dime bars or nickel bars; and (3) no dime bars, period.

Operator reaction to the question boiled down to this, as indicated by debate from the floor during the final question and answer period: (1) Dime bars would have to be actual 10-cent items, not token merchandise such as flooded the market during the 1946-48 period; must be trade named bars, with the dime price on the wrappers and double the weight of the manufacturer's 5-cent bars; (2) dime bars should be added, if at all, to vendors gradually, with one or not more than two columns devoted to them. Also, the same machine must not stock nickel bars similar to the dime items at the same time.

10- Bar Can Be Sold

Chairman William Fishman, Automatic Merchandising Company, Chicago, summed up the concluding dime bar debate stating the is-

Cig Session Mulls Minors Biz Problem

CHICAGO, Nov. 18.—A three-sided attack on the problem of cigarette sales to minors was featured at the Wednesday (15) operators' session at the NAMA convention. With the issue highlighted recently in California, the peculiar vulnerability of vending machines to ill-informed crusaders was discussed and guides to action suggested by the operator, cigarette manufacturer and attorney speakers.

George M. Seedman, retiring NAMA president and head of the Los Angeles Rowe Service Company, outlined the campaign against cigarette merchandisers in his territory by those who sought to prove that machines were primarily responsible for cigarettes falling into the hands of minors.

He told how operators cooperated in a drive to reduce the

(Continued on page 120)

7 Ice Cream Firms Exhibit at NAMA

CHICAGO, Nov. 18.—Smaller cabinets, functional performance, selectivity and better appearance highlighted the exhibits of ice cream machines by seven manufacturers at the NAMA convention here this week. Those showing were Arctic Vendors Sales Company, Atlas Tool and Manufacturing Company, Badger Vending Machines, Inc., Dresko Manufacturing Company, Fred Hebel Corporation, Belvond Manufacturing Company, and the Vendo Company.

Arctic, of Appleton, Wis., showed its B-75 and B-154 models. The B-75, first shown at the dairy convention in Atlantic City last month, is manually operated and has a capacity of 75 bars. It accepts nickels and dimes. Designed for the smaller shops, it measures 22 by 22 by 56 inches and weighs 255 pounds. Its companion model, the B-154, has a 154-bar capacity plus storage area for another 100 bars and has a built-in changer. It measures

Ops Told True Care Important

CHICAGO, Nov. 18.—A panel of automotive experts advised operators at a NAMA convention session Wednesday (15) to practice preventive vehicle maintenance to insure the uninterrupted flow of merchandise to vendors. Such maintenance becomes more vital as material shortages threaten to reduce production of new automatic equipment, they said.

Participating in the panel were H. F. Blankenship, of General Motors; Norman C. Wilson, of Ford, and A. F. Martin, of Chrysler.

IT'S CLEVELAND IN 1951: NAMA

CHICAGO, Nov. 18.—Next year's convention and exhibition of the National Automatic Merchandising Association (NAMA) will be held in the Cleveland Auditorium. The dates will be November 12-15. Moving the convention to Cleveland marks the second time in NAMA history that the event has been held outside of Chicago. The 1949 convention was staged in Atlantic City.

Ball Gum Upped 1c Lb., Stick Prices Stable

Wrigley Offers Cartridge Loader Carton for Tabs

CHICAGO, Nov. 18.—Gum prices are holding steady at 55 cents per 100-count penny stick (or 20-nickel pack), but are up an average of one cent per pound on ball gum since the start of the Korean war, exhibiting gum makers in both fields revealed at the NAMA convention this week.

The William Wrigley Jr. Company introduced a new cartridge loading sleeve pack on its tab gum 100-count packs. Available in all flavors (Spearmint, Juicy Fruit, Doublemint), the new pack is priced at 47 cents, the slightly higher price due to the special sleeve cartons with spring-clip which maintains remaining tabs in place when the pack is not completely used with the graduations marked on each sleeve. Regular 100-count tab packs are 45 cents. The special two-column cartridge packs are designed for instant loading of most tab gum vendors, according to Herb Latham, Wrigley representative. Firm's B-K's, in 200-count, are also available in special cartridge-type loading cartons at 94 cents per carton.

Ball gum, displayed by three

(Continued on page 121)

Bulk Vender Variety at NAMA Meet

Show All-Plastic Unit for Counter "Self-Service"

CHICAGO, Nov. 18.—Bulk vendors, altho on hand in greater variety at the Palmer House this week than during the 1949 NAMA convention, did not feature new models or design changes. Belvond Manufacturing Company, Inc., displayed its full line of two-three, four and five-column sectional units for penny pan candy, nuts, ball gum. Northwestern Corporation featured the Model 49 machine, mounted singly and in pairs, flanking its 10-column tab gum machine (see separate story). Model 49 lists for \$15.35 (\$14.95 for 100 or more); firm's two and three-machine cabinet stands list for \$12.50.

Ajax Distributing Company showed the National two-in-one hot nut vender, manufactured by National Nut Products Corporation, Newark. Machine features two-column operation, vending both nickel and dime portions. It has the cup

(Continued on page 121)

Cup Suppliers Report to Ops At NAMA Exhibit

CHICAGO, Nov. 18.—Operators of cup beverage vending equipment were assured of a continuing supply of cups for their machines by officials of the three manufacturing firms attending the NAMA convention here this week. But with the completely unpredictable international situation, and the probability of controls domestic-ly, no one would venture a guess as to how badly the cup industry might be hit after the first quarter of 1951.

At present, the Lily-Tulip Cup Corporation, the Dixie Cup Company, and the Maryland Cup Company find supplies adequate, altho certain types of paper are getting into the short supply class, and the price line, which has already risen will "not go down," according to the execs on hand.

While continuing to serve the ever-growing vending machine market, the cup manufacturers indicated future prices of vendied soft drinks will not affect the cost of the cups to this market. As explained by Ed Scully of Lily-Tulip, the cup manufacturers determine

(Continued on page 121)

No New Models But Cig Vender Biz Up

Modified Units Shown by Several Firms; Prices Hold After Hikes

By La Horowitz
CHICAGO, Nov. 18.—Altho not a single new cigarette vender was introduced at the NAMA convention here this week, equipment manufacturers reported doing a brisk business. Increased demand by operators was attributed largely to the fear that controls might be clamped down on the industry should the international situation worsen.

Producers, in some cases, showed improved or modified models. No price increases were announced at the confab, altho a number of machine exhibitors have raised lists in recent months.

Rowe Prices Up

The company which boosted prices most recently was Rowe Manufacturing. On November 1 its manual console was raised \$12.50, with the increase on the remaining three models in the

Rowe line \$7.50. Current prices are: console electric, \$224.50; console manual, \$189.50; upright electric, \$215.50; and upright manual.

(Continued on page 121)

Stoner Sales Reps Convene

AURORA, Ill., Nov. 18.—Sales representatives of Stoner Manufacturing Corporation here attended a two-day conference at the plant Thursday and Friday (9-10) to preview new developments which the vending machine manufacturing company unveiled at the National Automatic Merchandising Association (NAMA) exhibition.

A NAMA FIRST; BALLOTS ELECT '51 DIRECTORS

Lanagar New Pres., Goldman & Houston Appointed V-P's

CHICAGO, Nov. 18.—Members of the National Automatic Merchandising Association (NAMA) cast their first formal ballots for directors in the association's business meeting held here last Sunday (12) at the opening of the group's four-day convention and exhibition.

Subsequently, the directors elected J. B. Lanagar the association's president. Lanagar, of the Nik-O-Lok Company, Indianapolis, succeeded George M. Seedman, Rowe Service Company, Los Angeles. Also for the first time in NAMA history, the group elected two vice-presidents—Aron Goldman, G. B. Macke Corporation, Washington, D. C., and L. H. Houston, Spacarb, Inc., Stamford, Conn. Re-elected treasurer and secretary were John Pierson, Vendo, Kansas City, and C. S. Darling, executive director of NAMA.

Nomination From Floor

Formal ballot casting became necessary when Harold Gallarneau, Amarillo (Texas) operator nominated Frank Bradley, Buffalo operator, from the floor. Bradley's nomination marked the first time any member has proposed an additional candidate to those already selected by the association's nominating committee.

In the contest which followed, NAMA members voted in all five of the nominating committee's selections, but Bradley failed of election by a narrow margin. The committee's slate, and new directors for three-year terms, were: Thomas B. Donahue, National Vendors, Inc., St. Louis; William S. Fishman, Automatic Merchandising Company, Chicago; Herbert C. Ogle, Vending Machine Corporation of America, Tulsa; R. L. Strain, American Locker Company, Boston, and J. B. Lanagar.

5c Candy Back To 6c in Can., Dime Bars Hit

ST. JOHN, N. B., Nov. 18.—Climbing prices on nickel candy bars in the Dominion caused venders operators to concentrate on dime units until recent weeks when the 7 and 8-cent "nickel" bar came down to a 6-cent retail peg. Now the lower priced merchandise is again receiving preference in machines.

The price drop, according to candy makers, was due to the decline in cocoa cost, but the behind-the-scenes reason is believed to be the tremendous drop in sales. Many operators and retailers have reported the drop in bar volume has amounted to as much as 75 to 80 per cent since the 5-cent bar disappeared from venders and counters. However, it is felt that even at 6 cents, sales will be far off normal.

The Canadian "nickel-plus" candy price pattern started several months ago with the imposition of a 30 per cent defense tax on candy, and also on soft drinks.

Johnson Starts Counter Output

CHICAGO, Nov. 18.—Johnson Fare Box has started producing its new Model 500 combination sorter and counter, with deliveries scheduled within 90 days. It was announced by Dave Herwitz, executive, at the NAMA convention this week. The electric unit, listing at \$741, sorts and totals coins from pennies to half-dollars simultaneously.

Complete counting and sorting lines were also shown by the Sattley Company and the Brandt Automatic Cashier Company.

HOUSTON EYES FUTURE—WITH RESERVATIONS

CHICAGO, Nov. 18.—J. H. Houston, president of Spacarb, Inc., speaking before the Monday (13) Beverage Operators' Day session at the NAMA convention, offered these predictions for the future of cup vending:

1. Only four or five firms will be making venders in 1951.
 2. Prices of equipment will be up from 10 to 25 per cent.
 3. Used equipment will be at a premium by spring—with a buyers' market the vogue.
 4. Very few new models will be brought out next year.
- Stressing the danger of attempting to predict the future in view of current unsettled conditions, Houston said: "There's an old saying where I come from that goes like this: 'This information is worth exactly what it cost you!'"

SELLING AIDS

Manufacturers Spending More To Hypo Sales

CHICAGO, Nov. 18.—Cigarette manufacturers are spending more money these days in providing operators with selling aids and promoting public acceptance of venders. Too, coin machines are assuming greater prominence in consumer advertising and the manufacturers are vying with each other to provide operators with price stickers and point-of-sale ad gimmicks. It was made clear at the NAMA show this week.

P. Lorillard, for instance, estimated that air time devoted to plugs for venders on its radio and television programs this past year amounted to more than \$50,000 of air time. The company has also distributed some 50,000 posters for locations plugging vender patronage.

Philip Morris fire prevention stickers have been placed on machines in many territories and have led to favorable publicity tie-ins that have reaped press notices in more than 50 cities and in many radio and television markets.

R. J. Reynolds told operators at the show that use of their on-location posters can measurably increase sales thru machines. The placards serve as impulse sales stimulants, it was said.

Cigar Venders Offer Ops \$ Return; Malkin

CHICAGO, Nov. 18.—Cigar venders are not "big money" machines, but they will return operators a reasonable return on their investment when placed in the same locations as cigarette machines. Sam Malkin, of the Malkin-Millon Company, told tobacco venders here Wednesday (15).

A featured speaker at NAMA's Cigarette Operators' session, he declared the stogie merchandisers can help operators get and hold new locations on the promise that the small machines offer additional service to the location's patrons.

Malkin, who has operated cigar venders for 20 years from route headquarters in Irvington, N. J., stressed that brand-name cigars must be offered by the operator going into the field.

Alco-Deree in Defense Work

CHICAGO, Nov. 18.—W. S. Deree, president of the Alco-Deree Company here, this week revealed the entire plant on North California Avenue is now being converted to handle defense contracts awarded the firm by the government.

Firm had previously discontinued production on its refrigerator candy unit, re-designing the piece internally to handle the sandwich product.

Beverage Vending's Future Dotted With Question Marks

Unpredictable Outlook, Shrinking Nickels Highlight Operator Meet

By Norman Weiser

CHICAGO, Nov. 18.—The highly unsettled international situation, and its natural offshoot, the shrinking nickel, took and held the limelight at the Beverage Operators' Day session of the NAMA convention here Monday (13). With the Grand Ballroom's capacity strained, the opening operators' meet, one of the most significant forums on beverage vending since the end of the last war, moved swiftly from sanitation practices into the vitally important questions of equipment, supply availability and how to make money vending soft drinks.

Over-all, the picture painted by the experts was one of indecision, but at times it became optimistic. It was plain much of the normal long-range planning at the manufacturer level must now be delayed, pending decisions from Washington on material availability, and the result, following a natural course, is the filtering of indecisiveness into the distributing and operating levels.

It is the operator, however, who faces perhaps the greatest crisis. For not only is his supply picture confused, but he is bucking a rising cost market, with a shrinking nickel return for his efforts.

Sanitation Talks

With Edward C. Williams, Spacarb of New England, Inc., presiding, the session started with a talk, "Fundamentals of Food Sanitation in Vending Operations," by William T. Ingram, associate professor of public health engineering, College of Engineering, New York University.

Ingram stressed the importance of the operator as the means of reducing the source of contamination in vending equipment by building a barrier between the machine and the customer. He stressed the importance of the operator as the means of reducing the source of contamination in vending equipment by building a barrier between the machine and the customer. He stressed the importance of the operator as the means of reducing the source of contamination in vending equipment by building a barrier between the machine and the customer.

In concluding his talk, Ingram said "It is the responsibility of all to be critical of sanitation) and to continue the progress in this field."

Progress Report

Second speaker on the agenda was Dr. W. L. Mallmann, professor

of bacteriology and public health, Michigan State College. He offered a progress report on the research project of NAMA Cup Vending Division, and what the research indicates.

Mallmann said a person cannot measure cleanliness, illustrating his point with a normal drinking glass. While the glass appeared thoroughly clean, Mallmann explained it was possible there were millions of bacteria germs, too small to be visible to the human eye, on the inside of the vessel.

On vending tests conducted by Mallmann and his staff in East Lansing, Mich., it was revealed that where the product vended is not up to quality, the patronage of the cup vender drops. And, more importantly, it takes some time to regain that patronage even after the quality of the vended drink is improved, it was pointed out.

In locating a machine, Mallman advised the operators to pick a spot that was low in dust, insects, and in a public place where it would be difficult for a person to tamper with the machine. For adequate servicing, the location should be near its water supply, with the spigot adjacent to the vender. Operators, said Mallmann, should use good, clean equipment, a cart painted white with separate compartments for the supplies, and servicemen should use clean cloths when they clean the machines.

Shrinking Jinx

With sanitation out of the way, the session went into the vital question of the shrinking nickel. W. H. Mason, III, Mason Automatic Vending Company, Houston, was the first to speak on Problems of Maintaining Service at a Profit in the Face of Rising Costs and Under the Nickel's Limitations.

Taking the question from the cup operator's experiences, Mason first asked the question, "Where do we stand?" He pointed out that in his operation (and many operators present agreed the same situation held in their own set-ups), 40 per cent of the nickel, or 2 cents, was spent on syrups, cups and carbonating gas, 20 per cent, or 1-cent, went to the location as commission, and the balance, 2 cents, was left to meet all operating expenses. Mason drew a graph used in his operation to de-

termine the break even point in servings, using the number of machines on location, their income, and the cost of sales and operating expenses to arrive at the figure.

As Mason saw it, there were two courses open to the ops: (1) Compress operating expenses; or (2) maintaining the overhead but increase the volume of business.

Pool Resources

Asking the question, "what constitutes operating expenses?" Mason answered his query in one word, "maintenance."

To cut this expense, he suggested the possibility of operators in a given locality pooling their resources, forming a central maintenance office; of operators manufacturing their own syrups, but pointed out there were problems involved in this move. In any event, said Mason, the operator must take his own situation, and act accordingly.

On the question of raising the price of a vended drink to a dime, Mason said "it's a case of the blind leading the blind." Here, too, Mason felt each operator should evaluate his own position and act accordingly. He said in his own operation he expected to maintain the 5-cent price in industrial locations, meanwhile watching his own costs, etc.

Another View

Following Mason to the rostrum was S. Maurice Whitcraft, Automatic Beverage Company, St. Louis, who spoke on the same subject, but from the bottle beverage operator's experience.

Whitcraft first explained that his firm was the Pepsi-Cola bottler in St. Louis, and also operated bottle machines. He said the rise to the 10-cent price seemed inevitable, that approximately one-half of the nation's bottlers have already raised their price. "We must think in terms of a 10-cent sale," he said, adding that at a dime the entire aspect of selling bottles thru vending machines changed, and a big new field opened up. His firm is still selling at the nickel price.

It was Whitcraft's suggestion that operators (1) increase efficiency and decrease costs, and (2) devise new methods of selling to increase their volume. He said his firm could make ends meet only because they were able to subsidize the vending program. He added that Automatic Beverage had tested a 6-cent drink, but the test had not been successful.

8-Point Program

Offering an eight-point program to ops to "encourage business," Whitcraft listed the following suggestions:

1. Improved machines.
2. Proper selection of locations.
3. Increase performance of servicemen.
4. Efficient repair-servicing department.
5. Keep proper and adequate records.
6. Minimize commission costs.
7. Reduce cost of merchandise.
8. Offer active resistance to unfair and discriminatory legislation and taxation.

Concluding his address, Whitcraft suggested operators "give more to the customers," by participating in civic drives and, in general promoting themselves and their product to the public.

Manufacturer Report

Moving into the Vending's New Crisis portion of the session, the assembled operators first heard L. H. Houston, president, Spacarb, Inc., speak for the cup machine manufacturers.

Houston first offered a quick summary of the production of cup machines, adding that in the past 15 years roughly 100 manufacturers had built cup venders, losing some \$20,000,000 in the effort. Today, of course, there are far fewer firms in the field, and Houston said that there are still approximately a dozen firms which still expect to bring out machines.

Pointing out that, barring full controls, there was no possible way of predicting the future output of manufacturers, Houston said today there is no manufacturer who dominates the field—that instead there is a free-for-all.

(Continued on page 118)

New Horizons Meet Keynotes Diversification—With Caution

CHICAGO, Nov. 18.—Diversification, a trend in vending for the past four years, was the keynote of the New Horizons session of the NAMA convention Monday (13). Approximately 100 convention delegates were on hand for the evening session to hear opinions from a manufacturer, three operators and a Harvard University professor.

Panel members were Gordon Haase, president of Arctic Vending Sales, Appleton, Wis.; Stanley Katcher, Vendomatic Corporation, Tucson, Ariz.; Meyer Gelfand, G. B. Macke Corporation, Washington, D. C.; Everett Newcomer, City Milk Vending, New York; Martin Marshall, Harvard University, and R. Schreiber, coin machine editor of The Billboard and editor of Vend.

Warns of Blind Selection

Newcomer, pioneer in milk vending as well as a designer and engineer, sketched the early growth of milk machines. He said the rate of growth was hampered because of the lack of adequate equipment. Newcomer cautioned operators against "the blind selection of additional products" in their desire to diversify. Pick out additional lines carefully, Newcomer advised, and go into only those products which are allied to your major product.

Of milk vending specifically, Newcomer pointed out that milk requires more servicing than many other types of products. To illustrate his point he said City Milk's experience indicates 70 per cent of all milk vending sales are made between 11 a.m. and 2 p.m., which means the company must have some overlapping routes to offer top-grade service.

Haase referred to the rapid growth rate in ice cream during 1950. At the beginning of the year,

he said, there were approximately 6,000 ice cream machines on location. Today there are 8,500, he stated. The biggest problem in ice cream, said Haase, is assuring an ample product supply. He commented that ice cream makers are now co-operating closely with operators to supply the specialty items needed in vending.

Gelfand, describing the G. B. Macke Corporation's experience, pointed out that diversification and the packaged deal are a cornerstone in the operating company's location - getting and location - holding programs. More and more steps, Gelfand said, prefer to deal with one operating company, and the company which supplies the complete service gets the contract.

Keep Tobacco Separate

Katcher agreed with Gelfand on the competitive advantages of expanding thru diversification. He cautioned, however, that an operator's cigarette and cigar business be kept entirely separate from the remainder of the operation since this phase of vending has its own peculiar problems. Katcher described briefly an installation his company is building for the University of Arizona which will consist of three machines built into a common cabinet. These combinations, Katcher predicted, will open many new outlets for venders.

On the subject of opening new outlets, Katcher credited ice cream with opening the door to vending in Tucson public schools. Since ice cream is both a popular youngster's item and a nutritional food, Vendomatic was able to sell public school officials on permitting ice cream vending when they had a flat rule prohibiting all types of venders in schools.

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VICTOR'S REVOLVING SUPER MARKET

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Pat your own corn or buy fresh, ready-to-eat popcorn from us.

A B C Popcorn Co., Inc. 3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

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Beverage Vending's Future

Continued from page 117

for the available business. "But," Houston added, "I am convinced there will be some kind of controls put on the vending business." And with the controls, manufacturers will not be able to produce as much equipment as they would like.

Houston then went into the rising costs and shortages of materials in the field, mentioning that a grey market has already developed. The margin is shrinking for the manufacturer, he said, and production is more difficult and more expensive. Only firms in the field to stay will attempt to produce cup vendors in the years to come. Houston ventured, and it was his guess that by the end of 1951 there would be only four or five manufacturers producing cup equipment.

Stressing these predictions were strictly his own, Houston further forecast higher prices for equipment, the increases to run from 10 to 25 per cent; that used equipment would be at a premium by next spring, and that very few, if any, new models would be introduced in the future.

Concluding, Houston said opera-

WHAT THEY SAY...

about The Billboard in its New Format

548 PAGES 52 AND 53 IN THIS ISSUE

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Plastic Charms #1 2.50
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GOLD & SILVER #2 6.00
Plastic Footballs 4.25
PLATED Footballs 6.00
Plastic Boxing Gloves 5.25
PLATED Boxing Gloves 8.00
Plastic Bowling Pins 4.25
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Plastic Casino Strips 4.25
PLATED Casino Strips 6.75
License Plates 7.50
Plastic Rings 2.75
PLATED Rings 5.25
Plastic Funny Faces 4.50
Plastic Funny Faces with Rhinestone Eyes 10.00
PLATED Funny Faces with Rhinestone Eyes 15.50
Plastic Funny Faces with Rhinestone Eyes 14.00
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Grocery Charms 12.50
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CIGARETTE MACHINES Write for lowest prices on all makes. COUNTER MODEL \$17.50 Half Counter \$14.00

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tors are now faced with a different problem than they were during the last war. They must make sure they will be able to obtain parts for their equipment and assure its continued operation. He said ops should try for more flexibility, and be able to make changes in their equipment to sell drinks for 5, 6 or 10 cents.

Next to speak was Robert W. Wagstaff, vice-president, the Vendo Company, Kansas City, who discussed Vending's New Crisis for bottle vending machines.

"The 164 question," said Wagstaff, "is how government controls will affect manufacturers." Three problems are posed: (1) Will manufacturers have enough materials to produce equipment? (2) Will manufacturers be allowed to produce machines? and (3) will customers (operators) be in a position to buy?

Wagstaff said that his talk from this point on was based on the assumption there would not be an all-out war. He then said that the first quarter of 1951 will tell more clearly what the material situation would be in the coming year. He did not believe the government intended to tell the manufacturers what they should make if they could get materials, but he stressed the manpower shortage which would result from the greatly expanded armed forces.

Can Ops Buy? Assuming manufacturers will be able to build equipment, Wagstaff said the problem of how the ops would be situated posed itself, with the unanswered, as yet, question of whether operators would be able to purchase new equipment and operate it.

It appears that bottlers will be in business, Wagstaff said, and they will want equipment. Vendo, he said, is planning on being in a wartime and a peacetime economy simultaneously, and that, to say the least, is a most difficult situation.

Deviating from his speech, Wagstaff concluded his talk by telling the operators, distributors and other manufacturers in attendance that the special NAMA committee, headed by Ike Houston, which had already met once in Washington, was sending out a questionnaire to the industry asking for information which could be compiled and then submitted to the National Production Authority (NPA). He urged everyone to complete their answers as soon as possible and (Continued on page 119)

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1c OR 5c

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5c Silver King for Pistachios

Change NOW to 5c Model for REAL PROFITS

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Machines can be purchased on TIME PAYMENT, paying for them in 70 weeks. Write for details TODAY!

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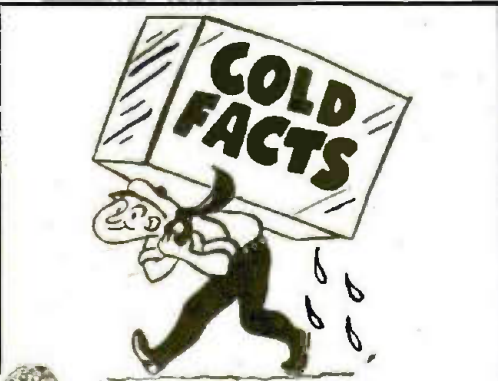


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COLUMBUS VENDING'S "TRI-MOR" IS THE OPERATORS' DREAM MACHINE

- * Easy to get in those better type "hard-to-get" locations.
- * Easy to service—no tools, no bother, no time.
- * Earns more money for operators—less call books.
- * Attractively displays merchandise, finished in all white, Blue Hammer or Light Green.

Write today, learn how you can make more money with Columbus Vendors

COLUMBUS VENDING CO.
2005 E. Main Street Dept. B Columbus 9, Ohio

Cig Session Mulls

Continued from page 115

possibility of such sales by posting placards near machines and, in some cases, relocating them to spots inaccessible to minors. Testimony at an open hearing called by a legislative investigating committee, Seedman related, brought to light data that sources other than vendors were most responsible for the small number of cigarettes that fall into the hands of children.

Stressing the seriousness of the problem to cigarette operators in all territories, Seedman advised that emphasis be placed on public relations drives to counter such repressive action and, where the problem arises, to sponsor industry and legislative get-togethers to tackle the situation.

Robert M. Ganger, executive vice-president of P. Lorillard, stated that the tobacco industry has been on the receiving end of adverse criticism for almost 200 years. The California situation is not unique, he pointed out, and the industry has survived similar attacks.

Survey Situation

He cautioned against hasty publicity and advised operators to thoroughly survey the situation before taking action. A scientific poll might disclose that problem is actually local and minor and might best be left to die a natural death, he said. Premature publicity might only stir up further trouble. On the other hand, should a survey reveal that the predominant public view of vendors was unfavorable, a well-thought-out public relations campaign would be desirable.

The go-slow approach on publicity was reiterated by D. R. Clarke, NAMA general counsel. He expressed the view that the problem is not serious nationally.

Dime Bar Talks Highlight

Continued from page 116

not be priced over \$5.25, and as near as \$5 as possible.

Frank Bradley, Automatic Equipment Company, Buffalo, presented a detailed report on results of a 19-machine test stocking half dime, half nickel bars. Using 8-column vendors, Bradley said first month results showed a sale of 1,971 dime and 6,279 nickel bars. This brought the per machine average to \$118.95 for the month, a sizable increase over the \$88 average per unit on straight 5-cent operation. Bradley replaced the four slowest selling nickel items in each machine with dime bars.

Gradual Expansion

There was some operator feeling that to make the 10-cent bar a successful vendor item, nickel candy must be eliminated. However, the general consensus was that a gradually expanding dime operation was the best solution.

Bernie Scheuer, Vendomat Corporation of America, Baltimore, a panel speaker, took an "anything can happen" approach to the dime problem. He stated his findings on dime operation, now under test in his firm, were that 10-cent candy cost the operator relatively the same amount as nickel bars, thus they could not cause a sales drop of 50 per cent and leave any profit benefits. And as they are not twice as heavy, twice as good as their 5-cent contemporaries, he stated. But recent too-high price hikes by candymakers (see candy supply story) in recent months places more emphasis on the problem.

Industrial Pic

An important factor in the dime bar question, especially in industrial operations, was advanced by Scheuer. He quoted instances where plant management requested dime candy not be stocked, claiming that the 30 per cent price increase to workers would draw pointed attention to the "increased cost of living." And this, in turn, would result in general demands for wage increases, they pointed out.

In the case against dime bars, Scheuer said, was the fact that manufacturers seem reluctant to lend their brand names to such merchandise.

Concluding, he declared the price of candy, whether 3 or 10 cents, was not the prime factor in vending, but that knowledge of how to merchandise candy was most important. He pointed to employee incentive contests in his own operation, with stress not placed on obtaining new steps so much as doing a top job on present locations.

Diversification

Turning to diversification for candy operators, Maurice L. Heffer, Johnson Tobacco Company, Chicago, drew attention to the multiple production potential of most candy equipment. He said with supplementary employee feeding now receiving increased attention from plant management, the operator has a whole new field opening to him. Johnson Tobacco's use of candy units to vend sandwiches, potato chips, doughnuts, from 5 to 20 cents thru its eight column machines (after converting pockets to accommodate larger items) proved this point. Heffer said 30 such machines now in operation return an average gross of \$25-\$30 per week with some units reaching \$100 per week. This despite fact, the mark-up on such items is lower than on candy.

Typical arrangement is three columns of sandwiches, one column pastry and four columns candy. Local bakeries or caterers supply the merchandise under an arrangement permitting return of all items not sold out daily.

Heffer warned that some cities require refrigeration where sandwiches are stocked, but permit pies, cookies, etc. to be sold thru regular candy vendors.

Gum Vendors

Taking another aspect of diversification, Chairman Fishman took the cudgel in favor of gum vendors. Use of penny stick, tab units up gross profit and spread overhead, he said. Taking the same fact presented during the 1949 NAMA candy operator meeting, there was no location selling expense involved when candy operators added gum units.

Gum manufacturers estimate only 4 per cent of their total sales are thru vendors. This amounts to about one nickel pack to every four candy bars sold, Fishman said. He pointed out that the full potential of gum vending has not

been realized, and that gum equipment now operated does not meet the full public demand.

Supply Picture

On the supply front, NCA president, Philip F. Gott, as a panel speaker, told candy operators that the outlook was not predictable with certainty, but there was no cause for alarm. Supplies to meet operator needs are assured unless the government sets up stiffer controls than imposed during the last war, he stated.

With no sugar shortage, adequate supply of peanuts and corn and most other agriculture products used in candy, production will continue at top levels. The general situation supply-wise is favorable, Gott stressed.

Quoting an NCA poll, he said it was found that during the last war, 63.2 per cent of all war workers ate candy daily on the job, serving to emphasize the morale and nutritious value of candy vendors in industry.

With candy prices, dime-nickel bar controversy hitting new highs in operator interest, Fishman called on Gott to request a joint NAMA-NCA committee be appointed to exchange both sides' views on the subject. Gott took the suggestion under advisement, stating it would have to be within limitations of anti-trust laws, however.

Per Machine Tax

Other speakers were NAMA legislative counsel Fred L. Brandstrader and D. A. Dayton, of Smoky Mountain Canteen Company, Oak Ridge, Tenn. Brandstrader, talking on per machine taxation, said that in the nine States where such taxes are in force, fees ranged from \$1 (Maryland) to \$7.50, or a total of \$23.50 land, with special assessments (Tennessee). He cited the fact that there was no tax on the counter sale of candy, and (as he did during 1949 convention) again called for removal of this method of vendor taxation because it singled out one form of business.

Dayton, who services candy, gum and nut units thruout the atomic plant in Oak Ridge, cited various problems found during the firm's 4 1/2-year operation. He said with security rulings now stricter than during the war, it takes from 100 to 150 days to obtain clearance for new roumen to service machines in the plant.

Some items, as bulk nuts, are barred in Oak Ridge because of danger of radio-activity in some areas. This is because in eating bulk nuts, workers might possibly transfer radioactive particles from hand to mouth as salt, oil clings to hands. Wrapped candy, gum is permitted to be vendd thruout the plant, however.

NAMA Convention

Continued from page 116

Those who walked out missed taking part in the first written balloting NAMA ever held for electing directors.

Ballots were brought out and member names checked against paid-up dues lists, when Harold Gallarmeau, Amarillo (Texas) operator surprised everyone by nominating Frank Bradley, Buffalo operator, for a position on the association's board of directors. When the ballots were tallied, however, the nominating committee's original slate of five carried, and the board later elected J. B. Lanagan, of the Nik-O-Lok Company, to succeed George Seedman, Rowe Service, Los Angeles, as president.

(See separate election story for further details including a list of new officers and directors.)

Fewer New Machines

There were fewer new machines introduced during the four-day exhibition than at any previous NAMA show. Many manufacturers, who might have brought out new machines, or at least new models, said they expected to have a difficult time maintaining quantity production on their present line. With material scarcities and allocations, concentrating on established units appeared to many a machine producer.

Nearly all of the manufacturers who did show equipment, however, were in a position to promise definite shipment dates since the same materials scarcities held down the number of promotional exhibits to a scant few.

**NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern**

**CABINET STAND
FOR MODEL 49**



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

Limited Quantity
Brand New MILLS WEST POCKET BELLS \$65.00

BRAND NEW
IMPS
Either 1c or 5c Plus Cig. or Fruit Gum
\$21.50 Ea.

"HIT-A-HOMER" SPECIAL DEAL!
6 FOR \$1
A SPECIAL PURCHASE option is available. Offer the new brand new W.M.B. (in 1950, 1951) at **\$25.00 Ea.** If you buy 6 machines we will give you 1 Free. Buy 1 Free. Offer by **Nov. 30, 1950.**

SPECIAL DEAL FOR JOBBERS!
WE TAKE TRADE-INS
LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.
Full Payment Must Accompany All Orders Under \$10.00
WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake COIN MACHINE
609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676

WRITE FOR FREE ILLUSTRATED CATALOG OF ALL TYPES OF MACHINES
TOPPER
Illustrated Lots of 100
\$10.50
Single \$11.75
Victor's Universal
JUMBO
1" Ball Gum Vendor.
Best Location Center in Town!
Immediate delivery.

5¢ Bag With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
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INTERESTED IN DRINK MACHINES?
SEE AUTOMATIC PRODUCTS AD
PAGE 70

ANOTHER ADVANCE
Profit Maker
HERSHEY 5c BAR VENDOR

Typical Advance sturdy construction— all steel top industry and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Higher can be adjusted to read many other size confection packages 50's, 40's, 45's, 50's, 60's, 70's, 80's, 90's. A flexible vendor that will make money for you 53 weeks a year.

2 to 11 \$12.75
12 to 49 14.50
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SAMPLE \$19.00

ORDER TODAY
1/3 Dep. Bal. C.O.D. P.O.B. N. Y.

J. SCHOENBACH
Distributors of Advance Vending Machines
1447 Bedford Ave., Brooklyn 2, N. Y.

**—LARGEST—
PROFIT MAKER**
5c Silver King for Pistachios

Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

Sample \$12.95 ea. 100 or more \$11.75 ea. write for low price

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c to U. S. and Foreign Coins, Hot Nut Vendors. At all the best dealers—write.

Ask about the new "Munter".

SILVER KING CORP.
622 Overway Parkway Chicago, Ill.

VICTOR'S TOPPER
Only \$10.50 Each

(100 or More) Sample \$11.75

Globe or Plastic Globe. U. N. B. O. U. A. L. L. E. D. V. E. N. D. I. N. G. B. A. L. L. G. U. M. C. A. N. D. O. R. P. E. A. N. U. T. S. C. H. A. R. M. S. S. A. L. T. E. D. P. R. A. N. U. T. S., E. T. C.

Lowest Price on Ball Gum, Candy Charms, etc. We stock all parts and supplies.

TRY THE BEST, TRY VICTOR'S!
WRITE TODAY!

H. B. Hutchinson Jr.
60 North Ave., N. E. Atlanta, Ga.

VICTOR'S TOPPER
With Glass or Plastic Globes \$10.50 ea. (100 or more)

Topper Deluxe With Plastic Side Display Windows \$13.45

JUMBO 1" BALL GUM \$14.95
(100 or more) \$13.95

CHAMPION NUT & CHOCOLATE CO.
114 TRIMONY ST. BOSTON, MASS.

TOP VALUE—LOW PRICE!

A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.

4 or more \$11.25 each 12 or more \$10.50 each

ROY TORR LANSDowne, Pa.

Hit Chiseling
• Continued from page 116

dream of getting all the profits. Then it's too late to start getting out informative, detailed monthly statements to customers so they will know exactly what's happened."

Good operators, Mock stated, continually improve on their shops, the quality of service and products offered and "that it's his (the location's) 'take home commission' that counts, on the total volume, not a percentage when careless service and poor quality knocks volume into a cocked hat."

By keeping customers informed, Mock continued, "I don't mean weeping on their shoulders and sobbing about what a tough business we are in—that only tells them that we're not smart enough to run our own businesses, and that our businesses are running us. Our customers have the same problems that we do, no matter what business they are in."

"They recognize price-cutting and 'chiseling'—and they have it themselves every day. And they respect us as real business men when we tell them how we're meeting our problems. If they're good business men they'll stay with us. If they're not, let the 'chiseler' have them—we're better off without such accounts in this day and age when every account must bring in its small share of profits."

A Look Ahead

Duncan, speaking on vending's place in retail distribution, predicted automatic merchandising's "importance is certain to be increased as our defense preparations and mobilization activities require additional manpower. Not only will manpower in retail stores be syphoned off into defense industries and vending machines be required to fill some of this gap, but as present plants enlarge their working forces and new plants add workers, there will be increasing demands for vending machines to supply the foods and beverages desired by these workers."

The vending industry, Duncan said, finds itself in a very difficult position since the increasing demand for machines will come at a time when growing defense requirements will reduce the materials and materials available to make additional vendors.

Cup Suppliers
• Continued from page 116

their own cost and profit schedules. What the operator does about his operation is his own business—if he gets a nickel or a dime per drink has no bearing on the pricing by the cup manufacturer of his product.

Personalized Cups

Each of the three manufacturers had elaborate displays of their cup (and straw) wares. Highlighting the exhibits were the personalized cups made-up for specific equipment (such as Spacarb), suppliers (including Coca-Cola, etc.) and locations (Loew's Theaters, Piedmont Airlines, etc.). The Red Feather cups used by vendors to promote the Community Chest drive throughout the country were also prominent.

No New Models; Cig Biz Up
• Continued from page 116

\$181.50. Changers and penny match units are offered as extra and optional equipment.

Jack Mills, chief of sales, said orders are being filled within 10 days. He pointed out that shipment and service to operators in 11 Western States had been improved with the establishment of factory-equipped warehouses in San Francisco and Los Angeles six months ago.

New Changer

New item featured by National Vendors and introduced for the first time at the NAMA meet was a service changer for installation in its nine-column manual. The unit is self-contained and may be filled by the location owner. With a capacity of \$20 worth of nickels, it returns change for dimes and quarters. Installed in the vendor, it replaces the penny match assembly. The price will be announced later and deliveries are scheduled within 60-90 days, according to Ben Fry, president.

Shown again this year was National's nine-column electric console. Material shortages, however, may further delay its being placed in production. Fry said National's 5 to 50-cent console merchandiser, also shown a year ago, has now reached the pilot-run stage. Deliveries are expected in April.

The company's nine-column manual is still offered at \$190, with \$175 the continued list of the seven-column model. Delivery schedules are being maintained, said Fry.

Electro Cans Price

Eastern Electric introduced a straight quarter version in both its 8 and 10-column consoles at a \$10 cut in regular lists. Current

Ball Gum Upped
• Continued from page 116

firms, averages 26 cents per pound in all counts. Leaf Gum Company pegs its entire Rain-Blo line at this figure, including its 15/16-inch, 170 and 210-count. Its 3/4-inch Chile Chews are 36 cents per pound. Freight is prepaid on orders of 200 pounds or more.

Ball-Gum, Inc., prices start at 26 cents bubble gum, increase 3 cents per pound for the stripped gum in same counts. Special red and green spotted bubble gum, in same counts, sells for 27 cents per pound.

Gum Products, Inc., lists its 3/8 and 1/40-count bubble gum for 26 cents per pound.

Bulk Vender
• Continued from page 116

stack column mounted on left side. Gum Products, Inc., Boston, introduced a "self-service" counter dispenser for jumbo ball gum. Plastic base and clear plastic globe, with a 360-ball capacity, are features; penny is inserted in plastic delivery handle chute, handle is then moved in horizontal slide to effect delivery. Unit lists for \$4.50 with initial load. Refills of jumbo ball gum are offered at \$1.98 per 360. (Unit is designed for sale to wholesalers, at \$3.92 each, for resale to retailers.)

CIGARETTE MACHINES

Rowe Crusader, 8 Col., 380 Pack Cap.	\$135.00
Rowe President, 10 Col., 475 Pack Cap.	110.00
Rowe, 8 Col., 380 Pack Cap.	100.00
Rowe Royal, 10 Col., 420 Pack Cap.	85.00
Rowe, 8 Col., 320 Pack Cap.	80.00
Rowe, 6 Col., 240 Pack Cap.	57.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 180 Pack Cap.	60.00
Uneda, 9 Col., Model 500, 350 Cap.	85.00
Uneda, 9 Col., Model A, 270 Pack Cap.	72.50
Uneda, 9 Col., Model E, 270 Pack Cap.	62.50
Uneda, 8 Col., Model E, 220 Pack Cap.	59.50

SALE \$53.00

CANDY MACHINES
Vendit, 150 Bar Cap. \$47.50

25% CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New Reconditioned As Is
166 CLYMER ST. EVINGREEN 7-4565 BROOKLYN 17, N. Y.

prices of its standard models are \$108.50 for the eight and \$227.50 for the 10-column model.

Enough materials are on hand at the DuGrenier plant in Haverhill, Mass., to keep deliveries in pace with demand, according to Francis DuGrenier. Last price increase was in August.

DuGrenier machines were offered at the following lists: 7-column, all-coin \$174.50; 9-column, all-coin \$189.50; Model A, 7-column \$154.50; Model A, 9-column \$168.50; electric 7-column \$217, and the 9-column electric \$224. There are added charges for accessories and the electric is available with split columns at extra cost.

Shipping Skeds

Neill Mitchell, sales manager of Lehigh's vender division, disclosed that territorial allocations have been imposed on deliveries of its electric and manuals. Materials shortages have kept shipping schedules on a 30-40 day basis, he said.

A recessed tilt-back mirror is now standard on all Lehigh units and several internal improvements have been made to ease servicing. The firm's manual was offered at \$169 and the electric at \$209.50, with extra charges for accessories. Last price increase was in August.

Automatic Products Smokesops, all models having a capacity of 612 packs, had the following price tags: Regal—\$209.50; Royal—\$219.50; Custom—\$229.50, and the DeLuxe Lite-Up—\$249.50. Change-makers and penny match units are available as optional equipment.

Alkono Match Unit

Alkono & Company's 4-column units were shown at \$86 and \$96. The more expensive machine includes a match assembly. Lists represent a price increase set October 1.

The A. & A. solenoid-actuated electric was offered at \$185 with extra charges for changemaker and advertising feature. Firm has begun a pilot run on the vender, announced recently (The Billboard, November 4).

Coan Manufacturing displayed its selective, 74-pack machine, aimed primarily at operators also using the firm's candy vender. A straight quarter unit, it lists at \$99.50. Since the packs are stocked sideways, firm offers chrome adaptors to reflect tax stamps.

Hult Vendors, Inc., exhibited its line of quarter conversion units designed for prewar machines.

EMPTIES MACHINES FASTER!

Rain-Blo BALL BUBBLE GUM

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.
Div. of Leaf Brands, Inc.
Chicago, U. S. A.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Cans, etc.

Plastic Charms, small 1,000	\$2.75
Metal Colored Charms, small, 1,000	4.25
Plastic Charms, large, 1,000	3.50
Copper & Nickel, large, 1,000	3.25
Silver Wedding Rings, 1,000	5.95
Toy Watches, 2 gross	1.50
Stamps set stamps, 2 gross	1.95
"Keep Cal" Buttons, 1,000	5.95

STANDS

All steel aluminum finish. No need to add sand, gravel, cement, etc. Ready for location. Weighs 17 lbs.

\$3.25 each
EXTRA HEAVY STANDS
\$3.95 each

We are factory distributors for all leading makes of VENDING MACHINES.

One-third Deposit on All Orders

PARKWAY MACHINE CORP.
715 B'nair St. Baltimore 2, Md.

CHARMS THAT PAY OFF!

NEW GUNS

Same size as usual:

Plastic (Load) Colored	\$4.25
Nickel Plated	\$5.00
Gold, Silver Plated	7.50

Also large assorted Sport Charms. OPPORTUNITY FOR DISTRIBUTORS DON'T DELAY! ORDER NOW!

Paul A. Price Co.
720 Broadway New York 7, N. Y.

Sorry—
we're not being
Conventional
this year!

Frankly,
We've just been too busy nailing down a continuing supply of the materials needed to make it possible for us to keep up with the growing demand for ACORN products. Greetings to the Convention from all of us.

From **LITTLE ACORNS** mighty **INCOMES** grow

ACORN
all purpose • all charm
BULK MERCHANDISE VENDORS

Distributors:
Chicago Territories Still Open!
Write: Wire, Phone!
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Pacific Coast Dist./order
Operator: Vending Special Machines
1823 Grand Ave.,
Los Angeles, Calif.

Mr. M. J. Abelson will be in the Palmer room to greet our distributors and friends.

OAK manufacturing co., inc.
11411 KNIGHTSBRIDGE AVE. • CULVER CITY, CALIFORNIA

Chicago:

Walter Strand, of the Merkle Korff Gear Company, reported a trend among vending machine manufacturers to use extra motors to actuate moving point-of-sale gimmicks on equipment.

Ferdinand Roth, of New York's Board of Transportation, made the round of exhibits and took time off for confabs with Robert Kyle, of American Chicle, and George Booth and Charles Maloney, of Interborough News, who operate several thousand penny and nickel vendors in Gotham subway stations.

Alvin Baron, of the S. J. Baron Company, sat in at convention sessions before returning to New York to get married. Anthony Caruso, president of Eastern Electric, and Jim Tebban, vice president, got company reps together Tuesday (14) for a sales policy confab.

SHUFFLE ALLEY Chicago Coin Bowling Alley with 116-up pins, green cabinet... 3-BALLS... General Distributing Co.

For the best in PIN GAMES SHUFFLE ALLEYS RAY GUNS... Coinex Murray Rosenthal... \$79.00 Sale... SHUFFLEBOARD SPECIALISTS

CLOSE-OUT OF GAMES IN FACTORY SEALED CARTONS... Lehigh Specialty Co.

Seeburg Wallboxes 1W1-L36 (62) Wireless Wallbox... W. H. Distributors, Inc.

LAKE CITY Specials SHUFFLE GAMES... PIN GAMES... LAKE CITY AMUSEMENT CO.

Coinmen You Know

Palmer House to view an exhibit of ancient cigarette vendors.

Blanche Bouchard was missing from the DuGrenier factory delegation. She has been ill recently.

John Haddock, president of AMI, and Bill Fitzgerald, advertising and sales promotion manager of the firm, braved the elements to travel here from Grand Rapids, Mich., Wednesday (15) to catch the tail end of the NAMA convention.

Frank Mancusi, Exhibit Supply exec, who returned to Chicago early Wednesday from one of his business jaunts, visited the Palmer House to look over the exhibits and have a get-together with Joe Munves of Mike Munves firm in New York.

C. W. Pierce, Broadhead, Wis., operator and president of the Wisconsin Phonograph Operators Association, traveled to Chicago for one day to look over the newest items in the vending field.

First Distributors is stepping up its road coverage. Dave Landfield was touring thru Illinois last week, while Wally Finka, partner in the firm, after visiting the NAMA show, headed for Indiana where he spent the balance of the week.

John Horn, gum and scale operator from Abilene, Tex., was an energetic visitor at the NAMA convention, taking in exhibits on the fourth and seventh floors.

Still another Lone Star visitor was Harold A. Gallarneau, of Gallarneau Brothers, Amarillo. Harold's firm operates the "tried trio" of vend-dom, which he says are candy, gum and nut units.

Howard Aylor, Hamilton Scales, made it a point to be on hand this year; without his mobile showroom, however.

Frank Doyle, Coan Manufacturing Company, was a beaming booth-attendant during the show. He reports a host of personnel on hand from the Madison firm, including 16 regional and four field men.

dent of Consolidated Concessions, Chicago, was a daily visitor during the convention. He made many of the rounds with Herman Stamm, vice president of Mechanical Merchants, Inc., Chicago operation which has drink equipment thru the Chicago Transit Authority system.

Charles Bertach, Vending Machines Company, Warsaw, Ind., spent some time at the Northern western display on the fourth floor examining the new 10-column tab gum vander and the bulk units.

L. C. Miller, of Traffic Refreshment Company, New York, displayed a good deal of interest in ice cream vendors.

Edward Baratz, head of Q Automatic Sales, Aurora, Ill., made it a point to palaver in the Stoner booth on numbering captions. Ed made certain he didn't miss anything at the show, however, and indicated his high-milage shoes to bear out his statement.

Greater Miami coin machine men say the past summer season was the best in history. With Miami Beach fast becoming an all-year resort and the number of permanent residents climbing every month, operators and distributors see a bright future.

Ken Willis, Bush Distributing Company, is back from a 10-day aerial trip to the Caribbean area, with stops in Puerto Rico, Dominican Republic, Haiti and Cuba. Ops

down there have stepped up their buying of new and used music machines, and keep clamoring for more of the used ones, says Willis.

Cy Wolfe, Florida distributor for Seeburg who operates out of Jacksonville, came down to hold a showing of the new Seeburg 45 r.p.m. phonograph at El Comodoro Hotel for Miami ops.

W. W. Daniels, Ideal Music op from Tampa, was in Miami recently on a buying trip.

Greater Miami coinmen are awaiting the influx of snowbirds from colder climes who annually flock to this vacation playground.

Taran Distributing Company reports excellent business in shuffle-type games. While sales manager Ed Bose is on occasion thru Florida, Georgia and Cuba, the office is in the capable hands of Lenny Bailter.

Les Hagglund, Jacksonville manager for Bush Distributing, is

convalescing in Clearwater, Fla., following a series of heart attacks. Willie Levy, former New Yorker who recently started his juke box operation in Miami under the name of Whitey's Music, is doing well in his new venture.

The city of Miami still has under advisement the matter of a new schedule of license fees for coin machines. Meanwhile, until a decision is announced, the boys are letting current licenses ride and are happy over the reprieve.

The Greater Miami public has put its stamp of approval on Bally's Hook Bowler shuffle game. Distributors say they can't keep up with the demand.

Ted Bush, Ozzie Truppman, and their Cuban manager, Leon Schapochnik, all of Bush Distributing Company, are on a trip to Buffalo and Chicago.

Detroit: William E. Bufalino, president of Service Drivers & Helpers Local 985, is spending much of his time on organizing activities up-State.

Taran Distributing Company reports excellent business in shuffle-type games. While sales manager Ed Bose is on occasion thru Florida, Georgia and Cuba, the office is in the capable hands of Lenny Bailter.

Look at the Savings! SEEBURG... ROCK-O-LA... WURLITZER... AMUSEMENT GAMES... UNITED

UNITED 4227 W. Vliet St., Milwaukee 8, Wis. Phone: WE 8-5224

WHAT THEY SAY... about The Billboard in its New Format... PAGES 52 AND 53 IN THIS ISSUE

CASH For old-time Nickelodeons and Orchestras... Esso Radio Company

For Sale—Late Model PHONOGRAPHS... SEACOAST DISTRIBUTORS, Inc.

WANTED USED GROETCHEN METAL TYPERS Woodward Amusement Company

CALENDAR FOR COINMEN November 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

WORLD WIDE

YOUR EXCLUSIVE DISTRIBUTOR for

WILLIAMS
New 5 Ball Game
RAG MOP
New tunnel kick back, 100-ball, 5110 pins, 10000 bumper, 10000 bumper, 10000 bumper. Action term is best. You'll clean up with Rag Mop.

EXHIBIT DALE
SIX SHOOTER
Adjustable height 9" x 14" x 24". Nickel or chrome plating. Moving targets. Beautiful cabinet. Simple servicing. Excellent design.

REEMMY
LEAGUE BOWLER
Who gambled? Here's a proven winner. Patent pending shuffle 4110 pins or 4 players. You don't mind. You've tried the rest. Buy the very best. Price is right. Trade-ins accepted.

WILLIAMS
DOUBLE HEADER
1 or 2 player. Special for saving room. Animated base runners. Provides a fast round the clock game of excitement. Now is the time to buy!

WILLIAMS
EXHIBIT KEENEY WILLIAMS ROCKOLA

Reconditioned SHUFFLE GAMES!

William Deluxe Bowler	\$135	Chgo. Coin Bowling Alley	\$115	Genco Bowling Alley	\$45
United Shuffle Alley	50	Chgo. Coin Bowling Classic	175	Keeneey Double Header	225
With Original Shuk 4110 Pins	75	Uni. Shuffle Bowler	60	Keeneey King Pin	225
Uni. Twin Bowler 126	126	Bally Speed Bowler	105	Keeneey ABC Bowler	45
Uni. Super Twin Bowler	195	Williams Shuffle Bowler	50	Ship Strike	125
				Reco. Shuffle	50
				Lane	50

NEW SHUFFLE GAMES
Universal High Score Bowler
Universal DB Luxe Twin Bowler
United Twin Shuffles
United 4-Player Shuffle Alley
United Knee Alley, 9 1/2 P.I.

FLY-AWAY PIN CONVERSIONS
Bally Shuffle Bowler \$39.50
Genco Bowling League \$19.50
United Shuffle Alley \$19.50
Royal DB Luxe Lite Pin Conversion for any Shuffle Game 9.95

ONE BALLS
Turk King Heavy Grandstand (New)
Universal Winner (New)
Champion Station
Lexington
Gold Cup
Jockey Special

CONSOLES
Universal Arrow Bell \$365
Uni. Triple Bell \$110
Bally Spot Bell \$125
Uni. Clover Bell \$125
Keeneey Single Bonus \$150
Keeneey Twin Bonus \$175
Keeneey Triple Bonus \$225

SPECIAL! 5-BALL GAMES
Genco Harvest Time \$200
Williams Georgia 200

SPECIAL
Fly-Away Pin Conversion for Chicago Coin Bowling Alley. Unappearing pins. Line-up score & strike indicators. Modernize your old game. Easy to install. Phone for quantity prices. Sample \$59.50



Home: Everglade 4-2300 Chicago 2330 N. W.

Coinmen You Know

Continued from page 123

the picture the past few months have been the Bally Speed Bowler, United Twin Shuffle and Keeneey's 4 Player.

Remodeling plans are also buzzing around the Sam Hastings Distributing Company stronghold on Bluemound Road. Sam is in hopes that the contractors will see their way clear to start working before the frost sets in, so that the addition will be ready for business before spring.

Harvey Daitman, who manages the Friedman Tobacco cigarette machine routes, reports that the price situation in Milwaukee seems stabilized at 23 cents per pack, with a few choice spots running at a quarter per pack.

Washington:
Last week's "Record of the Week" selection on the Eddie Galagher WTOR "Sundial" and "Moondial" programs, chosen in co-operation with the Washington Music Guild, was Doris Day's "Bushel and a Peck."

P. Hellman has joined the staff of the Northern Virginia Music Company, Alexandria, Va., in the scales division, according to Eddie Renner.

The November Washington Music Guild (WMG) meeting, canceled because of the illness of several members, will not be scheduled for a later date in November, as was originally planned. Next meeting will be December 7, Bill Schwartz reports. Schwartz says he likes Little Jimmy Scott's "Any Time Any Day, Any Place." His label disk featured on Jackson Low's WWD "Harlem Hit Parade." A National record, George Nolan's "Im So Out of Place in Your Arms," will be a WMG "Record of the Week" when it is released.

Silent Sales System has just moved to its new location at 4808 Rhode Island Avenue, N. E.

Both Arthur E. Seiniack of Kaufman - Washington Company, Decca distributor, and Max Silverman, owner of the Quality Music Company, reported increased juke box business on the Ray-O-Vacs "Kiss in the Dark," following a personal appearance in town. Silverman featured the side on his radio programs. Other promotional planned by Silverman include a broadcast by Lucky Millinder in the window of the Quality shop during the week of Lucky's personal appearance in town. Idea would be for Lucky to do a disk jock show and interview any other artists who were in town. Silverman staged a similar store broadcast when he opened larger quarters about two years ago. He scheduled seven hours of continuous broadcasting and crowds got so thick around the store that 150 policemen were required to handle traffic.

Bridgeport:
Marvin Sparrow, associated with his father, Charles Sparrow, in Cigarette Service, Inc., who recently passed the Massachusetts bar examination, and now associated with the law firm of Gouldston & Storrs in Boston, announced his engagement last week to Dorothy Jane Goldman, daughter of Dr. and Mrs. Joseph Goldman, of Brookline, Mass. Miss Goldman is a senior at Wellesley College.

Pittsburgh:
John F. Moran is no longer on the food for Rowe Manufacturing Company. W. S. Georgia, Altoona, Pa., James Logan, Logan Bros., Butler, Pa., and Harry Rosen, Milk Vending Service Company, Wilkingsburg, Pa., have been contacted for permission to give away smokes to the Veterans' Hospital at Aspinwall, Pa.

M. J. Ballinger, Acaem Vending Company, reports putting top new numbers on music machines is improving business at locations.

James Winson, manager of Columbia Records, says: "We are anticipating a tremendous autumn and Christmas season, with 1950 business the largest in record history." Raymond Stone, general manager, Theater Candy Service, says selling a trial order is effective in reaching new locations in Western Pennsylvania and Eastern Ohio.

LOOKING for LOCATIONS?

It's easy to find top locations with equipment from FIRST Distributors. Our skilled craftsmanship and painstaking care are your guarantee of the most perfectly reconditioned and retinalched coin machines available anywhere!

First Class Reconditioned SHUFFLE GAMES
Playing Fields Restored!

One Coin TROPHY BOWL \$235
Keeneey DOUBLE BOWLER 230
Universal SUPER TWIN BOWLER 199
Bally SPEED BOWLER EXPRESS 145
Keeneey ABC BOWLER 150
Universal TWIN BOWLER 130
Chicago Coin BOWLING ALLEY 119
Williams TWIN SHOOTER BOWLER 60
Keeneey PIN BOY 40
Genco BOWLING LEAGUE 40

SPECIAL! UNIVERSAL TWIN BOWLER
With Fly-Away Pin Conversion installed. Quiet, smooth, motor driven drive. Like a new game throughout. Only \$169

NOW! IT'S HERE!
Meter Driven Fly-Away Pin Conversion for Universal BOWLER only \$59.50

RECONDITIONED FIVE BALLS
Canada \$4.50 Sumner's \$31 Circle 630
Cin. Jockey 116 One-Two 41 Lady Robin 31
Big Top 45 Chic 45 Mustang 31
Phenix 65 Trade Winds 42 Dimples 35
Majors 51 Dilly 29 Catalina 35

Fly-Away Pin Conversion for Chicago Coin BOWLING ALLEY \$49
Now you receive your copy of our BIG ILLUSTRATED PREMIUM CATALOG!
Write for your free copy today.

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Wally Fittre & Joe Kline
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Buy With Confidence! ATLAS Personal Service

NEW SHUFFLE GAMES
Universal High Score Bowler
United Side Shuffle
Chicago Coin Ace Bowler
United 4-Player Robound
Universal Deluxe Twin

PHONOGRAPHS—
Reconditioned—Refinished
Seaburg 40-50 \$275
Seaburg 47-80 275
Seaburg 48-100 (Reco.) 275
Wurlitzer 1015 290
AMI Model "A" 195
AMI Model "B" 195

NEW GAMES
Exhibit Six-Shooter
Exhibit Oasis
Castille Jocker
Genco Flying Saucer
Genco Harvest Time
Jennings Challenger, 5-10

SHUFFLE GAMES
Reconditioned and Refinished
Shuffle Alley w/dissap. pins \$75
Branching Shuffle Bowler 75
Gottlieb Double Header 75
Bally Shuffle Bowler 75
Genco Bowling League with dissap. pins 125
Genco Bowling League 75
Chicago Bowling Alley 75
Rock-Ola Shuffle Jumbo 95

NEW 1 BALLS WINNER & TURF KING

GAMES—Ready for Location
Exhibit Data Gun \$75
Major League Baseball 60
Sweet Six 45
Shooting 45
Playboy 45
Suzanne 45

RECONDITIONED 1-BALLS
Jockey Special \$110
Champion 25
Citation 25
Social Entry 25

5-10-25c WIRELESS WALLMOUNT W4LS6 \$69.50

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FIRST TIME EVER OFFERED

Sensational, all-metal, guaranteed Electric Vacuum Carpet Sweeper for homes. Limited supply. A tremendous value... \$16.50 Complete

SHUFFLE ALLEY \$49.50
Come and get them while they last!

LARGE LIST OF PREMIUMS—
WIRE

KEENEY Bowling Champ
5 1/2" High Round Conversion Like New \$189.00

USED SHUFFLE GAMES
United Shuffle Alley \$59.50
United Shuffle Alley \$59.50
with flying pins 109.50
Shuffle Bowl Attach. 69.50
Chicago Coin Bowling 339.50
Classic 119.50
Uni. Super Twin Bowler 219.50
Genco Bowler 31.50
Nephtalide Baseball 99.50
Genco Bowler 149.50
Keeneey Bowling Champ 229.50
Chicago Coin Bowler 399.50

SHUFFLEBOARD SUPPLIES
Shuffle Game Mat \$ 6.50
(Case of 12) 3.00
Climatic 10.00
Per set of 18 10.00
Liquid Wax, Per Can 8.00
Paste Wax, Per Can 8.00
Fast Restorer, Shuffling Board Wax, Per can 4.00
Shuffleboard Refinisher, Each 3.75

SHUFFLEBOARDS
18-22 Ft. \$49.50 & UP ALL SIZES

PURVEYOR SHUFFLEBOARD COMPANY
4322 N. W. Western Ave. Chicago, Illinois
Phone 7 JUNior 8 1814, 6 1815, 6 1816

WANTED

250 of your old Post-War 5-Ball Pin Games

WILL ALLOW \$20.00 each F. O. B. Omaha, on new Gottlieb and Williams 5-Balls.
\$25.00 each on new Universal Deluxe Twin Bowler, F.P. convertible, and Universal Hi-Score Bowler.

Above applies to Iowa and Nebraska operators only.
We are distributors for Gottlieb—Williams—Universal—Jennings and Rock-Ola.

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CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES, PIN GAMES AND MILLS BELL MACHINES

Williamsport Amusement Company

233 W. 180 STREET
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"Central Pennsylvania's Largest Distributor"

FOR YOUR BEST LOCATIONS!

CHAMPION	\$359.50	SHUFFLE CHAMP	WRITE
CITATION	219.50	UN. SHUFFLE ALLEY	\$49.50
LEXINGTON	199.50	W/FLY-AWAY PINS	89.50
TROPHY	119.50	SPEED BOWLER	199.50
JOCKEY SPECIAL	84.50	UN. TWIN BOWLER	99.50
		BALLY SHUFFLE BOWLER	89.50
		KEENEY PIN BOY	89.50
		WMS. BOWLER	59.50

SHANGHAI	\$ 44.50	DRAW BELL 5c or 25c	\$ 99.50
THRILL	34.50	WILLIAMS ALL STARS	\$ 99.50
SELECT-A-CARD	134.50	CHICOIN ALL STAR	
BUFFALO BILL	34.50	HOCKEY	29.50
SARATOGA	34.50	HIT-A-HOMER	19.50
MARDI GRAS	44.50	WURLITZER T015	\$274.50
GENCO 1-2-3	39.50	SEEBURG 146 M	259.50
BLUE SKY	164.50	SEEBURG 8800	79.50
BANK-A-BALL	44.50		
'49 MAJORS	49.50		
SCREW BALL	49.50		
HOLIDAY	69.50		

BUY NOW!
WURLITZER 1250
1217 Midway
BALLY NOOK BOWLER

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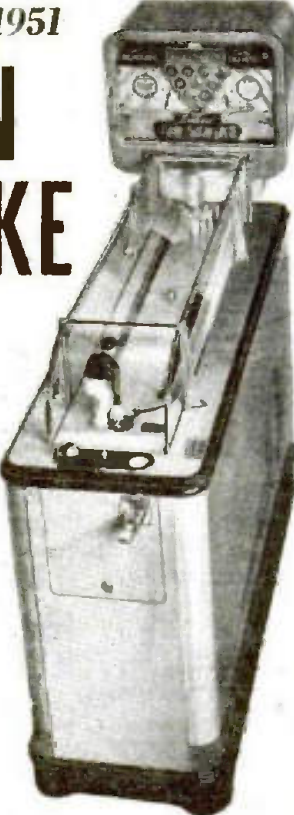
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Authorized Distributors for
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All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

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JANUARY 15-31

EVANS' 1951 TEN STRIKE



Original
and Still
Greatest
of Bowling
Games!

REAL
BOWLING!

ALL
SKILL!

BETTER THAN EVER—EVERY WAY.

NEW! High Dial Projector Scoring up to 150!

IMPROVED! Pin Setting Device eliminates wooden pullies. Many other improvements for faster play

PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Mankin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c. with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE the finest game of skill for amusement only, is gilt-edged! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years!

AVAILABLE IN NOVELTY OR REPLAY MODELS

ORDER FROM YOUR DISTRIBUTOR OR DIRECT

H. C. EVANS & CO.

1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS
SEE THE EVANS' CONSTELLATION AD ON PAGE 114

FAST 10-SECOND PLAY

and still holds player's interest—that's **HOLLYCRANE**, the new sensational coin-operated miniature model industrial crane. If you want big, steady profits with long-life equipment that is exclusive, get **HOLLYCRANE**.

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CONSOLES	PHONOGRAPHS
Bally Double Up \$179.90	Wurlitzer 6018 \$241.50
Bally Multi Bell 269.90	Wurlitzer 750-A 199.50
Bally Big Draw B.B. 199.50	Semborg 66-B 169.50
Bally Deluxe Draw 139.50	Semborg 67-S 271.50
Bally Wild Leman 99.50	Mills Constellation, Factory Recond. 318.00
Evans 8-in-Balls, F.P. & P.O. 239.00	Alcorn Bellows with 2 28-wire Bucky Balls in perfect condition 99.00
Revenue Ball 79.50	
Arroy Ball 349.50	
Bonus Super Ball 191.50	
SHUFFLE ALLEYS	MISCELLANEOUS
Chicago Coin Bowling Alley \$ 79.50	Packard 30 wire Boxes, like new \$ 13.50
United Shuffle Alley 49.50	Buckley 30 wire Boxes, like new 19.50
Rock-Ola Shuffle Lane, 6' x 10' 189.50	Semborg Satchelmatic, promoter 8.00
Chicago Coin Baseball, new 189.50	Atom set, new 159.50
Kneary Tom Pistol, new 79.50	
Kneary A. B. C. Bowler, new 129.50	

ROCK CITY AMUSEMENT CO.
125 SIXTH AVE., NORTH NASHVILLE 2, TENN.

Changer Supply

Continued from page 111

Rudde, and deliveries will begin about the first of the year.

The new item introduced by National Rejectors is also engineered for odd-cent sales, altho the model shown at the company exhibit was said to be currently undergoing modification. It is a penny payout assembly for use with the regular National changer. No price or delivery date was quoted.

A spokesman said the company is having little difficulty in supplying the current demand for changers and rejectors, altho some material shortages have been encountered. National instituted a revised price schedule earlier this month calling for increases on all items.

Intro Adapter
Guardian Electric bowled a 6 or 7-cent adapter which may be plugged into the company's changer. Pennies must first be inserted in the adapter before the standard mechanism will actuate the dispensing mechanism. John Schmidt, executive, said production on the unit has already begun, with early deliveries expected. It lists at \$5 if purchased with a changer and \$14.50 if bought separately.

General delivery on a changer developed by Johnson Fare Box will begin in 30 days, according to Dave Herwitz, spokesman. The Selenoid actuated device will list at \$37.50, he said.

Federal Parks

Continued from page 111

dition of the agency offer no opportunity for the use of coin machines, except indirectly as an attraction to draw visitors to a locality. More than half the spots are similar to the Washington Monument, the Lee mansion and the Gettysburg battlefield.

Parks and recreation areas generally can serve as locations, however, it was stated. In most cases, each has its own concession manager, who is usually the park supervisor. After a recent congressional probe of concessions, NPS is operating almost entirely on a bid system. Officials said that operators or distributors desiring to place machines in parks should contact the supervisor of any national park in their vicinity. He would usually refer them to persons having concessions for hotels, tourist camps, eating spots and the like.

Parks Attendance
Among the larger NPS-administered parks and recreational areas are Glacier, Mont.; Lake Mead, Ariz.-Nev.; Millerton Lake, Calif.; Bryce Canyon, Utah; Carlsbad Caverns, N. M.; Everglades, Fla.; Acadia, Me.; Big Bend, Tex.; the Great Smokies, Tenn.-N. C.; Hot Springs, Ark.; Shenandoah, Va., and Mammoth Cave, Ky. These had 1950 attendance ranging from 89,000 for Big Bend to 1,774,265 for the Great Smokies.

See Copper, Cobalt

Continued from page 111

able for replacements, tho use in new machines will be restricted to a percentage of that used in a base period.

Aluminum Use
The aluminum order permits use of the metal for maintenance up to 100 per cent of the amount used for such purposes during the last half of this year. Aluminum for new production is restricted to 65 per cent of that used during the same base period, but those firms using no more than 1,000 pounds yearly are exempted. The order goes into effect the first of the year.

The choice of the last half of 1950 as a base period is beneficial for users of aluminum and will be of aid for users of other metals if selected for copper, cobalt, etc., because that period represents one of the highest production half-years on record. Had an earlier base period been selected, effects o. cut-backs would be more severe.

Charter Supply Firm

LITTLE ROCK, Nov. 18.—Secretary of state has issued a charter to Midwest Popcorn Company of Arkansas, Inc., of Fort Smith, which listed authorized capital stock of \$10,000. The incorporators were H. C. LeGate and James Shoffey, of Fort Smith, and J. L. Berggren and W. B. Berggren, of Omaha.

COMPLETE OUTFITTERS OF COIN-OPERATED AMUSEMENT GAMES, PARTS AND SUPPLIES

DOMESTIC—EXPORT
Fair-Priced Merchandise
NEW and USED

Serving the ARCADE since 1912, with all latest releases and old "ravenous" favorites

LOWEST PRICES
TEST PROVEN PERFORMANCE
ATTRACTIVE CABINET REBUILDING

AMUSEMENT	GUNS
Alarm Bomb, floor sample \$175.00	Big Shooter \$241.50
Exhibit Electric Kicker 145.00	Jungle Joe 179.00
Billy Gates, floor sample 242.00	Monopoly Game 99.00
Chicago Coin Game 90.00	Chick Pistol 89.00
Chico Kicker Baseball 190.00	Exhibit's Dale 130.00
Exhibit's Balling Practice 225.00	Silver Bullet 95.00
Pitch 'em & Ball 'em 100.00	Chicago Sam 75.00
Exhibit's "Pony Express" 245.00	Big Flogger 95.00
Air Muckey 145.00	Billy Rapid Fire 95.00
Williams' Star Series 125.00	Billy Undersea Raider 108.00
	Big Pilot 72.00
COUNTER GAMES	FORTUNE TELLING
Big Challenge \$ 25.00	Attracto \$45.00
Touchdown 17.50	Salar Narcoscope 110.00
White-Ball 18.50	Movie Pen 79.00
Big T Challenge 22.50	Kirk's Astrology Scale 99.00
Adventure Shooter 19.50	
Counter Grip Scale 22.50	
Kicker & Catcher 25.00	
Target King, Muntz 37.50	
Base-Ball II 41.50	
Art Snow, Shipman 47.00	
SUPPLIES	GENERAL ARCADE
Formula #77 Shuffleboard War \$14.50	Mame Plans \$110.00
Concessionaire's Model of Coin 17.50	Attracto 85.00
pins, for Chico, United, Universal 11.00	Attracto-Movie, new 275.00
Balls 2.00	Vitalizer Foot Sock, coin 145.00
Coin Counters 5.00	Exhibit's Deluxe Athletic Scale 95.00
Coin Measurers 2.50	Exhibit's Ordo Developer, new 185.00
Photo-A-Matic, Valco-Graph 17.50	Exhibit's Game Developer 125.00
Pool Cards, Sell Gum, etc. 8.00	Attracto 225.00
	Photo-A-Matic, poster, factory conditioned 400.00
	Voice-a-Graph, poster 125.00
	Photo-A-Matic, poster, 12" x 18", 2 months, like new, 8A 85.00

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YOUR RELIABLE DISTRIBUTOR
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Limited Quantity Brand New

MILLS VEST POCKET BELLS

NOW DELIVERING MILLS SENSATIONAL NEW 21-BELL

ALSO BRAND NEW BLUE BELL, BLACK BEAMY, TORREN BELL, TORREN "21" BELL Write.

RECONDITIONED GAMES

United Shuffle Alley, 70-80 way coin \$129.50
Universal Yarn Alley 149.50
Williams Train Shooter 89.50
Kneary Duck Pin, 8 P.P. 75.00
Kneary Ten Pins 89.50
Kneary King Pin 149.50
Billy Licker Baseball, PP 129.50
Billy Golf Cup, PP 149.50
Billy Cricket, PP 249.50
Billy Champion, PP 269.50
Universal Photo Finish, PP 339.50
Billy Deluxe Draw Ball 189.50
Kneary Yarn Bonus Super Bell, 8-12c 97.00
Chicago Coin Pistol 149.50
Date Gun, large triple switch model 199.50

NEW EQUIPMENT

Billy Turf King \$79.50
Williams Rac Mop 99.50
Cottlieb Joker 99.50
Chicago Coin Fighting Irish 129.50
Exhibit Six Shooter 129.50
United Skis Alley 129.50
Universal High Score 129.50
Bowler 129.50

PIN GAMES

Billy Carnival \$79.50
Double Shuffle 99.50
Cottlieb Clocks 99.50

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!

Mills 2c, 10c of 21c Golden Path Handicap—Bells 3c, 10c or 15c Black Cherry Bells—Mills 5c, 10c or 15c Jewel Bells—Mills 20c Goldie Handicap—Mills 5c Black Cherry, 3/5-Juvenile 10c Standard Cherry—Mills 20c Sun Chief—About the latest bells in new Cabinets.

ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE ALLEYS \$129.50
PLY-A-WAY PIN CONVERSION FOR UNITED SHUFFLE ALLEY \$99.50

Terms: 1/3 Cash, C. O. D.
Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stand for Bells.

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4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Cleaned, Checked and PRICED TO SELL!

GAMES

Chance Total Roll \$49.50
Chance Advance Ball FREE
Chance 1-2-3 59.50
Chance 2-3-4 59.50
Chance 3-4-5 59.50
Chance 4-5-6 59.50
Chance 5-6-7 59.50
Chance 6-7-8 59.50
Chance 7-8-9 59.50
Chance 8-9-10 59.50
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Chance 10-11-12 59.50
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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. FULLMORE STREET CHICAGO 24, ILLINOIS

OPERATORS INFORMATION ON REQUEST

RECONDITIONED PIN GAMES READY FOR LOCATION

Baby Face	\$42.50	Grand Award	\$ 55.00	Select-a-Card	\$125.00
Champion	\$2.50	Big Shooter	\$27.50	Tumbleweed	\$119.50

LEASING ONE BALL GAMES

Leashten	\$365.00	Photo Finish	\$285.00	Favorite	\$47.50
Claxton	\$185.00	Special Entry	\$9.50	Hot Tap	\$9.50

KEENEY ABC BOWLER

K. Keeney Tom Plus	\$55.00	9 1/2" Keeney Pin Bow with 1000's	\$45.50
K. Keeney Livewire	\$55.00	9 1/2" Keeney ABC Bowler	\$95.50
9 1/2" Keeney Lucky Stripes	\$45.00	9 1/2" Keeney Shuffle Lane with 1000's	\$45.00
9 1/2" Keeney Pin Bow without 1000's	\$45.00	9 1/2" Bally Speed Bowler	\$199.50

NOW DELIVERING NEW EQUIPMENT
Keeney League Bowler, Bally Tom King, Bally Triple Draw Ball, Universal Winner, Finky Joker, Signaling Irish, Keeney's Electric Charioteer Vendor, Mills Wild Dance, Multi "21" Ball, Mills Blue Ball, Dewney-Johnson Coin Counter.

Established 1911
ROY MCGINNIS CO.
2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE BELMONT 1100

SPECIAL VALUE
150 WILL56 5c SEEBURG POSTWAR WIRELESS WALL BOXES

COMPLETELY REFINISHED FRESHLY BAKED COVER ONLY GUARANTEED CANNOT BE TOLD FROM NEW \$22.50 ea. Lots of 10 or over, \$20.00 ea. MONEY BACK GUARANTEE

WRITE FOR COMPLETE LISTS OF USED MUSIC CONSISTING OF 46, 47, 48 SEEBURGS and 1015 and 1100 WORLITZERS. COMPARE TRIMOUNT'S PRICES

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS
Remember IN NEW ENGLAND IT'S TRIMOUNT!

TRIMOUNT
40 WALTHAM STREET BOSTON 18 MASS Tel. BR 3-9119

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	LAST WEEK	WEEKS ON CHART	PEAK POSITION
Continued from page 123				
RUFF DAVIS (Carl Brando Orb) The Little Toy Town Parade COLUMBIA MJ 97—Pleasant little novelty is likely to get lost in the seasonal onslaught of high-powered kiddies.		70	70	70--70--70--70
Song of the Little Red Hen Similar stuff with more familiar story beats.		73	73	73--73--73--73
SPIRITUAL				
THE FAIRFIELD FOUR I'll Tell the World DOT 1015—Simple-enough bit of material is projected with great strength and fervor by the male group.		79	79	79--79--79--79
In the Upper Room Smoother chart spot. Would have been even more powerful side.		81	81	81--81--81--81
HOT JAZZ				
CHARLIE PARKER Dancing in the Dark MERCURY 31048—Bird and the stuffers, a proven commercial entity side the album, make their first simple filling a real one with this evanescent as whiffle. Bird's been in too long.		80	82	80--82--80--78
Laura A natural mating at lovely ballad to this "new" Parker roll strings approach should prove a sturdy late clipper sales item.		83	85	83--85--83--80
PEE WEE ERWIN & THE VILLAGE FIVE Mashuga Over You KING 15674—Veteran trumpeter Erwin leads his Midland combo thru a frolicsome rhythmic ditty which Paul Dugan writes. Could pick up some action in Jewish neighborhood.		67	68	66--68--67--68
Shake It and Break It Erwin's two brothers tune out a happy, buoyant rendition of this delightful old Dixieland fare. Some real clear spots as well as rich-toned Erwin horn.		69	71	68--69--71--68--68
RELIGIOUS				
EVA MAE LEFEVRE Thank God I'm in His Care BIBLETONE 7026—Rich voiced thrush sells a snappy prayer-meeting tune convincingly for Bible Belt buyers.		78	78	78--78--78--78
I Wanna Rest (Lester Kline, Alvin Karpis, B. Preiner) Group effort is even more potent. Clear, lively recording, as this is r.g.m. disc.		79	79	79--79--79--79
KIRK MCGEE (Tennessee Volunteers) She'll Be Sitting By Jesus Tonight TENNESSEE 729—Rural spot refers to a departed mother. Later harmonized on the raw side.		60	60	60--60--60--60
A Soldier's Letter to Joan and Marie One more war throbber, inspired by the apocryphal soldier's letter to his daughters. May hit a limited territorial market.		71	72	72--72--71--70
CLASSICAL				
CLOE ELMO (RCA Victor Ork-Jean Paul Morel, Cond.) Verdi: Conductor Elmore in Cappi VICTOR 151-4182—The mezzo infuses the heavy "Il Trovatore" aria with great drama in a handsomely cut disk.		74	75	74--75--74--75
Verdi: Saida La Vampa Highly popular mezzo aria from the same opera as this gal's special disk. Flary singing should push competition aside.		78	78	78--78--78--78
ROBERT MERRILL (RCA Victor Ork-Jean Paul Morel, Cond.) Gounod: Avant De Quitter Cas Liane VICTOR 151-4182—The mezzo infuses the heavy "Il Trovatore" aria with great drama in a handsomely cut disk.		80	80	80--80--80--80
Othenbach: Scintille Diamant "Tales of Hoffman" aria. Beautiful, fairly familiar fare, should find a big public in this starring production.		80	80	80--80--80--80
ITALO TAJD (RCA Victor Ork-Jean Paul Morel, Cond.) 1. Verdi: Recit: Elis Gemmai M'Amo 2. Arias: Dormire Sul Nel Manto Mio Regal VICTOR 151-4182—The mezzo infuses the heavy "Il Trovatore" aria with great drama in a handsomely cut disk. Flary singing should push competition aside.		77	78	77--78--77--78

Alnik Planning Wider Coverage

CHICAGO, Nov. 18.—Penetration into "new markets" is being planned by the Alnik Company which, to date, has sold its Vendalite lighter service kit primarily to operators in the Southwest. Sales are being handled entirely from the firm's home office in Clifton, N. M., although the company hopes later to widen its coverage thru a distributor set-up.

The Vendalite kit is designed to be dispensed thru standard cigarette machine columns. E. A. Gallegos, president of Alnik, said operators stocking the kit move an average of 15 units weekly per machine.

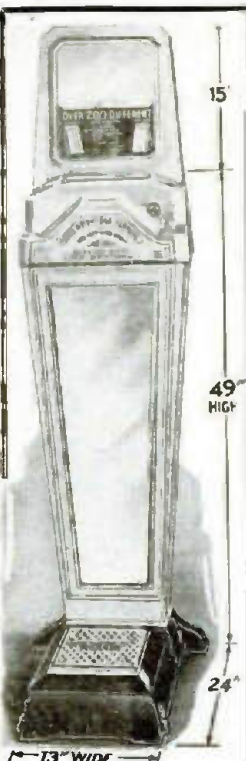
Robco Corp. Releases Coin Meter Catalog

NEW YORK, Nov. 18.—Robco Corporation has released a new catalog on its coin meter line. Firm manufactures the meters for automatic and non-automatic washing machines, extractors, dryers and other devices where electrically controlled timing can be used.

Company reports new meter models are improved both in design and construction. Catalog will be sent free on request. Robco is located at 202 E. 44th Street.

Ala. Cig Tax Up

MONTGOMERY, Ala., Nov. 18.—The State Department of Revenue reports that tobacco tax collections for October totaled \$800,732, compared with \$571,942 in October, 1949. The gasoline tax was the big producer last month, bringing in \$2,918,119, an increase of \$303,792 over the \$2,614,327 collected in October, 1949, Commissioner Roy Blair stated.



15'
49" HIGH
24"
13" WIDE
WEIGHT, 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS \$83.00 IN PENNIES
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Tulloh St. Chicago 44, Ill.
Tel. 1869—Telephone: Columbus 1-2772
Cable Address: WATLINGCITE, Chicago

OPERATORS
UNBREAKABLE PLASTIC SHIELDS FOR ALL BOWLERS. Will last life of machine. \$3.98—Specify make and model! —\$3.00. Cash with order at 172 deposit.
EMPIRE NOVELTY CO.
310 Plymouth Ave. Minneapolis, Minn.

WANTED TO BUY
Seeburg Bear Comb. Will pay \$300.00.
ROBERT TAYLOR
514 Second St. Portsmouth, O.

NATIONAL GUARANTEED VALUES!

S-BALLS		Price ea.
5 Buffalo 44's	\$145
3 Calico Dice	125
5 Select-a-Card	125
4 Three Minute	125
3 Tumbleweed	125
3 Boston	120
3 Freshies	120
3 De-luxe	115
2 Champagne	110
4 Maryland	110
10 Sharpshooters	110
5 Three Feathers	105
5 Bowling Change	105
3 Double Shuffle	100
3 Dallas	100
3 St. Louis	100
3 Tucson	100
2 Utah	100
8 Buffalo & Bows	95

RECONDITIONED SHUFFLE GAMES		Price ea.
10 Chicago Blue Cab, Twin Roll 500	30
10 United Super Twin Bowler, 500	300
10 United Shuffle Alley with 1000's	125
7 Keeney 2-Player, Glass, 1000's	120
7 Chicago Baseball	100
10 Bowling	80
7 United Shuffle Alley	65
2 Genco Bowling League	50
5 Bally Shuffle Bowlers	50

NEW EQUIPMENT
Gottlieb, John
Chicago Coin Fighting 1100
Williams Bow Mar
Lambert Glass
United Bow Shows

10 WATLING "400" DELUXE SCALES
EXCELLENT CONDITION
WRITE FOR PRICE

PREMIUMS
Write for our new illustrated Fall Catalog, new, being mailed. Large selection—wide variety.
Weekly Premium Special!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD Phone: Bellingham 3-6466 CHICAGO 14

Holiday Clearance Sale on Used Shuffle Games!

THESE GAMES ALL RECONDITIONED AND READY FOR LOCATION

Billy Beese Bowler	© 112.50 (Fly Away Pins)
Billy Shuffle Champ	189.50 (Fly Away Pins)
Billy Shuffle Bowler	42.50
United Shuffle Alley	44.50
United Shuffle Alley Express	124.25 (Fly Away Pins)
United Twin Shuffle Alley Rebound	115.00 (Fly Away Pins)
United Double Shuffle Alley	125.00
Universal Twin Bowler	126.00
Universal Super Twin Bowler	189.50 (Fly Away Pins)
Chi-Coin Trophy Bowler	225.00 (Fly Away Pins)
Conco Bowling League, 15 ft.	65.50
Conco Baseball Bowler	71.00
Williams Twin Shuffle	45.50
California Shuffle Pins, 13 ft.	35.00
Garfield Bowler	65.00

Checklist placed inside on all orders. State method of shipment preferred. (We'll Write! Phone)

SERVICE YOUR WATCHWORD
Morris Novelty Co., Inc.
 1007409 DIVEST. PHONE BR 0747 EST. MOUIS 3 MO

Trade Directory

Distributors
 AMT, Inc., Grand Rapids, Mich., appointed Central Distributors, Inc., 2334 Olive Street, St. Louis, to cover that territory.

New Equipment
 Candy vender—7 column unit—Rowe Manufacturing Company, New York.
 Candy vender — five cent —

Stoner Manufacturing Corporation, Aurora, Ill.
 Lunch-O-Mat — food vender — Stauder Manufacturers Corporation, New York.
 Model 40-SC—combination sorter and counter—Johnson Fare Box Company, Chicago.
 Pond's tissue vender—Alkario & Company, New York.
 Refrigerated food vender — Stoner Manufacturing Corporation, Aurora, Ill.

Service changer — National Vendors, Inc., St. Louis.
 Sun tan lotion vender — wall model—Mountanaire, Inc., Springfield, Mass.
 Three-faucet dispenser — non-coin operated—Canada Dry Ginger Ale, Inc., New York.
 Welch's—two-flavor juice vending machine—The Welch Grape Juice Company, New York.

New Firms
 Citrus Products Company, Chicago—manufacturer of Kist brand sirups.

New Offices
 Ristaurat, Inc., Appleton, Wis., opened an export sales office in Chicago at 33 North Wabash Avenue.

Personals
 NAMA's 1951 officers: J. B. Lannagan, Nik-O-Lok Company, Indianapolis, president; Aaron Goldman, G. B. Macke Corporation, Washington, D. C., and I. H. Houston, Spacarb, Inc., Stamford, Conn., vice-presidents; re-elected treasurer and secretary, John Pierson, Vendo, Kansas City, and C. S. Darling, executive director. NAMA: directors, Thomas B. Donahue, National Vendors, Inc., St. Louis; William S. Fiehman, Automatic Merchandising Company, Chicago; Herbert C. Ozle, Vending Machine Corporation of America, Tulsa, Okla.; R. L. Strain, American Locker Company, Boston, and J. B. Lannagan.
 Clarence G. Storer, Shigemans-town, Pa., elected to the Pennsylvania House of Representatives.
 Yale & Towne, Stamford, Conn., appointed Carl M. Linde Jr., of Rowayton, Conn., to the position of advertising and sales promotion manager of the Stamford division.

WHY SUCH POPULAR APPEAL for Keeney's LEAGUE BOWLER!
Fastest Rebound of all!
 4 COINS EVERY THREE MINUTES!
 10c PER PLAYER—4 PLAYERS: 40c!
 45 SECONDS AT MOST FOR EACH GAME!
 A RICH SOURCE OF READY PROFITS

ALL ELECTRICAL COMPONENTS ACCESSIBLE IN LITE BOX OR ON HINGED BACK DOOR

1-2-3 OR 4 PLAYERS WITH Keeney's **LEAGUE BOWLER**

J. H. Keeney & CO., INC.
 2400 W. FIFTEENTH ST. • CHICAGO 33, ILL.

SIZES:
 9 1/2 FT. LONG
 2 FT. WIDE
 8 FT. LONG
 2 FT. WIDE

WHAT THEY SAY...
about The Billboard in its New Format
 SEE PAGES 52 AND 53 IN THIS ISSUE

BRING 'WESTERNS' to your spots! CROWDS LIKE 'EM!

EXHIBIT'S DALE

SIX SHOOTER

SHOOTER

VARI-SPEED MOVING TARGETS

Operators Report Fast Growing Popularity with Location Crowds

OPERATE EVERYWHERE

Vends Ticket on Skill Scores

EVERY HIT TUMBLES A FAST RIDING BANDIT FROM GALLOPING HORSE

A LONG TERM MONEY MAKER

TARGET SHOOTING BECOMES A DAILY HABIT

SEE YOUR "EXHIBIT" DISTRIBUTOR

EXHIBIT SUPPLY CO. - 4218-30 W. LAKE ST. - CHICAGO 24, ILL.

VENDER MODEL AT NAMA SHOW

CHICAGO, Nov. 18. — A scaled-down cigarette vender model, eight inches high, was introduced at the NAMA show here this week by Alltuno & Company as a novelty item. The \$4.95 seller holds 40 cigarettes, both king size and regular, and any of its six plunkers will dispense a cigarette.

Song Promosh Set by APOA At Nov. Meet

CINCINNATI, Nov. 18. — The Automatic Phonograph Owners' Association (APOA) held its November meeting here Tuesday (14) at the Hotel Gibson Sheraton, and set up a promotion program in conjunction with the Ohio Appliance Company in addition to discussing its promotion of records.

Working with Raleigh Davis of Ohio Appliance, members of the APOA will insert stickers on their equipment asking patrons to play the Phil Harris recording of *The Thing*, then draw a picture of their idea of what Harris is referring to as being the title of the song. Winner will receive a prize from Ohio Appliance. To promote the contest, newspaper and radio publicity will be used.

Association selected two tunes: *You're the Sweetest Thing* by Larry Vincent on the Pearl Label, and *I Still Feel The Same About You* by Dick Todd on the Hit Record label to promote on their machines.

Vern Hawks, Decca, addressed the meeting, and Fran Warren, RCA recording artist, entertained. Charles Kanter, APOA president, who suffered a heart attack recently, made his first appearance at an association meeting since he was stricken. He thanked the group, and George Miller, president of Music Operators of America (MOA) for flowers and cards which he received while in the hospital.

Candymakers Take 2d Look at Prices

NAMA Exhibitors See \$3, 100-Count Price as Top; Dime Bars Increase

CHICAGO, Nov. 18. — Thirty candy manufacturers exhibiting at the NAMA convention this week indicated a general agreement on three points concerning price, 10-cent items and wrapper material. Specifically, they were these:

1. Hold to a maximum of \$3 for 100-count packs for comparable figures for other high counts.
2. Release more dime items to put the highest cost merchandise to a "stink or swim" test.
3. Change over to paper wrappers (on bars and other similarly wrapped items) as foil and cellophane become increasingly scarce.

A recent wave of price cut-backs by four major candymakers (*The Billboard*, November 11) was pegged not as a general industry move, but as "must" reductions where firms had over-priced merchandise in an earlier too enthusiastic price hike. The firms thus reducing prices, along with others who had upped prices more moderately to keep at or under the 3-cent-per-bar cost to the operator, agreed that 100-counts at \$3.10 or \$3.15 "just would not move." When the high-priced candy began backing up on them, due to operators' canceling or greatly reducing orders, the 10 to 15-cent reduction was ordered. It was noted, however, that in a few instances, typified by Mars and Clark, plus-53 levels for 100-counts had not resulted in similar blanket-order cancellations or cut-backs.

Dime Bars

Dime bars, now cropping up in increasing numbers since the start of the Korean crisis in June, have been introduced by numbers of firms formerly concentrating on their nickel items. Most recent of these switches include Curtiss Candy's trio of 10-cent bars, Baby Ruth, Butterfinger and Mint Green at \$5.25 per 100-count. And this week Walter Baker Chocolate Corporation reported it would market a dime bar, Brazil Nut, within 30 days. It will be a 2½-ounce bar, packed 24-count for \$1.50.

Peter Paul, Inc., to obtain venter coverage on its dime Almond Joy and Mounds bars, announced they were made shorter and thicker to fit in venter pockets. Weight remains the same, two ounces. Firm also, for the first time, now offers the bars in 72-count in addition to the 24-count pack.

Add Vend Counts

Representatives of Mars, Inc., reported the company was contemplating adding vend counts to other bars in its line (two bars were made available in the high count for the first time earlier this year, breaking firm's 24-count stand). It was indicated that present prices would not be changed.

A revival of a prewar nickel bar, Luncheon, was reported by New England Confectionery Company. It is packed 100-count at \$3. Firm also introduced a 10-cent three-flavor bar, Fruit Treats, in 100-count at \$5.86. It will be available by January 1. Bar is in three sections, featuring orange fruit, minted raspberry and lime fruit flavors. Weight is two ounces. Delevia Chocolate Company

added another item to its enrobed sugar wafer line. Called Choco-Crisp, it is a 1½-ounce bar of chocolate-coated wafer packed 100-count at \$2.50. Firm now has five coated wafer items for vendors.

Chase Candy Company, continuing its line of Nickel Naks introduced during the 1949 NAMA convention, announced the hard and jelly candy packages were being held to the \$2.75 price per 100-count.



WE MAKE NO CHARGE FOR CONVERTING YOUR... WURLITZER 1250 TO 45 or 33 1/2 RPM THAT'S HOW WE GUARANTEE YOUR PROFITS!

Exclusive WURLITZER Distributor In S. E. Pa., So. N. J. and Delaware

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST. PHILADELPHIA 30, PA. Phone 7-4495

58 FRELINGHUYSEN AVE. NEWARK 5, N. J. Bizelex 3-4300

HERE IT IS!

GENCO'S NEWEST SENSATION!

FLYING SAUCERS

featuring

The NEW EXCLUSIVE VISIBLE TILT

Adds New Zip!
Adds Extra Skill!
Adds Greater Play!

Visible tilt pendulum swings with every shake of the machine. Permits players to see how closely they come to tilting—without fouling.

LIGHTS UP MARS, VENUS AND THE MOON!

SCORES IN THE MILLIONS

7 Ways for Replay

Get on the FLYING SAUCER Money Maker Today!

TOP EARNINGS IN TEST LOCATIONS

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

WRITE, WIRE, PHONE YOUR DISTRIBUTOR NOW

BOWLING GAMES

AT LOWEST PRICES

- Bully Speed Bowler (10 pins) \$124.50
- United Shuffle Express (10 pins) 124.50
- Bully Shuffle Bowler (10 pins) 112.50
- Keeney Pin Boy (10 pins) 112.50
- Chi. Coin Bowling Alley (10 pins) 112.50
- Exhibit Strike (10 pins) 112.50
- U.S. Super Twin Bowler (10 pins) 124.50
- Genco Bowling League 40.00
- Gentle Bowlette 64.50
- Keeney Ten Pins 74.50
- Chi. Coin Shuffle Base (10 pins) 114.50

SICKING, INC.

America's Oldest Distributor—Established 1893
1401 Central Pkwy., Cincinnati 14, O.

AS IS

Not Reconditioned, But All Intact. Buy These—SAVE MONEY ON PARTS!

Seeburg DSC-12 Remote Console \$25.00

SEEBURG

- W522 Wireless Box \$3.50
- W85-10 30-Wire Box 3.50
- D520-12 1-Wire Box 5.00
- W1-358 Wireless or Converted to Wired 17.50

WURLITZER

- 370 Wall Box \$3.50
- 218 Transmitter 5.00
- 218 Receiver 5.00
- 304 Speaker 7.50
- 735A Speaker 7.50
- 4002 Speaker 7.50
- 4003 Speaker 7.50

Terms: 1/3 Deposit, Balance C. O. D.

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
3011 E. Maurice Ave., Ft. Wayne 4, Ind.

1000 Broadway, Cincinnati, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

GIVE TO THE DAMON RUNYON CANCER FUND.

Map 3-Year, 900G Cigar Promotion

NEW YORK, Nov. 18.—Having racked up the results of its initial 60-day cigar promotion, the National Association of Tobacco Distributors (NATD) is currently mapping plans for a sustained three-year drive to boost stogie consumption. The long-range program will cost its backers almost \$900,000, Joseph Kolodny, NATD chief, estimated.

Alarmed at the steadily declining importance of cigars in the over-all tobacco market, the association launched its "Cigar Enjoyment Parade" last August. It received financial support from 45 manufacturers, 278 distributors, 8 chains and 17 suppliers, who together contributed a total of \$78,340 to help underwrite the program.

During the first month of the campaign, the association noted, cigar consumption increased noticeably. August excise tax fig-

'51 Coin Machine

Continued from page 111

will amount to \$81 for all self-employed operators earning more than \$3,600 a year.

There is a strong possibility that excise rates on machines will be hiked by the new Congress. Nothing on this line will be done in the upcoming session, but excises are slated for an overhaul after January 1.

ures showed a 14 per cent increase over the same month in 1949.

The publicity effort included distribution of 600,000 posters, 40,000 label buttons, 25,000 counter display cards, 20,000 truck and car banners and 10,000,000 consumer leaflets. Publications with a combined circulation of 108,000,000 carried some 6,000 separate news items, the association stated, and air time was purchased for spot announcements in 42 television and radio markets.

Bottler-Solon

HARRISBURG, Pa., Nov. 18.—A Pennsylvania soft drink bottler—Clarence G. Stoner, of Shiremanstown—has been elected to the Pennsylvania House of Representatives from Cumberland County.

One of Stoner's campaign promises was to fight for elimination of the Keystone State's soft drink tax of 1 cent on each 12 ounce of bottled drink and 1/4 cent on each ounce of syrup used in the manufacturing of fountain drinks.

Firm Changes Name

HOLLYWOOD, Nov. 18.—Vend Service & Sales has been selected as the new name for the beverage machine operation formerly known as Don Christante & Associates. Keith Kennedy, co-owner with Christante of the firm, announced. Firm operates cup vendors in the Save-On Drug Stores and other spots in the Los Angeles area.

The PLAY-WRITE is opening up territories Everywhere! OPERATORS! Now, Let's Talk Shop—

I was an Operator for 21 years—and while I worked my territory (yep, hard work) down in the city, then small villages—then stops in the country, the thought kept going over and over in my mind: Why didn't somebody make a machine that could be operated in almost any territory, a machine that could be operated in closed territory but still it would have to be a machine that had plenty of Player Appeal—Come-On interest—all monies strictly accounted for—Every play and every pay-out automatically recorded—a machine that won't go out of style—a machine that can be played for any amount per play, say from 5c to \$1.00 each time. A machine that doesn't take much space and can set easily on any counter (the PLAY-WRITE is 10 1/2" high, 11" wide, 16" long and weighs 28 pounds). A machine that requires No Federal License—A machine that can be played 8 times a minute and THAT'S ACTION. And finally a machine that makes the Operator money and FAST MONEY, and the PLAY-WRITE DOESN'T COST MUCH.

Just Think! The PLAY-WRITE has Slot-Reel Action with Numbers Interest. Boy-O-Boy, that's some combination . . . and don't forget it.

If you wish, we will send you more information—but BETTER STILL, BE FIRST IN YOUR TERRITORY—mail in your order for a few PLAY-WRITES, and place them in some of your locations—then in a few days your PLAY-WRITES will prove their Fast Action. Then you can order more to cover your territory—but remember to BE FIRST!

Price Only **\$169.50** F. O. B. Akron

1/4 Down Deposit Required, Balance C. O. D.

In mailing in your order, we suggest you order 10 rolls of our 1492XL roll paper for each machine. This is a special-processed paper that is fool-proof and each roll contains 1,740 plays. The price is 95c per roll.

"The PLAY-WRITE machine is patented in the United States and Canada"

PLAY-WRITE CORPORATION

596 South Main Street

Telephone—Portage 5839

Akron-11, Ohio



ARCADE SPECIALS—RECONDITIONED		SPECIAL! "POP" CORN SEZ 10¢ VENDORS \$49.50 EACH	
Chicago Crumpton Basketball \$185		RECONDITIONED LIKE NEW!
Chicago All Star Hockey 99		
Evans Van Strike, etc. 75		
Football Dice Gun 75		
Betting Practice 99		
Champion Hockey 75		
Volleyball, etc. 75		
Boomerang \$ 75		
Geater 99		
Photomatic 150		
Skyflights 65		
Hi-Ball 45		
D-10 65		
W-B Records 125		
Defender 99		

Write for latest list all new and reconditioned Shuffle Games, 2-Balls, 1-Ball, Censlers, Arcades, Balls, etc.

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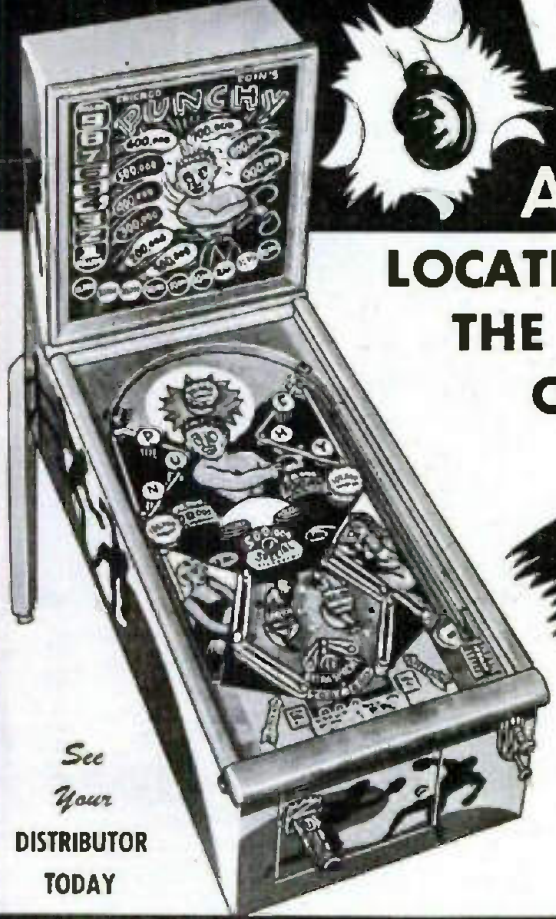
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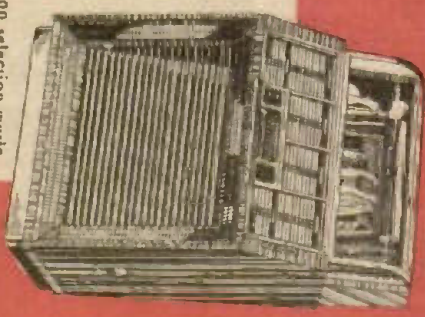
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