THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS NOVEMBER 4, 1950 (JEC)

Payoffs, Chiselers Move Into TV As Time Squeeze Grows

AFRA Demands Transcription Rate From Library Services

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

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

By Norman Weiser

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

Specifically, there are now two
phonographs availab! to op
(Continued on page 85)

Sinatra Puts MCA on Notice

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

(Continued on page 54)

EDDIS CALLAMER'S SUNDIAL, MOONDIAL, THE BODIS OALLAMED SHOW, W-I-T-H, Moundist Mattheer etc. WTOP, WTOP-TV. nathmore, Marytand Monday thru Saturday. Washington, D. C. Monday thru Saturday.

By Lean Morse

NEW YORK, Oct. 28.—The American Federation of Radio Artists (AFRA) is demanding that transcription it brary services and, in fact, advertise the fees as those making commercial with library services and, in fact, advertise them for that purpose. The present AFRA do their performers if used for the same dough as they do to their performers if used for the same purpose. The present AFRA do to their performers if used for the same purpose. The present afra purpose and, in fact, advertise them for that purpose. The present afra purpose. The present afra purpose and, in fact, advertise them for that purpose. The present afra purpose. The present afra purpose and the library services same dough as they do to their performers if used for the same purpose.

CUFFO APP CONTROLLED APP C

rer station.

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

Legit Workers Eat Regularly In Television

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

Local 829. Theatrical Costume.

and designers.

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

(Continued on page 51)

(Continued on page 51)

WITH CHEESE OR SAUSAGE?

NEW YORK, Oct 28.—Vocallst Russ Vincent, a pizzeria
proprietor in Hartford, Conn.,
has been signed to an exclusive recording contract by
Adam (nee Admiral) Records
Vincent was discovered by aecident when Adam topper
Nick Carrano happened to
dinc in his entery several
weeks ago. The warbler cut his
first date last week
Adam also cut two sides last
week with Al Nobel, deejaywarbler of KDKA. Pittsburgh

Freeze Heats **Worst Aspects**

New Bankrollers May Be Scared Off By Throat-Cutting

Of Competish

By Sam Chase

NEW YORK. Oct. 28. vision's inability to expand netbecause of the con workwise. tinued facilities freeze, may result in cancellation o commercial shows by a number of sponsors

benefits on TV for any purpose will be permitted.

The announcement, issued by Television Authority (TVA), was directed to all members of the actors' unions represented by TVA. These include Actors' Equity. American Guild of Nusical Artists. American Guild of Radio Artists. American Guild of Radio Artists and Chorus Equity. The order was signed by George Heller, TVA national executive secretary. The performers involved in this order were also advised they were being given sufficient notice to (Continued on page 54)

CUFFO APPEARANCES ON TV NIXED BY TVA

work in television, were notified that, starting November 20, no free

LONGHAIRS LEAP

LP Gives Old Masters New Life on Disks

By Hal Webman and Bill Simon NEW YORK, Oct. 28,—The long-hair disk millenlum has apparently arrived, thanks to the many new advantages presented by long-playing platters. The consumer to-day can make bis selection from the broadest repertoire in the history of the industry. In fact, it becomes increasingly difficult to name a quality work that hasn't been recorded by one or more of the 50-ard diskeries now producing classical LiPs.

As a result, classical artists and repertoire departments have been forced to place their operations on a footing similar to that of pon

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

PHILADELPHIA, Oct. 28. —
First-day window sale, Monday
(23), for Out of This World,
racked up a cash take of over 15G.
secording to Shubert Theater b.-o.
reports.
Cole Porter song-and-dancer,
starring Charlotte Greenwood,
opens a three-week pre-Broadway
stand here November 4. If sales
rate holds constant the show will
be a sellout a week before bow-in.

GENE, ROY ON TV RANGE

Range Rider Jocko & Queen Dale New Pards

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

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

EDDIE GALLANER RECORD OF THE WEEK, in 2,000 Juke Bexts . . . Foculer Music Calv umn, Sundary, Washington Pest.

tricks for many name sagebrush heroes. Mahoney will get the build-up as the Rider of the Range, in a TV series produced by Autry in conjunction with Columbis Pic-tures. If Mahoney makes it via (Continued on page 10)

The Fabulous Beard to NBC

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

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

EDDIE GALLAHER, CURRENTLY WYOP WYOP-TW, Wash., D. C., WITM, Battimore Par. Met.: Tom Ahrans, 117 S. 71 St., N.Y.C

Never Idle

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

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

At JOLSON, BLACKFACED COMBOLAN MANY MILES Address allibered, Circles 20. (From The Address Allibered, Circles 20. (From The Address Allibered, Circles 20.) (From The Address Allibered, Circles 20.)

That ad ran in the Junuary 12, 1907, issue of The Biliboard, and those two words, Never Idle, seem to sum up Jolle's life as well as any. A million or more words bave been written and richly deserved tribute to a man who led a full and useful life. He was a great showman, a great citizen and a great human being. Show business and the world will miss him.

RCA Grosses, **Profits Show** Big_Increases

RADIO CORPORATION OF AMERICA (RCA) in the third quarter of 1950 bounced to \$12,422,994, an increase of \$8,449,856 over the same period in 1949, according to a statement his week by David Sarnoff, RCA on the same of the sam

The trend upward reflects strik-ing changes in the AM and TV ple-lure as compared to last year and also indicates the great amount of TV set sales.

Third-quarter earnings, after harges and taxes, were equivalent to 84 cents per share of common stock, as compared with 23 cents in 1949. The gross income for the third quarter of 1950 totaled \$144,957,033 as compared \$146,957,033 as compared \$88,415,679 for the same arter of 1949.

The nine-month gross income totaled \$395,741,391 as against \$275,673,686 for similar period of laxes, totaled \$33,384,637, compared with \$14,985,188 in 1949. Common stock carmings for the sine months amounted to \$2.24 per share, as against 85 cents in 1949.

In analyzing the sharp rise, it has be pointed out that profits of the owned-and-operated stations of NBC, on the standard gradeasting level, are sharply up his year as compared to last. Also, I'V operations of the o-and-o-cutlets, in four out of five intences are now in the black. AM letwork profits this year are lown, but TV network operations twork profits this year are

The record department is still perating at a loss.

Billboard

ment Industry's Leading Newsweekly

ounded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford
Pres. & Treas

ph C. Cside - Editor in Chiet, New York Schreiber Coin Machine Editor, Chicago Dotten - Outdoor Editor, Chicago J. Sachs - Exec, News Editor, Cincinnal Atlas - Chief Washington Bureau

Managers and Divisions E. W. Kyana, Gen. Mgr. Cincinnati Main Office & Printing Division 2160 Petterson St., Cincinnati 23, Ohio Phone: OUnbar 4450

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ott, Gen. Mgr. West Const Divisionet Blvd., Rollywood 28, Calif.

B. Joerling, Gen. Mar. Southwest Divis 190 Areade Bidg., St. Louis L. Mo. Phone. Chestnut 9443



ROCKY ROAD

Even Billy Rose Finds TV Is Tuff

NEW YORK, Oct. 28.—Produc-ing a television show's no walk in the park, said Billy Rose, after putting three programs in front of the camera. "But if I knew what

the park, said Billy Rose, after putting three programs in front of the camera. "But if I knew what headaches were ahead of me, and had it to do over again, I'd do it again," he said.

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

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

Harris Terriff

Harris Terriff

Harris Terriff

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

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

The use of performers to play

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

\$750 Top for Actor

1750 Top for Actors
In putting together a drumatic show, Rose doesn't have the problem of finding and bidding for performers every other program has. There are a thousand and more top actors available to us—and we don't pay the biggest money in the world. With \$15,000 to play with, we seldom pay more than \$750." said Rose.
"Sure, I'd do it again," said Rose. "But I couldn't do it without Jed in there."
Rose also threw a couple of bouquets at the sponsors, "They haven't interfered one bit, They've told me they den't know anything about producing a snew and have given us a free hand. That's the way it is. I don't tell them how to make cars—I can't even drive one. And they don't tell me how to put on shows."

Even Repairs



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

GODFREY'S FACE RED OVER COLOR TV CRACKS

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

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

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

Berle Vs. Godfrey in Color Tiff

NEW YORK, Oct. 28. — Talent is getting into the color TV fight in a big way. Last week Arthur Godfrey made a strong pro-color pitch on both his shows and landed sponsor Lipton's and CBS in the soup. (See other story in this issue.) Slightly more subtle color plugs were thrown in on the We Take Your Word show, and in a tintair commercial on the web. In the former, Faye Emerson, trying on a red feather hat, said: 'I wish color television were here 'Continued on page 541 (Continued on page 54)

Index

May Be Barred In Amuse Field WASHINGTON, Oct. 28.—Extension of construction curbs to cover repairs and maintenance on showbiz structures is being contemplated by the National Production Authority (NPA) which this week (28) issued a ban on all new a muse ment construction over 55,000. Altho anticipated, the showbiz order is the most sweeping yet leveled at any industry by the NPA. The ban covers 44 separate types (Continued on page 54)

TV FILM RENT ON FEAST-OR-FAMINE BASIS

By June Bundy
NEW YORK, Oct. 28.—Negotiations between TV stations and feature film distributors have evolved into a feast-or-famine rate-jiggling routine during the last six months. Video broadcasters in one-station markets like Pittsburgh, New Orleans and Miami, can practically name their price and are paying as low as \$25 a film. On the other hand, TV programers in Los Angeles, a seven-station city out of bounds for the coaxial cable, are paying \$1,000 and up for flickers which brought less than \$300 a year 480.

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

Freedom Crusade Gets Big Air Plug

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

(Continued on page 54)

Billboard Backstage

Don't think it hasn't been fun, because we've got lovely dark half moons under our eyes to prove it has. "It" means getting this first issue of The Billboard in this has. "It" means getting this first issue of The Billboard in this newspaper format to you, and "we" mean all of us on The Billboard. The whole move, to begin with, took the kind of slightly pixiliated derring-do of which show business itself is made. Here we'd gone along for 56 years, literally getting bigger and better (if zoomlog circulation and ever heftier advertising lineage are criteria) almost week by week. But we weren't quite happy. Things were settling into a little bit too much of a rut. With an Audit Bureau of Circulations count of over \$7,000 readers, we were being a little hard-pressed to maintain our deadline and still get the paper to the people fast. So, after plotting and planning for almost two years, we described it do it. Then the fun began.

Prexy E. W. Evans and Larry Gatto and their cohorts in Circulations.

most two years, we decided to do it. Then the fun began.

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

Maybe Some Jitters

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

(Continued on page 50)

Washington Once-Over

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

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

Envoys of Mexico, Cuba and Canada have been particularly international formalities are still in the future, State Department will have to be drastically revised, with some sections of it completely scuttled, before the plan will fit into their TV schemes. State Department officials don't profess to know much about television, but they recognize woefully that any obstinacy, along cin-bassy row could indefinitely prolong the freeze.

Taxes Ahead

An excess profits tax is the first item on the congressional session.

Iong the freeze.

Takes Ahead

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

(Continued on page 54)

TELEVISION-RADIO

Negroes, NBC **Talk Posers** In Broadcasts

Industry Improves Situation; There's Still Work Ahead

Still Work Ahead

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

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

Some 40 Negro editors attended,
and the remember of the

community.

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

relations adviser, was the meeting's moderator.

NBC Policies

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

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

GARROWAY'S 1 DOWN, 3 TO GO

CHICAGO. Oct. 28.—Having four autos didn't do Dave Garroway much good this week. The comedian walked out of a restaurant in time to see some-

restaurant in time to see some-one driving away in his con-vertible.

Garroway ran to his nearby apartment garage, but by the time he had decided on which of his three remaining cars to use for the chase, the con-vertible and thief had disap-neared.

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

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

For Those Co-Op \$\$

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

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

The 0 p.m. period has not yet been set, but probably will be filled with Roguer's Callery, whodunit, with Paul Stowart likely to get the lead role which formerly was played by Dick Powell and Barry Sullivan.

The 1 to 2 p.m. slot also is to be turned over for co-op use, with

Barry Sullivan.

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

Agency Tangles With Murray, Someone Blew Top in a Hurry

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

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

Dorland also took exception to Murray's plan to split the bour of Learning, a mail-order musical instrument course, is picking up in the for the last of the for the last of the will feature a musical instrument course, is picking up the top the hour and contest between Arthur Murray said he favour of Conover models. Bill Stern will conser the new stanza.

Altho Dorland's resignation for fell of or four more weeks of billing. Murray said he is turning the account over to Ruthrauff & Ryan Monday (30). He said he surting the saccount over to Ruthrauff & Ryan Monday (30). He said he satisfact on the source of anticipated the possibility of legal action but would insist on the anticipated the possibility of legal action but would insist on the last of the program. Dorland also accused Murray of "cutting camera rehearsal time to an impractical number of hours—submersion of big-name talent in a welter of Arthur Murray material" and making the show "a one-hour sales message."

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NEW YORK, Oct. 28.—Robert big-name talent in a welter of Arthur Murray material" and making the show "a one-hour sales message."

NEW YORK, Oct. 28.—Robert big-name talent in a welter of Arthur Murray material" and making the show "a one-hour sales message."

Dorland also took exception to Murray's plan to split the hour telecast into two shows, with another sponsor taking over the latter half, describing in as an "ill or any of the strength of the strength

NEW YORK, Oct. 28.—A dis-pute between the Arthur Murray Dance Studios and Dorland, Inc., the tab for the last 30 minutes.

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

Zach Scott, Lee Bowman, Jane

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

Kuklapolitans May End Up in CBS-TV Net

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

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

MOOCHERS CAN LOOK FORWARD TO SLOW WEEK

NEW YORK, Oct. 28.—For the benefit of gate crashers, free loaders, moochers, and other drink cadgers, The Bill-board herewith presents a partial list of next week's cocktail purties. This feature will run whenever the number of parties and the combined thirst and hunger of the free loaders warrants. Cuffo artists are asked not to call The Bill-board for further information; try Weather 8-1212 instead. Tuesday (1)—Bert Parks, Club 21, 5 to 7 p.m. Courtesy Young & Rubleam and General Foods.
Wednesday (2)—DuMont luncheon; 12:30, Music Room, Hotel Biltmore, Courtesy Du-Mont TV network.
Thursday (3)—Walter Klernan lucheon; 12:30, Toots Shor's, Courtesy Walter Kiernan.
Sorry, kids—it's a slow

Wyatt Among Names Playing "Cirk" New York, Oct. 28.—Ability to offer top-name talent a "package deal," involving appearances on several programs, has enabled Batten, Durstine & Osborn (BBD&O) agency to line up a regular roster of luminaries. With some 20 top AM and TV network shows coming out of BDD&O, plus the reputation of paying well and offering good surrounding production, the word in Hollywood, especially, is that a star seeking to pick up some quick tax money need only make a trip to New York and swing a deal at BBD&O. Usually, the stars coming in get the second of the second of the agency shows. In the second of the second of the agency shows and the second of the Feast or Famine

One-Station Towns Get 'Em Cheap,

• Continued from page 2
The New York Daily News station

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

Stuck With Old Rates.

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

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

ontinued from page 2

New York Daily News station,
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thereficially, but WPIX's con-

risen terrifically, but WPIX's con
Vaude Comic

Gets CBS Pact

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

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

nan.
Sorry, kids—it's a slow week.

Philip Morris Yanks CBS-TV "Sports Parade"

NEW YORK, Oct. 28. — Philip Morris this week summarily yanked its Bond Street Sports Parade off CBS-TV before its scheduled Wednesday (25) show. The move was made because, following the international Boxing Club (1BC) fights, the program could not be put on in its entirety as there was no way of knowing how long the bouts would run. In the five weeks the program was on, one show ran 14 minutes, another 8 minutes and another should be programs never even got on. To cope with

ployed.

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

Robert Hall Revamping Plain WPIX TURNING Pipe Racks for AM, TV Spots OTHER CHEEK

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

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

Situation May Develop Into Tua Of War Between Webs & Stations

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

thru innocence.

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

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

Station Snatus,

Butcheries Dog

Kine's Tracks

Multi-Spots, Wrong Time, Omissions
Burn Bankrollers

NEW YORK, Oct. 28.—The butchery of TV'shows white must play important cities via kinescope to the suppose to the supposule has proved as protectively, both placed for the Beulan and Lone Ranger for the Sellation, and Lone Ranger for the Sulface and Lone Ranger for the Sellation and Lone Ranger for the Sulface and Lone Ranger

It is known that several stations, which refused to take the shows

Johnson Wax **Buys** "Starlight Theater" Show

sion of use altogether; elimination of commercials; use of kine as a means of selling local spot announcements and use only of portions of a program, with key portions cut out.

Spot Check, Inc.

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

(Continued on page 11)

COAX CUTS THE BUCK

Video's Top Spotters More Kine Than Live

the current coaxial cable set-up stations but has no kine cities at prevents important sponsors from all. American Tobacco's This is

prevents important sponsors from all. American Tobacco's This Is getting full returns on their heavy TV investments is dramatized by a special survey made by The Billboard. The inability to clear live versions of their shows in key markets has a number of major bankrollers, who have hefty investments in their TV shows, up in arms. But there's little they can do about it.

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

Few NBE Problems

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webs, which is what prompted those two networks to file their recent complaint with the Federal Communications. Commission (FCC). However, CBS also mission (FCC). However, CBS also mission at the troubles, in this direction. At this moment the web has a naiff-dozen "if" orders for the 10:30 p.m. Tuesday period, the "if" concerning the clearance of stations. Four is the best the network reportedly has been able to do.

Few NBU Problems
There are few such problems disturbing excess at NBC, but even that network has had a couple of ouchy time slots. The Garroway at Large show for Congoleum, for example, has 22 kinescope outlets to 29 live, because it is bucking CBS's Celebrity Time, which takes only six kines with its 30 live.

All DuMont, the food storest to 20 live, because it is bucking CBS's Celebrity Time, which takes only six kines with its 30 live on the control of the contr

B.S to Spots

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

A C. Gilbert, facing the same problem, bought a 15-minute film mackage tailored for it by Transfilm, inc., called Boys Raitroad Citib, which tees off today (28) on some 60 stations, all bought via spot.

Roma its NBC coverage for its film show, Party Time at Club Roma, with spot buy.

via spot.

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

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

NO BULL! RADIO SELLS LIVESTOCK

DETROIT Oct. 28.—Radio can do a quicker and cheaper job of selling livestock than the traditional auction sale, farmer William W. Crapo, of Swartz Creek, Mich., found out. Crapo had 24 registered Hercford cattle to sell, and bought 10 spots on John Merrifield Farm Story on WWJ. Detroit, The first two spots soid all four of the bulls, while the rest disposed of the 20 females plus half a dozen other cattle he had not listed, at an average price of \$378.

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

YA GOTTA HIT THE ROAD TO WOO TELE STATIONS

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

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

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

Payoff, Chisel Move Into TV As Time and Freeze, Squeeze of the same business on a spot basis. These factors, among others

basis.

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

TVA Chief on Tour To Seek Strike Club

NEW YORK, Oct. 28.—George Heller, national executive secretary of Television Authority (TVA), this week left for Chicago and Loc Angeles in search of a big stick with which to club the networks into submission.

Heller will ask that the TVA membership in the two cities cm-power him to call a strike, and thus follow the example already set by the New York members of the recently organized video performers' org. It is expected that such an expression of support will be forthcoming without any difficulty.

Tho the networks have now agreed to pay TV entertainers in accord with the length of the show, rather than one single feergardless of its duration, Heller still intends to jack up the wage offers made by the video broadcasters. He feels that, only if he has the power to call a strike, can he convince the webs that they must hike their salary proposals. Indications are, however, that the union and the TV networks are not as far apart as might be suspected.

the desirability of hanging thru until the industry, with an assist from the Federal Communications Commission (FCC), can straighten itself out.

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

right consideration is shown.

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

Plusgere Used

Plummers Used

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

most of their outings via kine.

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

Where how on when the state

is a staggering chore.

Where, how or when the situation will be remedied catnot now be predicted. But one prediction is safe: Unless something drastic bappens soon—unless fires are lighted under the right people-video's biggest money year may peter out before it has run its course.

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

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

The situation has deteriorated so much backstage that few of the

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

Wisconsin Law Stymies Pen

Firm's ABC Giveaway Shows

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

ABC, meanwhile, will announce the perform of the calls for two cut-outs from the network by the 295 stathe same and the same and t

lations is its own backyard.

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

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

Allen.

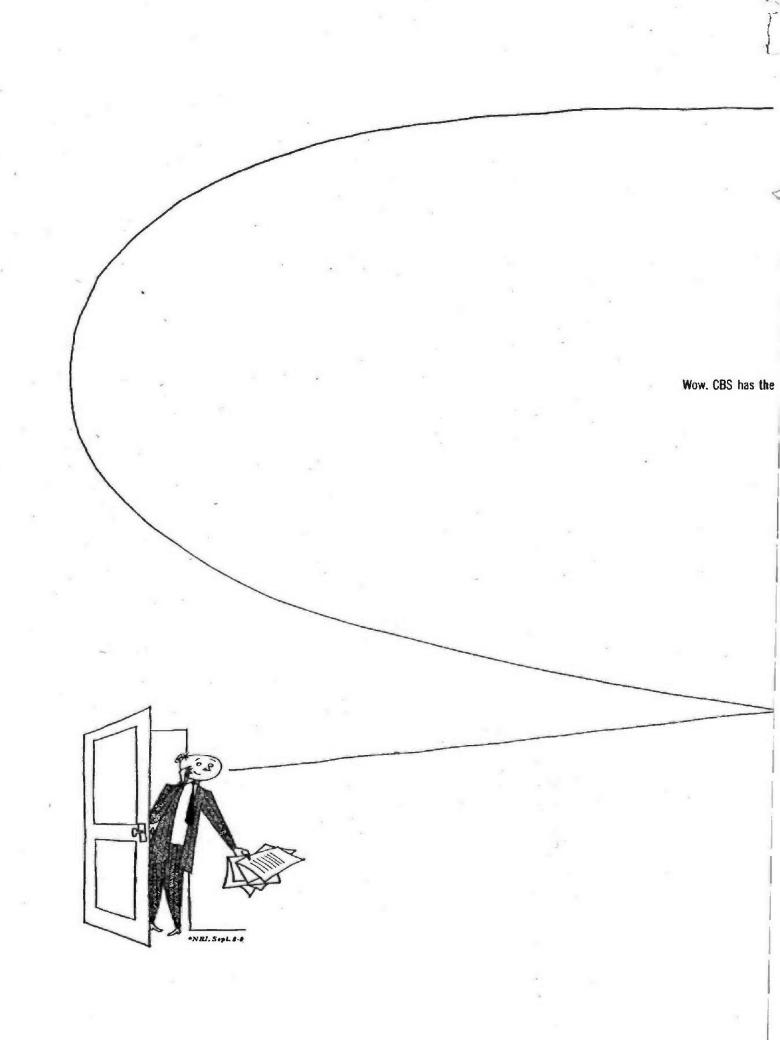
Meanwhile, the AM Stop the Music was planning a hypo in the form of 590 extra pieces of loot weekly. A new feature of the show will be the "all-America call," which calls for two cut-outs from the network by the 295 stations carrying the show, with each outlet placing calls to listeners within cach station's bailwick. Except in Wisconsin, of course.

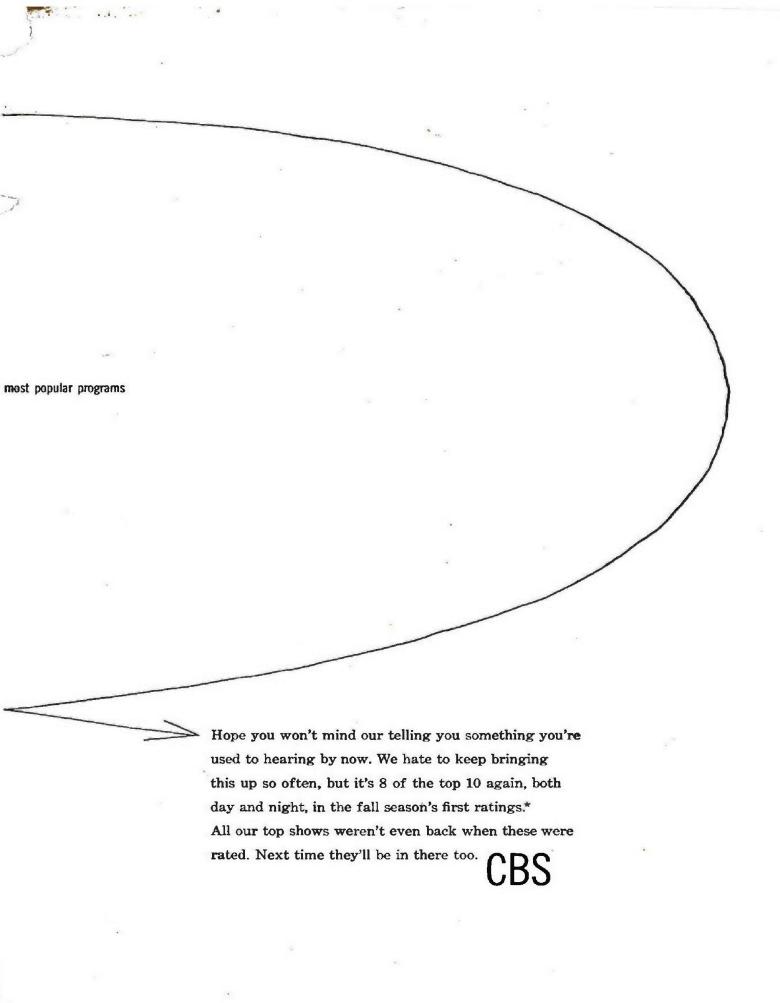
ABC Wooing Esquire To Move 'Camera' Seg

NEW YORK, Oct. 28.—ABC this week was reported pitching at Esquire shoe polish to move its Hold That Camera TV show over from DuMont. Esquire pieked up the tab only a few weeks ago, but is reported anxious to get more stations than DuMont has been able to clear. to clear.

The show now airs at 8:30 p.m. Fridays.







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

Cuba, Brazil Sked Two Stotions; Mexica, Three; Equippers Apply for Licenses

THEATER TV WINNING NOD IN CHICAGO

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

Push Theater-TV

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

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

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

AAAA ITAA I II.

WNEW Hunts Fem Jockey For Sundays

For Sundays

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

The scarch is part of a late hour revamp Pack now has under way. On the theory that the 10 to 11 p.m. slot represents a strong time for radio to lure viewers away from TV. WNEW is initiating an hour accuss the board for jazz, to be spieted by strictly pop stuff otherwise.

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

Bergen Film for TV

Edgar Bergen show will be filmed by Jorry Fairbanks for tele airing Thanksgiving Dny via CBS-TV as Coke's special turkey day video show, Half-hour show will mark Bergen's first TV not appearance.

Puerto Rico and Colombia.

First in Caba

The first Cuban station, owned by Union Radio, opened Tuesday (24), with lots of hoop-la, and the nation's president, Carlos Prio Socarras, headlining the care-monies. The second CMQ-TV, owned by Cuba's top advertising exec, Goar Mestre, will be airborne the end of November, on time for the start of the winter baseball season, and will air from to 11 p.m. nightly. Both outlets will carry the games, which are played nightly and Sunday afternoons, and are selling out \$30. On the saw, which are played nightly and Sunday afternoons, and are selling out \$30. On the saw of the season's rights.

CMQ-TV has a local beer and eignette firm lined up to split sponsorship.

sorship.

Films on Top

Both Zenith and Phileo, which bankroll audience participation shows on CMQ's AM outlet, are planning to simuleast when the tele station gets rolling. Cuban retailers have some 15,000 sets in stock, and most will probably be installed by the end of the year. Lack of trained servicemen is one problem holding up Installations. The cost of sets is another, a 35 per cent import duty bringing average set costs to between \$450 and \$300, a big bite for the average Cuban citizen. Other sports certain to be bankrolled are boxing bouts, jai lai and wrestling. Notices in Press
CHICAGO, Oet. 28.—Theater television has recovered from a dismal start here four weeks ago and now is getting better crowds and a good press. Balaban & Katz is experimenting with live screenings of Itlinois home games in the Loop State-Lake and the South Side Tivoli.

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

Push Theater-TV

FCC Advised;

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

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

ciation (TBA).

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

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

Seven tole outlets probably will be alring before the year is out, sincluding two in Cuba, three in consists of the consensation of the calling that the first Cuban station, owned by Union Radio, opened Tuesday (24), with lots of hoop-la, and the complication in Havana is that mation's president, Carlos Processor CMQ-TV, wound by Cuba's top advertising two in Cuba, three in cuba's coar Mestre, will be a seen to constitute the care of the complication of the care of the coars. The second CMQ-TV, wound by Cuba's top advertising to the care of the coarses of the coarse of the

(Continued on page 11)

On Pay Issue

Webs' Counter-Proposals Held Unsatisfactory

Proposals Held
Unsatisfactary

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

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

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

Tho AFRA started negotiations
by endeavoring to work out one
agreement for its announcers in
the major cilles, the webs have
refused to dieker on any such
basis. Confabs are now only belang held for New York announcers.

AFRA, however, expects that,
whatever pattern is set here, will
be applied to other important cities
thruout the nation.

Election Pitches For Sponsorship

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

Barry Sets Deals With 2 Film Firms For New NBC Show

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

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

POPULARITY BATTLE ON

Old Video Toppers Skid in Ratings

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

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

Godfrey Top Flonger

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

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

of about 10.5 points each in the October ratings. In fact, two of these 10 have fallen below their new opposition, while a third has had its rating equaled.

Both Stop the Music (ABC) and The Goldbergs (CBS), which rated seventh and eighth, respectively, last April, have dropped below shows pitted against them this fall. Groueho Mark (NBC), with 27.6, topped Stop the Music (27.5); Musical Comedy Time (NBC), with 24.4.9.

Godfrey Top Flopper

Stop the Music likely will find the going even tougher in the fusion of the Music and Allen show's ratings will be felt. Even Millon Berle, who dropped 7.5 points by October without any additional tough com-

HOW SHOWS STACKED UP ON APRIL TV AND NOW

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

Top 10 Shows and Ratings (April)

- 1. Milton Berle, NBC, 66.0
- 2, Talent Scouts, CBS, 54,3
- 3. Godfrey and Friends, CBS.
- 4. Teast of Town, CBS, 46.5
- 5. Phileo Playhouse, NBC, 39.1
- 6 Kraft Theater, NBC, 38.4
- 7. Stop the Music, ABC, 37.6
- 8. The Goldbergs, CBS, 35.6
- 9. Lone Ranger, ABC, 35.6 10. Saturday Night Revue, NBC, 356

Opposition and Ratings (April)

Court Current Issues, DuM, 1.1 Voice of Firestone, NBC, 9.5 Ai Morgan, DuM, 6.9

Believe It or Not. NBC, 12.9 Easy Aces, DuM, 1.4 On Trial, ABC, 1.4

Supper Club, NBC, 18.3 Chicago Mystery, DuM, 4.2 Think Fast, ABC, 1.6

Fred Waring, CBS, 17.8 Windy City Jamboree, DuM, 4.2 Your Witness, ABC, 3.8

Toni Twin Time, CBS, 13.3 Plainclothesman, DuM, 9.7

Show Goes On. CBS, 11.1 Once Upon a Stage, NBC, 5.5

Film Theater, NBC, 8.3 Wrestling, DuM, 7.9 No network opposition

Ken Murray, CBS, 16.5 Dinner Date, DuM, 3.5 TV Teen Club, BC, 11.7

Top 10 April Shows and Fall Ratings

- 1. Milton Berle, NBC, 58.5
- 2. Talent Scouts, CBS, 40.0
- 3. Godfrey and Friends, CBS, 32.7
- 4. Toast of Town, CBS, 35.0
- 5. Phileo Playhouse, NBC, 31.5
- 6. Kraft Theater, NBC, 28.6
- 7. Stop the Music, ABC, 27.5
- 8. The Goldbergs, CBS, 24.4
- 9. Lone Ranger, ABC, 25.7 Saturday Night Revue;
 NBC: Jack Carter Show,
 26.3
 - Show of Shows, 30.6

Current Opposition and Ratings
Sure as Fate, CBS, 8.2
Court of Current Issues, DuM,
1.7
Game of the Week, ABC, 3.9 Voice of Firestone, NBC, 12.6 Al Morgan, DuM, 8.4 Mysteries of Chinatown, ABC, 7.3

Four-Star Revue, NBC, 22.6 Film, ABC, 21

Comedy Hour (Frigidaire), NBC, 24.2 Rhythm Rodeo, DuM, 2.1 The Ruggles, ABC, 6.6

Fred Waring, 18-4 They Stand Accused, DuM, 7-0 Film, Preface to Life, ABC, 3-0 Don McNell, ABC, 16-3 Starlight Theater, CBS, 12-0 Famous Jury Trials, DuM, 10-4

Groucho Marx, NBC, 27.6 Show Goes On, CBS, 12.7

Musical Comedy Time, NBC, 24.5 Wrestling, DuM, 8.3 On Trial, ABC, 3.2

No network competition Ken Murray, CBS, 24.3 Country Style, DuM, 4.9 TV Teen Club, ABC, 10.8

Frank Sinatra, CBS, 19.5 Mad. Sq. Garden Rodeo, DuM, 15.9 Pro Football, Cleveland-Pitts-burgh, ABC, 8.6

Materiale ornietto da con

Plain talk

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





The new KATE SMITH SHOW

—costs you less than 3.4 per sales
demonstration inside the home

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

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

THE KATE SMITH SHOW on NBC Television

(Source: The U.S. Television Audience: American Research Bureau, October 1-8, 1950) VIDEO GOES TO COLLEGE

Michigan U-WWJ-TV Sets Courses Over Television

Deliberate Move By Publishers

By Publishers

By Jerry Franken

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

maria.

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

see programs being discussed or buy sets—or if they buy sets, use em.

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

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

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

CBS Sells Galen Drake To Sonotone

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

When Drake most

moons.

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

Courses Over Television

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

Editors Sluff

AM, Favor TV

Where It Ain't

Station Men See Deliberate Move

Schaff as a network of the Course of the work in the program is to be made and the course. The service is an experiment along the line of pioneer thinking in educational radin a guarter century ago, while it will be serviced only by and thrust the program is to be made and possibly offered as a network of the Mark of the Case of the course of the course of the course of the work of the work, following the precedent of such century ago, while they have given systematic lecture series, have not they have given systematic lecture series, have not the program is to be made and thrust the program is to be made and the work of the work, following the precedent of the usual adult education courses viol as a dayline star, this week hirs. Electors recently series in the such that the present initial despite of the or program is the first formal course ovelt. She is Edith, She is

osner stienigan listening areas, and possibly offered as a network availability to NBC.

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

Enrollment will be \$2 for a 14-14 week course in Man In His World refused to the Laker Years. Figure was purposely set low to make it casy for prospective enrollees to sign up and determine the potential audience and interest in the course. Enrolled listeners will receive a weekly leadlet on the lesson of the week, with reading lists and other material that will not be available to the unregistered listener. Forma divides the weekly head to the unregistered listener into three sections—20 minutes for each of the sections—20 minutes for each of the sections—20 minutes for each of the sections—30 minutes

NBC FEATHERS PAIR OF NESTS

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

Criticism of FCC Hearings Reckless, Sez Gen. Counsel

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

tions "raised grave questions."

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

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

Cottone declined to amplify

Short Scannings

Syndie Slides, Scripts

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

Taxes on Tap

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

Williams Probes TV Pix

Elmo Williams, former RKO film editor hired by Capitol Records to head its tele-pix department, this week left the diskery on leave of absence. Williams is currently traveling cross-country for personal contact with TV station men in an effort to discover Cottone declined to amplify tion men in an effort to discover (Continued on page 11) the type of film material they

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

Tex, Jinx Sold Out

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

Brains at Work

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

New Steele Pact

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

In Blue Ribbons

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

Meyers Resigns

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

Spots

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

Peter Arnell is the new pro-

series on CBS-TV.

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

GOLD ON THAT TV RANGE

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

• Continued from page 1
tele, be will be pushed in films, radio and via personal appearances.

He is planning to build the first indignation, but Gene himself tem cowboy star in video in the went before Allied States Exhibitation and via personal appearances. radio and via personal appearances. Regers Stymled

Regers Stymled
Rogers has been badly stymled
as far as getting his own films on
TV is concerned. A hundred onehour and five-minute full length
Westerns, featuring Roy, are owned
by Herbert E. Yales, of Republic
Pictures. Rogers has no piece of
them at all. Yates is featful of releasing the Rogers epics for TV
because he fears movie exhibitor
reprisals. Rogers, himself, meanwhile, is loath to go into production of his own video film series
because it is possible that their
value might be severly cut, when
and if Yates should decide to pile
the 100 full-length Rogers, Westerns on the video market.
Roy, however, doesn't intend to

Betty Crocker TV Saved for CBS By Chi's WBKB

prake will probably be replaced by Stan Shaw who used to do Milkman's Matinee on WNEW, New York.

Juicer Wants Out On G. Moore Show NEW YORK, Oct. 28.—General Mills settly Crocker film show as a daytime Ty feature on CBS. The deal had been in the works for several weeks, but was held up by the web's inability to clear time on WBKB, its Chleago affiliate, the web's inability to clear time on WBKB, its Chleago affiliate, the show on a delayed basis, salvance, now on the web 1:30-2:30 p.m. across the board.

Not only does the client have current distribution problems, but the CBS-TV minimum network requirements—20 stations—1s too strong a drink for Nedicks. Indications are that CBS-TV will give Nedicks the out it desires. Weiss & Geller is the agency.

By Chi'S WBKB

NEW YORK, Oct. 28.—General Mills set in the works for several weeks, but was held up by the weeks, bu

person of Dale (Mrs. Rogers) Evans, In the works at present is a TV film series called Queen of the West, which Dale is making with a company called Union Tele-vision Corporation. Release of the first Autry vid-pic stirred considerable exhibitor

Goodyear May Do CBS Drama Roy, however, doesn't intend to let the video parade pass him by. On TV in Jan.

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

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

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

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

ters.

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

Buddy Rogers Set To Begin 5-Day TV Séries Soon

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

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

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

Air Checks

ABC's Pulpiteen

The Billy Graham Evangelistic Foundation, Inc., Minneapolis, will sponsor a half-hour program Foundation, Inc., Minneapolis, will sponsor a half-hour program tagged "Hour of Decision:" over the ABC network, Beginning Sunday (5) at 2 p.m. EST. The series will feature Dr. Billy Graham, the high by publicized evangelist preacher, and will be broadcast from various cities visited on his cross-country campaign treks. The preem program will originate in Atlanta.

WHDH Adds 31

Boston Station WHDH added 31 college and professional basket-ball game broadcasts to its schedule this month, making a total of 89 separate events for its fall and winter sports programing. Overall schedule includes 23 football broadcasts (college and pro) and 35 pro hockey airers. The station has programed 20 basketball, hockey and football games during November alone. Leo Egan. WHDH sports director, will call mike signals for the basketball events.

Davis G. M. at Hoffman

Robert W. Davis was named general manager of Hoffman Sales Corporation of Southern California, Hoffman Radio's distrib firm. First move will be expansion of Hoffman's factory service and installation organization. Hoffman will launch factory-sponsored training course to aid dealer servicemen.

Von B. Vs ABC

Cyril Von Baumann has filed suit against ABC in New York Federal Court, charging that the web's radio program "Crossroads to Adventure" stemmed from an idea he submitted to the network in June, 1947. Asking \$20,000 damages, Von Baumann claims he submitted the idea for a series of

true adventure sforles at ABC's request. The network aller, preemed last April.

500 Buy Pigskin

To date Mutual's football "Game of the Week" series has been sold by 220 web affiliates to a total of 500 local sponsors. The show, which is patterned on the same local co-op basis as Mutual's. "Game of the Day" series last season, teed off September 23.

NO QUESTION ABOUT WDAS

PHILADELPHIA, Oct. 28.-PHILADELPHIA, Oct. 28.—
Candy manufacturer and music patron Max Leon enrolled
as a student in the radio
course offered at Temple University after buying WDAS.
Leon was just another member of the class to one of his
instructors until the prof commented on the meager number
of programs in the public interest on local radio stations.
"That's not true on WDAS,"
corrected Leon.

corrected Leon.

And when the teacher asked him how he knew, Leon re-plied: "I own the station."

Stations and Webs Head for **Battle on Spot Situation**

Continued from page 4

However, even when mishandling comes to light, sponsors have found there is little they can do. In some flagrant cases, stations have refunded the charge for the show and even given the bankroller a free ride next time out, but this certainly is the exception rather than the rule.

Certain areas have become known as hotspots for butchery of kines. In a far Western city, for example, a kine of the Louis-Charles fight went along fine for the first 13 rounds; the last two rounds simply were never shown. Colgate's Comedy Hour also got peculiar handling in that city, the Eddie Cantor kine turning up two weeks in a row while the Martin and Lewis kine was not shown at all.

Multi-Spotters

Multi-Spotters

Multi-Spotters

Many stations have developed reputations as multiple-spotters, but there's little an agency can do to protect a client who must go into that market. Hollywood stations are notorious offenders in this respect, sometimes running as many as four plugs into periods separating shows at the 15-minute mark.

Some stations have gone so far

bolder, are known to have dropped a national sponsor's commercials altogether in favor of local plugs. A common beef of agencies is that they simply cannot count on a station's list of adjacencies; if agreement is made to slot a certain kine between two listed shows, it is just as likely to be surrounded by two completely different airers of a type the sponsor would not have near him. Or his own show might simply be placed in a completely different time slot from the one promised, and on occasion may just not be aired at all.

NBC May Purchase **Bill Goodwin Show**

NEW YORK, Oct. 28.—A deal is reported likely to be pacted over the week-end by NBC-TV for a daytime video package produced by Charles Henderson, Mitzl Mayfair and Lou Cowan. The show, called Riddle in the Middle, features Bill Goodwin, and would go into the 3:30 to 4 p.m. Tuesday and Thursday periods starting next Thursday (2).

Riddle would alternate with the

Riddle would alternate with the Bert Parks daytime show, which occupies the same time slot Mon-

TV Heads South of Border; Yank Sponsors Ogle Market

Cottone Slams Fulton's Stance

whether the FCC is contemplating taking steps against Fulton after the Richards case is concluded. The FCC has been watching in silence for months a praetice by Fulton's public relations staff of issuing daily releases to the press on the KMPC proceedings. Cottone noted yesterday that Fulton in the latest of this "long series" has "again sought to argue his case outside of the record of the proceedings, and he has publicly released new accusations directed against the integrity of persons connected with the commission." Cottone cited testimony placed on the record of the hearing showing "clearly" that Fulton's charge "does not have a shred of basis." Cottone recalled that at the October 19 sessions of the hearing cottone, prior to beginning crossexamination moved that the hearing examiner direct Fulton to retract "the libelous and malicious assertions" he had made concerning destruction and suppression of evidence. · Continued from page 10

• Continued from page 8
be received. These signals may interfere with local outlets.

Public interest in TV in the Latin countries is extremely high. CMQ-TV has been giving closed-circuit demonstrations duily in its Radio-Centro Building, with some 20 sets scattered about. Over 3,000 people out nightly, and 5,000 Saturdays and Sundays, to watch. Technically, the stations should be over the U. S. average. CMQ-TV, for example, is carrying six cameras with two more on order, four studios, and a fully equipped lab to make its own film spots. Nearly 50 of its employees have spent up to eight weeks each in New York, studying methods of the stations here. Over \$1.250,000 has been spent already readying this station.

The three Mexico City stations all are newspaper-owned. One, operated by the daily Novedades, opened September 1. In Brazil, both stations already set are owned.

■ Continued from page 8
by an outfit which runs a chain of two dozen newspapers and over two dozen newspapers an Standards Differ
According to D. R. Berne, board
of director member of the London
Gramaphone Corporation, now
touring Latin America in behalf
of English Decca's radio, TV, record and radar interests, the two
cities can't swap shows because
they have different power frequencies, Sao Paulo having 50-cycle,
and 625-line standards while Rio
has 60-cycle, 525-line standards.
Two other outfits in Sao Paulo and
one in Rio want to get into TV,
but face problems of securing
necessary permits for equipment
import and operations. One applicant imported full equipment from
English Marconi, but when it arrived it was found to be for English standards and useless in Brazil, so it is warehoused.

Brazil has issued import permits
for about 6,000 U. S. receivers.

zil, so it is warehoused.

Brazil has issued import permits for about 6,000 U. S. receivers, according to Berne, but the recent shortage of sets in the U. S. has made delivery date questionable. The Brazilian stations also are stressing film and go heavy on U. S. cartoons. The first remote pick-up in Sao Paulo occurred October 15, of a football game. That station now airs only 90 minutes per day, Tuesday thru Sunday, from 8 to 9:30 p.m.

ABC Cops NBC Music 'Album'

NEW YORK, Oct. 28.—American Album of Familiar Music, a 20-year veteran on NBC, this week was picked off by ABC after a series of pitches extending over several seasons. Sterling Drug is the sponsor, and ABC will continue the stanza in its present 9:30 p.m. Sunday slot. Only detail yet to be wrapped up before the deal is pacted officially is one of studio facilities, which is regarded as no big poser.



WOR's Martha Deane ...

a great lady of American radio ... who believes an open mind is an open door

SOME FOLKS FAVOR the notion that if you hand a woman a micropinone, she'll feed it either lacy froth or gossipy nonsense. Outstanding confounder of that theory is MARTHA DEANE, a great and gracious program conductor; who, every weekday from 10:15 to 11:00 A.M. on WOR, opens the door firmly on the world of ideas. And, incidentally, provides hundreds of thousands of attentive listeners with good company, good talk and good tips about good products.

Warm, intelligent Marths Deane is in reality Marian Young Taylor, wife of an advertising executive and mother of 6%-year-old twins. Before she took to radio, her experience as women's editor of a major newspaper syndicate gave her the new-know-how which teday sparks her entire show—along with the philosophy that women do want to know what's going on beyond the front laws.

No punch-puller, forth-right Martha Deane's apt to sound off on anything from eye-makeup and the latest Broadway show to the rearmament of Germany and the future of the U. N. Her guests (the Martha Deane show is usually half devoted to interviews) range from names, tike Christian Dior and Robert Montgomery to Harold Stassen and Gardner Cowles. Fash-

jon, hook-reviews, recipes, politics . . . all are Martha's meat, served with good verbal pepper.

Martha Deane's one of radio's greats . . . acknowledged, respected, loved. Her listeners acknowledged, respected, towed, ter latterers hang onto her every program. Sponsora clamor to have her sell their products with the typical Denne common-sense aincerity, This year, Martha Deane added to her many laurels by winning, for the third time, the Ohio State University Education by Radio Award as "the best woman commentator."

WOR provides the .microphone, Martha Deane says into it what the thinks. The faith and the devotion she inspires in practically all of her listeners; the steadfast loyalty of her sponsors, are additional proof—if proof he needed—that Martha Deane is today one of the great radio voices in America.

WOR agrees with Martha Desne that an open mind is an open door. That is why it is proud to have on its station a woman who, with all conscience and conscience intensess, is trying to help other women be a great force in the preservation of a decent world, as well as providing them with information, relaxation and staparkling, stimulating daily radio program.

... for the programs wou like the best

Burns and Allen

Reviewed Thursday (26), 8-8:30 p.m. EST. Sponsored by Carnation Milk thru Erwin Wascy, via CBS-TV. Producer-director, Ralphy Levy; writers, Paul Henning, Sid Dorfman, Harvey Helm and William Burns; stars, Burns and Allen, Supporting cast: Bea Benadaret, Hal March, Truman Smith, Billy N. Green and dance team of Fosse and Niles. Announcer, Bill Goodwin.

and production-wise. this is a very good show. It has this is a very good show. It has an air of informality, the performers never appear ill at ease, and the use of the ease, and the use of the eamera is facile. The program has one weak pointimpressive. Basically, however, the program is strong and should attract a good audience. Burns and Allen, on this their second show, display the poise

second show, display the poise which is associated with long stage experience. George Burns delivers his lines quietly, with devastating impact. His emsec technique is suave, the different facets of the show being brought on its suave, the different facets of the show being brought on in a manner which gives a neighborly quality to the proceedings. The Burns-Allen dialog, in the famaliar long-suffering husband and dumb spouse, was excellent—the effect being abetted by the team's stage presence. Gracic, incident-ally, reached a high peak of nonsense as a lady interested in art touring the galleries. Her guide on this tour, Truman Smith, proved an excellent foil.

Dance turn, Fosse and Niles.

proved an excellent foil.

Dance turn, Fosse and Niles, smart tappers, lent variety to the program. But the format of the program is by no means variety.

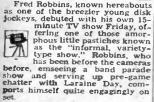
Commercials, both visually and vocally, did not seem sharp. Bill Goodwin should be given a better pitch than his talk about chatting with a cow who was discontented. Intended to be humorous, it proved neither humorous nor interesting—merely foreed. With the canned milk industry having so many fascinating ramifications, the choice of suitable commercial copy would seem relatively easy to obtain. Leave the comedy to Burns and Allen.

Paul Ackerman.

The Robbins Nest

Reviewed Friday, 11-11:15 p.m. EST. Sponsored by Exquisite Form Brassiere Company thru Brandford St. ABC-TV. Producer, Theodore B. Sills; director, Babette Henry; writer, Hal Fimberg. Cast: Fred Robbins, Eileen Wilson, Arthur and Dorothy Todd. Music, Joe Biviano Sextet.

Fred Robbins, known hereabouts



Soft was the principal motif of the show. Robbins, Eileen Wilson and a team called Arthur and Dogodhy Todd, all sang, individually and collectively. Dialog was an imminum, and Robbins's peculiar brand of jargon, brighter peculiar brand of jargon, brighter and some famedrial rhymped and and alliterative phrasings of his own control was left befored for the evening. Foreigning the chastler and the positier in favour of muchic was a wise choice, it seems to us. Unless the gable is truly seemilikating the percennage riches with a competential execution through the percennage riches with a competential execution time. The camera spoulinghied the young emisses a language discouled perfectly interesting percentage was fastify useful and handsoner, well-published the young emisses as a handsoner, well-published personnably with masses grant grant and fallighed imprincipations?

Television—Radio Reviews

Merry Mailman

Reviewed Thursday (26), 5:30-6 m. EST. Sustaining via WOR-TV. rector, Ralph Gissen, Cast: Ray

Director, Ralph Gissen, Cast: Ray Heatherton.

This moppet video show is the closest thing to the old Uncle Don AM series. It combines Ray Heatherton's chatter, storles and songs with filmed cartoons that appear to date back to the days of silent films. Dressed in a mailman's uniform, Heatherton carries the whole show by himself. On stanza caught, he gabbed about Scotland—gave some of the country's historial and geographical highlights and sang Loch Lonnond and Toorie on His Bonnet.

The cartoon films used were Acsop's film fables, and were good visual fare. Heatherton's starts were somewhat static. Since the films were silent, Heatherton supplied the commentary. Films used were titled Blaze of Glory, A Boy and His Dog and The Big Game. Format also calls for Heatherton to read letters from his kid listeners and announce birthdays. Inexpensively produced, the show is good fare for the younger set. Joe Martin.

Anonymously Yours

Reviewed Tuesday (24), 11-11:15 p.m.a CDT. Sponsored by Friello Motor Sales over WBKB, Chicago, Producer, Tom O'Brien; director, Scott Young. Cast: One anonymous female.

Cast: One anonymous female.

This show already has the distinction of being probably the most non-visual program in television. The entire 15 minutes consisted of a head-on shot of a woman, wearing a mask, sitting at a desk reading leters, and looking up to comment. The program is a clearing house for people wanting help. The woman in the mask read a number of letters from persons who said they needed money, milk, work around the home, medicine, and from one man who needed a cap for the stump of his leg. She asked viewers to help.

The show was completely negative visually. It was a novelty, tho, and might draw some late-hour viewers primarily out of curiosity. But the station is inviting a headache in trying to screen crackpots from the legitimate requests for help they'll get. Jack Mabley.

Johns Hopkins Science Review

Reviewed Tuesday (24), 8:30 to 9 p.m. EST. Sustaining via DuMont TV network. Producer-director, Anthony Farar; writers, Lynn Poole and Sterling Reynolds; announcer, Joe Chaseman; sets, Barry Mansfield. Cast, Lynn Poole and Dr. John Kopter

Science on TV can be interesting as well as educational, as has been demonstrated for some time by Dr. Roy K. Marshall. This show is a more recent addition along the same lines, utilizing the top-motch personnel at Johns Hopkins University, Baltimore, and originating via WAAM there.

WAAM there.

A good part of the show, which dealt with "electrons at work in a vacuum," proved fascinating, but just after the midway mark the stauza slowed, but picked up again at the end. Perhaps, to a physicist, 30 minutes seems a laugh-abily short time to demonstrate a thesis as complete as that done on this show. However, to the untained show seemed to run a bit lang, and might possibly be characteristic show seemed to run a bit lang, and might possibly be caused to be maintained in through.

search asheed imagnetic wave top discusser parameteristic wave to progressional calibrations). Miss will be discussed as a state of the and the discusser and the demonstrate a discussion wave to be to more than a non-camera wave must as kined for there is it was be Elicibrius. The Flueris, with the mails show. However, to the unable to do more than a non-camera wave must as kined for the tearn planning a mail time to demonstrate a discussion wave to the unable of the read of the tearn planning at military and might be passably to possibly possibly possibly to do do to make it. As it stands (fans and habit being what they are) he'll no doubt that healthy Hooper, but there's so much more that could be ferm planticing the maintained through the proceeding the maintained through the form that healthy Hooper, but there's so much more that could be form planticing the maintained through the proceeding the proceeding the process.

The communication were leaves a facility wearing a bringing of an experiment was compy, to enter the product of process of a planticing wave excitable a processful the result that video planticing the activity described the substitution of planticing the activity described the process of the process of the process of the substitution of planticing the process of the substitution of planticing and the ferminal process of the substitution of planticing the proce

Jack Benny Show

Reviewed Saturday (2B), 8-8:45 p.m. EST, via CBS-TV. Jack Benny, Dinah Shore (guest), Eddie Anderson, Don Wilson, the Sportsmen Quartet, Artie Auerbach, Mel Blanc, Ken Murray, Producer, Hilliard Marks; director, Dick Linkroum; musical director, Mahlon Merrick; writers, Sam Perrin, Milt losefsberg, George Balzer and John Tackaberry, Sponsor, American Tobacco Company, Agency: Batten, Barton, Durstine & Osborne.

Benny's long-awaited video bow suffered to some extent the same

Benny's long-awaited video bow suffered to some extent the same shortcomings which have marked the TV debuts of other long-established showbiz toppers, notably Fred Allen and Eddie Cantor. These, of course, are (1) an understandable nervousness, and (2) a reluctance to depart in any substantial measure from the patiern of their many and consistent triumphs in all other phases of entertainment, particularly radio. Thus Benny, obviously because of a slight case of jitters, was just a little off on his normally unsurpassed timing and delivery, and the scripters based virtually the entire forty-five minutes on the Benny-pinchespennies theme. The first of these shortcomings on the preem show should prove of little concern, for Benny is loo seasoned a performer to be bothered with the heeblejeebies in any medium for very long. The second is considerably more of a problem. After a half dozen sight gags demonstrating that Benny is one of the all-time great students of a dime, it becomes a little wearisome. Even on a single show. As the sole theme for a series (even one spread eight weeks apart, as the Benny show will be) it just doesn't figure to build a Benny package into the super-topper it could easily be.

Missing from the Benny AM cast were Mary Livingston, Dengal Paris for one

super-topper it could easily be.
Missing from the Benny AM
east were Mary Livingston, Dennis Day and Phil Harris, for one
reason and another, and they
probebly will be missed by Benny's
long time radio devotees. Present,
however, and contributing solid
bits were announcer Don Wilson,
Eddie (Rophester). Anderson Artic bits were announcer Don Wilson, Eddie (Rochester) Anderson, Artie (Mr. Kitzell) Auerbach, Mei (Polly) Blanc. Wilson played his AM_role with cameras satisfactorily. Rochester's stooging for Mr. B was in the usual standout vein, but his My Blue Heaven parody and dance were pretty much in the nature of stage waits. Auerbach's bit was certainly everything the Benny fans expected, and a parrot couldn't do the polly nearly as well as the multi-volced Blanc.

the polly nearly as well as the multi-volced Blane.

Dinah Shore, no doubt one of TV's most gilt-edged guestars, did I'm Yours, Tess's Torch Song and (with Benny, then the Sportsmen) an I Oughta Know More About You parody, and made them all sound greater than they are. If price is what's keeping Dinah from a steady video show of her own we wish she'd take a few bucks less and get on. She's fine, altho some of the profile shots on this segment did her little good appearance-wise. Nor did the Merrick-conducted ork help too much on accompaniment. Lacked the beat. Ken Murray also guested long enough to permit Benny to thank him for relinquishing his regular time.

Benny easily has the potential

Benny easily has the potential to top the ratings in video as he did so long in AM, but he'll have to do more than an on-camera version of the radio version to make it. As it stands (fans and habit being what they are) he'll no doubt hit a healthy Hooper, but there's so much more that could be done Benny easily has the potential

Arthur Murray Show

Reviewed Sunday (221, 9-10 p.m. EST. Presented by the Arthur Murray Dancing Studios thru the Dorland Agency via the DuMont web. Produced by Howard Barnes. Staged by Franklin Warren. Camera direction, Lou Sposa; script, Marty Roth. Cast. Mrs. Arthur Murray and the Arthur Murray dancers. Guests: Beatrice Lillie, Reginald Gardner, Jackle Miles, Lily Ann Carol and choruses from Vassar and Princeton.

The combination of amateurs plus professionals on this show does not make for successful programing. That factor plus some absymal production work and an inundation of primitive commercials resulted in a stanza which will quickly forfeit any chance it has of winning a mass TV audience, unless improvement occurs rapidly. The combination of pros and amateurs is not needed. Program is really geared for a half-hour slot in which a return to the old Murray format might be the solution to program's difficulties.

the solution to program's difficulties.

On the amateur side, the program has the Arthur Murray Dancers, Mrs. Kathryn Murray and a battle of college choruses. The pros on the show caught were Beatrice Lillie, Reginald Gardner, Jackie Miles and Lily Ann Carol. Their showcasing—a distracting background of people who were guests at a so-called party, a flood of light that ruined Miss Lillie's visual attraction and sloppy Introductions was from the bottom of the barrel.

The TV-worn "Two Dozen ficulties.

ductions was from the bottom of the barrel.

The TV-worn "Two Dozen Double Damask Napkins" skit which featured the comedienne, Gardner and straight man Carl Reiner was undoubtedly the strongest section of the show. But Jackie Miles worked as if he were doing a club act with some slow-paced horse stories which should have stayed in the stable. Gardner was only fair in the interpretations of a foghern and pistons. While Miss Carol's Play a Simple Melody was weak, her Oh. Marie reflected more of the gusto of her personality.

Among the amateurs, the battle of the choruses was so-so, the terpers, okay. Would have come

Among the amateurs, the battle of the choruses was so-so, the terpers, okay. Would have come thru stronger if there were less of them for the camera to try to eatch. Mrs. Murray potentially is the strongest asset. Altho her background in showbusiness is limited, she has a relaxed, real quality which many performers could use.

The standard Murray commercial is an "I was a wallflower until" pitch which wears badly and is so overdone as to seem almost ridiculous. The pantomimic commercial is much more imaginative, but with the mine of material available to the dance studios there is no need of crude spiels.

Leon Morse.

The Garry Moore Show

Reviewed Wednesday (25), 1:30-2:30 p.m. EST. Sustaining via CBS-TV web. Producer, Herb Sanford. Director, Clarence Schlmmel, Music, Howard Smith and ork. Talent, Garry Moore, Ken Carson, Denise Lor, Durwood Kirby, Guests, Ken Murray, Jim Kirwood and Lee Goodman.

Kirwood and Lee Goodman.

The Garry Moore Show which starts off CBS's daytime programing effort is twice as long as his summer video stanza—one hour—and the lengthening does not make for an improvement. Instead, the heavy burden tends to dilute Moore, He and his cohorts do manage to entertain fitfully. Moore has a fresh quality that projects strongly, but his habit of reaching for gags sometimes gives his humor an odor. His vocalists, fetching Denise Lor and Ken Carson, are decided assets, Both are rapidly approaching big league stature, Miss Lor has improved so much in poise, delivery and timing since the last time caught as to almost sound like a different vocalist. Announcer Durwood Kirby gags with Moore and otherwise makes himself helpful by watching out for stray sponsors.

The two strongest sections were

helpful by watching out for stray sponsors.

The two strongest sections were a delightful take-off on a valedigatorian's address, with asides to his principal by guests Lee Goodman and Jim Kirkwood, and dime melodrama in song in which all the cast participated. Leon Morse.

Series can hold to this standard, all should be well with Queen and with plenty of sprueing. Currently, they are strictly run-of-themill, with salesmanship projected via dull film.

Stork Club

Reviewed Tucsday (241, 7:15-7:30 p.m. EST. Sustaining via CB5-TV. Producer. Mike Dutton; director, Alexandrian Fine; host, Sherman Billingsley; music. Cy Walters. Cast: Nina Foch, Richard Carlson, Dan Misch, Peter and Mae

Ordinarily a 30-minute seg, this one was cut to 15 minutes so GOP gubernatorial candidate for re-election. Thomas E. Dewey, could have his chit-chat via remotes. Perhaps because of this cut, the Stork Club show was a meaningless hodge-podge of inanities. Sherman Billingsley strolled from table to table throwing in straight lines and passing out orchids. Virginia Pine tried very hard to have the various table occupants say something interesting with only minor success. Richard Carlson, back from location in Africa for MGM, told about how nice it was to be back. Dan Misch, editorial director of McCall's fenced with Miss Pine about his duties and the lead story in his mag.

Myron McCormick and Alice Parenes in converse Michael Parenes in the story in his mag.

lead story in his mag.

Myron McCormick and Alice
Pearce, in answer to Miss Pine's
query, gagly buddled they were
celebrating something, but didn't
explain what. Towards the end
of the seg, the Peter De Roses
came on in the only light touch;
Mae De Rose plunked out a tune
on her uke and then was told to
hurry up because time was up.

If this is life at the Stork,
viewers will stay away in droves,

Bill Smith.

Adventures of Ellery Queen

Reviewed Thursday (26), 9-9:30 EST. Presented by Kalser-Frazer Dealers thru William H. Weintraub & Co., Inc., via WABD and DuMont TV net. Producers, Norman and Irving Pincus; director, Don Richardson; script editor, Ethel Frank; music, Ray Carter. Cast: Richard Hart, Florenz Ames, Elliott Sullivan, Jean Carson, Grace Kelly, Theodore Newton, Lawrence Fletcher, Louise Buckley.

The second of the new Ellery Queen TV series stood up well on the story line as a half-hour visual whodunit. The Case of the Mad Tea Party was nothing to make a viewer bite his fingernails nor give him a headache at figuring out its denoument, but, the old murder format of the philandering, married playboy, the about-to-be-discarded-mistress and her jealous husband, plus the gay, little lingenue from Broadway, was sufficiently tricked out with drugged coffee, a vanishing clock a mirrored secret panel and a fine overlay of Alice in Wonderland, to give the redoubtable writter-amateur sleuth a field-day at tracking down his quarry. This time the butler didn't do it. It was the fellow with the horns. Who but the architect, who built the house, reasoned Ellery, would know about that secret panel? Who, indeed?

Riehard Hart, until recently Canada's foremost garter chaser

panel? Who, indeed?
Richard Hart, until recently
Canada's foremost garter chaser
in The Happy Time at the Plymouth Theater, made a slick and
handsome super-sleuth, playing
with an ingenuous reticence which
should win him a solid video following. Florenz Ames is a good
choice for his captious inspectorfather, and Elliot Sullivan does a
competent job as the dim-witted the dim-witted competent job as the but willing Sgt. Velie.

but willing Sgt. Velie.

While it is difficult to achieve much of an individual characterization in so short a playing span, this supporting cast of excellent Broadway actors more than held up their end. Lawrence Fletcher was properly nasty as the murdered playboy, and Theodore Newton equally righteously jenious as the gent who done it. The fem contingent of Jean Carson, Grace Kelly and Louise Buckley was highly decorative and registered well insofar as their assignments allow.

John Richardson's direction was John Richardson's direction was sound, and his use of trick angle shots to heighten sumpense had originality John Robert Lloyd managed to get a lot of atmosphere into his backgrounds. If storysuse and production-wise the series can hold to this standard, all should be well with Queen and Company.

Robert Q's Matinee

Reviewed Wednesday (25), 2:30-3:30 p.m. EST. Sustaining via the CBS-TV web, Producer, Lester Cottlieb, Director, Jerome Schnur, Music, Bernie Leighton and ork, Talent, Robert Q, Lewis, Rosemary Clooney, Tony Craig, Joan Fields and Hal Loman, the Daydreamers and guest, Louise Terry.

ert Q. Lewis, Rosemary Clooney, Tony Craig, loan Fields and Hal Loman, the Daydreamers and guest, Louise Terry.

Robert Q. Lewis is a proven talent, but to toss the bespectacled comic in an hour across-the-board video show, with practically the same format as the preceding hour stanza, in addition to his already severe load, is to do both Lewis and daytine viewers an injustice.

It is no wonder that the program shapes up as practically a sluff-off. Format: Lewis plus gags, boy singer; Lewis plus gags, dance team; Lewis plus gags, currett: Lewis plus gags, currett: Lewis plus gags, girl singer; Lewis plus gags, quartet; Lewis plus gags and guest; and finally, finale. The major gag which might have been funny with writing had each of the cast buy the comic a pizza pie until they were coming out of his ears; but instead of building, the situation became repetitious because the reactions were all the same.

Lewis could take on a personality aside from being just an emsee, if he were to have time to do the show. His cast could also be used, but instead they do their numbers and walk off.

Rosemary Clooney was undoubtedly the strongest regular. Her Wobblin' Gobblin With the Broken Wing was a novelty that cried for production to go with her first-rate singing effort. The dance team, Joan Fields and Hal Loman, were fair in a Scottish sword dance. The Daydreamers, three men and a girl, could have used a little less direction from their lead tenor and a better arrangement of Swing Low. Sweet Chariot. Magician Louise Terry, a grad of Lewis's The Show Goes On and a guest stacks up as one of the better of the new variety Turns around. The gal is amazingly self-possessed with a keen sense of humor that should get her more work.

Lewis in his disk jackey days was quite a plxieish character. He

work.

Lewis in his disk jockey days was quite a plxieish character. He could bring more of that to this show and minus his trick laugh. But the web more than anyone else is to blame. Leon Morse.

Sam Levenson Show

Reviewed Saturday (28), 8:45-9 p.m. EST., via CBS-TV. Sam Levenson (material by Levenson). Producer, Irving Mansfield; direction, Byron Paul; sponsor, Wildroot Co., Inc. Agency: Batten, Barton, Durstine & Ochory.

As a hitch-hike to the Benny show, Wildroot can't do too badly with the Sam Levenson show. Around New York, and to New York audiences with a real appreciation for the old sidewalks of New York type monologs. Levenson is certainly one of the best to come along in quite a while. Whether his brand of humor will click across the cable is, at this point, debatable.

ellck across the cable is, at this point, debatable.

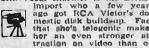
On his preem show he spent the first half on what amounted to almost pure East Side humor ("... when we were kids we played silly games, like spitting on people's heads off the roof, target practice...), and the second half to a subject of wider interest, the effect of TV on your kids and mine. Material was good, and the studio audience loved it (in New York), but Levenson's delivery may not hit with the west-of-the-Hudson coteric.

The "Charile' song makes the standard Wildroot commercial a happy and egsy-to-take plug, and Levenson's own ribbing commercial was funny and effective.

Joe Csida.

Songs by Candlelight

Reviewed Wednesday (251, 10:30-10:45 p.m. Sponsored by See's Can-dles via KNBH, Los Angeles. Pro-ducer-director, John Gaunt, Cast Beryl Davis accompanied by Ray Rasch.



Beryl Davis accompanied by Ray Rasch.

For a late hour eye-car treat,
Beryl Davis pleasingly fills the
bill. Vocal charmer is the British
Import who a few years
ago got RCA Victor's domestle disk build-up. Fact
that she's telegonic makes
her an even stronger attraction on video than on
records. Restful mond of the show
is in keeping with the hour. Song
cycle is tastefully handled by both
Miss Davis and her accompanist.
Vocalist handles her lines well in
introing the selections in a manmer that blends with the easy, relaxed tone of the show.

Lee Zhito,

John Steele, Adventurer

Reviewed Tuesday (24), 9-9:30 p.m. EST. Sustaining via MBS, Pro-ducer, Bob Monroe, Director, Elliot Drake, Writer, Lois Landower, Organ music, Doc Whipple, Cast, Don Doug-las, Ross Martin, Jack Orrison, Sylvia Cole, Jack Edwards, Phill Sterling.

Mutual seems to have a real sleeper in this show, which has been on and off the web a couple of times. At least the edition caught had some good touches, both in scripting and production, and would seem to make the program worth another leave on the

or times. At least the edition caught had some good touches, both in scripting and production, and would seem to make the program worth another look on the part of a sponsor casting about for a comparatively inexpensive dramatic opus.

The adventurous John Steele, who gives his name to the airer's title, actually serves no function other than to tie unrelated scripts together into one series. Each week's program is supposedly culled from characters whom Steele has run across in the course of his life. Thus, in this show, he was working in a settlement house in the Bowery when the events occurred.

This show was a study in dog.

was working in a settlement house in the Bowery when the events occurred.

This show was a study in degradation, something infrequently even hinted at by radio. It dealt with the relationship of a group of drunks, bums and panhandlers who spend their sleeping hours in a flophouse—if they have the few coins needed to get lin. Main figure was one Peter Cashman, a young fellow who hit the skids after some unmentioned personal crisis. The yarn followed him as he progressively became more degraded, until the murder of another bum snapped him out of it. Thus, he went thru a few unsuccessful attempts to force himself to panhandle until he actually did, thru desperate need for cheap whisky. He stole a bottle from two other derelicts, who boasted of the fact that it wasn't Sterno. He awakened in an alley, dazed, and seeding another drink, stole \$2 from a blowzy dame he pieked up in a ginmill. Having incurred the enmity of Big Jake McCorkle, a Bowery troublemaker, he finally faced up to his nemesis after Big Jake stabbed an old man who bestriended the protagonist.

The very act of realistically con-

Jake stabbed an old man who befriended the protagonist.

The very act of realistically confronting the murderer forced a
crisis which, naturally, lent hope of
better things. With the dime given him by the dying old man, the
lad grabbed a subway, uptown,
and presumably went out of the
Bowery forever.

Fact is that the show was so
highly unusual in its content and
approach, that it was refreshing
the not always pleasant listening.

If this show can keep up to the
same level every week, it might
yet stir some talk around the blase
industry.

Sam Chase.

Shakespeare Views the

Reviewed Sunday (15), 10-10:15 p.m. EST. Sustaining via WNEW, New York, Producer, Dick Pack; director, John Grogan; writers, Betty Tevis, Ar-thur Heine; commentator, Barry Thompson; announcer, Bill Gordon.

WNEW, New York's "News and Music" station, has come up with a neat twist on the news side of its programing, via this 15-minute rundown on current cvents paired with a more or less apt Shakespearean quotation to match each story.

Shakespeare had a word for everything from Barbara Hutton's

Shakespeare had a word for everything from Barbara Hutton's most recent tiff with husband No. 3 to MacArthur's most recent coup in Korca on last Sunday's broadcast. A few allusions sounded as tho the bard had fallen in the Avon—on his head; but the mapority of the quotes were clear and to the point.

The scripters came up with a particularly penetrating aside on the plight of suspended New York policeman Michael Reardon, who was ordered to find his brather for questioning by the Grand Jury. ("Find out thy brother, wheresoe'r he is, seek him with candle; bring him dead or living within this twelvemonth, or turn thou no more to seek a living in our territory.")

to seek a living in our territory.")

Gardon Competent
Bill Gordon did a competent job
to the straight reporting, and
Burry Thompson delivered the
Sindespearean lines with a commendable lack of pretensions. The
and the straight reporting and
the straight reporting and
some straight reporting and
the straight reporting and
the straight reporting and
the straight reporting and
the straight reporting and the straight reporting and execution, and should
attract an equally literate listening
audience. Additional dial bait is

Senate Group **Eyes Politicos** In Radio, Tele

WASHINGTON, Oct. 28.—Radio-

WASHINGTON, Oct. 28.—Radio-TV expenditures by political candidates and parties will be probed by a Scnate rules subcommittee which is checking upon possible violations of the Hatch "Clean Politics" Act as well as other federal statutes involving political spending.

The subcommittee's probe was touched off originally by complaints from New York State as the result of the famous letter by Lt. Gov. Joe Hanley explaining why he switched to the U. S. Senjate candidacy to make room for Gov. Thomas E. Dewey to run for re-election. The probe has now spread to three other States—Pennsylvania, Iowa and Kentucky—where complaints on other issues have been made, and the Senate subcommittee expects that several other States will be looked into before the campaigns end.

Chairman Guy Gillette (D., Ia.) declared here that the subcommittee will seek to see "exactly who" is putting up campaign cash for all types of ballyhoo including radio and TV. He made it clear that political spending for radio and TV is not under-fire since those are legitimate sources for such spending, but the subcommittee wants to examine the contributions. He declared that with the heavy costs for reaching the public thru such media as radio-TV and "even helicopters and jazz bands," contributors to campaign funds are trying to get around the Hatch Act, Gillette said, big contributors after giving their \$5,000 to the State committee can then give under the names of such independent groups as "left-handed redheads for Rooscvelt" or "cockeyed men for Dewey."

In checking radio-TV expenditures, committee probers are expected to visit stations in the four States already singled out for inquiry and ask for records as to the sponsor, amount of time and the cost of programs bought in behalf of the various candidates.

NEW YORK, Oct. 28.—Martin Jones and Elliott Roosevelt, packagers of the Mrs. Roosevelt Show, have hired Noran (Nick) Kersta, formerly veepee in charge of radio and TV at the William Weintraub Agency, to take charge of the program's syndication.

The Contented Hour

Reviewed Sunday (22), 10-10:30 p.m. EST. Sponsored by Carnation Milk, via CBS. Producer, Bob Redd. Writer, Albert Hansen. Cast: Jo Staf-ford, Tony Martin. Music, Victor Young and his orchestra. Announcer, Jimmy Wallington.

The pollshed thrushing of Tony Martin and Jo Stafford made this pleasantly unpretentious airer a highly listenable half hour of pop and standard numbers. Martin, who succeeds Dick Haymes on the show, gave la Stafford real competition for top honors Sunday night with his rich vocalizing and relaxed flair for spontaneous-sounding chatter between Sunday night with his rich vocalizing and relaxed flair for spontaneous-sounding chatter between tunes. Canary Stafford scored with a nicely phrased version of Dream a Little Dream of Me, and teamed up with Marlin for a showmanly duct on A Bushel and a Peck, from the new legit musical Guys and Dolls. Together, they add up to the best combination Carnation has ever assembled, both vocally and from a chit-chat personality standpoint Ork backing was lush throut and blandly melodic on two standard instrumentals, Begin the Beguine and La Cucaracha.

Carnation Milk plugs carried out the musical theme with singing commercials extolling the "contented" state of the firm's bovine employees. One of them spotted a group of fem singers serenading a crying baby with You, You're Driving Me Crazy. Infant quieted down, of course, once introduced to Carnation.

offered in the form of a contest, asking listeners to submit quotes to fit current news events. The prize? The works, natch—a complete set of Shakespeare.

June Bundy,

The Billboard TV Talent & Show Tips

Each week. The Billboard staff reviews shows in all media. Prom fields other than television, reviewers select acts which seem particularly suitable and/or outstanding for video. Since it is impossible to keep a running record of all acts which have at one inne or another made TV appearance. It is probable that which have at one inner an action of the selection of the selection

A New Kukla

A New Kukla

If somebody can find another Burr Tillstrom (originator, producer and sill characters except Fran, on Kukla, Fran & Olite), and make a deal with Paul Galico, it would be a hot start toward another KPO. In the October 28 issue of The Saturday Evening Post, Gallico has a short story called The Man Who Hated People, pretty obviously based on (tho in no sense blographical of) the KFO show. Gallico's fictional show is called Peter and the Panda. Peter is a leprechaun; the panda just that, stupid tho nice. Other characters, readr-made for this type show are: Arthur, a raffish crocodule; Mme. Robineau, a French lady of indeterminate age with dyed hair: Doctor Honderson, a penguin with a rather exaggerated opinion of his own importance; Mr. Tootenheimer, a toymaker, who can repair practically anything a little broken or bent, opinion of his own importance; Mr. Tootenheimer, a toymaker, who can repair practically any-thing a little broken or bent, including human hearts.

Top Musicals

Three top musicals will be on the Broadway boards in another month or so (one is already on). All three have good scores around which all types of production numbers could be built. They are Irving Berlin's Call Me Madam (Irving Berlin's Call Me Madam (Irving Berlin's Call Me Madam (Irving Berlin's Music); Frank Loesser's Guys and Doils (E. H. Morris Music); and Cole Porter's Out of This World (Buxton Hill Music Corporation). Producers here, obviously would have to look out for grand rights encroachments as per ASCAP-TV agreement, but tunes can be utilized in many ways within the restrictions of the agreement. Dave Garroway, last Sunday, introduced the Guys and Dolls score on TV, and built a so' I show around the tunes.

Billy Daniels

Personal manager ... Chausey Olman Agraey?

Well built, grey-haired male former has been around a long time playing the small clubs. Not a youngster, he caught on at the Park Avenue Club, New York, and finally made the grade at Bill Miller's Riviera. A light-skinned Negro, he sings standards with the repressed intensity of a Lena Horne. Handles ballads with a fiery tenderness and rhythm tunes with an infectious bounce. As a seller, he's one of the best to come along in recent times. Daniels had a couple of TV guest shots, one on Berle's Texaco show. He's ripe for any sponsor appealing to a fem audience. Despite his fem appeal, males don't resent him. Singer recently signed with Mercury Records, and has done a couple of shorts for Columbia Pictures.

Stubby Kaye

Kaye plays the character of Nincely-Nicely Johnson in the current Guys and Dolls. As long as the show is in New York, where it opens soon, it's unlikely that he would be available for other than Gotham TV, but for such he should fill the bill either as an actor for at guy comic parts or should his the one either as an actor for at guy comic parts, or for that matter as a singer of comic novelty tunes. Scored the evening's, most-solld showstop in Philadelphia with Guys, lead-singing tune called St Down, You're Rockin' the Boat.

Personal manager ... Bernard Barke Agency ... Bernard Barke Two oriental lads, neither looks do a series of hand-to-hand tricks, out of which they go into an involved number of strange holds calling for double crab stands, one-hand to neck stands, and other equally great tricks. Two kids work close so they wouldn't need any special camera angles. Could fill the bill with plenty to spare on any variety format show. Caught at the Capitol, New York.

Chucho Martinez

resonal manager. Berniv Ackerman Agency Nemo Martinez has been around for some time, tho he's been out of circulation for the past few years making pix and p.a.s in Latin-America. Boy, a good looking, a chunky, dark complexioned making pix and p.a.s in Latin-America. Boy, a good looking, a chunky, dark complexioned singer, has an infectious barry voice with a tenor range that holds an audience spellbound. His forte is Latin-American ballads.

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Method of Handling Excise Tax Adds to Trade Confusion

Manufacturers Divided Between List And Warranty Charge Increases

NEW YORK, Oct. 28.—TV manufacturers and distributors devoted their heavy thinking this week to the new federal excise tax on television sets. And as the November I deadline drew near, dealers were facing another conjusing situation. The methods of passing the tax on to the conjusing situation. The methods of passing the tax on to the conjusted. In an attempt to clear up some of the confusion, the New York Better Business Bureau (BBB) notified dealers that the tax was on the manufacturer price and not the retail price. Further BBB action is expected after the tax takes effect.

Big worry in the trade was that Big worry in the trade was that Big worry in the trade was that the tax to the tax was that the tax was that the tax was that the tax was that the tax to the tax was that the tax November I deadline drew near, dealers were facing another confusing situation. The methods of passing the tax on to the consumer were varied and even complicated. In an attempt to clear up some of the confusion, the New York Better Business Bureau (BBB) notified dealers that the tax was on the manufacturer price and not the retail price. Further BBB action is expected after the tax takes effect.

Big worry in the trade was that sharp-shooting dealers would take

and Tele King.

Among the variations of adding the tax were the following: Emerson is leaving the problem in the hands of its distributors. The New York distributor announced that he would add the tax to the list price. Monarch, a direct-to-consumer organization, will absorb part of the tax and pass the rest on along with the warranty charge. Motorola was thinking of adding the tax to the warranty charge. Regal is billing distributors with the tax listed as a separate item. Distributors can then decide how to handle the tax.

In the meanting, the Nationa?

In the meantime, the National Retail Dry Goods Association advised retailers that care should be taken to avoid violating the federal regulations. Sets in the dealers hands, for example, are not taxable. The sharp-shooters, tho, will be gambling on the fact that "there ain't enough T-men to check every store," one put it.

DEALER AD CAMPAIGNS BATTLE COLOR SCARE

NEW YORK, Oct. 28.—Fearful the CBS system from gaining too that the slackening of store traffic created by the FCC color decision would become permanent, TV dealers have started to take steps to reassure potential set the Sightmaster Corporation, and a steps to reassure potential set buyers. Manufacturers are con-tinuing their publicity, advertls-ing and legal campalgns to keep

New Emerson, GE TV Lack Phono Jack

NEW YORK, Oct. 28.—Four new video sets introduced last week by Emerson and five new GE receivers are not equipped with phono jacks, which would enable dealers to make plus sales on records and record-playing attachments.

GE added a 16-inch table model at \$259.95, a 16-inch open console at \$279.95, a 17-inch console with half doors at \$349.95 and blond models of the latter two sets at \$20 increases over the mahogany models.

Emerson introduced a 16-inch table model at \$259.95, a 16-inch open console at \$289.95, a 16-inch console with doors at \$329.95 and a 19-inch console at \$399.95.

The most dramatic incidents of the week were the suit field against CBS and Prexy Frank Stanton by the Sightmaster Corporation, and a series of full-page ads run by the Dynamic chain of TV-appliance stores.

stores.

In the suit filed in New York State Supreme Court, Sightmaster seeks a permanent order enjoining CBS from "issuing and disseminating false, fraudulent and disparaging statements." Sightmaster also asked for \$750,000 in damages. The statements to which the TV dealers objected were in Stanton's talk over the CBS network last week.

Ad Campaign

Dynamic stores created a furor with full-page ads which guaranteed that all set purchasers would get "an adapter and/or converter tor \$49.50 or less," when available. A New Jersey dealer advertised "convert your set free," but local Better Business Bureau officials pointed out that the ad also a stated that the store was only offering an adapter which would cost less than \$50.

Small Ops See Better Crack at **Defense Pacts**

WASHINGTON, Oct. 28. - The smaller manufacturers in the electronics field will have a much better chance to get defense contracts than they did in World War II, the National Production Authority (NPA) promised this week in announcing that it is compiling an inventory of the nation's small business firms.

The program was outlined for the first time by Sceretary of Commerce Charles Sawyer in a speech to the American Automobile Association (AAA). Concerning smalf manufacturers, Sawyer said that "we wish to find out where they are, what they made during World War II and their present capacity to produce."

Sawyer emphasized in his speech that the prime responsibility for getting contracts still rests with the individual business. He remarked that the place for the business man to secure contract assistance is at any field office of the Department of Commerce.

TV MANUFACTURERS' LINE-UP ON ADAPTERS, CONVERTERS

NEW YORK. Oct. 28.—Manufacturer announcements on plans for or against the CBS color system were being handed out this week on a near-hourly basis, as the industry found time to mull over the consumer reactions and the possible future of color. While not necessarily a complete picture, the following is a representative round-up of the situation on adapters, adapter plugs, converters and color sets:

Adapter and/or converter plugs: Among the manufacturers, those who have stated that they would equip sets with plugs or jacks to which an adapter or converter can be affixed are arvin, Raytheon, Bendix, Majostic, Hallicrafters, Video Corporation of America, Tele King, Sears, Roebuck, Affiliated Retailers and Associated Merchandising Corporation private label sets.

Adapters: Announcing plans to produce adapters which would enable present sets to receive CBS color in black and white are Television Equipment Corporation and Webster-Chicago.

white are relevision equations. Chicago. Conversion kits: The readying of packages or kits containing the necessary parts to make sets adaptable for converters has been announced by Westinghouse, Raython. Bendix and

has been announced by Westingnouse, Raylinean.

Transvision.

Converters: Manufacturers stating that they will produce actual converters to enable sets to pick up color telecasts are-Tele-Tone, Television Equipment Carporation, Raythcon, Bendix, Muntz. Commander, Webster-Chicago, Cel-o-Mat, Sjarrett and McCarthy Bros.

Color receivers: Thus far, Commander Television, when firm in New York City, has announced the manufacture of complete color receivers.

LATIN TEMPOS

New Disk Speeds Face S. American Hurdles

By D. M. Berne
(Now touring South and LatinAmerican countries for E. R.
Lewis's English Decca organization, Berne is a member of the
London Gramophone Corporation
board of directors and former board of directors and for executive vice-president of firm.)

firm.)
SAO PAULO, Brazil, Oct. 28.—
There's plenty of talk down here
about the new 45 and 33 speeds.
European diskers, however, sell a
lot of records in this part of the
world and the new speeds will
have to get started in Europe before the 78 business Is seriously
affected in South America. The local restrictions against imports
from dollar nations may also affect the future status of 45 and 33.
In Trinidad, for example, the

fect the future status of 45 and 33.

In Trinidad, for example, the largest importer and distributor handles English 78 r.p.m. disks only. The government of the British West Indies island has forbidden imports of records from dollar countries for the last three years. The firm, SA Gomes Radio Emporiums, Port of Spain, actually operates four general stores on the island which carry everything from haberdashery to disk. Only the English Decca and Columbia labels are imported, but the firm cuts native calypso tunes on its own Oriole label. The pressings for the latter are made in England.

Six Major Firms

different. There are plenty of recording companies in the country and all sorts of imported disks available. Top firm in the country is Odeon, which produces its own label and imports English and American Decca, English, American and European Columbia, MGM, French Pathe, European Odeon, Parlophone, and the Kristall and Imperial labels from Germany. Second largest outfit is RCA Wester with the RCA and HMV lines. Continential produces its own disks and imports American Continents, French Decca, Uruguayan Sondor and American Mercury. Simpter is the local Capidifferent. There are plenty of re-(Continued on page 46)

NPA Cutback **Order Perils** Color Video

WASHINGTON, Oct. 28 .- National Production Authority's (NPA) proposed order to curtail copper and other metals (see separate story) is destined to have a disastrous effect on output of color TV converters and adaptements of the converter of the convert Six Mnior Firms

Most people use acoustic phonographs since there are large areas of the Island not yet effectrifled. Both disk players and radios are imported from Decca, Columbia and Alba in England and from Luxor in Sweden. Most popular station is the U. S. Army's WVDI, which plays American pop disks.

The picture in Brazil is quite

Color-Vision Television



FRANKLIN HUGH ELLISON

is Here for All!!!

COLOR-VISION TELEVISION IS A FOUR-PLY
PLASTIC SHEET (EACH
SHEET A DIFFERENT
COLOR) MADE TO FIT
YOUR TELE-VISION
SCREEN SIZE. WHEN
PLACED OVER YOUR
SCREEN IS BRINGS A
FLESH-COLORED TINT
TO YOUR PICTURES.

The Ellison Cofor-Vision*

Screen

Screen

Sives you real life-like
pictures on all channels.
Scientifically constructed.
Made to tit all sise
screens. Guaranteed
home-tested.

each of the first 100 persons

Makes a Wonderful XMAS PRESENT Send Money Order Now (NO COD's.)

Color-Vision Television
Brooklyn 10, N. Y.

For 10" Screen, \$15.00; 12" or 14" Screen, \$18.50; 16" or 17", \$22.50; 19", \$27.50. No Converters, No Adapters, Nothing Else To Buy. Be the first in your ferribory to cash in. Assortment of one dozen, plus, FREE, two 14" Screens, only \$125.00 — a \$303.00 value that carns a profit of \$178.00.

BE SURE TO STATE SIZE OF TELEVISION SCREEN

PAT. PENDING *TRADE MARK REG.

DuMont's De Luxer

DuMont's super-deluxe TV-phono-radio-recorder console will make its bow at distributor showing within the next two weeks. Altho the price for the new set, Westminster FI, has not been set, it is expected to be in the over \$2,000 class. The console offers a 19-inch TV picture, three-speed disk changer. AM-FM radio, tape recorder and time clock. The timing device is designed so that any part of the set can be furned off DuMont's super-deluxe part of the set can be furned off or on at pre-set hours. Each set sold will be personalized with a plaque engraved with the owner's name.

Tax Up 2 Mil

Internal Revenue Bureau last week reported receipts from the radio-phono excise levy was the largest increase in any of the tax

ber, up nearly September, 1949.

People, Products and Prices

George Fass, formerly general sales manager for AIM Industries and Eastern sales manager for Capitol Records and Permo Nee-dles, is now president and gen-eral sales manager of the Dean Electronic Company, New York,

3-CENT SUBSIDY BY CBS COLOR?

CHICAGO, Oct. 28.—A local manufacturer this week re-ceived a Muntz color TV pub-licity release in an envelope stamped with CBS postage meter No. 58887.

categories. The radio-phono recipits were \$3,242,210 for September, up nearly \$2,000,000 over September, 1949.

Fass Dean Prexy

George Fass. formerly general

manufacturers of portable phonographs. The Dean line consists of 19 phono models. Phonos are marketed under the Dean fabel and also sold to private brand users. Michael Reass has taken over the sales post with AIM.

Private Label TV

A new line of private label TV sets was announced last week by Al Middleman, president of the Phonograph Corporation of America and the sales agency bearing his name. Manufactured by the SMA Company, Chicago, the line consists of a 16-inch console at \$299.95, a 16½-inch console at \$329.95, and a 16-inch three-way console combination at \$419.95. All sets are available in blond finish for an additional \$10, Middleman is national-sales agent for the line.

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

HIGHLIGHTS OF THE HARBACH MESSAGE

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

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

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

em performance oasis, when some of our members scened anxious to vote for."

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

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

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

802 TO HUDDLE ON AM-TV CUTS

500 Members Petition Confab Over Critical Losses in Work

Europe Disk Trade

In Complete Switch

Scheme To Land U. S. Record Catalogs

Rackmil Reports Continental Firms

NEW YORK, Oct. 28. — Upon person the local solution of more than 500 members and to Petrillo before he beginning to a special membership meeting for Monday (6) at midnight to thresh over the critical employment drop in radio and TV.

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

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

ASCAP MULLS REVISION OF CLASSIFICATION PLAN

Changes Within Framework; May Get Justice Dept. Opinion

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

plan. (The Billboard. October 28).

The *letter indicated that two possible ameliorations of the cuts most writers took are in store. One is the 12 per cent fund withheld from the general pay-off for estallogs "whose value is not reflected by performances."

The other is the increased survey of performances (ASCAP's program for logging key indie stations to get specialty and recorded must, into the picture (The Billboard, October 7). However, as a board member pointed out, the 12 per ceat fund is not a rellef fund, but created for writers of tunes which are important but don't get heavy performances. As to the expanded logging, it is expected to have only a fractional effect on the pay-off—the live commercial network plug continues to be the big yardstick.

Other Proposate

Other Proposals
Various factions have been proposing more radical, direct and

MGM IST WITH SHOW ALBUMS

NEW YORK. Oct. 28—
NEW YORK. Oct. 28—
MGM Records will be the
first disker, to actually hif
the stalls with an—album of
songs from the first two of
Broadway's major musical
soores of the new season.
Call Me Madam and Gwys and
Dolls. Diskery has packaged
a four—disk album which will
contain the leading four songs
from each show, done by
some of the label's leading
artists — Billy Eckstine,
Johnny Desmond, Art Lund
and Russ Case's ork, with a
group of solo singers, including Jack Carroll, Cece
Blake and Bonnie Lake.
Package is being shipped
to be in record shops Monday (30), and will first be
available in the long-play
medium, with 45-r.p.m.
albums to follow shortly.

AFM Takes in Uke Players

NEW YORK, Oct. 28.—Local 802, American Federation of Mu-sicians (AFN), has extended its jurisdiction to cover ukulele play-ers. The New York chapter follows many other locals thruout the sources for information country which (Continued on page 18) claimed the ukists.

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

As the ASCAP prexy points

Waxers Make Counter Offer To AFRA Terms

NEW YORK, Oct. 28.—Diskeries negotiating with the American Federation of Radio Artists (AFRA) this week put forward a number of counter-proposals to those suggested by the radio union. Platteries, rather than settling with AFRA on a sc.le based on a rate per side, prefer a rate based on so much per hour. Waxers believe this would be a fairer method of remuneration. Diskeries also presented the thought that there be two sets or rates or minimums, a higher one for relactively better-known singers, and a lower one for general vocal work (Continued on page 18) (Continued on page 18)

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

Hutton for Merman Sub Misses, All

Sub Misses, All
Are Very Unhappy

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

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

In order to try to come out from under, artists relations director Manle Sacks then sold the record (Continued on page 45)

OH, THOSE TEMPERAMENTS!

Artist Disk Execs Pep Up the Quality

NEW YORK. Oct. 28.—The rise of the music director-artists and repertoire exec as an artist has mistroomed into a major trade influence. The breed has been redited with lifting the musical singer Don Cherry got as instrumental talents. A start when the content of the pop disks and with uncovering new talent. Also, and the chapter follows the trucut the structure of the pop disks and with uncovering new talent. Also, and the pop disks are traded as the content of this type of music man—exec and creation are also as the pop disks. Gordon Jenkins the pop disks are also as the pop disks. Gordon Jenkins the pop disks are also as the pop disks and with uncovering new talent. Also, and the pop disks are populated by the pop disks and with uncovering new talent. Also, and the pop disks are populated by the pop disks and with uncovering new talent. Also, and the populated by the pop disks are populated by the populated b

at several top diskeries.

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

(Continued on page 19)

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

reverse. Rackmil stated that the European diskers need the Americantles primarily because the United States is the only real major disk market in the world today and that the American market is an outstanding source of income for the continental firms. He Big 3 Pubs Sign ASCAP

NEW YORK, Oct. 28.—Robbins-Feist-Miller, the big three pub-beries, this week assigned tele-vision rights to the American So-clety of Composers, Authors and Publishers.

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

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

The musicomedy eleffer's action is the first definite move toward protection of dramatic rights in Lord and trick up tunes with a protection of dramatic rights in tunes used on video, the music tradesters say tunes are continually being done on TV with a ram—in policing and enforcing the limit to do something about it. The button of being done on TV with a ram—in the first definite move toward protection of dramatic rights in Lord The Billboard the Society can go in policing and enforcing the limit to do something about it. The button of dramatic rights in Lord The producers are supposed to apply to the publisher or writer.

In practice, the wobs have been exceeding this grant, pubbers resulting the with the writers, because pubbers figure to be indifferent to the first definite move toward protection of dramatic rights in Lord The Billboard the Society can go in policing and enforcing the limit to do something about it. The butten of enforcement will probably lie with the writers, because pubbers figure to be indifferent to the first who gave him the green light to do something about it. The butten of enforcement will probably lie with the writers, because pubbers figure to be indifferent to the first who gave him the green light to do something about it. The butten of enforcement will probably lie with the writers, because pubbers figure to be indifferent to the first who gave him the green light to do something about it. The butten of enforcement will probably lie with the writers, because pubbers figure to be indifferent to the first who gave him the green light to do something about it. The butten with the writers, because pubbers figure to be indifferent to the first who gave h

Decca Skeds Heavy TD Wax

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

T. D. already has recorded with

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

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

Materiale protetto da

COLUMBIA GEARING TO NEW INJECTION MOLDS

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

NEW YORK, Oct. 28. — Thould the majors have been experimaking every effort to keep any word of the operation from leaking out, Columbia Records is gearing toward a new method of manufacturing its disks — the injection molding process. In conjunction with the M & W Company, a New Jersey development engineering firm, the diskery has developed an injection molding machine made especially to manufacture disks, and is turning out \$5 p.p.m. records by this process. It is reported that they are investing in several more such machines for the production of 10 and 12-inch LPs.

While Columbia exect remain

Morrow Sitch

While Columbia execs remain mum on all aspects of the venture, disk engineers and execs of other major waxeries admit that almost Grove's 200G Suit in Court

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

Grove alteges the \$200,000 is due him as his share of the management and booking fees on the carmings of Billie Holiday and Lionel Hampton since April, 1848.

Tour Reaches 233G Sock Gross Hit With Only Two Dates Left To Go Since Kick-Off

Eckstine, Shearing

Suit Near Trial

NEW YORK, Oct. 28. — With two dates to go and 34 promotions under its belt, the Billy Eckstine concert tour with the George Shearing Quintet has socked out \$233,243.49 in grosses since the package kicked off in Los Angeles September 15. On the tour, the Eckstine-Shearing package notes in three of every four dates Remaining dates were mostly break-even jobs, with a couple of omelettes thrown in. The remaining concerts are skedded for Carnegie Hall in New York Armistice Day, November 11, and Uline's Arena in Washington November 12. Record breakers included the opening concert at the Shrine Auditorium in Los Angeles September 15. Record breakers included the opening concert at the Shrine Auditorium in Los Angeles September 15. Record breakers included the opening concert at the Shrine Auditorium in Los Angeles September 15 where a take of \$15,102,78 was accumulated; Rainbow Rendezvu in Salt Lake City, September LONGHAIR MILLEN

Other Dates

Remaining September dates on the tour ran as follows: Oakland, Calif., \$10,410.50; San Francisco, \$6,883.50; San Jose, Calif., \$4,-798.90; Sacramento, \$4,638; Fresho, Calif., \$3,992; Colorado Springs. Colo., \$3,400; Denver, \$6,383.50; Omaha, \$3,221; Kansus City, Mo., \$6,797.50; Des Moines, \$6,383.50; Omaha, \$3,221; Kansus City, Mo., \$6,797.50; Des Moines, \$6,381.50; Other October dates as Carle expects to resume work No-(Continued on page 19) vember 17.

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

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

(1) Process uses polystyrene, a

(Continued on page 24)

Lubinsky Now In Low-Price LP Disk Field

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

ance in two weeks.

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

On Regent label, he will also.

pressed on pure vinylite.

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

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

Illness Cuts Carle Junket

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

HARRIS RECORDS

"THE THING"

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

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

Publisher bidding for the song is heavy. US Tabs Show Vinyl Leads In Plastics WASHINGTON, Oct. 28.—With production of vinyl residuant an all-time high, the National Production authority (NPA) is so far leaving untouched by priorities the vital disk ingredient. Tho the agency is readying a list of chemicals to which priorities are soon to be applied, vinyl is to be left off, at least for the time being. Commerce Department reported (Continued on page 19)

Diskers Pay 50% More In Tax Bites

Internal Revenue Figures Justify Trade Optimism

GOING CONTINENTAL

OldAmerican Tunes Get European Play

JOCKS BOOT HOME DISKS

Chi MGM Distrib Calls AM Best Sales Medium

CHICAGO. Oct. 28.—Zenith comes to promoting records. Judy adio, the local MGM disk distibution point, has found that lower that swing commercial radio time proximately one year of com-Radio, the Ibcal MGM disk dis-tribution point, has found that buying commercial radio time pays the best dividend when it

Netison, in charge of the middle division here, said that after approximately one year of commercial disk jockeying by Howard Milter on WIND here, sales for the over-all MGM catalog have increased 30 per cent stractly on the basis of the shows.

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

King Sets New Tag, "Federal"

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

LONGHAIR MILLENIUM HERE **CRI Price-Cut**

Quality Music Hits LP Stride; Diskeries Climb Bandwagon

NEW YORK, Oct. 28.—Columbia Records (CRI) suit against 10 aliged price-cutting dealers in New York is now scheduled to come to trial Thursday (2). The cases will be argued before Justice Wasservogel, of the State Supreme Court. At the preliminary hearing Monday (23), the court denied CRI's request for an injunction to restrain the retailers from selling below list prices, as established under conditions of the Feld-Crawford Fair Trade Act, A unique twist was added to the action when, in the course of the hearing, one defendant, dealer Sam Goody, introduced evidence that Liberty Music Shop, local class outlet, has sold Columbia disks at a discount. Liberty is one of the outfits with whom Columbia set up the fair trade agreement, Columbia, who, according to a spokesman, "intends to carry this price-cutting issue right thru to its concius ion," immediately stapped a summons on Liberty. feel it necessary to "cover" on all popular standard works, such as the much-recorded Beethoven symphonics, Tschakkowski, etc. And where once Victor and Columbia had this field to themsolves, other companies, such as London, Capitol and Mercury are now competing with them on a general entalog basis. A prospective buyer of Beethoven's Fifth Symphony, for example, can select from five different LP versions.

braries, monasteries and unuque heaps.

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

Repertoire First

London Capitol and Mercury are now competing with them on a general entation basis. A prospective buyer of Beetinoven's Fifth Symphony, for example, can select from five different LP versions.

New Waxing

The healthiest trend, perhaps, has been in the introduction of hundreds of works never waxed previously. Here, as in the popilield, the longhair diskers are combing all possible sources in a search for "firsts." American diskers are combined to the first over the diskers are sell-ing repertoire, and only incidentally introducing a wide variety of new, talented performers. Many of the indies, realizing they can't compete on a broad entaing level, have elected to specialize in works according to the indies, realizing they can't compete on a broad entaing level, have elected to specialize in works, several indies have been natural outgrowths of societies already formed and dedicated to the pub-

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

Similarly, several diskeries have.

tured the latter's works.

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



NEW RELEASES - ALBUMS

A Crosby Christmas

Fresty the Snowman and

Prosty the Showman and
Rudolph the Red-Nosed Relindeer
RED FOLEY and The Little Foleys: SHIRLEY, JULIE and JENNY
Yord with Instrumental Accembanisment
E-33 = 10-inch *P RPM Decedits* Beased • Price \$1.00
Children's Set 1-127 • One 43 BPM Unbreakable Beased • Price \$6g
'Unbreakable under normal use

Christmas Cheer

ANDREWS SISTERS, DANNY KATE, GUY LOMBARDO, DICK HAYMES VOIC Charuses and Duets with Onheater Selections Includes WINTER WONDERLAND—CHRISTMAS ISLAND—IALL I WANT FOR CHRISTMAS IS) MY TWO PRONT TETH—A MERRY CHRISTMAS MAS AT GRANDMONTHER'S HOUSE—MERRY CHRISTMAS SOLKE—CHRISTMAS CANDLES—THE CHRISTMAS TOLKE—CHRISTMAS CANDLES—THE CHRISTMAS TOLKE—CHRISTMAS TO TOUL—CHRISTMAS CANDLES—THE CHRISTMAS TO TOUL—CHRISTMAS TO TOUL—CHRISTMAS TO TOUL—CHRISTMAS TO TOUL—CHRISTMAS TO TOUL—CHRISTMAS TOUR CHRISTMAS TO TOUL—CHRISTMAS TOUR CHRISTMAS TO TOUL—CHRISTMAS TOUR CHRISTMAS TOUR CHRISTMAS

Decca A-711 • Four 10 inch 72 RPM Records F Price 53.75
Decca 5-85 • Four 65 RPM Unbreakable Records • Frice 53.35
Dt. 5281 • 16-inch Long Flay Microgrosse Universitable Record • 52.85

All Album Reservis Available Astrington

NEW RELEASES-SINGLES

Marrying for Love The Best Thing for You Becce 27250 and *9-27250 AHDREWS SISTERS

Beeca 17251 and *7-27251

Classe (Sweet Angle)
The Christme I'd Like to Hitch a R A Bushel and a Peck
Guys and Dolla AND pts. ORCHISTA Beers 27252 and "9-27252 Sit Down, Tou're Rocking the I That's What the Man Said

10UIS ARRESTRONG WITH SY OLIVER CHORUS Bocco 27254 and *7-27254

Chase Me Catch Me Polka Stanley Stop Staffing TED MAKSTMOWICZ Deccu 45117 and *9-45119 Collee, Cigarettes and Tears Mississippi River Blues CHARLIE "PEAMIT" FAIRCLOTH Decce 46271 and *9-46271 Night Time is the Right Tim Michigan Water Blues GRANT "MR. BLUES" JOHES Decem 48179 mmd *7-48172

Everybody Talking 'Be Ain't Going There Born in Bethlehem FAMOUS STUE MY SHIGTES OF BIRMINGHAM, ALABAMA Decce 48180 and "7-48180

*Indicates 45 RPAL Version

Ted Lewis-Volume 2

TED LEWIS and His Orchestra

Selections Include: MY BLUE MEATEN-MY MELANCHOLY BABY-BLUE SKIES-CUDDLE UP A UTILE CLOSER, LOYEY MINE-THE REST THINGS IN LIFE ARE FREE-FELOUS-KING FOR A DAT-SING YOU SINNERS, Decce \$ 93 - out 43 RPM Unbreakable Recerds * Price 83.3 D. 1322 - 104 and Long Play Microgrove Unbreakable Record * \$1.85 All Album Records Avoidals as Singles.

Andrews Sisters Irving Berlin Songs

with Vic School and Nis Orchofra
Selections Include: AEEEANDE'S RADIAME BAND—I WANT TO GO BACK
TO MICHIGAN (DOWN ON THE FARM)—HEAT WAVE—WHEN THAT MICH
HIGHT CHOO CHOO LEAVES FOR ALBAM'—SOME SUNNY DAY—HOW
MAN'T TIMES.

MANY TIMES.

Decce 8-64 - Parce 45 RPM Unbreakable Records - Price 82:40

DL 5264 - 10-instr Leng Play Missagnore Unbreakable Record - 52:85

(Also pulledes: HOMEWORK and ONLY-FOR AMERICANS)

Ink Spots-Volume 1

Selections include: IF I DIGNT CARE—WHISPERING GRASS—DO I WORRYT
—JAVA JIVE—WE THREE (My Echo, My Shodow and Me)—MATRE—IVE
MEYER SMILE AGAIN—(I WIII Have to be) UNIT! THE EAST THING
COMES ALONG.
DI 5056 - 18-tach Long Play Microgroovs Unbreakable Record * 53.85
Also available in:
Decks A477 * Your 18-tach 75 EPM Records * Price \$3.75

Ink Spots-Volume 2

Solinitions include: WE'LL MEET AGAIN-MY GREATEST MISTAKE-1'LL GET BY (As Long As I Heve You)-JUSE FOR A THRILL-I'D CLIMS THE MIGHEST MOUNTAIN-I'M GETTIN' SENTIMENTAL OVER YOU-COQUETTE -WHEN THE SWALLOWS COME BACK TO CAPISTRANO. 5071 - 18-inch Long Play Microgreeve Unbecakable Re-to available in:

Deccu 8-5 * Three 45 RPM Unbronkuble Records * Price \$2.00 Deccu A-594 * Four 16-inch 76 RPM Records * Price \$3.75

All Album Records Available As Singles

SPECIAL RELEASES

Oh Sahel Who Cares LIONEL HAMPION Becca 27205 and *9-27305 Texas vs. Eustocky
The Lovebug lich with MINISTERRI Becom 46278 and *9-46278

The Plane Where I Worship

(Is the Wide Open Spaces)

I Hour a Choir

The Plane White I Worship

Beccu 14537 and *9-14537

Cleate per Cleate Boricus El Arrebate

TRIO JOHICHY RODRIGUEZ

"Indicates 45 RPM Version

UP AND COMING

POPULAR

Lucky, Lucky Me
He Can Come Back Anytime
He Wants To

EVELYN KNIGHT with
RAY CHARLES SINGERS
He Wants To

So Long Sally You're Not In My Arms Tonight

TOMMY DORSEY Deces 27210 and *9-27210

Music, Maestro, Please! TOMMY DORSEY with DON CHERRY Strangers Decca 27247 and *9-27247 Strangers

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

MILIS BROTHERS Dece 27253 and *9-27253

Molasses, Molasses (It's Icky Sticky Goo) Santa Claus Got Stuck (In My Chimney)

ELLA FITZGERALD Decca 27255 and *9-27255

Parricia The Winter Waltz

RUSS MORGAN Decca 27258 and *9-27258

Time Our For Tears Dream Awbile

INK SPOTS Decca 27259 and *9-27259

Orange Colored Sky Ching-ara-sa-sa

DANNY KAYE and PATTY ANDREWS ANDREWS SISTERS - DANNY MAYE Decca 27261 and *9-27261

COUNTRY

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

Decca 46269 and *9-46269

Walking with the Blues LODIE CROSBY and MERVIN SHINER Beloved, Be Faithful Decta 46273 and *9-46273

SEPIA

Little Boy "How Old Are You"
and SAM PRICE TRIO De SISTER ROSETTA THARPE with Decce 48177 and *9-48177

I'm So Crazy For Love What About Tonight

THE BLENDERS Derca 48183 and *9-48183

*Indicator 45 RPM Version /

Rackmil Says European Plot To Land U. S. Catalogs The better artists on the Continent now consider only waxeries with American outlets and are trying to get out of deals which would prevent their wax from bitting the States. Busiest outfit in the continental recording studies is London Records, which is building a large backlog of longhair matrices, according to Rackmil. Rackmil, who went to Europe with Decea's elassical artists and repertoire man, Sy Rady, said he had started the ball rolling on several deals for the diskery's newly inaugurated longhair line. He said he wasn't certain that these deals would materialize but if they did they likely would not jell for at least a month or so.

Continued from page 15

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

Ontimistic Pose.

Optimistie Pose

Optimistic Pose

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

Rackmil said that great turmoil

Rackinil said that great turmoil extant among the continental exers in maneuvering for artists.



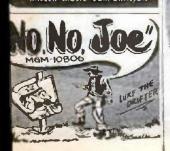
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"SO LONG, SALLY"

Perry Came				
Tommy Dorsey				
Jan Girbor				(ap
Eddy Howard				Meri
Curt Massay				ton
&l Morgan			· · · · ·	Lon
Denny Vaughan				Core!
Paul Weston				(ol
OXFORD MU	SIC	COR	PORA	HOH
1619 Brandway		New	York 1	9, N. Y.





Waxers Counter

MUSIC

Constitued from page 15
and such actors as are used in
narratives.

Diskeries also told AFRA reps
that they would be willing to
negotiate scales for work in the
pop and classical entegories, but
not for other categories such as
hillbidy and rhythm and blues.
Also, diskeries told AFRA they
would be willing to recognize the
union's jurisdiction in three key
cities, New York, Hollywood and
Chicago. In these centers, say
the diskeries, 90 per cent of their
recording is done.

AFRA did not give any final
word on these proposals, but took
them under adviscment. Union
is currently working on other
matters in connection with transcriptions and live programs. However, another confish is expected
fairly soon.

802 To Mull on AM-TV Cuts

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

Other Issues

Other Issuee

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

Others deride this possibility.

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

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

The webs, on the other hand, figure to put up a stiff resistance, Others deride this possibility, and the prospect of a strike is not on the thesis that New York is too improbable.



TO THINK YOU'VE CHOSEN

FOR THE MANY SPINS YOU'VE BEEN GIVING MY LATEST RELEASE

THE BILLBOARD PICKS:

TO THINK YOU'VE CHOSEN ME Eddy Howard Moreury 5517

Howard gives the hushed and vibrant trio treatment to a new Weiss-Benjamie balled that rounds like money.

THE DISK JOCKEYS PICK:

TO THINK YOU'VE CHOSEN ME . . . Eddy Howard

THE RETAILERS PICK:

TO THIRDWIN LUTTE CHOSEN ME . . . Eddy Howe

FROM NEW YORK DISK JOCKEYS COM!E THESE GREAT COMMENTS:

A very tasteful rendition." SKITCH HENDERSON "Eddy's best since 'Try Each His Own.'"

JACK LACY

"Sensational!"

TED HUSING

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

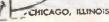
TED STEELE

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



PERCORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS A MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Eckstine, Shearing Hit 233G

◆Continued from page 16 follows: Battle Creek, Mich., \$4,follows: Battle Creek, Mich., \$4,-420; London, Ont., \$4,949.13; St. Louis, \$8,811.90; Gary, Ind., \$3,-112; South Bend, Ind., \$5,508; Detroit, \$6,240.60; Mahanoy City, Pa., \$5,00,56.843; Cleveland, 7,890.84; Toledo, \$5,000; Harrisburg, Pa., \$5,875; Baltimore, \$6,100; Altentown, Pa., \$3,326. All of the figures quoted above are complete grosses including taxes.

The Eckstine-Shearing package

The Eckstine-Shearing package was sold at prices varying from \$2,000 to \$2,500 per night, depending upon the day of the week, against 50 per cent of the gross. Eckstine alone shared in the percentage monies and the singer \$22,000.

MERCURY RECORDS,

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

Vinyl Leads

Continued from page 16

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

Artist Record Executives Hyp Quality, Uncover Talent

off seasonally from the high of 37,662,000 pounds produced in March, which set the monthly record.

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

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

Graydon and Don Burke.

Seeks Singers

Hugo Winterhalter, while at Columbia lest year, brought in thrush since blossomed as a recording artist on her of this Victor work and so far has used Peter Hanley on his dates. Winterhalter too is accredited in many quarters for his efforts in family of the most popular plastic material, is now well out in front, according to Commerce statistics.

Sandy Evans, Charlie LeVere, Joe Graydon and Don Burke.

Seeks Singers

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

Most of these musical director exec-artists are long experienced.

Most of these musical director fexec-artists are long experienced.

Most of these musical director fexec-artists are long experienced.

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

chandising and promotion than do their own.

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

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







RECORDED ON ALL MAJOR LABELS

GENERAL MUSIC 100 Madison, Ave., N. Y. C., PC 3-7342

The "Bake A Cake"

girl's new smash hit-

Berorded by EILEEN BARTON

(National)

CHICAGO, ILLINOIS & MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA LEEDS MUSIC CORP.



KIDITTIES FEED THE KITTY

Pubbers' Revenue Rises In **Bullish Tot Tallow Market**

NEW YORK, Oct. 28. — Poppubbers now stand to gain an increasing amount of revenue from kidiskeries. This has been increasingly apparent the past year, during which time the flood of pop kiditties, starting with Rudolph, put the tot market on a pop turn-over basis. Several such diskings soared to unprecedented seven-figure sales marks. This pop-style activity could be partially the result of the comparatively recent entry of several big pop and Western artists to the kiddie field. At any rate, kidiskeries are on an unprecedented hunt for suitable pop material. Pop publishers and writers, recognizing the size of this market, are scram-

TD Mulling Creation of **Booking Set-Up**

Booking Set-Up

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

Lending added substance to his
research on the matter, Dorsey
this week was huddling with an
ex-MCA one-night booker from
the West Coast, Lee Carroll, Carroll, according to reports, left his
MCA post specifically to take up
the T. D. booking chore. T. D.'s
business manager, Irving Chezzer,
would also be involved in the
creation of a booking set-up.
Tommy, who currently is on an
extended vacation, definitely will
return to the band wars around
the first of the year. It is likely
that he will kick off with a Southern one-nighter tour. His return
to action will be made regardless
of the outcome of his booking
plans.

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

Band. set here by Chuck Campbell, of the local General Artists Corporation office, was in at \$1,500 with a 60 per cent. Spending of Castle Farm patrons averages \$1.20 per head. Thus with the profit from the band and general spending, Magel racked up one of the fattest night's biz in years, All-time record at Castle Farm is held by Guy Lombardo, who set his mark in the spoi's more spaclous outdoor garden several years ago. Campbell has Raiph Flanagan going into Castle Farm November 4; Sammy Kaye, November 16, and Woody Herman, New Year's Eve.

Woody Herman, New Year's Eve.

Dunham Opens
With New Ork
NEW YORK, Oct. 28.— Sonny
Dunham's newly reorganized origination of Musicians
ork polley at the Rustic Cabin in
Englewood Cliffs, N. J., beginning
November 3. Dunham
goes into
the road house nitery for three
weeks with a couple of one weeks
options. The spot currently is dickering to round out a schedule for
the remainder of the year with a
Sian Kenton date a strong posstibility to follow Dunham. Tony
Pastor is virtually set to round out
the year for spot.
Spot will be operated by veteran nitery op Bill Levine, Rustic
Cabin hasn't operated on a full
week sked in several years. As done time it was Frank Dalley's
leading competitor for his Meadowbrook operation.

Subcritically state of the search of

bling to latch on. But most of their efforts are still missing fire, according to the diskers. The kidisk head at one major diskery said his office has been busy every day since January I with pop pluggers, often numbering 10 a day. But less than 5 per cent of the stuff is remotely suitable.

remotely suitable.

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

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

Moe Gale Has **Pubbery Again**

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

A special type of staffers, disa

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

Kenton\$4,480

I Nite in Cincy
CINCINNATI, Oct. 28. __Stan Kenton ork, in a one-nighter at Milt Magel's Castle Farm here last Saturday (21), attracted 2,987 payes at \$1.50 oer copy to chalk a re-

MORRIS HIKES

POPS TO 40C

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

bla pop by Rosemary Clooney, did well as a speedally packaged, non-breakable item after its initial kick-off on the pop label. That tune has now been cut by several older kidiskerles. Two Front Teeth, Bake a Cake, Woody Woodpecker, and Chooin' Gum have also struck the moppet fancy. The trend is not exactly new, but it's never been evidenced on a comparable scale. About a decade ago, Three Little Fishes and Mairzy Doats captivated kids from 2 to 90. Simon & Schuster, a purveyor of Little Golden disks, has followed Columbia's lead: and following the success of its Disney titles, plans an extensive pop program for its six-ineh 25-cent line. S&S has made special deals with a handful of first-line publishers for standard material from cartoon flicks. It has also selected some of its Little Golden Book titles and commissioned pop songwriters to create tunes based on the stories. Among the latter are veteran eleffers Allie Wrubel and Cliff Friend. Alec Wilder and Marshail Barer are also cleffting as a team for S&S. The diskery intends to turn its tunes over to pop publishers, retaining a piece of each. The pubber is expected to plug for mechanicals and sheet sales, while S&S will contribute a disking of its own and special promotion. This will include kidisk jockey plugs and point-of-sale material at a wide variety of outlets, such as others.

as the wine variety of others, such as chains, disk shops, department stores, drugstores, toy shops and super markets.

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

Rene Supervises La Shore's First **Date for Victor**

NEW YORK, Oct. 28.—RCA Victor's West Coast artists and repertoire man. Henri Rene, planed in from the Coast to supervise Dinah Shore's first wax date for the label. The thrush is skedded to slice her first sides Sunday (29). Arrangements are being made by the Victor staffers, including Rene, Hugo Winterhalter and Dewey Bergman.

Hingo Winterhalter and Dewey Bergman.
Miss Shore likely will slice the Merman part of Call Me Madam for the RCA original east album November 6 and 7 prior to her departure for England.
Miss Shore is considering a jaunt to the Korean scene and will most tikely go over with Jack Benny and company when he makes the junket later this year.

RICHMOND LETS BYGONES BE

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

VARIETY FOR VETS

Stars Plan Dates at VA Hospitals

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

Goodman to Jascha Heifetz.

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

The suest appearances have

loni, Herta Glaz and Italo Tajo.

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

Columbia Disks Old Musicals

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

Project was conceived and produced by Columbia Vecpee Goddnd Licherson. Ork was directed by Lehman Engel, with Ted Royal by Lehman Engel, with Ted Royal arrangements. Albums feature the shows principal tunes in sequence, without dialog. Sets will be released under the Masterwork aegis, in 78 r.p.m. albums and 10-lneh LPs.

Victor Latins In Pop Switch

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

Prado.

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

New Internat'l Copyright Seen As Possibility

UNESCO Confab in Wash. Progresses **Toward Agreement**

Toward Agreement

WASHINGTON, Oct. 28. — Dr.
Luther H. Evans, head of the Library of Congress, today announced that "prospects for establishment of a new universal copyright convention" are "promising" as the result of the first week of deliberations here of international c d yright experts under sponsorship of the United Nations Educational, Scientific and Cultural Organization (UNESCO). The conferees, Evans said, have made considerable progress. In discussing the possible offeet of a proposed UNESCO model copyright treaty on the long-established Berne Convention, which is predominantly a European agreement, it is generally agreed that the new treaty should be aimed to "prevent deterioration of the relationships between the Berne countries."

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

The conference, while will contelled next week-end, will not take

the copyright claimant,"

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

in U.S.

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

Herman Finkelstein, general at-

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

RCA Wavering On LP Policy

On LP Policy

NEW YORK, Oct. 28. — RCA
Victor may be heading for a modification of its policy of using LP
for continuous works, particularly
of a classical nature. Waxery
is mulling releasing its Al Goodman album of tunes from Guva
and Dolls on LP; it has, in fact,
already listed the album for LP
release, but its still not decided on
whether it will actually curry thru
with the 33½ version of the set.

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

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

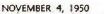
London Chiefs Fly To Grinnell Confab

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

nell Music Store employees.

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

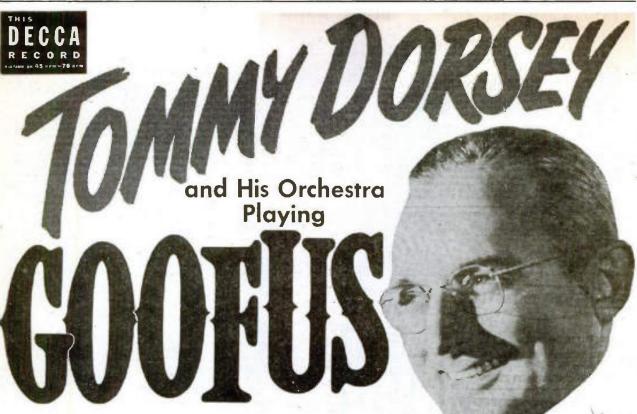
McCann Backs Blue, 5 802 Slates Shape



MUSIC

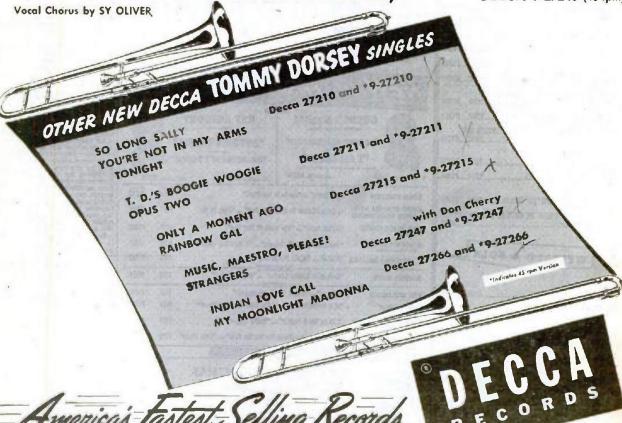
THE BILLSOAIGE





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

DECCA 27248 (78 rpm)
DECCA 9-27248 (45 rpm)



QUALITY MUSIC HITS LP STRIDE

Continued from page 16

As in the pop field, where disk-disk-deviced for original cast cut-ties on from the classical repertoire page 100 kings of Broadway shows and film scores, the classical repertoire ments, and their unique repertoire ments, and their unique repertoire ments, and their unique repertoire ments on modern music, mainly fine to example, Dial concent for example, Dial concent

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

Block Reopens Pubbery Org

NEW YORK, Oct. 28.—Deejay Martin Glock has reactivated his music publishing firm, the Martin Block Music Publishing Company, which is licensed thru the Ameriwhich is licensed thru the Ameri-can Society of Composers, Authors and Publishers, Mack Clark has been appointed

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

than 20 operas.

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

Majors Num Dis

Majors Now Dig

Majors Now Dig

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

Several of the bigger indies have

there, at the comparatively low European rates.

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

Altho recording coats for the dementification in the control of the con

are out to make money.

Altho recording easts for the domestic-based majours remain excessive in view of name artists' demands, the indies have pointed the way to a highly profitable era. Along wift, the lower retail cost of LP diskings, the swittly increasing repertoure has fanned ferverner consumer interest in this brand of recorded music. Entraine to the field by the new undies has been done to Europe, by the diminished rails are recording, and by the reduced number of mechanical particular actives the sumber of mechanical particular to the public domain and require no royalty payments.

alty payments.

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

the unprecedented disk coverage. It may be observed further, that classical diskers, when they have a hit may cover it with several different artists, just as some of the pop labels are doing. Although this practice lauft new, repetition of repertoire on a single LP label would seem less vital since LP recording sound is claimed to be definitive. It would seem then that different interpretations are aimed at different segments of the market, The market, it appears, is now big enough to support such a policy.



COMING UP FAST!

78 45 1267__F1267

"DADOY'S LAST LETTER" Tex Ritter....

"AUTUMN LEAVES," MR. ANTHONY'S BOOGIE"

POPULAR

"AIN'T NOBODY'S BUSINESS,"
"TLL NEVER BE FREE" Starr-Ernie. ___1124___F1124

"ORANGE COLORED SKY," "BONAPARTE'S RETREAT" Kay Starr 936 ___ F936 "I'LL ALWAYS LOVE YOU" Dean Martin. ____1028___F1028

"HARBOR LIGHTS," "NEVERTHELESS" "DADDY'S LAST LETTER" Tex Ritter ... 1267__F1267

"MY LITTLE OLD SHACK," "SOMEONE SPIKED THE PUNCH" Yogi Yorgesson......1216 F1216 "NO OTHER LOVE," "SDMETIME" Jo Stafford1053__F1053 "NOLA," "JEALOUS" Les Paul......1014__F1014.

"YINGLE BELLS," "I YUST GO NUTS AT CHRISTMAS" Yogi Yorgesson.....

WESTERN & FOLK

"Pot O' Gold".1240__F1240 NANK THOMPSON "Humpty Dumpty Boogie".....1198___f1180 JIMMIE SKINNER RAMBLIN' JIMMIE DOLAH T've Got The Craziest Feeling"...... 1245_F1245



Week ending Hot Sellers based on **Actual Sales Reports** NOV. 4, 1950 BIG ONE TO WATCH! two-sided best seller OH BABE" "EVERYBODY'S SOMEBODY'S FOOL" CAPITOL RECORD NO. 1278 on 78 rpm - F1278 o

RELEASES ON Capito GORDON MacRAE RAY ANTHONY



"USE YOUR IMAGINATION" "I AM LOVED"

"AUTUMN LEAVES"

"MR. ANTHONY'S BOOGIE"

79 rpm No. 1283	45 rpm No. E1248 25 rpm No. 1280	63 spre No. 21200		
STAN KENTON	"Yes Prate" "I'm So in The Mood"	1279	F1279	
ANDY BUSSELL with SKITCH HENDERSON	"I Guess Fill Have To Droam the Rost" "Cling To Mo"	1201	F1281	
ART VAN DAMME	Ain't it Auful" "The Yeach Of Your Lips."	1282	F1202	
ARMAND HUG'S	"Sweetheart Of All My Broams" "A Dixie Jam Session"	1283	F1283	
JOHNMY MERCER	"Goofas" "Winter Wonderland"	1285	F1285	
MICKEY KATE	"Sesiray Of DeVilde Ketchie" "Regin Call Reg"	1284	F1284	
TEX WILLIAMS	"Alimony" "I Want Gold in My Pockets"	1286	F1286	
EDDIS KIRK	"Blue Bounet Blues" on "In The Shambles Of My Heart"	1287	F1287	
BUCKY TIBBS & DEUCE SPRIGGENS	"I Brung You A Present" "Butler Fingers"	1208	F1288	
anda will ann	"If You've Got the Money I've Got The Time" "Little Shee	s" 1290	F1290	

NEW CHRISTMAS ALBUMS



m gen \$5-0012 at to . at you CEF 0013 in an at 25-04 \$ 4065 m to





PARADE OF THE WOODEN SOLDIERS

is going to be bigger than ever...
THANKS To suck glorious new records as...

ANDREWS SISTERS (With Vic Schaen Orch.)

Decca 27242

MARRY BABBITT

JOE BINIANO

MINDY CARSON
LOUIS CASTELLUCCI MILITARY BAND

IRVING FIELD

ORRIN HOSTETTER

MORTON GOULD AND ROBIN HOOD DELL ORCH.

CARROLL LUCAS ORCH.

CARROLL LUCAS ORCH.

CARROLL LUCAS ORCH.

CARROLL SMITH

SONG SPINNERS

THREE SUNS

JUNE WINTERS

Decca 27242

Columbia 12748-D

Capital 20119

Capital 27-9031

Tempo 1028

King 1508

Becca 23517

MGM 5032

MGM 5032

Victor 20-3701

MGM 5032

Mayfair K-106

P.S. There's another swell Marks Sang an the pool of the sang Spinners and The Sang Spinners that the great tavorite, TOYMAKER'S DREAM.

P.S.5. PARADE has never been merely a pool of the great tavorite, TOYMAKER'S seasonal hit. It's as popular on July 4th as an other tracards.

P.S.5. PARADE has never been merely a pool of the great tavorite, the great tavorite, the great tavorite, the great tavorite tavo

EDWARD B. MARKS MUSIC CORPORATION
RCABUILDING RADIO CITY NEW YORK

THE BILLBOARD

GENE AUTRY (Columbia) KEN GRIFFIN (Columbia) SPIKE JONES (Victor)
MONTANA SLIM (Victor) SMILEY BURNETTE

(Capitol)
SUGAR CHILE ROBINSON (Capitol)
PRIMO SCALA (London)
TEDDY BLACK (Dana)

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

CHUCK FOSTER FOUR KNIGHTS (Langworth)
GLEN OSSER (Muzak)
HENRY JEROME SATISFIERS with BUDDY WEED (Associated) IAN GARBER (Capitol) LAWRENCE WELK (Standard)



WHEN SANTA CLAUS **GETS YOUR LETTER**

by JOHNNY MARKS

Recorded by GENE AUTRY (Columbia)

HAPPY NEW YEAR, DARLING

CARMEN LOMBARDO and JOHNNY MARKS

Recorded by

TEDDY BLACK (Dana) MORE TO FOLLOW



COLUMBIA TO INJECTION

Continued from page 16 cheaper plastic than viny

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

on manual maneuvering.

(3) Labor costs can be considerably reduced.

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

The Other Side
On the debit side of injection molding:

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

"This Is Army," **MDS** Settle

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

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

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

component, which is a war-priority material

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

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

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

A Big litteIt is bruited that Columbia has

that they have.

A Big Bite

It Is bruited that Columbia has
nade a big investment in the process, staking a great deal on its
outcome. If it succeeds, they can
be out in front. If costs keep rising, the new method may enable
them to keep their LP prices at
present levels; if eosts drop, they
may be able to reduce their prices
ahead of everyone else.
Other companies are said to own
injection molding machines, but

not of the type designed specifi-cally for platter manufacture. Vic-tor and Decen admit to experiment and investigation in the process, Mercury and already turned out some 10-lnch LPs by the new proc-

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

MGM Says AM Does Sales Job

Does Sales Job

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

Miss Nelison said that despite

A Big litter in the process, staking a great deal on its outcome. If it succeeds, they can be out in front. If costs keep rising, the new method may enable them to keep their LP prices at present levels; if costs drop, they may be able to reduce their prices in the daily three times of the method of everyone else.

Cher companies are said to own indicated in molding machines, but a companies are said to own indicated in the set of the said of the experiment almost a year longhair LP diskeries shifted locations here recently. Cetra-Sorial in new quarters at 38. West 88th Street.

On November I, Wesley Smith's Musart Dustributing and Gallery diskery open sits own distributing office at 212 East 49th Street here.

Miss Nellson said that, despite the experiment almost at the experiment almost a great with the Miller segs. Prist three weeks of the experiment almost a year ago used Jack Fina's disking of Jacphine as a theme. Since that the Miller segs. Prist three weeks of the experiment almost a year ago used Jack Fina's disking of Jacphine as a theme. Since that the Miller segs provide an initial removable of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking to the Miller segs. Prist three weeks of the experiment almost a year ago used Jack Fina's disking to the Miller segs. Prist three weeks of the experiment almost a year ago used Jack Fina's disking to the Miller segs. Prist three weeks of the experiment almost a year ago used Jack Fina's disking of the experiment almost a year ago used Jack Fina's disking to the Miller segs.

King Sets Tag

King Sets 109
Continued from page 16
once had his own label.
Federal will emphasize rhythm and blues material initially, but will also venture into the hill-hilly and pop fleld. Label will also be used to develop talent which may be switched to the regular King label. Release of onther companies is also contemplated. Distribution will be thru King's own branches.
Nathan, who last week signed

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

Buya Miracle Masters
CHICAGO, Oct. 28.—King Records, Cincinnati diskery, contemplates establishment of a second label, it was learned this week. Kick-off of a second waxery by Sid Nathan, King prexy, is the basis of thinking behind purchase here recently from the Internal Revenue Department of approximately 165 masters of the now defunct Miracle label, plus approximately 50,000 Miracle records. Revenue exces told The Bill-boord that King paid about \$4,700 for the Miracle cache. Included in the assets taken over by King were such prize items as Long Gene (Parts I and II), Slow Freight and masters by Memphis Silm, Eddic Chamblee, Sonny Thompson and the Vagabonds. King is still releasing certain idea on the DeLuxe label. It is not known whether Nathan will continue to use the DeLuxe monicker. In addition to the Miracle backlog, it's understood that Nathan will add some artists from King and maybe DeLuxe and will also issue masters by a number of new artists he is now inking for Federal.



AND THE RESIDENCE OF THE PROPERTY OF THE PARTY OF THE PAR

THE PERSON OF TH



Eddy Arnold-Vic. 21-0124 Al Morgan-Lon. 778

C-H-R-I-S-T-M-A-S (Hill & Range)
Rosemary Clooney—Col. 38988
Ernest Tubb—Dec. 46248

Hank Snow-Vic.4

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

CHRISTMAS POLKA (Duchess)

Jimmy Wakely-Cap. 57-90040

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

CHRISTMAS WALTZ (Century)

Cliffie Stone-Cap. 1265

Jan Garber-Cap. 90011

THE SNOW MAN [Hill & Range]

Voughn Monroe—Vic. 20-3915 Roy Rogers—Vic. 21-0374 Nat King Cole—Cap. 1203 Red Foley—Dec. 46267

Curt Massay—Lon, 772
Two Ton Bater—Mer.*
Guy Lombardo—Dec. 27257
Gene Autry—Col. 38907
[World, Associated, Theseurus, Standard, Capital)

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

I WANT TO WISH YOU A MERRY CHRISTMAS (Republic)

Semmy Kaye-Vic. 20-3575

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

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

LITTLE TOY VILLAGE (Beacon)

Eraie Benedict-Vic. 25-1176

MERRY CARISTMAS POLKA (Jay Dee)

Freddy Mertin-Vic. 20-3576

Frank Gellagher-Daner 2026 Benny Strong-Cep. 57-90039

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

PARADE OF THE WOODEN SOLDIERS (Marks)

Morton Gould—Coi. 12746-D
Three Suns—Vic. 20:3701
Mindy Carson—Vic. 45-52-89
Horton Gould—Cop. 20119
Mindy Carson—Vic. 45-52-89
Horton Gould—Cop. 20119
Horton—Cop. 20119
Hort

TEN LITTLE STOCKINGS (American) Sammy Masters-Cormac 1158

TOYMAKER'S DREAM (Marks)

The Song Spinners-MGM 50032

Mindy Carson-Vic. 45-52-89

UNDERNEATH THE MISTLETOE (Premium) Mickey Carter-Premium 863

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

YOU'RE ALL I WANT FOR CHRISTMAS (Porgie)

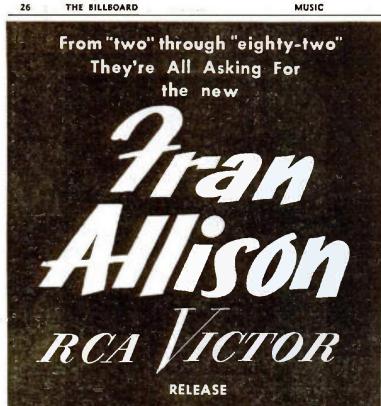
Bing Crosby-Andrews Sisters—Dec. 24659 Hugo Winterhalter—Col. 38635 Seger Ellis—Bullet 1011
Frankie Laine—Mer. 5177 Frank Gallagher—Dana 2026
Johnny Desmond—MGM 10524 (Standard)

(Standard)



580 FIFTH AVENUE, NEW YORK 19, N.Y.

CHICAGO . HOLLYWOOD . TORONTO . MONTREAL



(SWEET ANGIE)

"THE CHRISTMAS TREE ANGEL"

RCA VICTOR RECORD No. 45-5287 (78)

47-0256 (45)





A CHRISTMAS MUST FOR JUKE BOXES, DISK JOCKEYS AND DEALERS

THE BILLBOARD Music Popularity Charts

HOROR ROLL OF HITS

The Nation's Top Tunes

Last This Week 2. 1. 1. Harber Lights

By Jilley Kenedy and High Williams—Published by Oxboorti (ASCAP)

RECORDS AVAILABLE: R. Anthony On, Cas 3190; J. Byrd-J. Murzat, We 5443;
R. Fluryan Only, V. 40-9991; K. driffi, Cel Jassey, S. Karp, Col Jaway; B. Croyle,
L. Marray Oh., Dec 27219; G. Lembardo, Dec 27208; L. Ramo-C. Perman Orl,
London 281; D. Winchagelon, Carratti Del, Her 5488; 7. Pasa On, Teerr 1488;
Shep Perda Orl, MCM 30023; J. Celt-S. Filters, Ni-Tore 125.

ELECTRICAL HAMSCEPTION LIBRARIES: Teoly Pewell, Lamp-World, Frank
Master, Associated, Servey Wingland, Resbards.

1. 2. Goodnight, Irene

UNIVILITY RILL, BICHT

67 Hindrik Interview and John Lomms—Published by Spencer (BMI)

RECORDS AVAILABLE J. Allison. Cap 1122 | Alexandro Bresteen, Mer 54-e; R. Folips, R. Tuch, Dec 40:253; Euriter Lee Carr, Dec 48:107; J. Shook-D. Brailley

Dicert, Cord 10:263; G. Jewiser Lee Carr, Dec 48:107; J. Shook-D. Brailley

Dicert, Cord 10:263; G. Jewiser Lee Carr, Dec 40:107; F. Sivar, Gall'80:102;

133110718; D. Days. Dark, VIRB102-8070, (45):47-1370; L. Dec, Dec 40:284;

133110718; D. Days. Dark, VIRB102-8070, (45):47-1370; L. Dec, Dec 40:284;

133110718; D. Days. Dark, VIRB102-8070, (45):47-1370; L. Dec, Dec 40:284;

133110718; D. Days. Dark, VIRB102-8070, (45):47-1370; L. Dec, Dec 40:284;

133110718; D. Days. Dark, VIRB102-8070, (45):47-1370; L. Dec, Dec 40:284;

133110718; D. Days. Dark, VIRB102-8070, (45):47-1370; L. Dec, Dec, Caption, Associated.

4. 3. All My Love

All The LAVE

By Paul Draund, Matchell Parrish and Heart Contest Published by Billib (ASCAP)

RECORDS AVAILABLE: M. Robbilt, Coral 60290; B. Grody-J. Alexander ChiterieV. Wong Orb, Dec 27112; X. Copat 696, Col 18013; D. Oby-G. Dink Drg, V7731203020, (69324-390); P. Folhi, Sci 18018; E. Grovat, Col 2839; C. Combardor, 271317; P. Dage M. Leiler Dri, Mr. 8453; R. Cose Dri, MGM 10792; J. Sirvish, Del 3000b; J. Fremmon, Physicar Van 500, Dri, MGM 10792; J. Sirvish, Del 3000b; J. Fremmon, Physicar Van 500, Dri, MGM 10792; J. Sirvish, Del 3000b; J. Fremmon, Physicar Van 500, Dri, MGM 10792; J. Sirvish, Del 3000b; J. Cocardi, Than SCEIPTION LIERARIES: Alian Heines Janoup Corve, AssoGastel, Desty Chacegoli, Than Sensories; Jule Refebrium, Standardi, Goy Acesbardo, Zirr Ralph Herman, Maccai, Henry Jerome, Lang-Worth.

3. | 4. Mona Lisa

"By Jir Livepter and Bay Entent—Polithed by Entent ASCAP!

By Jay Livepter and Bay Entent—Polithed by Entent (ASCAP!

ERCONDS AVAILABLE Devols Days A Reve Cox, V 20-793; M. Jones Orl,
COLYDAJSTAS, CISTISSES, N. "King" Colort. Bayter Chaus & Deb, Cox 100:10

Loudel. Machine Deb, Molit Boldy C. Sprint On, Lonco 1017, V Young Orl,
Der 27048; B. Cole, Costo 1304; L. Robis, Cox II Sprint, Cox II Sprint Perfects,
Mercury SHSPS; M. Maliticas, Ving 1004; J. Car III SPSC: Alexander Britalers,
Mercury SHSPS; M. Maliticas, Ving 1004; J. Car III SPSC: Alexander Britalers,
Mercury SHSPS; M. Maliticas, Ving 1004; J. Marin Cox Ving 1004; J. Sprint
Reversy SHSPS; M. Maliticas, VING 1004; Deb, J. Orleg Orl, Allemic 418; S. Jason-Malita

Reversy SHSPS; Od., Done 706.

ELECTRICAL TRANSCRIPTION LIBRARIES: Reverse Coulter's Orl, Tressures;
Dear Notion, Lang Worth, Otto Averne, Associated.

- 5. Nevertheless

INC. PET BEETEN.S.

, By Nary, Risky and Bert Maleser—Published by Chappell (ASCAP)
From the MGM film, "There Little Words"

RECORDS ANALABLE: R. Aschaps, Cup 1310; R. Flassgan Ork, V178120-3904, (45347-5904; E. Laine, Mrr. 3190; M. Lewis-M. Mooney Ork, MGM 10772; Mills Britten, Der 2235; P. Westen Od, Cul 13642; Claude Bordon Ork, Capital, ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Bordon Ork, Capital

6. 6. Play a Simple Melody

By Irving Berlett - Published by Irving Berlin (ASCAP)

RECORDS AVAILABLE U. a. B. Cresby-M. Mallocis all Stars, Dec 27332; G.
Glob-IB. Cresby Orl., Coral occ27; P. Harris-W. Schart Der, V16547-3783; D.
Free-IS, Zimmerman Del, Call (1818)8837; 1331-655; J. Staffmed The Starfinkins D.
Fretor's Darre Eagle. Can 1890; R. Palge-J. Cortez Dis-B. Charles Quertel,
Mirrial (1918). Admiral 1916.
ELECTRICAL TRANSCRIPTION LISEARIES: Dean Hueser, Large-Worth; Gruck

5. 7. Can Anyone Explain?

By Brief Briatria and Conge Writis—Published by VSU-nds (ASCAP)
RECORDS AVAILABLE B. Austlony Gh., Cap. 11912, Arms. Brirchers, Caral. 60235;
S. Chercikii, Seno. 1209; V. Donney, Mer. 9474; L. Green'th: Hemsyltrament,
V. 20-3002; D. Hoymer, Dec 2214bl. A. Morram, Landon 7464; L. Green'th: Hemsyltrament,
P. 20-3002; D. Hoymer, Dec 2214bl. A. Morram, Landon 7464; H. Kürck, On, McM.
19272; D. Sherell, Admirton, Dec 221205;
E. Ergegradgel, Armstron, Bec. 221205;
E. Ergegradgel, Armstro

- 8. Thinking of You

... By Herry Roley and Bert Klaimer—Published by Remick (ASCAP) From the BICM fillin, "Three Little Words"

RECORDS AVAILABLE Beebs byten Gro, Covil 60/140; B. Dovry, Dec 27/120;
B. Morcon P. Worton Gro, Capital 110c, M. Tillin, Covil 78/16/0279, (63/14-68279;
S. Wagglan, Col. 36/25

(Was information on recritical transcription Milraring available as The Billiourd good to Press).

Lit VIE D.H. NOSC

58, Perre Lissipp and Mark David—Published by Marine, Inc. (ASCAP)

8CEPROS AVAILABLE: In Arestaren, Dec 27133; 0. Bradley, Gerol ecitys; B.
Crospy, Dec 27313; 8. Flausque not, v. 70-1888; C. Malere, Corol addoct, M. Aleren,
Gery, Colifornia, 1933): NSC: G. Lombards, Dec 22132; E. Marine, McM. 19020; T.
Martin, V. 20-089; Marketinis Sirvan, v. 20-1879; M. Martine, McM. 19020; P.
Pali, California, 1933-1842; C. Lombards, Dec 22132; E. Dec 22133; E. P.
Pali, California, C. California, C. California, Dec 22133; E. P.
Pali, California, C. California, C. California, Dec 22133; E. P.
Pali, California, C. California, C. V. Nores, Dec 2433; J. Francisto, Pulydro
Listopia, C. California, C.

9. 10. Bonaparte's Refreat

5. By Pre Wer King—Published by Acadi-Rose (BBI)

#ECONOS AVAILABLE C. Krisa, VIZIZ-C-5706, (45)47-3746: L. Mr.Auinte,

#ECONOS AVAILABLE C. Krisa, VIZIZ-C-5706, (45)47-3746: L. Mr.Auinte,

B. Picire, Dec. 46,260; Pre Wer Elfin, VYZIZI-1011, (45)48-0114; E. Grant,

DELECTRICAL TRANSCRIPTION LIBRARIES: Jack Rivers, Standard,

ELECTRICAL TRANSCRIPTION LIBRARIES: Jack Rivers, Standard.

WARNING: The sale "MONOR BOLL OF HITS," is a resistered Undermark and the locking of the MoL has lamb copyrighted by The Billibours. Use of either may not be made inition The Billibours's connect. Simply write or wire Publishers, The Billibours', 2564 (Broadway, New York, and perdisciss will be state-duality protect.



BABY of the YEAR! "MOMMY, WON'T YOU BUY A BABY BROTHER"

Spike Jones & his City Slickers

20-3934-(47-3934) *

This week's

New Releases ... on RCA Victor

Ships Coast to Coast, Week of November 5

POPULAR

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

GENE KRUPA and His Chicago Jazz Walking With the Blues

I'm Forever Blowing Bubbles 20-3965—(47-3965)* PHIL SPITALNY and His Hour of Charm All-Girl Orchestra and Choir

I'll See You After Church on Sunday Mornin' It May Be on Sunday

20-3966-(47-3966)

THE FOUR THRES

Caol Water
How Can You Say That 1 Don't Care
20-3967—(47-3967)*

PHIL HARRIS

Goofus

The Thing 20-3968-(17-3968)

SPADE COOLEY and His Orchestra

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

COUNTRY

TEXAS JOH ROBERTSON

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

JUNE CARTER and Her Bashful Rascals

Bashful Raseal

For Crying Out Loud 21-0401---(48-0401)*

NEW ALBUM —Musical Smart Set

THE THREE SUMS

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

PEREZ PRADO and His Orchestra

Mucho Mambo P-302-(WI'.302)



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

6 The Golden Rocket

d his Rainbow Runch Boys 21-0400-(48-0400)

6 Mommy, Won't You Buy a Baby Brother? Spike Jones and His City Slickers.

Please Say Goodnight to the Guy, Irene

💋 I'm Movin' On

Patricia

6 Our Lady of Fatima

Phil Solitaline, Hour of Osarm All-Girl Choir 20-3920—(47-3920)*

Rockin' With Red

Thinking of You

Eddie Fisher with Hugo Winterhaltee's Ock and Chorus20-3901-(47-3901)*

The Love Bug Itch

Molasses, Molasses

Spike Jones and His City Slickers.......20-3939—(47-3939)*

TOUCHDOWN, U. S. A.

Hogo Winterhalter and His Cheering Section 20-3913-(47.3913)

🙆 A Rainy Day Refrain

Mindy Carson

Coming Up

HARBOR LIGHTS

have enjoyed better than average initial consumer acceptance ing the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock constatent with demand.

NEVERTHELESS
Raiph Flanagan 20-3904 (47-3904)
Records Most Played by Disc Jorkeys,
Billoostd, October 28th.

he Three Suns with Larry Green
20-3834—(47-3834)*
No 6 Recallers Pick, Billbuard, October 7. CROSS MY HEART, I LOVE YOU Rugo Winterhalter Ork and Chorus 20-3945—(47-3943)* Bulboard Pick, October 28th,

SO LONG SALLY

Raiph Planagan 20-3911—(47-3911)*
Records Mont Played by Disc Jockeys,
Billboard, October 38th. Perry Como 20-3931--(47-3931)*
Disk Jockeys Pick, October 28th.

A MARSHMALLOW WORLD

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

tributor, says Atlanta is rocking with Plano Red's record, with Plano Red's record, "ROCKIN' WITH RED!"

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

Our thanks to the nation's disc jockies for the way they're spinning Mario Lanas's pop hit "BE MY LOVE." from MGM's "THE TOAST OF NEW ORLEANS.

Another in the series of RCA Victor film bits on the Red Seal label that started with Allean Jones million record seller "THE DONKEY SERENADE."

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

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

"MR. TOUCHDOWN, USA." "Shaping up as the best football song since "BETTY CO-ED." Congrats, Hugo, Eddy Arnold justifying the disc jockey's picking him top Country & Western recording artist with his biggest hit since "BOUQUET OF ROSES," the "LOVE BUG TITC!"

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

The stars who make the hits

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

THE BILLBOARD

based on reports received October 25, 24 and 27

Recovery listed here in "Generacial orige are those played over the greatest number or record seems. Use in based on replies from everyly unary among distances through the country. Unless shown in this chart, other available records or tunes listed here will be those on the Home Reli or Hest, Music Popularity Chart, Park 1. Of Emercalist tune is from a filling little and cases tune is from a legit market. POSSTION.

	Last		
11	1	1.	ALL MY LOVE
5	7	2.	NEVERTHELESSP. Weston
22	2	3.	Con(78)38982 (33)1-813—ASCAP MONA LISA
7	3	4.	HARBOR LIGHTS
6	14	5.	URANGE LULUKED 3KT KING LOIS IFIO-3 RENTON
3	9	6.	BUSHEL AND A PECK
17	5	7.	GOODNIGHT, IRENE G. Jenkins-Weavers
7	12	8.	I'LL NEVER BE FREE
6	10	9.	### Case(78)1124; (45)F-1124—ASCAP ####################################
5	10	10.	HARBOR LIGHTS R. Flanagan
10	6	11.	CAN ANYONE EXPLAIN?
1	_	12.	TO THINK YOU'VE CHOSEN ME . E. Howard
20	8	13.	Mercury(7815517: (4515517345—ASCAP BONAPARTE'S RETREAT K. Stare CMMPTE: METODAY COMPTENSION COMPTENSIO
15	4	14.	SIMPLE MELOUP
4	17	15.	THINKING OF YOU
1		15.	ONE FINGER MELODY F. Sinatra
3	29	17.	NEVERTHELESS
5	21	18.	WR. TOUCHDOWN, U. S. A
6	28	19.	
9	14	20.	FILL ALWAYS LOVE YOU D. Martin DREAM A LITTLE DREAM OF Cap(78)1028; (45)F-1028—ASCAP ME J. Owens
3	19	21.	OUR RADY OF FATIMA R. Hayes-K. Kallen
ż	29	22.	TM FOREVER BLOWING BUBBLES
15	18	23.	SAM'S SONG
8	-	23.	MUSIC, MAESTRO, PLEASE F. Laine
7	_	23.	GOODNIGHT, IRENE
3	25	26.	THINKING OF YOU F Fisher-H Winterhalter
11	13	27.	V178120-3901; (4547-3901—45CAP CAH ANYONE EXPLAIN? Ames Bros. Caraltradiacass: (4519-40253—45CAP ALL MY LOVE P. Faith
1	16	28.	ALL MY LOVE
1	_	29.	HARBOR LIGHTS
2	-	29.	ARL MY LOVE Dennis Day 1/78/20-3870; (45)47-387085CAP

Songs With Greatest Radio Audiences (ACI)

Tuess Sisted have the geologic audientes on programs bedré on netwers stations en Rew Tark.

Divages and Les Anyeles. Let 16 based used julies fig. Statemark Audigner Coverage Intern. The index
geniceted upon reducing made estations to Personan's ACI by the Accurate Repositing Service in
word visit. Statis Specialize Service in Chicago, Resto Oversials Service in its Auguste. Service in
word to see cell Alies.

(F) professes byte from a filling (84) indicates tong is tream a legitimate musical; (80 indicates tong is tream a legitimate musical; (80 indicates tong is service outprofessed in procederability
and its desirable on receives. In each instance the Excessing apects controlling personance rights on the
tare is indicated.

The Indicates byte from a filling (84) indicates tong is from a legitimate musical; (80 indicates
there is indicated.

The Indicates accomplished 1947 by the Differe of Generals, Inc., 3410 Stoodway, New York 33,
is. 1. Bio reference may be made to aley all this indicates to the processing outprofesses the service of the processing outprofesses.

All My Long (89).

All My Lo

VOX JOX

GAB BAG . . . Bill McKavanagh KXLF, Butte, Montawhols been in America for 18 months, claims "to be the only Irish born d. J. in the Northwest and one of the lew in the country." He also says, "It speaks oceans for your U. S. A., that I could arrive here, just another one from the 'Our country, and in three months be in radio. Sincere appreciator from an Irishman who is grateful." Allsa Jefferys and June Hoopes, co-emsees on the "Dinner Bell" platter show, WFPG. Atlantic City, made it wedding bells last month. Buddy Kas. WRBJ, Blue Island, Ill., in New York to contact diskeries, re arist material. Bob Bertrand, KXXX. Colby, Kan., pens: "Think the Disk Jockey Supplement's terrific Wish you sent them out once a month!" Gil Brooks. WKNA, Charleston, W Va., notes: "The record companies do the radio stations a valuable tavor in sending free vinnitie releases. We st WKNA realize this and, in case of a duplicate shipment, unmediately notify the record companies of the fact." Bill. Since when have such that we will be the sending free vinnitie releases. We st WKNA realize this and, in case of a duplicate shipment, unmediately notify the record company of the fact." Bill. Since when have such that we shall be suffered and showed a complete lack the D. J. Supplement poll to task, asking. "Since when have such as the great artists. What's Arthur Godfray doing in 10th position of a poll conducted for destination of a poll conducted for best disk jockey? Last, but not least, those of j.'s that voted Mona Lisa the greatest tune of the past 12 months must have pretty domn short memories, My vote gors to Anion Kars." What's Arthur Godfray doing in 10th position of a poll conducted for destination and the greatest tune of the past 12 months must have pretty domn short memories. My vote gors to Anion Kars." What's Arthur Godfray doing in 10th position of a poll conducted for destination and the greatest tune of the past 12 months must have pretty domn short memories. My vote gors to Anion Kars." The last and only free record we e

PREEMS . Roger Clark.
ex-WFGN Gaffney, S. C., has
joined WNOR, Norfolk
Steve Allison, WVOM, Brookline, Mass., is airing a Saturday night remote from the
Latin Quarter Lounge, in addition to his regular broadcast
from the Hi- Hat intery, Boston.

Bob Ray has taken over
George Hunt's spot on "Music
Past Midnight' show on
WIRK, West Palm Beach, Fla.,
and Larry Parker, formerly
with WSWN, Belle Glade, Fla.,
has replaced Harv Morgan on
the same statian. Latter d. j.
has been called back into
service. Roger Wolfe.
WDSU, New Orleans, has
moved his ABC show "Disteland Jambake" to the local
veterans Administration hospital for regular Saturday remotes. . John Larkin, WLIN,
Merrill, Wis, has a new acrossthe-board show "Club 550."
Title is styled to point up
WLIN's recent frequency
change from 730 ke's to 550.

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

• Best Selling Sheet Music

based on reports received October 25, 26 and 27

Tones listed are the national best short music sellers. List is based on reports received and overtroom oil the nation's steep motes, places. Soops are listed according to greatest member of salety (Pr) indicate tune is in a firm, Oldz indicates tune is in legis musicing (R) indicates tune is exhibited on record. POSITION

			121110	
Publisher			Last Week	Weeks to deta
Spencer	GOODNIGHT, IPENE (R)	1.	1	16
	HARBOR LIGHTS (R)	2.	4	5
	LA VIE EN ROSE (R)	3.	3	14
	MONA LISA (F) (R).	4.	2	21
	ALL MY LOVE (R)	5.	5	9
	OUR LADY OF FATIMA (R)	6.	6	6
	NEVERTHELESS (F) (R)	7.	12	4
	EHINKING OF YOU (F) (R)	8.	8	7
	CAN ANYONE EXPLAIN (R)	9.	7	9
	AN ORANGE COLORED SKY (R)	10	9	3
	BONAPARTE'S RETREAT (R)	11.	13	11
	PATRICIA (R)	12.	14	3
Berlin	PLAY A SIMPLE MELOOY (R)	13.	10	18
Words & Music	DREAM A LITTLE DREAM OF ME (R)	14.	_	1
Esser	MOLASSES, MOLASSES (R)	15.	15	3

• England's Top Twenty

	OSITIO			
		Ten		
to do	e:Wee	k Week	English	186
14	1	1	SILVER DOLLAR	•
5	2	2.	GOODNIGHT, IRENE Leens	
8	3	3.	HONA LISA	
10	5	4.	SAM'S SONGSterlingSam Weiss	
12	4	5.	HAVE I TOLD YOU LATELY? Leren	
13		6.	IF WERE A BLACKBIRD Box & Cox Leeds	
20	3	7.	BEWITCHEB Chappell	
14	D	8	IF I LOVED YOU	
21	8	9.	DADDY'S LITTLE GIPL Yale Beacon	
12	10	9.	SENTIMENTAL ME	
11	9	11.	DYCE IN A WHILE	
7	12	12.	ASHES OF ROSES	
6	13	13.	TZENA, TZENA, TZENALeedsCopyright in	
5	15	16.	COUNT EVERY STAR	
	14	15.	I ONLY HAVE EYES FOR YOU Feldman	
ĭ	_	16.	BIBSIDI-BOBBIDI-BOG Disney Disney	
1	_	17.	WAMBO JAWSO tatis-American Peer	
29	16.	16.	MY FOOLISH HEART Sen Sently-Joy	
1	_	19	RIKKI TIKKI TOON	
î	_	20.	RUDOLPM. THE RED-ROSED	
			REINDEER	

• Songs With Most IV Performances (RH Tele-Log)

The distance element stem I restricts in observe on the manifecting of all programs necessarily annexes. Broadcasting School, Debugging Convey, Columbia Broadcasting School, Debugging Anderson, Debugging Convey, returns stationary home text and Chicago. Peret feelb are served in the following manner Every time at John 3.1 serverines on a westalling time, instrumentally, it receives a credit of 5 on which performs outside on a sustainer site receives 1.0 points, when once westammentally do a commercial server performs of the servery of the s

1. La Vie Es Ress Harms		
2 Goodmarkt Trave-Spencer		
3. Orange Colored Sky-Frank.		
4 Mont Like Parament		
5. Nevertheless Crawford		
6 1 Love the Gare—Shapare		
7. Sare's Sono-Sam Weiss		
B. Harbor Liebts-Chenoria		
9. Play a Simple Melady-Berlin	**************	
D. A. Bushel and a Pack—Merris.		
1. Tiene, Trena, Trena-Copyright in dispute		
2. Pante Publis—Pation		
3. All My Less-Main		
4. Life Is Sa Peculiar-Burka-Van Heusen.		
S. Patricia—B. V. C.		
6. Best Thint for You-Berlin		
7. Concionate Dancing Pig - Old Michory.		
IL 11's a Lovely Day Teday - Berlin		
9 Lacks Like a Cold Cold Winter—Lorobards.		
O. Molasses, Molasses—Esters		
1. Music, Marstra, Piease—Bourne		
2. Danky's Little Bor-Bracon		
3. Friendly Star—Fest		
6. I Cross My Figgers—United		
S. Just Say I Lave Her—A. B. C.		
h. Rudclah, the Red-Noved Reindeer—St. Nicholas.		
7. Da-Da-Dig Dig for Your Dinne Willer		
B. Do 1 Worry?—Prev		
9, Depart a Little Devars of Me-Words & Mutic		
ID Dream Awhile Miller		0

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

Lee Murray, WMCK, McKees-

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

times on my classical show, has created great interest here. My sponsor, National Record Mart, has already told out its stock on the album, 'The Voice of the Xtabay.''
KOAT, Albuquerque, N. M., went 24 hours this month, via the State's only all-night record show, piloted by Paul Brits and Reed Pasternak. Who recortly sound

Brits and Reed Pasternal. Pasternak, who recently joined the station from WKNX, Sagnaw, Mich., says he'll welcome mail from anyone in the industry. Engineer Ray Sigda. WNVA, Norton, Va., upped to d. j. status replacing Ari Grunswald, who "broke many a 1450 club listeners' heart (female) recently when he joined the air force. Bill Holland. WNVA's program director, has opened up his own record shop.



THE CANDLE GLOW.

THE MISTLETOE

AND THE FALLING SNOW

BRING TO ME. THE CHRISTMAS SYMPHONY

THE BALSAM TREE.

THE GIFTS I SEE.

AND THE SILENT NIGHT

BRING TO ME THE CHRISTMAS SYMPHONY

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

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

as sung by ...

Perry James

ou

RCA VICTOR Records

(RCA)

78_{rpm} 20-3933 45_{rpm} 47-3933

DWALT DISHRY MUSIC CO

Music Popularity Charts THE BILLBOARD

• Best Selling Pop Singles

Procisis (Niet are time selling best in the nation's top volume retail record vicers. Alst is hand-gon. The Billhaur's needly surely arrang the 1,000 largest dealers, representing every important hander area. Sovery returns are regined oppositing to size at macast area. Process listed numerically, recording to prociety sizes. The "B" side of rach record is any listed.

te dete	Week		
18	1	1.	GOODNIGHT, IRENE
9	3	2.	HARBOR LIGHTS S. Kave
22	2	3.	Super Surect Colife138963; C1331-784—ASCAP MOHA LISA Nat King" Cole Greatest Investor of Them All Cap(7811010; I459F-1010—ASCAP
10	7	4.	ALI MY LOVE D Page
15	4	5.	Roses Remind Me of You Mercury (7825455); (4515455X45—ASCAP GAR'S CONG Gary-Binn Crocky
15	5	6.	SIMPLE MELODY Gary-Bino Crocky
11	6	7.	Sami Sone Dec78127112; (45/9-27112—ASCAP
21	8	8.	Auris Manager's Regions, Reg. Mr. Chem. Care/7811124: (6516-1124-45CAP)
4	15	9.	BONAPARIE'S RETREAT K. Slarr Sometime, Smertheart Capt/781936; 14536-936-8381 HARBOR LIGHTS G. Lombardo
-	9		Finite Watty Decize127208; 14519-27208—ASCAP EAN ANYONE EXPLAIN? Ames Bros.
13		10.	Carr 2800253; 14519-60253 ASCAP ORANGE COLORED SKY King Cole Trio-S. Kenton
6	13	11.	Jam-Be Con(78)1184; (45)F-3184—ASCAP
10	11	12.	FIL ALWAYS 10VE YOU D. Martin Baby, Obey MeCap(78)1028; (45)6-1028—ASCAP
7	10	13.	Sabs, Oper Me
9	12	14.	OUR LADY OF FATIMA
4	17	15.	ALL MY LOVE
6	22	16.	Dec Dec
14	13	17.	LA VIE EN ROSE
5	20	18.	All My Inve
4	28	19.	This is the Time
11	18	20.	NO OTHER LOVE J. Stafford
2	-000	21.	NEVERTHELESS R. Flanagan Med We Want Is the Red We've Got VC78120-3904; (45147-3904—ASCAP BUSHEL AND A PECK B. Hutton-P. Como
- 1	_	22.	BUSHEL AND A PECK B. Hutton-P. Como SNO'S B LAGY NOTBERO 3930: (45NF7-3930ASCAP
2	18	23.	MEVERTHELESS P. Weston
1	-	23.	Befored Br Faithful Col(78)38982; (3331-813—ASCAP MEVERTHELESS R. Anthony Anthony Cap(78)1190; (95)7-1190—ASCAP Cap(78)1190; (95)7-1190 Cap(78)1190 Cap(78)1190; (95)7-1190 Cap(78)1190; (95)7-1190 Cap(78)1190 Ca
5	_	23.	DREAM A LITTLE DREAM OF ME
ż	29	26.	Maske, Marstro, Piesse Mersey (78)5458; (45)5458X45—ASCAP HARBOR LIGHTS
2	30	27.	RUSHEL AND A PECK
2	_	27.	GOOFUSL Paul
4	21	29.	THINKING OF YOU E. Fisher-H. Winterhalter
1	_	29.	11 Yen Should Leave Me V(78)20-3901; (45)47-3901—ASCAP HARBOR LIGHTS R. Flanegan Singling Winds V(78)20-3911; (45)47-3911—ASCAP
			Simble Minks

Best Selling Pop Albums

Best Selling 33 1/2 R.P.M.

2	Z.	THREE CITICE WORDS
		On-9988 Cart MGM(78)53; (33)E-516 SOUTH PACIFIC
2	. 6.	Mary Martin Ezio Pinua
2		AND THE REAL PROPERTY OF THE PARTY.
3	3.	Doris Day-16, James
6		TEA FOR TWO
		Deris Day
4	4	AMAJE CET YOUR CUL
-	٠.	B. Nutton-M. Reel
5	4.	
-	-	Driginal Cost. MGM(78)MGM-56; \$33)E-\$39
9	7.	
		Guy Lomuardo
_	B	VOICE OF THE XTABAY
		Vina Seesas;
0	9.	
		6. Steaming Quintet
7	10.	GUY LOMBARDO TWES PIANO, VOL. II Dec(78)A-753; (35)OL-5293
		E. Lembardo
		Best Selling 45 R.P.M.
1	3.	THREE LETTLE WORDS (Four Records)
		Driginal Cast
2	2	ANNIE GET VOIIG CRIN (Four Person)
-	_	B. Hatton-M. Keel
3	3.	
		J. Gerlard G. Kelly
5	4,	GUY LOMBARDO-THE TWIN PIANOS, YOL, ! (Three Records)
		E. Lembarde

4	5.	RALPH FLANAGAN PLAYS RODGERS AND HANNERSTEIN (Three Records)
		III. Flanagan
- 6	6.	DIQLAHOMA (Six Records)
		J. Roberta-A. Draine-H. DaSilva-C Hotm-L. Dozon-J. Blackton, Director
		Dec (78)DA-359, (45)9-6
	7.	THREE LITTLE WORDS (Three Records)
-		A. Previo-B. Base-L. Pratt-R. Callier
	7.	YOU'RE HEARING GEORGE SHEARING (Four Records)
-		G. Stepering Quintet
_	9.	VOICE BY THE KTABAY (Four Records)
		Yrea Servec
_	9.	TOAST OF NEW ORLEANS (Two Records)

DEALER DOINGS

pen. Columbia Records district manager.

CLERK TRAINING...A.

W. Silverstein, operator of Edfred's Record Shop. Akron,
claims that the best salespeople
are those which the store trains
liself. Edfred policy is against
hiring clerks who have worked
for other disk shops. New employees are hired for a threeweek probationary period during which time they must
learn the stock. Personnel turnover is said to be exceedingly
low. "We sell records." says
Silverstein. "thru courtesy. A
customer can buy the same
product in any one of six stores
in this town. The only feesion
he comes back to my store is
that he gets more courteous
treatment here than some place
rise."

VIDEO ADS . . . National Record Mart, six-store disk chain in Pittsburgh, has bought a one-hour weekly TV show to start early in November Owner Sam Shapiro thinks he'll sell plenty of disks vin this advertising medium. National also sponsors a one-hour radio show daily emanating from one of the stores. Called "National Record Hist," the program has been on the air for four years. Other promotional glemnicks used are monthly mailines of the Review of Recorded Music and consistent newspaper adand consistent newspaper ad-vertising. Shapiro hasn't tack-led mail-order selling yet, but is thinking of making the

is thinking of making the move.

SPEED CONFUSION?
Dealers on both coasts report that record customers are still confused over the new disk speeds. Typical comments are those from Dennis Fraser, manager, Brooks Records, San Francisco, and Pamela Parandes, disk manager, Rosenblatt Electric Company, Hartford, Conn. Fraser claims, as does Miss Parandes, that many customers do not realize that LP disks can't be played on 78 r.p.m. phnnos, and that LP disks can't be played on 78 r.p.m. disks do not play for 45 minutes. Both dealers insist that it is the duty of the manufacturers to make clear the advantages and differences between the new speeds and the old shellac disks.

DISK TOUTING... "We are

DISK TOUTING ... "We are pisk fouring. "We are getting terrific results with the Children's Press, seven-inch cut out series."—Wismer's, Inc., Clearwater, Fix., "When the Pearly Gates Unfold, backed by What Are They Doing in Heaven?, sung by the Mello-Tones on Cameo label, is really hot in this territory.

Best Selling (hildren's Records based on reports received October 25, 26 and 27

Best Selling Classical Titles

based on reports received October 23, 24 and 27

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

rek	Work	
3	2.	Tcheitovsky: Sonn Lake Batlet Music, A. Kottelanetz Drs
2	2.	Mozert: Abou-tigs from the Seruglio, Walther Luchelo, William Lipp. Errory Loove, Ender Kones, Peter Klein, Virsual State Opera Charus, Vicenas Philadelphia One; Krips. Deathstar
1	2.	Rechrosisedl: Corcerte for Piano and Drb, No. 2 in C Minor, A. Rubinstein, 1886. Symptomy Ork, V. Golschmann
	4.	Tcharbonsky: Neucracker Serie, Open 71A; A. Kostelanetz Ort
-	5.	Highlights From Rigoletta, Ersa Berger, Leonard Warren, Jan Peerce, Itolic Tajo, Robert Shen, seminctor-Chorale RCA Victor Ork
		Best Selling 45 R.P.M.
1	L	Statements: Heart of the Baller, L. Statement Symphony Dri M. Rosenser, J. Baker, R. Bloom, D. Depenheim, J. Carrollamo, L. Varus, I. Lawrence VI45/WD48-1294
2	2.	Rinsky-Kerathus Schelerarade San Februscop Symphony Ork; Pietre Montrains, conductor
9	3.	Straess: Music of Johann Strauss, Minerapolis Symphony Ork; E. Bresendy, con- ductor
5	4,	Verdi: Highlights from Rigoletta, Erna Berger, Leouard Warres, Jan Peerce, Itale Taje, Robert State, conductor-Chorale RCA Victor Ork. V(45)WDM-3814
_	3.	Youst of New Orleans, M. Lanea, RCA Victor Dri; C. Callinicis, conductor; E. Maibin

Advance Classical Releases

based on reports received October 25, 26 and 27

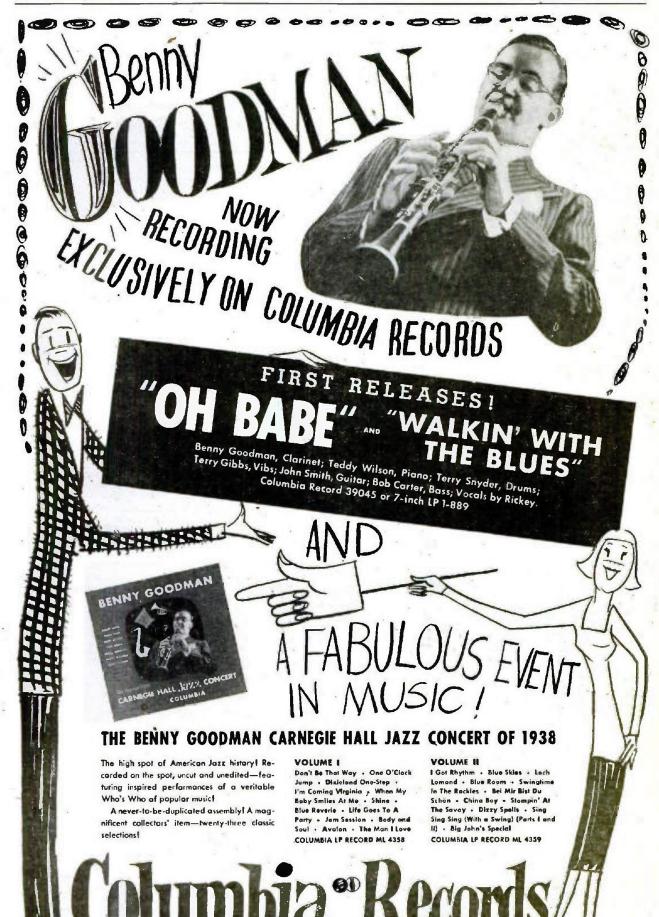
Adam Bailet Mark Frem Ghelir Albem Beyal Ohrs Ont, Contest Garden-R. Irring, Cont. (1-12") 1923/86-1/072 Ahmyn-K. Graynen IThis IS MCM 30283 Geta Saralli Sonal for Voile Selo Climm-Y. Blevohim (1-12") (Probetter). Sandtal V1331 LM-1807

Vienas Symblery Ork-M. Snotoca. Coss. (2-12")
Westminister(35)Wit-30-30
ho. Pagliation Non Soot—L. Melkillier (Vesti da.
Michael Soot—L. Melkillier (Vesti da.
Michael Soot—L. Melkillier (Vesti da.
Michael Soot—Melkillier (Soot—Melkillier)
De 5-Vest Michael-Vermal Symphony De-14: Soot—Soot—Melkillier (1-12")
Michael Melkillier (1-12")
Michael M

Ork of the Vicenery Symphonic Society- M. Wolf, Cond. Cr. Karver (1-12") Reminigious 133/61.07
199-1
199-1
Apas herg: Three Escrypts From "Wazars" Album—Philosophila Ork-E. Demoty, Ecod-6.
8/bits 11-16") (Schumberg: Gerrelinder-Lied)
18-16. 11-16") (Schumberg: Gerrelinder-Lied)
18-16") (Schumb

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			I	DIREC	TT	0	YOU	j
				ON	ITI	ME	!!!	
	*			LOW	EST	C	OST	•
•	01	1	SUR	SCR	PT	110	NC	

The Billboard 2150 Patterson St. Clecinnati 22, Okie	SPECIAL INTRODUCTORY OFFER			
Price of 8 Issues for ONLY \$1.	to The NEW Billboard of the special infreductor			
Name				
Name				



Originator of 331/2 LP Records For Uninterrupted Listening Pleasure

Materiale orotette cop



HIGH WITH Oh Babe

"Billboard March"

Difficultural Cir

"I've Never Been In Love Before"

REA VICTOR Records

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Records

based on reports received October 25, 24 and 27

Record: Insted are those recording the greatest play in the nation's joke boses. Elet is based on The Billocard's weekly survey arouny 3.538 operators in all sections of the cometry. Elete's under the billocard's weekly survey around 3.538 operators in all sections of the cometry. Little survey is the control of the survey around a section suitable recording of the same tens. Unless shows in this chart other available records of trans listed here will be found in the Hopes Soil of Hist Mosic Popularity Chart, Part 1.

POSITION	
Weeks Laut This	

Sh en	र ज इस	11111	
17	1	1.	GOODHIGHT, IRENE G. Jenkins-Weavers
21	2	2.	MONA ISA
15	3	3.	SIMPLE MELODY
9	4	4.	HARBOR LIGHTS S. Kave
13	5	5.	CAN ANYONE EXPLAIN! Ames Bros
23	6	6.	BONAPARTE'S RETREAT K Starr
11	7	7.	I'LL NEVER BE FREE K. Slarr-Tennessee Ernie
			FE. Fitzgerald-L, Jordan, Dec 27200; A. Imilip-J. Pipir Ork, London 646; P. Gaylen Drk, Repai 3258; D. Washington Mer 8187; O. Brailley Creat 64293; L. Hampton Ork, Dec 24912; L. Hillinder Ork, V 26-3622)
10	9	8.	ALL MY LOVE
15	8	9.	SAM'S SONG
			(V. Yésen Dri, Dec 27233); T. Harper-M. Kielers Onsettand Baser v. Nijis and a Miro, Chiffoliagra, 1921-495; Mirodinen, Lifet 18945; F. Harris, Dri, V. 18545-3796; M. Galler Old-Tray-Timens, Jey 2805; L. Hotte, Certa 19230; C. "Manay" Most B. Wayrer-J. Pied Only London 1931, 1-7 (pages); Carr, Cap 9821.
4	11	10.	HARBOR LIGHTS
5	10	11.	ALL MY LOVE
4	12	12.	ALL MY LOVE
5	17,	13.	ORANGE COLORED SKY King Cole S. Kenton Car(78)1184: _455F-1184 -ASCAP
			*Janet Brace-M. Delings Ork, King 13061; Dorl: Doy-Page Calendoch Trib, Cal. 38980; B. Hitten, V. 20-3908; Roberto Quinten-Jan Bugust Ork, New 3564)
5	17	14.	HARBOR LIGHTS
6	15	15.	PATRICIA
			W178129-3905; 665147-3905—ASCAF ©L Jurgens Orls, Cel 38965; E. Newart Orls, Mer 5491; Flost, Merpen, Dr. 27858; S. Keye-Keydets, Cel 39030; D. Vaughan Orls, Cerol 60366; L. Lavernos, Lensen 1813
6	13	16.	LA VIE EN ROSE
6	20	17,	OUR LADY OF FATIMA R. Hayes-K. Katten
			OUR LADY OF FATIMA R. Hayes K. Katten Microscopia (40):566a.19.—ASCAP (R. Jisleyi A. Rerr. Sinjern, Duc. 13570; S. Sowetland, Mach 16317; T. Bronnett, Cell 34974; F. Silvett, London 752; Freiling Sisters, Rise 15457; Br. Brown, of Int. Sport-di, John's Sch and Choune, Dec 27236; Il Medict, Caroli 4455; c. Vincent, Paris and I
1	_	17:	MEVERTHELESS R. Flanagan VORTERO DE VOIT D. Charge THOMPSING DE VOIT D. Charge THOMPSING DE VOIT D. Charge
2	26	19.	
	10	20	Dec(79)27128; (459-27128 - ASCAP r8mbbs Byrne Del; Coral 60798; S. Vaughan, Col 38725; M. Tillon, Coral/39160279; (45)9-80278; A. Sfortan-P. Westen Ork, Cop 1106)
8	19	20.	I'M FOREVER BLOWING BUBBLES
			LI. Lee, Cap 1147; The Polines, Tone 502; E. Norard Gitt, Mer 3440; Mr. Coan Boum-O. Limit-H. Foher, Mer 5490; Step Felds Sis, M646 10927; Ture-Tirers-R. Arthur Ork, Mi-Tone 317)
2	20	20.	NEVEDTUCI DE D. Warten
. 2	23	20.	Cal7833982; (331).813—ASCAP HARBOR LIGHTS . R. Anthony . Cas/783129; (4516-1196-ASCAP
15	15	23.	MONA LISA
1	_	23.	BUSHEL AND A PECK
			P. Core-B. Hyther-M. Agree Ork, V 20-3930; D. Day, Cal 39000; C. Haines-Hainesman-Morey Felis Quartet, Coral 60300; R. Kaller-R. Hayes, Ner 55023
5	26	25.	TIL ALWAYS LOVE YOU
			18. Shore, Col 38848; Mr. Tilton, Coral 40258; E. Wilson-B. Cherry, Occ 272443
	26		MONA LISA H. James
1	-	25.	PEFASE SAY GOODNITÉ TO THE GUY, IRENE
1	_	28.	Tive Ten Baker, Mer 35271 BUSHEL AND A PECK
2	_	28.	GOODNIGHT, IRENE
3	22	30.	PETITE WALTZ
			(B), LeWindow-J. Morad's Harmonicals, Ner 5409; J. Vadrail Cot., V145)51-1275; L. Welk Ork, Ner 5407; O. Bradley, Caral 68204; Three Sond-L. Green, V 20-3034; S. Keys, Col 30036; R. Arthur Brk., Ni-Tum 3171



SHELION

ANGELS:
(LYRICS BY THE LORD)

GNDON RESCORD

Anne Shelton Vocal with Josh Pleis and His Urchestra

I DON'T MIND BEING ALL ALONE (when I'm alone with you)

NO. 850 —78 rpm NO. 30295 — 45 rpm

ALL ON NATIONAL:

SMASH HIT

9123-

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

GOING STRONG

9119-

I'M GONNA LIVE TILL

9100-

JOE TURNER HOLLYWOOD BED NEW OO WEE BABY BLUES

9062-

THE RAVENS WHITE CHRISTMAS SILENT NIGHT

> NEW NATIONAL RELEASES:

9122-

DANNY SCHOLL THANKS, AMERICA FOREVER FAITHFUL

9133-

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

9124-

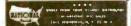
FLORENCE WRIGHT I'M GONNA FADE YOU WITH THE BLUES I'LL NEVER LET A DAY PASS BY

9126-

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

9128-

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



THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

used on reports received October 25, 26 and 2

Weeks | Last | This to date(Week)(Week 2 2. (REMEMBER ME) I'M THE ONE

9 5. THEY'LL NEVER TAKE HER 6. I LOVE YOU 'A THOUSAND ...

7 6 9. CINCINNATI DANCING PIG ... Foley ... Dr.(78/4261; (4379/46261—ASCAP

- 10. FADED LOVE B. Wills MG8(78):107566: (45)(4-10766)

Most Played Juke Box Folk (Country & Western) Records

POSITION Weeks | Lass | This 1 1. I'M MOVIN ON Hank Snow (45)48-0328—BMI (22 2. LOVEBUG ITCH E. Arnold (49)48-0328—BMI (49) 4 4. FLL NEVER BE FREE K. Start-Tennessee Ernie Capt'81124; (43)7-124—ASCAP
6 5. CINCINNATI DANCING PIG R. Foley
Dec(78)46261; (45)7-46261—ASCAP (REMEMBER ME) I'M THE ONE

6. I'LL SAIL MY SHIP ALONE ... M. Mullican ... King 830-8M 8. WHY DON'T YOU LOVE MET. ... H. Williams

Advance Folk (Country & Western) Record Releases

reports received October 25, 26 and 27

Basia Bester—A. (Gestar Boople) Swith (Mr. Missing Persons—B. Honderson-J. Rhodes Ram Stalled MGM 10829 Dott: New Cast Freedom 5011
Bosts, Bon't, Lazer Me-B. Leaers Mestera
Rangers (The Oct) Freedom 5012
Canil: Understand a Womss--Red Kirk (Thardoup:
Freen) Mer e SES

French Net wood The Cox Away — B. Messeer-M. Darr (Leaping) Abbry 15019

(Leaping) Abbry 15019

(Sainta Clain) 4 Sitir 2331 Gotta Fine Ne Servebuty To Lore-Carter Sistem (William, Will) V(43)48-0394, (78)23-0394 Monolain Beogle-Res Allen CToe-Lee-Rollain) Mer 627th Servel Cocky CR-1731 Servel Locky CR-1731

Hoo Call 1 Tell—B. Headerson-J. Rhodes Ramblers
(Missing) Freedom 5011

B. Haley IMIy Palemino) Cowley CR-1701

Clear Youngil To Me for Christmas—D. Whitney
(Sama Claus) 4 Size 2531

Size 250 (By Size 253)

| Mon Last | 1911—0. Inconversal of the control of

(Oblahoma) 4 Star 1527

**Gotthe Craiter Feeling—B. Linders-Western (Free Cott the Craiter Feeling—B. Linders-Western (Free Cott the Craiter Feeling—B. Linders-Western (Free Cott)—Brown (Free

Best-Selling Retail Folk (Country & Western) Records

	Weeks to date	Laux Wees	This	
	18	1	1.	I'M MOVIN' ON
	6	2	2.	With This Ring Thee Wed V(78021-0328; (45)48-0328—840 LOYEBUG ICH E. Arnold V(78021-0302 - 640)
	10	4	3.	Prices Vehicles Weblis
	7	5	4.	I'LL NEVER BE FREE K. Starr-Tennessee Ernie
l	9	3	5.	CINCINNATI DANCING PIG R. Foley
	13	6	6.	Somebout Cryer
	2	10	7.	IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME L. Frizzell
	34	7	8.	I Leve Yor a Thousand Way
	1	_	9.	
	1	-	10.	UR LADY OF FATIMA R. Foley
			, 0.	Restrict 101 TREPIN

Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.

COMMENT



Three Little Dwarts
A driphted biddity for the Christmes market could crow to be the "halloom" of the year. Namebers ingredicting delivery enhances a marrier bloody water Should his pop, sid as not as country markets.

HANK THOMPSON (and Mis Brazos Valley Boys)

68--70--68--66 Daddy Blues
CAP TO 1398—Fire performance of a slight Western-styled disty. Humpty Dumpty Boogle

Flort, moving test and a witning happy Thompson vocal field build an attractive occupy beggir slicing which could bids up at trast receivate

RED PERKINS

Big Bius Diamonds

Firston Larry in an inscreption and care-mining wards of a somewhat
of the behavior test query disty. Could score.

LESTER FLATT, EARL SCRUGGS (and the Faggy Mt. Boys)
My Little Girl In Tennessee

MERCUTY 2017—I was brother dueling, with baryo contributing fine
booken Favor. For drep roral consumption.

68-68-68-68-68-68-68-68-

I'll Never Love Again BOB HENDERSON (Jack Rhodes Rambiers) 75--76--75--75

Missing Persons
FREEDOM 5012—Tarepber of same strength is warbled with heavy
swins fleror. 72--73--72--72 How Can I Tell

BUD MESS/RE.MOLLY DARR (8. Messner's Skyliners)
Father, Put the Cow Away
ABBLY 13019—Series of rusming page, misse with unevised refrain
to take intercharacter value. 69--71--68--68 66--66--65 Leaping Heart

(Con: Adam)
Beating usel belted here.

[ACKIE OSBORNE (Pho Skyline Boys)
Your Paw Keeps Starin' at the Shotgun
ABBEY 15502—Call-Styl initiality may have trouble field I Woord, I Coord, I Wed in Tennessee

Deminie staff.

BENNY LEADERS I with Western Rangers)

I've Got the Crazicst Feeling

FREEDUR 5012—Deeper-solval worden of Finge Sillinum ders 4
job mich Tillinam's tests lane. Should do Sautherst business. 79--80--78--78

PEE WEE KING and His Golden West Cowboys the Stewart Tag Boogie

(V 21-039)—Astropted switch is dansable, the the novelty idea open't topic of in unach technics.

River Road Two Step (Red Stewart) Wery danceable side, by the always competent King or AL DEXTER

Santa Is on His Way

King Kon-So-so Santa some is likely to get lost in the heavy 63--65--63--60 Merry Christmas to All 59--61--59--57

MELISSA MONROE
Oh, Now I Mies You
COUMBLE 28792—Country thrush, strongly influenced by
blust pixers, offers a facturer bit here. 61--62--60--60

THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES:

Bill Long and his Ranch Cirist are touring the Midwest and East for five weeks, growing the midwest and East to the Rose Room of the Eliotic Hotel, Toronto, around November 15. They'll air daily over CFRS; the local Station... Jim Flanary and his Midwesterners from Carco, lill, have inked with Kinch R-Tone like the remained includes. Bull has Midwesterners from Carco, lill, have inked with Kinch R-Tone like the remained includes. Bull captured his Midwesterners from Carco, and the leader's bass. Tex Ritter (Capitol) is back in Holly, has moved from KRE, Farming, ton, Mo. to WIBV, Belleville, till, has eleder's bass. Tex Ritter (Capitol) is back in Holly, has moved from KRE, Farming, ton, Mo. to WIBV, Belleville, till, has eleder's has. The Mark Part of the Rose Room an act, work part day.

All Roopers (MGM) is switching from WAVE, Louisville, where the working daily at WWNY, Watertown, N. Y. Hank Fort, the gal songwriter from Nash, now working daily at WWNY, Watertown, N. Y. Hank Fort, the gal songwriter from Nash on the mark of the Mark Part of the

BEST

SELLERS

POPULAR

JOHNNY LONG 15068 -

ALTOONA I ONLY WANT YOU TO LOVE

15072

STEAMGERS
WHEN YOU LOVE IYOU
SHOULD LOVE FROM THE
NEARTJ

JANET BRACE AN ORANGE COLORED SKY OCEANA ROLL

TENDERLY TIMES SOUARE BOOGIE

Narr, Nelson King OUR LADY OF FATIMA THE STORY OF OUR LADY OF FATIMA

FOLK-WESTERN

MOON MULLICAN NINE-TENTHS OF THE TENHESSEE BYER WELL ON WELL HAWKSHAW HAWKINS HANDCUFFED TO LOVE STOP PLEASE STOP

JIMMIE OSBORNE PLE SAIL MY SHIP ALONE MOON'S TUNE

GOD PLEASE PROTECT AMERICA THE MOON IS WEEPING OVER YOU COWBOY COPAS

THANK GOD FOR VICTORY -THE OLD FAMILY BIBLE

SEPIA-BLUES

WYNONIE HARRIS I WANT TO LOVE YOU BARY MR. BLUES IS COMING TO TOWN 4402

MT HULA BABY SIGHED, SEALED, THEN FORGOTTEN

ROCK MR. BLUES BE MINE MY LOVE

830

GOOD MORNING, NOGE STORMT NIGHT BLUES SONNY THOMPSON BLUES FOR THE NIGHTOWLS HABLEM RUG CUTTER

4399 STRUK SOL VROVI

4405 TINY BRADSHAW

I'M GOING TO HAVE MYSELF A BALL BUTFERFET

JOE THOMAS SOORT SOORT BART

LONNIE JOHNSON I'M SO CRAZY FOR LOVE NOTHIN CLICKIN' CHICKEN

THE TRUMPETEERS

NOBODY'S FAULT BUT MENE THIS IS A MEAN OLD WORLD (TO TRY TO LIVE IN)

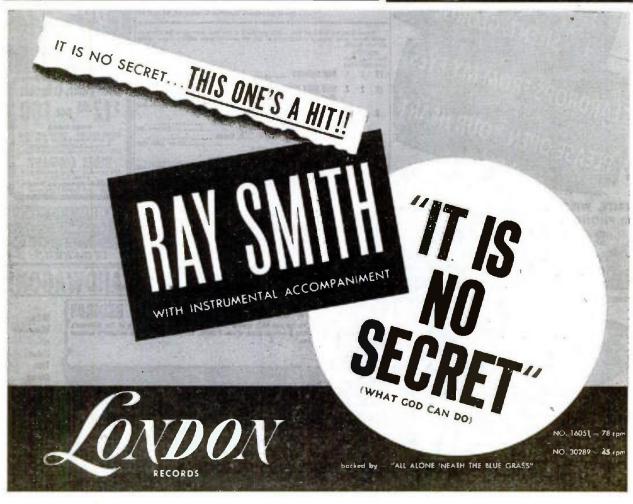
ROY BROWN
"LONG ABOUT SUNDOWN
CADILLAC BABY 1108

DREAMING BLUES LOVE DON'T LOVE NOSODY 3304 3304

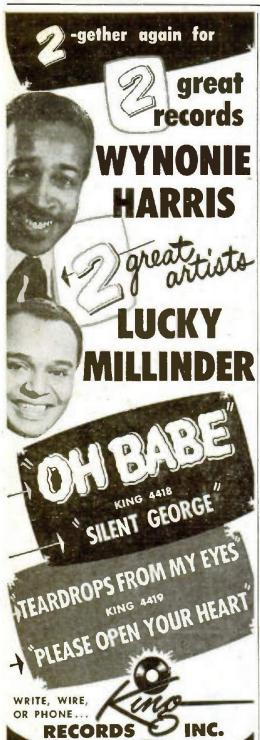


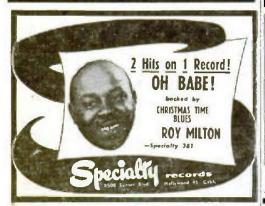
RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO



Weeks | Last | This to date Week Week





1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Rhythm & Blues Records

. . . based on reports reseived October 25, 24 and 27

POSITION

5	3	- 1.	ANYTIME, ANYPLACE, ANY- WHERE J. Come Back, Daody Daody	Morris
11	1	2.	BLUE SHADOWSL.	Fulson
13	2	3.	(Parts & II)L.	Jordan
2	,8	4.	PLEASE SEND ME SOMEONE TO LOVE	Mayfield
7	9	5.		Brown DeLuse 3306—8MI
2	5	6.	TEARDROPS FROM MY EYES Ru 4m & Making the Same Mistake Apain?	th Brown
18	-	7.	HARD LUCK BLUES	Brown Deluze 3304 BMI
3	-	8.		Washington Mercany078 8187; (4518187X45ASCAP
8	-	9.	I LOVE MY BABYL.	Darnell
1	-	10.	MILLION DOLLAR SECRETH:	Humes
1	_	10.		Jordan

Most-Played Juke Box Rhythm & Blues Records

POSITION
Weeks | Last | This
to determine | Week a distributes | March 11 2 Z. BLUE LIGHT BOOGIE 2 5 5. I'M GOING TO HAVE MYSELF FM GOING TO MAVE MISELY
A BALL T. Beadshaw Ring 4397—8WI 6. BESAME MUCHO Ray O-Vacs
7. ANTIME ANYPLACE ANYWHERE J. Morris
Atlantic 916 3 5 5 10

. WITH 2 BLAZERS! "STREET WALKIN" DADDY" WITH MARCIE DAY

"RIFFIN" WITH GRIFFIN"

"HULA BLUES"

"I GET THE BLUES WHEN IT RAINS" **DOT 1012**

DOT RECORDS CALLATIN.

YEGA Long Play RECORDS

All COUNTRY and RURAL Appeal
as AMERICAN as CORN

98c list

stributors and Special Sales Repre-sentatives INVITED. CUARANTEED TERRITORIES.

VEGA RECORDS

HAVE YOU HEARD! APRIL STEVENS

(The Girl with the Sexy Yeice) singing

DON'T DO IT

SOCIETY RECORDINGS 9A

Ask Your Distributor or write-Encine, Calif



New Victor, Columbia \$17.00 per 100

OTHER LABELS
OF PER 100 SES OF PER 1.0
by with prefer, before C. O. B
Write for LATEST CATALOG.
Different Standard and Hir Tu

VEDEX COMPANY

74 10th Ave. New York 10 Place 7-0434 Complete Investories Be Over 1.000 Satisfied Custor

RECORD PRESSING
Originators of the
NON-SLIP FLEX
Originators
Originators
Research Cruft Co

HOP ON THE ATLANTIC

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

Records listed are thythm and blues records that sold best in stores according to the Billboard's occase aceasy surveys among a scienced group of retail stores, the majority of whose customer's purchase thythm and blues records. POSITION Weeks | Last | This

Come Back Daddy Daddy
EVERYDAY I HAVE THE BLUES..... E. Fullion
Rockin' After Midnight TEARDROPS FROM MY EYES R. Brown Am I Making the Same Mistake Again?

ATLANTIC RECORDING CORPORATION

Write.

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Your

Nearest

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Distributor

THE BILLBOARD Music Popularity Charts

Rhythm & Blues Record Reviews | • Advance Rhythm & Blues

ARTIST TUNES LABEL AND NO. COMMENT

CAS CALLOWAY (and Hie Cab Jivere) Why Can't You Behave SIGNATURE 13293—Sab mistress the "Kiss Me, Kate" tercher with a slee, whileing, desert-out votal,	42454140
I've Got the World on a String Drister's secal on the standard is a great improvement over Rip after a prity tentor laten the sub-lies fit assurably and with especision.	
WILD BILL MOORE Burnt Toas* ILIBS 4409—Comba knocks out a neat medium Lindy riffer, Leader's soliday tamer so is set in a different, car piraling homosic and	

Coon Blues
72-72-71-73
Sine, randing blues last as else-halt or effective on Rip, but a
good most blues effect. JOSHUA JOHNSON 65--62--68--65 Did

Pile Driver Boggie
CARTIOL 1180—Taity and charming sless begin blues plane with
mythin accompanishment. Style is in the old Usarties of Last Levis,
Pate Johnson, et al., will appeal to jose from rather than the
general F & 1 market.

Station Brook
APOLLO 805—Compatently executed riffer with muted horn
bary salos. No special excitement or convencial giranick

MAREL SCOTT Disgusted atto-Thrush loads this rovelty blues with personality and famor. Gal has a way with a blues.

Willew Weep for Ma

And here also shows versatility with a smooth, path treatme
the mood standard. LA MELLE PRINCE IM. Davis Bandt Ger High

ALADDIN 3067—Thrush registers strong with her shold go this untempe recise, with bard seleging infectionally behind. Maserial a
impression, too; could go over the top.

JIMMY "BABY FACE" LEWIS 1F, Campbell dMY PADS PADS

detrin Old

ALADON 300—Leris charts this uprobuse with extraordinary test and

VIDAIRY, as combot veries; hard so back. Eyric is most prevocative, but

see surpositive for diving an same sports. Josephine 61--N5--60--62 Warsler sings hard here, but material is in quest-onable tasts, and

IVORY JOE HUNTER fe's a Sim
MCMI 10618—Nony gets a big ork, strings and all, for a
marbling of a slon, sower tentimentalizer that's as on/or bill
in r & b. Could register in all markets. to f & B. Could reposter in all monets.

Don't You Believe Her

Medium temps blank is strictly a & b in content and combo backing

fyels, claffed by marbles, 65 good. PEE WEE CRAYTON

Record Releases

Bhen and Misery—Yeha Red (Járs That) Series
Tine 135
Blues Hangows—4:oyd Gleon Trio (Tearling Terre)
Sweep Terre 236
Boote Weeple Sams Class—Mabel Sont (That
Boote Weeple Sams Class—Mabel Sont (That
25)
Bay Sont Trio 239
Boote—Ciri Bireset (Roreal Swieg Time
311

270 De Asyrkon Bet Work—Ray Chartre (Same-day) S-voy Time 329 Siving—Cab Calloury—His Cab Jewes (Why Carl) Siyolawe 12523 Jam That Beggie—Tuts Red (Siers and Saint Time 235 Kerch Biss—C, Bliern (Fat Mea) Seing Year 27th

236 Lott in the Night—Charles Brown (Merry Christmas Bab) Swing Time 238 Merry Christmas 238 Merry Christmas Bab—Charles Brown (Lott in) Swing Time 238 Dio Time Shaffir Bigs—L. Glenn Fyton Unit Glenner's Prayer—I. Futbon-L. Glenn Cold Times Shring Time 237 Simer's Prayer—I. (Futbon-L. Glenn Cold Times) Shring Time 237 Somethy—Bag Charles (11th Oa) Swing Time 239 That Allift the Way to Love—Mabel Scatt (Google) Swing Time 239 Traving Time 239

Customers, This Is It LARRY VINCENT'S Record THE PLACE WHERE I WORSHIP

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ARTISTS. WRITE FOR FREE COPIES

WALLO MUSIC PUBLICATIONS
1301 "C" St., N.W., Washington S, D. C.

A navelty man for your December program 60-69-62-64 CAN'T YOU GIVE ME SOMETHING MORE THAN LOVE DARLING



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Sheets, 100, 63 50; 200, 85:00 Pro-nal Copies, 100 copies, 63:00 per pade: of larger quantities. Orchestrations—

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AMOS MILBURN

BAD, BAD WHISKEY
I'M GONNA TELL MY MAMA

CHARLES BROWN

AGAIN I'VE MADE UP MY MIND

LIGHTNIN' HOPKINS

SHOTCUN BLUES CALVIN BOZE

LIZZIE LOU

AL 3066

AL 3068

AL 3063

AL 3065

laddin

Outselling All Competition 2 to 1

AMERICA'S IT TEAM TOGETHER AGAIN on Sovoy \$764

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"WEDDING BOOGIE"

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ocess will give you up to 6 minutes' playing time on each side a 10" record, and can be played in any conventional phono-ocider too big or too small. For further particulars write

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	Shellac	Vinylite	45 rpm	Shellac	Vinvlite	45 rpm
FROSTY (CROSBY, AUTRY, ANY OTHERS)	.\$.54	\$.74	\$.54	CINDERELLA	\$2.58	\$2.02
RUDOLPH	54	.74	.54	HOPALONG CASSIDY	2.21	1.83
MAMA, WON'T YOU BUY A ME A BABY BROTHER	54		.54	CROSBY MERRY XMAS-DASSO	,2.00 (LP)	2.46
HOWDY DOODY		1.66	1.44	PERRY COMO XMAS 2.00		2.46

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Fidelitone Needles -50s List Prico-Card et 24	13 Speed Decra Radio Webster Changer Combina	Russ Columbo-P95 4.00 List 1.75 Your Cost Sentimental Date With Come-P187 4.00 List 1.75 Your Cost
\$1.00 List Prico11 to gerton 5.40	Hon in Carrying Case	Clane Miller, Vol. 2-P189 4.00 List 1.75 Year Cost
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. \$1.50 List Price-12 to cartes \$10	Prices upon request.	OTHER ALBUMS AT SIMILAR PRICES

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JAMAICA, N. Y. **OLYMPIA 8-4013** 1

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record led DAY-Victor, and PERCY FAITH-(olumbia

THE BILLBOARD Music Popularity Charts

• Record Reviews

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

How Ratings are Determined Security or raise loss emiss. (2) memis, (2) as so lines solve for distributions, (3) top retailers, and (8) for operations

the Categories of the reasonable contact that may be street by a recers to of the stee categories postered; some categorie

ARTIST LABEL AND NO. COMMENT



POPULAR

RUSS CARLYLE ORK 1The Mellolarks J
Come Live With Me
CAPITOL 1829—Curry wheets a Como ish style to dambling in
the few markle of in attractive balled serie up attractive
cannot clybe of Sammy American 69--72--68--68

Siferor imparty state

DORIS DAY (C. Siravo Ork)

16 I Ware a Ben

COLUMBIA 19033.—Pinn impairm turns from the "Guy's and Deliss

Keer is come secondarily by Berls with a certhropia verificing dates.

Your Siravo II have scores, so still this maring.

The Never Bean in Love Before

Wonderfully condition redition of one of the top Datlace from

Nour and Delis' could used the force on its aby bridges.

The Property of the Committee of the control of the property of the control of the

Silver Bellt
Demming tables Christmas ditty trops the "Limpin Drop Kill"
Blette in dobt up delipertuilly by Dorn with real pre-rhouse welltage.

IOHNNY LONG DRK. The Clee Club?
Laver Come Back To Me
Killio. 150-68—1-ong puts the
Killio. 150-68—1-ong puts the
Showel or particularly relating fight for on and in collegate circles
Oon'r Whistle Till You See the Blue of Her Eyes
Glimmy Selbert 69--70--68--70

Elierton Sedar?

FRAN ALISON to Bergman Ork)

The Christmas Tree Angel

to 20-1920—One or the ever turstmas detriet has a interty appear
to appears likely to be successed to the field of other uniterial

Christmas in My Heart

Tendor reading all this columning seasonal ballac

Miss Allicon Torder reading of Little charming security projects whench and feeling in her tasteful rendition.

Love for Sale

CAPITION 1236—RESCOTS cree winds the progressive board to the
CAPITION 1236—RESCOTS cree winds the progressive board to the
prepare classes. Instrumental concentration and use of a bolesprepare backgrop enhances this one for correctors and fast

JUNE WINTERS (H. E. Peretti Ork & Chocus)

PERCY FAITH ORK & CHORUS sigh Ride

DOLUMBIA 19012—Rich colorful, escilling set choral reading pt
this Lercy Anderson greet which should cop a surge clause of
the Christians action this year. This disking figures to be one of
the maps amorecs.

EUGENE BARD (S. Fisher's Rhythmi)
Back in Your Own Backyard
HI fülk 315-Mordow gover seb. Thrush sings adequately,
backed by too globon and righting Harbor Lights

Littlery Class:
Same time mere, with success meate vocal replacing the thrush.

THE TUNE TIMERS (Ray Arthur Ork)

I'm Forcers Blowing Bubbles
HI TORG 317—Direct copy of the Artin Sham-Gordon Jarkins record,
hit, of course, nother feer as pood.

ARRY "THE HIPSTER"
The Women Song
MAG CIRCON 1922—Clover, officerer neverty debty is to seek onto
Crockins an privative by the massing offer. Special appeal bars, not
likely to attact prevail purchasors.
The Body and the Pup
Body melogy neverty, this there:

JOYCE INDIC (H. Celler Ork & Vocal Croup)

Typhody Clap Hands
WERGINV SSSM—Through pts vigor and animation fints picings of
a getthough proceedity, with hand playing isself out furious and whoseing

The Black Rose "Ingeleve" by the Bet of the same name, ditty's one of those name, faculting-with-ori-lately cooles. Gat sells N, and setting mocol

Plano Lesson Blues
NATIONAL 918—A rather involved screetly production number
Separt get the hard-hitting and smart treatment it would need to
sealer are interest.

ARTIST LABEL AND NO.

COMMENT



BILL LAWRENCE (The Chordettes-A, Blever Ork)
Can't Seem To Laugh Anymore
OCUMBIA 39072—The aretty jakeng Parter balled gets a good
ge roor Learner exits seat on and sexual backing
Time Out for Tears
The righth & Share (lit) of two years ago gets a few boot revival
80 - 80 - 100 - 1

ONY MARTIN (H. Rene's Ork & Chorus) for annuaburg v 20-3943—Lyre to the ettempt at an exotic ture is containing more segrable are libror curiously. Martin sings it beautifully

UB YINCENT

Altona

RING 15006—50-to place name diffty to enthurisetically projected
by Vincent inc cherus to an up shuffle enting, with louches of
them between recash. Gover up with thin material.

Only Want You To Love Me
Pressure worth betale has visibility elegibility; vincent does it

PORT THE PROPERTY OF THE PROPE

STAFFORO-CORDON MacRAE B Loose Ork) me in the Middle of a Riddle

CAPITO, 1)95—Spelled, say, sector reading at the filting walls
since he skyme promise. It been clicks the sizing should be
sized the big enters:

Tea for Two

The approximate due delivers a warm clear harmony lob on the eliste entire of the striff time of a new MacRae movie. A next catalog axis my to bot

SAMMY KAYE ORK (The Kaydets)

Ton Asaro must store to the Control of the Control could ferring on motivate costs

The Cambiller's Song
Gitjon comes off as a cross between Batch States and Ziggy Talent
as the effort to tear off a comedy dilty patterness ofter the old Fats
distret type of thing

I'm Living My Life for You (see new stress) to be new stress to more in an uneven reading of an astressive

The Gang That Sang "Heart of My Heart"

CAPTIOI 119—Storm's cree sets these with a present dance disking in the hills eith ensemble used as well is a Strong soil and harmony effort.

MAYNARO FERGUSON ORK

their two County of County

HUGO WINTERHALTER'S ORK & CHORUS

(Peter Hanley)

Cross My Hoare, I Leve You

V 10-1945—A rick, lilling treatment of a carrier and happy water
dity could prove to be a site unioner for Winterhalter.

My Bouquet

A lush new hallow in handed the tasseful and full ork-thoral skyling
of Winterhalter Should phease the guy's growing following

THE FONTAINE SISTERS—DICK CONTINO

THE FONTAINE SISTERS—DICK CONTINO

FORTAINE SISTERS—DICK CONTINO
Winterhalter's Drki
Ing-a-Ling, Jing-a-Ling
V 10-Seld-un-A teaping etching of the Diago, "Brown valley"
there bends the taients of the Fondards and Continu for fullest
apportunities of both with Welechialter's ork and thorus filling out
a satisfying use.

a satisfying job.

Sliver Bellow 1.

Flaintine, foliasy seasonal billian from the "Lemon Drop Kid"

Blazer is done practicity and appealingly by this batch of the takent.

One of the best readings of the sing.

RAY ANTHONY ORK (R. Daawville-The Skyliners)

All of Suddan All of Suddan 1.

RAY ANTHONY ORK (R. Deaswille-The Skyliners)
Where Do I Go From You?
CAPTOL 1396—Small, descable disaling of a pretty slow starting

DON & LOU ROBERTSON ON & LOU ROBERTSON

Longing
CIRAL BO317—Assamine topysiri Clear harmony duet of a pleasant
mod balliad could piet up attribited by merchandowd.

Town Creas and Paceful Resturbe

Another hanchone clear harmony perditing of a pretty new sing balled.

(Continued on page 86)

(Continued on page 86) Materiale protetto da copyright

= further recordin REMICK

All of the lively fanfare of showbusiness in a toe-tapping, ear-pleasing instrumental version of the amusement industry's most famous march*





Raph Flanagan's RCA Victor Recording of

The Billboard March"



*written almost 50 years ago and dedicated to The Billboard by composer John Klohr, this tune has become standard in many parts of showbusiness as "play on" and "play off" music,







MOONEY

and his Orchestra

I'LL NEVER BE FREE ${\cal J}$ to think you've chosen me!

78 PPM - MGM 10339 + 45 RPM - MGM K10839



LOVE LOCKED OUT / DON'T YOU KNOW OR DON'T YOU CARE

78 RPM - MGM 10840 - 45 RPM - MGM K10840



MAKIN' WHOOPEE! / DREAM AWHILE

MGM Non-Breakable 10844



THE WINTER WALTZ / I'M AFRAID TO LOVE YOU

MGM Non-Brankabia 10831



MOANIN' THE BLUES / NOBODY'S LONESOME FOR ME

78 PPM - MGM 10832 · 45 PPM - MGM K10832

* Very important platters



401 MGM RECORDS ARE BETTER THAN EVER...

THE BILLBOARD Music Popularity Charts

• The Billboard Picks

Is the op-next of The Biltheand most staff, records listed before are most thicly to achieve popularity as determined by every into best selling, most played on most leard features of the Chart

A EROSEV EMPISTRAS. Bing Drouty and Some Deca 27249
This does a natural be viewed in the processing Christians that beaters. Elegand bit lates and the lates

YOU'AE NOT SICK, YOU'BE IN LOVE. Perry Come-Finten Sisters. Victor 20:3945 a peliphtel Berlin song from "Call Mr Madan," based on the pattern of his "Simple Mistody," is direct us Brown by Cando and the pals. A those stooper, this this should be a his was recom-

TENUESSEE WALTE.

Pati der a ferlinglif doct eith hersell on this copyle of per-old country bit. Two, starting by an Emalor branch of sich copyle copy.

By an Emalor branch of tile on Cora, copils copyr and in the pop their an the result of the copy of the copyr of the

A MARSHMALLOW MODELD ... Varight Mouron Ork. ... Victor 20-3942

Vanish had Sis strice in the delivery of this florly canoually flavored bounce item. Should stack up to not of the top minners on the situa flitty. Ray Authorn's ork Fox sized a few stance resulting of the didty for Capital.

• The Disk Jockeys Pick

PICKS that have appeared for three conscistor seeks or three times within a lix-week or ind are not repeated below. Based on a weekly survey among them on what time disk jackeys think to-mo-row's

	The state of the s	
1.	1. IF I WERE A BELL	W Mercery 5500
2.	2. DID 1 REVENBER	
3.	3. HARLEM NOCTURNE	
4.	4. ONE ROSE	Wercary 5517
5	S. I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY Buildy Morris	owVictor 20-3947
6.	& THE BEST THING FOR YOU Perry Come	
7.	7. IF 1 WERE A BELLBirm Crosby	and Andrews Sivers, Decca 27232
0.	B. MOUNTY, WOA'T YOU BUY A BABY BROTHER	
	FOR WE	
9.	9. NEVERTHELESS	se Welcary 5495
10.	18. JING-A-LING, JING-A-LING Richard May	rs Mercury 5492

• The Retailers Pick

PICKS that have approved for three consecutive ejects or three times within a six-week parsed are not recreated below. Some discrete each secutive server arrows them on what time the record retailers think commonly in his with the

I. TO THEM YOU'VE CHOSEN ME	Mercury 5517
2 MARSHWALLOW WORLD	Mrrcury 5496
3. DH. BASE Louis Prima	
4. MARRYING FOR LOVE	
5. BUSHEL AND A PECK	
6. RAINY DAY REFRAIN	ing LombardeDecca 27202
7. STRANGERS Sammy Kaye	
B. GH. BABE	
9. THE BEST THING FOR YOU	Virter 70-3922
10 THERSTY FOR YOUR KISSES. Ames Brothers.	Coral 60300

• The Operators Pick

PICKS that have appeared for three consequence needs for three kidds within a list-need period are not repeated before. Based on a weekly servey among three on what the jobs box operators

	OH, BASE	
2.	TO THINK YOU'VE CHOSEN ME	Eddy Howard
3.	REYOND THE REEF	L'argaret Whiting, Jimmy Wately, Capitol 123
4.	NEVERTHELESS	.Epils Breifters
5.	LUCKY, LUCKY, LUCKY ME	. Enelys Knight Decca 2718
	THIRSTY FOR YOUR KISSES	
	LITTLE RED CABGOSE	
	WARRING FOR LOVE	
9.	RAINY DAY REFRAIN	.Andrews Sisters-Gay Lemeardo Decca 2020
10	MEVENTMELESS.	Frankle Laine Mercury 549

The Country and Western Disk Jockeys Pick

#ICRS that uspen for three consociative meets or three times within a stanced period will not be reported bettom. Based on a neetly survey among them so what the Country & Wistern Data markets that needless the mail her

ł	1.) NEED ATTE	WITTON BAG	Ereest Tuss	Dress 4626"
١	2. DADOY'S LAST	LETTER	Tes Rittes	
ı	3. NOBBOY 5 10%	ESOME FOR ME	Hash Williams	MGM 10832
J	4. WELL DH WEL	u	Mege Mulfican	King 894
	S. GEE BUT IT'S	LOVESONE OUT TONIGHT	Al Ropers	WGM 18816
	6. BEYDND THE	WEEF	Margaret Whiting-Jimmy V	Pase Capitol 1234
1	.7. DON'T BE AFR	AID TO LOVE ME	George Morgan	Columb a 20741
1			Floyd Villman	
	9 THREE LITTLE	DWARFS	Stuart Hamplet	Celombia 20754
	10. NOANING THE	DUBES	Hash Williams	

MAIL IT NOW! If you have not pet mailed this week's per-



"I'VE NEVER BEEN IN LOVE BEFORE" MGM-#10825

"I'M SO CRAZY FOR LOVE"

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



"BE MY LOVE"

"ONLY A MOMENT AGO"

"THE SHOW MUST GO ON"

"YOU'VE GOT ME CRYING AGAIN"

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PERSONAL MANAGEMENT

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Music Popularity Charts THE BILLBOARD

MILLION * DOLLAR BY HELEN HUMES

FREE FREE FREE
DISK JOCKEYS—COIN OPERATORS
"I Still Feel the Same
About You" "River of Tears" HAINHOW RECORDS



Advance Record Releases

Alatarna Jab lee-M punier & His Disletand Band (Caution) Mer 5528 Alaska J. Marris (Your Birthday) Horace Heidt MS-1053 All for Young Charge (May 16)

MS-1053
All for Ven-LE, Shvita (Now Weele) Bellet (1902
Anna Perkar-The Porzot Bugsi Mullen (1902
Anna Perkar-The Porzot Bugsi Mullen Sistem;
(Sweet Petania Coi 46063
Are Yan Amoder's Sweetheast*—Dick Jungeon
(Challe Tails Coi 39026
Alteriat's Foot-Ell Dubb Ovinice (Surgery)
Signaters 201279
Automa in Mey Vork—Jo Stefford (Actume
Leaves) Cap 1246
Automa Leaves—Ray Anthony (Mr. Asthogy's)
Fig. 1280
Automa Leaves—B. Microte Ort (Strangers) V 203946
Automa Leaves—B. Microte Ort (Strangers) V 203946
Automa Leaves—B. Microte Ort (Strangers) V 203946
Automa Leaves—S. Stefford (Automa Int. Automa Leaves)

Watrimeny Sang-J. Saunde (Fishing) Signature 15288

I Made My Methor-do-Land Chart Come Home for Chitamas—Marting "The Highest"—(Cambber's) Madereger 1021
If Were a Berlin L. Land Cliffs Same) Mc68 10062
Iff Kinam—G. Eckstime (I've Never) McMn 10025
Iff Constant Cliff Mills And Interest Cliff Mills Mi

Materiale protetto da copyright



Music Popularity Charts

The Honor Roll of Popular Songwriters By Jack Burton

No. 76—ARTHUR SCHWARTZ

PERTINENT DATA ON SONCS AND SONGWRITERS

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

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

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

In listing of recordings no so-called collections.

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

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

degrees from Columbia in 1221.

Add a Phil Beta Kappa key and a New York Public School teacher's certificate to this array of sheepskins, and you have in Arthur Schwartz the most erudite of all songwriters—the Professor Einstein of Tin Pan Alley. What makes his saga even more unusual is the fact that, while he taught himself to play the piano and worked as a pianist in a movie house to help defray the cost of his college educatior he had no intention of making a career of music until he was 28 years old.

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

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

As a result, Arthur Schwartz was ready to give Broadway a battle when he turned the key in the lock of his law office door for the last time in 1929, And it was a winning battle from the very first round, since the music he wrote for the First Little Show not only earned him an American Socety of Composers, Authors and Publishes (ASCAP) membership but a commission from Julian Wylie, the English produc

SONGWRITERS COMING UP!

MILTON AGER

MILTON AGER
beequent Issus The Billboard
WIII Present
COM CONRAD
BILLY ROSE
HARRY WARREN
HARRY M. WOODS
ALLIE WEUBEL
RAPH RAINGER

ARTHUR SCHWARTZ'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Poplar Songs

FEYF
Living by Hourd Dietz Remick Busic
Composation. This stop has laterolaced
on the radio musical serial, "The Gibent
Family."

A Religiberhood Filiances review
Constituted on page.

POPIER DUNIEN

1923—BALTIMORE, M. D., YOU'RE THE
ONLY DOCTOR FOR MC
Lyric by Ell Dunian. Edward B. Marks
Minks Deposition.

1934—HOW HIGH CAN A LITTLE SIRD
FLY?

Samble Marks

ALL LARISS MISS HAVE A TURNING

TOPING FOLLES

(Continued on page 44)

both sides of the Atlantie — the Co-Optimists, and English revue, and The Band Wagon, which en-joyed a New York run of 260 per-formances despite the depression and packed 'em in on the road.

and packed 'em in on the road.

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

After adding At Home Abroad

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

RECORD BIZ HEADACHES?

PROCESSING PROBLEMS

RECORDING PROBLEMS

PRESSING PROBLEMS



RECORDING

PROCESSING

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(Assiliable on the following records: Ducca
23949, Dick Maymes and Hoten Ferrest;
Deca 24053 in A-1930, Ted Straeter

Music Popularity Charts

• The Honor Roll of Popular Songwriters

Continued from page 43 cast headed by Albert Carell a Deagcratte, Marris, Inc. A LITTLE IGLOO FOR TWO Lyrics by Agnes Mongan SF YOU KNOW WHAT I MEAN Lyrick by Theodore Geodelin a Carell.

Carroll, POLAR BEAR STRUT UNICE TOM'S CABIN Lyrics by Agnes Morgan

Lprics by Agnes Morpan

GOOD BOY

A missical comedy with a cast headed by Effer Shannon, Sem Hearn, Charles Buttamonth, Eddle Bizzell, Dan Healp, Naten Kane and Borina Miggelpts. Aprice by Otto Harbach. Marma, Jess.

YOU'RE THE ONE

1928-THE FIRST LITTLE SHOW

FIRST LITTLE SHOW. This cut the pattern for the intrinsice reme, and had its general in a series at
Seculys lister to concerns stored by James
B. Pond and Tom Weetherly at the 5-liman, Thuster, New York. Width the exrection of Clitton Weed, the cast as
warning applicable Deere Wilman, the profocet, any made up of commantive anabovem that included Fired Allen, who
had them demic possibilities in a Proadacy Flegy. "Challedon"; Lillip Merlman, a
turch single-recruited from Targ's speakmay; Popy Coefficial and Better had,
while Raigh Rainger and Adam Carrelli
are featured at qual plane the archestra pit. Book and Syrick by Hossied
Detec, Harran, John.

I GUESS I'LL HAVE TO CHARGE MY

COUES I'LL NAME TO CHANGE WITH AND TO CHANGE WITH A MAINTENAME CONTROL OF THE CONTROL OF THE COUNTY PROPERTY OF THE COUNTY PROPERTY CAPACITY OF THE COUNTY PROPERTY PROP Lyrics by Low Leverson WHAT EVERY LITTLE GIRL SHOULD KNOW

Eyeics by Henry Means.
THE THEME SOME
OR WHAT HAVE YOU
OR WHAT HAVE YOU
MOANIN' LOW MDANIN' LOW By Howard Dietz and Ralph Poinger, EART WE BE FRIENDS?

By Paul James, this puradonym of a New York baseer, James Warburg, and bis sife, Key Swift. CAUCHT IN THE RAIN

by Moure Dist2 and Henry Selliste.
A MUT IN MOROKEA
By Horman Hepfeld
STICK TO YOUR DARKING, MARKL
By Charlette Kent.

By Charlette Kern.

PRINCESS CHARMING
With Albert Stream. A musical cornely
acts took and lynks by Jack Denahu
history. Evylya feroset and Robert HalliTABLE A LETTER 10 THE KING
PALAGE OF DREAMS
THE PAINTES ON
FLE BE THERE
TRAILING A SMOOTING STAR
HERE IS A SWOOD
ONE FOR ALL
YOU
PLL NEVER LEAVE YOU

PLL NEVER LEAVE YOU

YOU
I'LA NEVER LEAVE YOU
WHACS OF THE WORNING
I LOVE LOVE
Dy Walter O'Keele and Robert Dolan.

THREE'S A CROWD
Book and lights by Howard Dietz, and
presented by a cast headed by Lilling
Helman, Tamura Gesa, Fedi Allen, Clifton
Webly, Fred MacMurzay and Atan Janes.

erchestrz, Colembia 37909 is C-155, Badde Charl, Victor PKZP6G is P-10Z. Helian Morgan.)
Helian Morgan.)
The Monett I SAW YOU MIGHT AFTER HIGHT THE MORETT I SAW YOU MIGHT AFTER HIGHT THE CALIFORNIA COLLEGIAMS RIGHT AT THE START OF IT FORCET ALL YOUR BOOKS by Monet Green Charles School.
By Monet Green Charles School.
By Hony Myres and Charles School.
Go Ed Neyman, Robert Sow, Frank Egitin and Johnne Green.

THE SECOND LITTLE SHOW

-THE SECOND LETTLE SHOW
ext and bytes by Nector Debt, and
preserved by a cert insecte by Taphaniza,
Jay E Figure, Sovie Graften and Al
Tranan. Marma, Inc.
LUCKY SEVER
NEW REW YORK
SWINK YOUR TAILS
FOOLISH FACE
WHAT TAILS
FOOLISH FACE
WHAT A CASE PYE COT OR YOU
GOOD CLEAN SPORT
MY INTUITION. MIR INTUITION
LONELY HEARTS' BALL
I STARTED ON A SHOESTRING
SING SOMETHING SIMPLE
By Merman Numfels

SING STREET STATES.

SIN PERSON PROGES.

THE BAND WAGON

BOOK by George S. Kashman, sprick by
Meaned Dott, and star-by Fred and
Adele Asidire in a Left that vachwer

Frank Alorein. Tillie Lorch. Philip Leek
and Holes Repeivelt., Harrin, LOR Christianio on the Instinuing recently. Var18y 153, Percy Farix, Decca 28184. In
A-293, Rep. Leenon preferror. Cohemila.

4-293, Rep. Leenon preferror. Cohemila.

55038. Morten Caulifus, Decca 29572. In
Sept. Victor 10-1938. Elabort. Samp1940. Morten Caulifus Decca 1958. And

50038. Morten Caulifus Decca 1958. Price In
Social. Mark Warrow orthostra; Lorden
349, Felia King; Mercury 1056. Jan Aumittil.

Mew Sin Na Her Sicy.

349, Felix King; Mercury 1056, Jan As-marti NEW SUN IN THE SKY! LOVE LOUISA (Avaidate on Decch 24058 in A-1931, Ray Benson orchestra.) NEW AND LOW DOWN

HOOPS SWEET MUSIC WHEN THE RAIN GOES PITTER-PATTER THE FLAG

THE FLAG
FOR DEAR OLD MECTAR
A NICE PLACE TO VISIT
CONFESSION
BISERBLE W YOU AG
WHERE CAN SHE BE'
THE BEGGAR WALTZ
WHIVE MEAT

1932—FLYING COLORS

FLYING COLORS

Book and lyrics by Browned Dietz, and severated by Lotal house by Citition which. Charles Butternorph, Philip Look, Body Esser, Tamura Gase, Patty Kvilly and lengther Cock, Marrin, Int. ALORE TOECHTA Patty Kvilly and Lengther Cock, Marrin, Int. ALORE TOECHTA PARTIES (Assemble as the following Decks events 240-b). But 1952, Camera Casalinac, 24197, Camera Casalinac, 24197, Camera Casalinac, 24197, Camera Casalinac, 24105, Camera Casalinac, 24105, Camera Casalinac, 24105, Camera Casalinac, 24105, Camera Casalinac, Victoria, Vic

VICTOR (136.581) IN G-28, %a methodizal in G-

MOTHER TOLD AE SO

"ENVENCE WITH MUSIC

A "muchal caredy, based on the Spanish
hort story classe," "There Conversed Mat."

mith basis and syncia by Howard D'etz and
presented by a cast heapen by Laby
Holman, Illia Dhere, George Matass and
Charles Wilmanger, 4synce, lise,
YOU AND THE MIGHT AND THE BUSIC
Classifiable on the following secrets' Capital

2007, BED of, Busic's Cote, sensor,
12 2073, "Be by Minimar Lindon

16 12 2023, "Men By-rimane Lindon

17 TARKE IS SOWEDNE LOVELIER THAP
YOU

IF THERE IS SOMEONE COVELLER
YOU
WHEN YOU LOVE ONLY DIMEMEYER MARRY A DANCER
IN THE MODINDAY SUM
THAT FELLOW MANUELO
HARK IF OVER
MARYA THERE SAID
MY FATHER A WHILE
IF THE MINDRE OF THE MIGHT
WAND FRING HEART
WAND FRING HEART

WANDFRING HEART

AT HOME ABROAD

Book and lyrics by Howard Sietz and
presented by a cost headed by Bestrice
Lillie, Ethir Waters, Ekanen Fowerti, Paul
Haaken, Herb Williams and Leeie Fay, Jr.
Chapell & Company, Ide.
LOVE IS A DANCING THING

GOT A BRAND NEW SUIT
GET AWAY FROW IT MAL
THAT'S NOT CRICKET
MOTENTEY POTENTATE
FAREWALL, MY LOVELY
THE LADY WITH THE TAP
THEFE IN THE MIGHT
GET YOUNGELF A GEISMA LIRL
During the rendition of this song Recillie interpolated the them-sloping limit
"It's bottler with your sheet ES."
ON, LEO
DEATH IN THE AFTERNOON
—VIRCINIA"
Preview production at the Radio City
Center Teater, with a cock by Lemenus
Stailings and Owen Davis, ipvice by Albert
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by Gene Lockmart, And Rock, News
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WE AND I KNOW HOW SWEET YOU
AM
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I SEE YOUR FACE OFFORM

I SEE YOUR FACE OFFORM

ANGINER OF THE HOPMING

AFTER

DOWN TO ANALY, BONSIEUR

EXPERIENCE

EXPERIENCE EXPERIENCE
FIVE OFCIOCK
THE COCKTAIL
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FLV BY NIGHT
FLV BY NIGHT
FRONT PAGE NEWS
WHY DID YOU DO BT
CELLINI COULDN'T SAY NO
EX MYSTEL
GAVAINABLE OF DECA 25619, Suby Nog

PR AGAINST SHYTHM

Continued next toesk





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department the idea of signing Betty Hutton, largely on the basis that Hutton would do the Madam album if Decca wouldn't release Merman. As far as girl singers are concerned (show album considerations) RCA Victor needed Hutton like the well-known hole in the head.

mutton like the well-known hole in the head.

The canary line-up on the label is as follows: Dinah Shore, Mindy Carson, Fran Warren, Polly Bergen, Lucy Ann Polk, Fran Allison, and the recently signed Cathy Mastice, in addition to la Hutton. This makes eight chirps and multifaceted artists rolations problems in the fem department. The maneuver, as it turned out last week, proved all in vain. Miss Hutton on the West Coast, and involved in film and other commitments, refused to do the Madam album. The job was then tossed to Dinah Shore.

Berlis Not Happy

tossed to Dinah Shore.

Berlis Not Happy
Latest, reports are that this move has met with no enthusiastic reception on the part of Irving Berlin, who wrote the score. While Berlin, naturally, considers Dinah the great singer she is, he just does not feel she's a show-type performer. This has created a somewhat unhappy relationship with the composer.

somewhat universely with the composer.

The Madam operation has been marked by similar untoward incidents almost since the deal's inception. An entire NBC production crew, for example, went

Flanagan Writes

to Boston, while the musical was playing a break-in there, with the idea of broadcasting the show, or tunes from it, from the try-out town. When the crew got there, it turned out that no one knew about, or was prepared for, a radio broadcast, so it never came off. Tunes from the show were broadcast from New York, with Perry Como and Mindy Carson assigned to the job. Mindy, however, didn't receive notification from Sacks in time to make arrangements to do the show, so Rosemeary Clooncy, a Columbia recording artist, was recruited at the last minute to full in. There was considerable chuckling in the trade over the fact that RCA Victor, with eight girl singers on the label (not counting the all-girl Spitalny ork) had to call on a chirp from a rival label to do its Mudam broadcast.

Kiditties Bullish

· Continued from page 20

• Continued from page 20 records to come out in March, altho the pic won't break until August.

The diskery has also made a package deal with Famous-Paramount thru Harry Fox for special licensing of Popeye the Sallor, Little Ludn and Little Audrepubletes of Paramount cartoons. Deal includes any material based on the new character, Casper the Friendly Ghost, subject of 10 cartoons to appear in 1951. Other deals have been made with Warner, Hill & Range, Leeds, Ben Bloom Music and the Howie Richmond firms.

One disker, citing the recent

larity. He points out that what is good for the industry as a whole is also good for Finangan. Every new name, he says, is an assist. Therefore, Woods and Hendler signed Morrow with his —Finangan's—heartiest endorse—nent. "Everything that gets the juke boxes all steamed up creates an excitement that reflocts to every division of the industry."

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I KEMP with Billy Strathers-leheny Hodges Seatel

O THE GREATEST THERE IST and HELLO, LITTLE BOY Mercer Records' New Blucs Star CHUBBY KEMP with Billy Strayhorn-Johnny Hodges Sextel M-1950 THE GREATEST THERE ISI and HELLO, LITTLE BOY

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on the record no disk jockey played. Or the girl who sang tike a lark, but so what. Or the dancer whose torso shook but no second look,

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IVE YOU Heard

at the top (they oughts kinc.)
Have You Heard
Inst it you raid the trade papers, of
ingo or on "gifaragers," a turne pike
Raines's Lemdon waiting has a sit J it
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the grapeter! (tocky gal, she's marrie
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ADAM RECORDS, INC.

Abbey Diskery in Throes of Switch
NEW YORK, Oct. 28 — Abbey Records, Inc., was reorganized this week with Peter Doraine and Gene Novello buying out partner (C. C. (Kelly) Camarata, Doraine and replaced Camarata as president, week vacation.

London Shifts Aid Speed in Sales, Talent

NEW YORK, Oct 28. — London Records last week accelerated both its sales and artists-repertour programs with several additions and shifts. Walf Maguire, former sales manager for the Kayler Company, London's Philladelphia distribution, Joined London as std to Joe Delaney in the sales and promotion set-up.

Herb Goldfarb, formerly with Mutual Distributors, the diskery's Boston Jobber, took over as sales manager of London Record Sales, factory-owned distrib branch in New York. Jack Blumenthal, who held the latter post, has moved over to take complete charge of production and warehousing. A new distributor, Music Service Company, of Great Falls, Mont. took on the line in that territory. Delaney, head of both a and r. and sales departments, signed work for her first Loudon date Thursday (26). Miss O'Day, who has sung with the Gene Krupa and Stan Kenton bands, recorded most Thursday (26). Miss O'Day, who has sung with the Gene Krupa and Stan Kenton bands, recorded most recently for Signature. Her London deal is for one year with a one-year options, and calls for a minimum of 12 sides per year. Her initial coupling. Temnessee Waltz and Yeah, Boo, will be released immediately.

Delaney also closed the long-ruited deal with pianist-orkster Bill Snyder. Snyder's deal is for one year with a one-year option, and a minimum of 16 sides annually. His first London date is skedded for November 13.

Krupa Southward

701 Seventh Avenue, N. Y. C.

Gene Krupa headed south with his band last week for a sixweek tour. Maestro's itinerary includes Clemson (S. C.) Colege, November 3 and 4; Wilmington, N. C., 6; Florence, S. C., 7; Green-ville, N. C., 9. Fellowing more dates in the Carolinas, Krupa will trek to Georgia, Florida and Tennessee.

AUSSIES LOOK FOR SYMPHONY

SYDNEY, Oct. 28.—Prime Minister R. G. Menzies has announced that as part of the Commonwealth jubilee celeannounced that as part of the Commonwealth Jubilee celebrations next year a prize of \$3,250 will be given for a competition for the writing of a symphony to commemorate the oceasion. The symphony could be written by any British subject and must not exceed 40 minutes playing time. Final judging would be carried out by three noted overseas musicians. Entries will close June 15, 1951. The announcement has aroused tremendous Interest in musical circles here.

Pitt Disk Jock in Three-Way Stretch

PITTSBURGH, Oct. 28. — Al Nobel, local disk jockey and former singer with the Carl Hoff and Hall McIntyre orks, fanned out in all entertainment directions this week when he signed an exclusive part with Adam Records, and inked a year's agreement with the Wilsens Jewerly Company for his services on radio and TV. Wilkens stated that Nobel had signed a year's contract, with the company retaining rights to his exclusive services on radio and TV and with the privilege of okaying all outside engagements. The firm also announced that two shows Nobel now has on Station KQV would be dropped by Al in February when his contractual obligations expire. This places Nobel in an enviable position, since he will make the Wilkers amateur hour interest the Wilkers amateur hour interest the Wilkers amateur hour uons expire. This places Nobel in an enviable position, since he will emsee the Wilkens amateur hour simuleast this year, and this show will be the first hig one to be tele-vised from the new studios of Pittsburgh's only video station, WDTV.

PROSPECTS

S. America Not Ready For LP Disk

• Continued from page 14 tol Records firm. Also in the top six are Elite and Copacabana. The former imports Swiss Elite disks and the latter produces its own platters.

A Wide Range 80 78 r.p.m.

The country's 80 78 r.p.m. presses are divided between Sao Paulo and Rio. De Jameiro and range in vintage from 1922 presses from the original Brunswick plant in the United States to the latest model Watson-Stillman.

Several diskers have sent engineers to the States to study the production and availability of both 33½ and 45 r.p.m. equipment. The few LP disks imported sell for about \$17.50 for a 10-inch record. Disk dealers in Brazili operate much as American retailers, using the same display, demonstration and selling methods.

The big native tunes are invariably those introduced during the February earnwals season. Native sambas lead the field. A 30,000 sale of a disk is considered good, tho a few platters have sold 130,000. Among international disk favorites working here now are Suzy Solidor, John Paris and Charles Trenet.

The radio manufacturers turn out about 400,000 receivers a year. Most are manufactured in Sao Paulo and by assembly of imported component parts or imported sub-assemblies.

Publishers Plan \$1 Kidisk Package

NI Kidisk Package

NEW YORK, Oct. 28 — Simon of Schuster, producer of Little Golden books and records, both of which sell at 15 cents per unit, is working on a combined package plan to sell for 31. So for Little Golden topper Arthur Shimkin has plotted three record-reader releases, each to lacitude three six-inch disks and the complete book. First issue will be Alice in Wonderland, based on the forthcoming Wait Disney cartoon flick, and featuring six songs from the score.

Idea of the 51 unit is to solicit metchandising effort on the line by regular disk deslers. Latter have often shown apathy to lower priced items.



King Record 897

PICKED BY DISC JOCKEYS AND DEALERS **EVERY WHERE**

REMEMBER we're tell-ing you the hottest record in West Virginia and spreading like wild,

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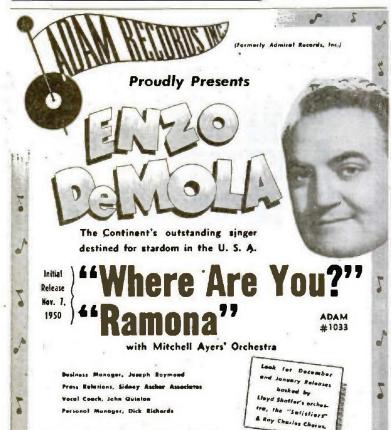
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TRY OUR SERVICE AND YOU WON'T USE ANY OTHER UPTOWN MUSIC ONE-STOP RECORD SERVICE



NIGHT CLUBS-VAUDE

BLOSSOM'S TIME GROWING NEARER

NEW YORK, Oct. 28. — Blossom Seeley will do a series of personals preceding her flicker for Paramount, based on the story of her life, shoot-ing of which will start next week.

week.

The p.a.'s will primarily be for purpose of promotion. Benny Fields denied he would play the piano. Betty Hutton will play Miss Seeley in the flicker and Tony Martin may do Benny Fields.

LIFE AT 10%

Agent Makes 'Find' in His Own Garden

NEW YORK, Oct, 28.—Guy Raymond, signed to Music Corporation of America (MCA), complained that for weeks he'd been trying to see one of the agents there, with no success. All he got was: "Too busy—can't see you today."

A few weeks ago he went on the Robert Q. Lewis TV show and was a solid hit. The next day the agent who was "too busy" ran into another MCA percenter.

"Did you see the Robert Q. Lewis show last night?" he asked. Agent No. 2 said he had.
"I hear there was a guy on there that was good. Do you know who he was?"

No. 2 said he did, and his name

No. 2 said he did, and his name was Guy Raymond.

"Guy Raymond, eh? I think we oughts get him. D'ya know who's got him or where we can reach him?"

"Uh-huh," replied the other, "If you look on our list, you'it see he's been signed by us for the past few years."

Tootlers Get Pay Hike for Work in Cafes

New AFM Scale Calls For Raises All Along The Line to 802-ers

NEW YORK, Oct. 28.—Cafe shows will cost a lot more in the immediate future when the new scale for musicians goes into effect. New rates were voted upon by Local 802 of the American Federation of Musicians (AFM) and will 'call for raises all down the line.

eration of Museians (AFM) and will 'call for raises all down the line.

New scale will be \$125 per man, double for leader, as against \$109 now in effect. In addition to that raise, AFM is asking for time and a half if any band works over seven hours. All ops will also have to contribute 5 per cent of their total band weekly payroll to the AFM as a contribution to the union's welfare fund.

But if the ops are screaming in anguish, the actors union, American Guild of Variety Artists (AGVA), is also complaining. In their case the complaint is based on the AFM latest ukase that no band may play a show for more than a single hour in any show session. If the show runs over the hour, hand will have to get an additional 10 per cent of their total weekly salary in overtime.

AGVA claims that such a limitation on length of shows will cut (Continued on page 49)

FATHER IS A FRIEND INDEED

NEW YORK, Oct. 28.— Sonny Skylar, entertainer and songwriter, has been nurried three times. On his recent re-turn to New York he in-troduced his latest wife to his father.

"Any wife of my son is al-ways a friend of mine," re-plied poppa.

NEW BUYER

Frank Sennes To Op Miami

Capital Night Spots Head For Record-Smashing Biz

Friar's Fete
To Joe Lewis
Hits Snag
NEW YORK, Oct. 28.— The Friars' dinner to Jõe E. Lewis, set for Fridar's (3) may have trouble before it can even gtart moving. Show and dinner-bis a solid sell-out but difficulties arose when Henry Dunn, American Guild of Variety Artists (AGVA) topper, blew up in a huff.
Dunn, a Friar and also member of the entertainment committee, and the citerland tacilty agreed to accept \$250 from the Friars that \$250 for AGVA welfare fund to clear the show. When the entertainment committee, and the citerland the Friars that \$250 for AGVA welfare fund to clear the show. When the entertainment committee, and the citerland the Friars that \$250 for AGVA welfare fund to clear the show. When the entertainment committee, and the citerland to clear the show. When the entertainment committee, and the citerland tacilty agreed to accept \$250 from the Friars for AGVA's welfare fund to clear the show. When the entertainment committee, and the citerland to clear the show. When the entertainment committee met. Dunn blew his top about heave the content of the contrainment committee and the Friars that \$250 for AGVA's welfare fund to clear the show. When the entertainment committee met. Dunn blew his top about how the show was to run and march out of the room in anger.

The following day he informed the Friars that \$250 for AGVA's welfare fund to clear the show. When the entertainment committee met. Dunn blew his top about how the show was to run and march out of the room in anger.

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The following day he informed the Friars that \$250 for AGVA's welfare fund to clear the show. When the entertainment committee met. Dunn blew his top about how the show was to run and he march out of the room in anger.

The followore the room the fundament of the fundament of the fundament of the fundament of the

'IRENE' CATCHES THUGS ON JOB

TORONTO, Oct 28.—Masked with silk stocking, three thugs with a preference for Goodnight, frene, slaged a \$308 hold-up at Duffy's Tavern here last week. Just before the robbery. Honey Hines, featured singer, had been held prisoner in her dressing room, the manager's office, for 25 minutes.

While Honey was being held at gunpoint, she recognized one of the men. He told her she was right, "Three nights ago I sent a request to you to sing Goodnight, Irene."

YANKS IN PARIS

American Operators' French Clubs Click

between Equity and AGVA than AFRA. "Most of the current jurisdictional squabbles are between the series of battles is ahead for agents orga and the American Guild of Variety Artists (AGVA) as a result of a charge by the latter that at least one agent group is "not financially responsible and cannot control its members."

Latest friction occurred between the Associated Agents of America (Three A'a) and AGVA over a claim of 345 said to be due a performer for a show. Incident occurred during the summer. Arbitration was held and participated in by an AGVA rep. a Three Arcp and writnesses. Decision was that dough was due. Agent involved was Jack Fink, club booker. AGVA made demands on Fink which were ignored. It then made similar demands on the Three A's, and these too were ignored. It then made similar demands on the Three A's, and these too were ignored. It followed that up by a wired uitimatum. When the term expired action was taken.

According to an agreement reached by the Three A's and AGVA last summer, the former was to put up a \$5,000 bond to pay claims levied against its members. In the event any of its members defaulted, he was to be suspended by the org.

Late Friday (27) Sid Liepzig, head of the Three A's, appeared at AGVA offering the money, It was turned down and harsh words followed.

French Clubs Click

PARIS, Oct. 28.—With 300,000 American tourists passing thrup Paris during 1950, and 12,000 Americans living here all year round, a number of American night club ops have found the Davisiness. A quick survey revealed that over haif a dozen draw crowds varying all the way-from titled cosmopolites to rubberneck tourists, Each club has a personalty of its own, attracts certain types of clients and offers something special in the way of atmosphere. Of the four clubs caught, Brick Top is the swanklest, L'Abbaye, the most arty; Honey Johnson's, the most trylically American, and the Water Gypsy, the most original.

Brick Top in Montmartre is strictly a champagne spot. It has a 700 franc (\$27) minimum and operates from 11:30 p.m. until morning every night except Sundays. Club run by Brick Top on and off since 1964, does a class bit, Room has 22 tables and a capacity.

RKO-Army

Show Heads

To ETO Nov. 6

NEW YORK, Oct. 28.— The RKO-U. S. Army show will leave for Europe November 6, will play in our adegree countries and will country and the work of the club. The parents of the kids agreed not to complain to the police if the applianse were kept down. Educate requires no talking during songs and no audience participation. After middight the electric lights go off and candles are the club. The parents of the kids agreed not to complain to the police if the applianse were kept down. Educate requires no talking during songs and no audience participation. After middight the electric lights go off and candles are the club. The parents of the kids agreed not to complain to the police if the applianse were kept down. Educate requires no talking during songs and no audience participation. After middight the electric lights go off and candles are the country song and on difference and the properties of the particle of the

Stone and will consist of Jackie Bright, Bud and Cece Robinson, Three Edward Brothers, Ruth Davis, Appletons, Wells and the Four Fays- and one other act not yet signed. Show will play in Germany, England, France and Austria.

Preceding the departure RKO will run a special night at the Palace to give it added promotion value.

Idea is to play the acts, eight singly or as a package, when it returns to New York.

REP ORGS, AGVA

Drop Broadway
Take 31G

New York, Oct. 28.—A holiday-less week, only so-so flicks. Statement of the six theaters witer combo houses into a skid last week. Take for the six theaters was \$378,000 against the previous week's \$409.000.

Radio City Music Hall (6.200 seats; average S18,000). Redic Statement of the St

... The Langson



CHICAGO THEATRE

Det. 20-Nov. 2 Third Return Engagement? CENTURY THEATRE, Buffalo

Buffalo Courier says: "The Large dominate this bill with thritis ... climan foot - to - foot somersout is a topper."—W.E.J.M. PERS. REP.

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BACK FROM CALIFORNIA



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MUSIC CORP. OF AMERICA A

CANZY THOMPSON and **HIS FOUR BLUES**

JOLLY JOYCE

Vaudeville Reviews

Radio City Music Hall, New York

Capacity, 6.300. Price policy, 15 centa-42-40 Pour shows daily. House booker-producer, Leon Leonidoff. Show by Ray-mond Palge's house ork,

Pic, The New Miniper Story (MGM). Paul Ackerman.

Palace, New York

Capital, New York

Capacity, 4,627. Prices, 55 cents-61.56. bur shows daily: five, Saturdays, Loews hain booker, Sid Piermont, Producer, Allan-ee. Show played by Fupi Campo's ork.

This is one of the solidest shows

Ease Booker, Bild Piermoot Producer, Alleade Revenue Bayard by Progra Campo's oct.

This is one of the folidest shows house has had in a long time. It runt on ball bearings, has no lulis and every act does an outstanding job.

Bill started off with Pupl Campo prancing in front of his ork (20) to a typical Latin blaster. Frouter started with a straw hat and sport outfit; sidemen wore polks dotted contrasting shirts and dark pants. Later Campo switched to a plain jo jacket for his emsee chores.

Later Campo switched to a plain job, being the strain gashing ability build Orintal lads in a hand-to-hand act with some of the greatest tricks caught in a long time. Their hand-to-hand stuff is merely a starter. They build on it for neck-hold stands, full body twists and other equally sensational stuff. Applause was tremendous.

Luba Malina, stunning with her Las Vegas tan, set off in white gown, drew yock upon yock for her new material, virtually the same as caught at the Versailles (The Bilboard, May 17.) She's tightened it for theater dates with her stuff of the produce of the

Careful, tam. Pres peter, in contraction of the contract of th

Pic, To Please a Lady.
Bill Smith

BLAME IT ON THE MUSICIANS

PHILADELPHIA, Oct. 28.— B. S. Pulley, nitery comic whose humor is well known to be on the gamey side, cate-gorically denied shop talk that his routines closed cafes all generally denied shop talk that his routines closed cafes all over the country. In town with the Guy and Dolls show, doubling at the Little Rathskeller nitery, Pulley explained, "It want my fault. The bands played dirty music."

Shelvey, 4A's End Trial; Await Decish

WASHINGTON, Oct. 28. — The lengthy decline in nitery business, as reflected in tax receipts, appears to be slowing to a halt, according to a tax report by Internal Revenue Bureau this week. September collections posled a total of \$3,643,452—adip of only \$39,232 from the preceding September.

After some three years of substantial year-to-year decreases, the first quarter of the current fiscal year brought in \$10,657,313 in taxes on niteries, cabarets and roof gardens. The same period for the last fiscal year yielded only \$4,486 more.

more.

The good showing made in intery tax collections for September was in direct contrast to the heavy decline of about 44,800,000 in taxes collected on admissions to movies, legit theaters and sporting events.

HOWARD and WANDA BELL

OCTOBER 27

CAVALCADE OF BANDS' TV, N.Y.C.

(THE MAHOGANY KID) and his new pal Humphrey Higsby Dynamically Assisted by

IIMMY NELSON

America's Newest Ventriloquist Sensation!

See You Again on ED SULLIVAN'S TV "TOAST OF THE TOWN"

Sunday, November 12



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- Materiale protetto da copyright

Night Club Reviews

Persian Room, Hotel Plaza, New York

city, 275. Price pelicy, 23-23.68 Shews at 8.30 and 12:30. Owners, chain Exclusive booker, Merriel Publiship, 26 Seay. Salimated budget current shew, 33,800.

Capacity, 1,000. Manager, Karuid Kophar-publicity, Jeanur Dunawny; booking, non-exclusive. Estimated budget this abow, \$16,000. Sherry at \$130 and 11:30.

With a terrifle following built With a terrifle following built up by their appearances on TV, radio and the flickers, Dean Martin and Jerry Lewis are one of the hottest attractions in showbux today. Since the Chase Club opened in 1933, there has never been an attraction to rival the reception these boys got. In for seven nights, they played to packed tables, hundreds of standees and literally thousands of reservations were refused by the maitre dh.

Show noemed with eccentric

Show opened with eccontric comedy dance team of Leonard Barr and Marie Estes. Male showed a flair for comedy; gal, cute and shapely, made a nice foll for Barr.

a flair for comedy; gal, cute and bearing on the piano beach, reshapely, made a nice foll for Barr. flect the mood of her music to hold shapely, made a nice foll for Barr. flect the mood of her music to hold on for 80 minutes, and three were them of the Minutes, and three were them of the mood of the part of the old Palace days. Also standout were their anties with trumpet and trombone, a bit that brought block Stabile into their act. The ex-ork leader has been musical director and arranger for the boys for the past four years and deserves plenty of credit for a superbjob.

Able L. Morris.

Paradise, New York

Capacity, 900. Frice policy, minimum 83.86. Shows at 82.0, 12.00 and 22.30. Operator, Ralph Watkins. Booking policy, non-exclusive. Estimated talent budget for current show, 93,000.

the snow and acts had a grueing task to get it a up again.

Skill the formula is there; its execution was demonstrated before. What it lacked at the new Paradise was the old fare the zing and, perhaps, an attempt to improve on what was already proved. Mervyn Nelson, writer and director, is a lad with imagination. When he gels the cast back on its toes and drops some of his new trimmings, he'll have a sock show. Fletcher Henderson, working behind a serim, cut the show. Ned Harvey did the intermission mosic.

Ciro's, Hollywood (Wednesday, October 25)

Capacity, 463, Price policy, \$3.50 cover. Shows at 9330 and 13. Owner-operator, H. D. Hover. Press, Rogers-Cawan, Es-timated budget that show, \$3.500, Esti-mated budget last show, \$4.800.

Hazel Scott is equally as solid a nitery attraction as she is a pianist. She avoids relying solely on her keyboarding by converting herself into a visual act. Factal expressions, gestures and general expressions, gestures and general expression. Handicapped by a cold, she rarely chimed in vocally on a riff passage.

China Doll, New York

Capacity, 400, Price policy, \$2.50-\$3 minimum. Operator. Tom Ball. Shows at \$100; 20134 and 2130. Esciusive booker, Leonard Green. Estimated talent budget current show, \$1,500.

Plaza, New York

(Chartee) Colore III

The Work of St. (1888 as 1888)

The Work of St. (1888 as 1889)

The Work of St. (1888 a

Musicker Pay

The current show runs well, starring Chucho Martinez and featuring Edwards and Diane, Jane Scott, Guill-Gulli and an all-Oriental line with choregraphy by Ted out of work. Talks have been scheduled between AGVA and 803 of works.

turing Edwards and Diane, and with the number of performers and will put many of their people and will enter the with choregraphy by The number of performers and will put many of their people of work. Talks have been scheduled between AGVA and 802 to discuss the matter in an effort of work. Talks have been scheduled between AGVA and 802 to discuss the matter in an effort of work. Talks have been scheduled between AGVA and 802 to discuss the matter in an effort of work of an agreement in the scheduled between AGVA and 802 to discuss the matter in an effort of come to some sort of an agreement is according to the pleasant open face light in their three numbers. Their lifts are good, in ticks are flashy and dancing skilling the production. She are adapted and to work and the scheduled between AGVA and 802 to discuss the matter in an effort of come to some sort of an agreement. The number of performers and will put many of their people do to work and the following the pleasant open face in the production. She are producted to some sort of an agreement in the production in the production is sufficient to the production. She are producted between AGVA and 802 to discuss the matter in an effort of come to some sort of an agreement. The number of performers and will put many of their people do to work and the surprise and will put work and the pleasant of the production. The production is surprised to the the production of the production is a surprised to the production of the production o

American Nitery Ops Find Paris Good Place To Do Biz

Paris Good Place To Do Biz

• Continued from page 47
of the entertainment, talent is used only to substitute for Heath or Payant.

Honey Johnson and her husband, Herbert Gentry, together with a Frenchman, Albert Bidon, operate their club in Montparnasse with American songs and atmosphere. The tourists often come, its clients are mainly people working in Paris or attending school. Honey Johnson's opened in February, 1950. It has a capacity of 300 and operates at a minimum of 125 france (35 cents) for beer. Shows go on at midnight, but the place is open from 9 p.m. to 4 am. Show policy consists of a two or three-piece ork and singing, mostly of the blues variety. Honey Johnson does blues, Jane Hamilton sings standards and Quentin Foster does blues and show tunes. All the cutertainment is h American, tho a French word or two slides in now and them.

The Water Gypsy Club is on a lary houseboat on the Seine, tied and the scomplement reach obstitution and them.

durector and arranger for the boys for the past four years and descrees plenty of credit for a superior lob.

Able L. Morris.

SCENERY

Dye Drope, Flat Sen, Cycloraman, Draw Carlains, Operating Superior Carlains, Operating Superior, Mich (Stamber, 0, Mich (Mich (M

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Burlesque Bits

ROXY HART. who goes from its the new house singer at the the Fox, Indianapolis, to a second tour of the Jack Kane circuit at double the salary she received on the first, cabled flowers to George Bernard Shaw, convalescing in Luton, England, in appreciation for his styling her "The epitome of American beauty". Mana Ticatin is doubling between the parade girl line at the Hudson, Union City, N. J., and as a portrait painter in her own studio. Tom Patricola Jr. moves from the Gayety Detroit, of Mill Schuster's roadshow, winnie Garrett is in her sixth month at the Ha Ha Club, New York. Bob Lang, new comic on the Hirst Wheel, who made his stage debut as an operatic bartione six years ago, and his wife, Gayle Page, stripper with the same unit, celebrated their 12th wedding anniversary October 25 while playing the Troe, Phila. delphia. Phil Crawford replaces Nat Ormon as house sunger at the Hudson, Union City, N. J. November 5 when Oznon takes to the Fredit Struddway Shows, a carmbal company, November 4 at Bishopville, S. C., to play club dates thru the personal management of J. M. Cariez.

PRINCESS LAHOMA, whose family moniker is Oteka Lahoma Kalitayo Colavolpe, is a new featured strip in the East, She was a character terpist on the West Coast. Bernie Leighton local delicates in a local delicates in a new featured strip in the East, She was a character terpist on the West Coast. Bernie Leighton local delicates in a waitees in a local delicates in a waitees in a local delicates in the Fresion. Francisco. Tommy Levene. Francisco. Tommy Levene. Former come, booker and house management of J. M. Cariez.

PRINCESS LAHOMA, whose family moniker is Oteka Lahoma Kalitayo Colavolpe, is a new featured strip in the East, She was a character terpist on the West Coast. Bernie Leighton local delicates in a waitees in a local delicates in a local delicates in a waitees in a local delicates in a waitees in a local delicates in a local delicates in a waitees in a local delicates in a local delicates in a local delicates in a local delic

private parties in the Cincy area.

He's demanding, and getting, a substantial fee for his services, too.

Hocus-Pocus

of Magic and Magi

JOHN NICHOLLS BOOTH, clerist on Far Eastern affairs, is the author of a new book, "Fabulous Destinations," which hit the nation's book racks October 24, bearing a \$3.50 price tag. The Personal Book Shop, Boston, is conducting a mail-order pitch on the new works.

Harry W. Kessel, Irvington, N. J., magicker, has cooked up a novel and effective mailing piece that is going out to entertainment committees in his territory offering a complete "package" of his regular half-hour magic show plus a personal appearance of Santa Claus for the holiday season, the fee being \$35 complete for the works.

Rudy Lenser, popular Cincinnati trixster, who suffered a stroke several months ago, is mending nicely at his home, 276 Emming Street, Cincinnati, Magic friends are urged to drop him a line.

Russell Swann now packs his show, including his brunet-looker assistant, June Nolden, into a new Cadillac sedan.

Lew Gerber is still working theaters and cluts out of St. Louis, where his new bride is winding up a college course.

Bob Netson, of the Netson Enterprises, Columbus, O, this week begins distribution of his latest catalog, this one bearing the number 23, which Bob says is the finest he's issued in his nearly 30 years in the business. His Buyer's Guide and Supplement to the catalog will be ready late this week, Fee for the catalog and guide is 50 nennles.

Anew name in the Cincinnati magic field is Vern A. Hariman (Na-Aub), a young man with a sharp turn and a knack for selling, who is rapidly building himself an JOHN NICHOLLS BOOTH, cler-enviable reputation at clubs and

AAA RECOMMENDED SLEEPING ROOMS & SUITES

Capital Night Spots Headed For Record-Smashing Biz

• Continued from page 47
Louis Armstrong due later. The
Merry Land bid a temporary farewell to Pearl Bailey and is now lining up names of comparable

Once strictly a dance spot, the Lounge Riviers at Hotel 2400 has added a pair of vocalists. Lois Agee and Sandra Stahl, and Roberta, mentalist The Windson Room once a folksy community sing spot, now has a string of entertainers headed by the Voca-lovel es.

Mulling a switch to a big show policy is the quiet Cocktail Lounge at the Dupont Plaza. Meanwhile, organist Ida Clarke resumes after

Success of the Dixieland jazz policy instituted at the Charles Ho-tel by Willis Conover, WWDC disk

tel by Will's Conover, WWDC disk jockey, has other operators thinking of trying it out. The non-segregation policy of the spot, however, is unlikely to cateh on in Jim Crow Washington.

Intimate clubs plan to continue as usual, it's C. J. Holly singing at the King Cole Room, and King Cole graduate Dona Mason at the Colony. Cafe Caprice continues with piantist Martin Rocklin. All three clubs are noted for lengthy holdovers of talent.

Extra Added

Brief, but important night dub-vaudeville news

New York:

Carl Brisson and Lias Kirk get the Waldorf-Astoria's Wedgewood Room, starting November 30... Jane Harvey will be on the open-ing bill at La Martinique with Noonan and Marshall. The Billy Williams Quariet will fol-low the Weavers into the Blue Angel.

He's demanding, and getting, a substantial fee for his services, too and substantial fee for his services at he can do for substantial fee for his peep for heater. Baltimore, Thursday (2), his fourth engagement at that house. The Normal Shove on the next command breath on the proformance at the London Palladium. Jane Froman broke the record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how how he record in attendance at the Persian Room. Jane Morgan how how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he record in attendance at the Persian Room. Jane Morgan how he r

his entire TV column in The Baltimore Sunday American to a highly favorable review of Christian topher's tele show. Raynard is sojourning at his Mansfield, Mass., home, readying a new turn to present before G. It's at army to present before G. It's at army to present before G. It's at army temps and hospitals. He was ence caged in special service work in World Wart L. L. C. Rob. G. Collins was married at Richmond, Ind., October 22 to Mary American and spot of the Strategy and the Middle Ind., October 22 to Mary American Intellectual Collins has resumed with his mystery formed and spook opey at private clubs, as resumed with his mystery formed and spook opey at private clubs, and the strailer was badly dailed west. Collins lose a night show ween this trailer was badly dailed when it turned over pear that city. Chical ward, a feet that city. Chical ward, a feet that city. Chical wards of the seed of the New Kelst.

Is shown that the seed of a light of the seed of th

Long-bill floorshows continue at the Lotus, Casino Royal and Club Kavakos. Bill Kavakos, who runs the last, has apparently abandoned his fight with booking agents over prices and is again featuring seminames after a spell of amateur



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es not only both ears in unison, but, independently—that is, the right i motionless while the left one is it, and vice verse—and, finally,

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NEW BILLBOARD

care of which carrespondence should addressed—2160 Fatterson Street, ncinnal 22, Ohio.

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SHOWTIME MATERIAL

MANNY GORDON

Sides and Asides

Playhouse Lights

The Playhouse, New York, will light with Paul Crabtree's comedy. "A Story for Sunday Evening." November 17 Instead of November 21, as heretofore skedded. "Sunday" gets a three-day tryout in Wilmington, Del, starting November 9. With Heary loss smaking a fourth to the charucter roster, consisting of Cloris Leachman, Nan Martin and the author, casting is now complete Crabters for the crabters for the crabters for the crabters for the complete Crabters for the crabters for t November 21, as heretofore skedded. "Sunday" gets a three-day tryout in Wilmington, Del, starting November 9. With Heary Jones making a fourth to the charucter roster, consisting of Cioris Leachman, Man Martin and the author, casting is now complete. Crabitree is triple-threatening as author, actor and director. Buford Armitage is stage emanager. Trio Productions and Milo Thomas are the sponsors.

City, ELT To-

with no available house in sight. Announced shutterings, however, of "Burning Bright" at the Broadhurst and "Legend of Sarah" at the Futon, save him a choice. Unfortunately, the move to the Fulton is only good for two weeks, aitho Traube says it may be longer. This appears wishful thinking as the Fulton's manager, Louis Lotiotic states failty that the booking is only good to November 18, at which time the house must be cleared for the advent of "The Golden State," which is definitely booked to unveil there November 25. "Smile" has been doing better than fair business with a gross of 15G, sans theuter parties, last week.

Louis Lotito, states fiaitly that the booking is only good to November 18, at which time the house must be cleared for the advent of "The Golden State," which is definitely booked to unveil there November 25. "Smile" has been doing better than fair business with a gross of 15G, sans theater parties, last week.

Whither 'Bound'?

Sardi Scuttlebutt last week was predicting a revival of "Outward Bound," with Sam Wansmaker Bound," with Sam Wansmaker Bound," with Sam Wansmaker Bound," with Sam Wansmaker Bound, "August 23, 1924, Wells wrote a counting was said to be skedded for next month, with the Fulton Theater as the eventual base of operations. However, a call to Manager Louis Lotito, developed that the matter was a complete surprise to him and, since the Fulton is booked for weeks to come, "Outward," if any may be bound from the plaintiff's Neighbors. such that is the manufacture the Fulton is booked for weeks to come, the complaint alleges, was copied "Outward," if any, may be bound from the plaintiff's Neighbors.

The source of the state of the

Suit Vs. Todd Claims Pap for 'Peep' Skit

Two-Fer Fans To Look For That Black Dot

NEW YORK, Oct. 28.—A new gimmick in two-fers this week was originated by the E-ronomy Theater Ticket Servi The company will distribute thousands of half-price cards with black dors to various organizations. When a faltering legit show decides it needs customers, its daily newspaper ad will contain a corresponding black dot. Thus the cardholders will know half-price tickets are available.

The virtug of the system is that it is a minute-man type pulmotor to ball out the lagging b,o. In the usual two-fer distribution takees are generally dumped on the market in such huge quantities even when business pioks up there are still two-fers outstanding.

Tele Is Designers, Painters Manna; Jobs Plentiful, Steady

LEGITIMATE

Equity Alters Ways To Elect Council Subs

NEW YORK, Oct. 28, — Equity Council at its Tuesday (24) weekly meeting revised its method of

NEW YORK. Oct 28. — Equity Council at its Tuesday (24) weekly meeting revised its method of electing replacement councilors to serve out unexpired terms. Herefore, a nomination for replacement could be put before the council at any regular meeting boasting a quorum of seven and immediately elected.

The new system requires that such nomination be made in a regular meeting as a special order of business. The nomination of the candidate then must be submitted to a referendum vote by the entire council. There was some dissent as to a referendum procedure as setting a precedent for more obscure matters, which might require clarification via discussion. However, the referendum system was agreed to on the bosts that it will only apply to election of replacement candidates.

Lost in Stars" Not Lost at BO

NEW YORK, Oct. 28.—Touring troupe of Lost in the Stara snared a herty take last week with a gross of \$31.112 for eight performances. Showings were divided between stands in Cineinnati, Louisville and Huntington, W. Va.

Monday (30) the Maxwell Anderson-Kurt Weill musical celebrates its first birthday with the start of a four-week stand at Chicago's Great Northern Theater. Starr preemed at the Music Box here just a year ago.

ELT Releases Half Its Sked

NEW YORK Oct. 28.—Following its opening bill of Broadway, which opened Fourth of Broadway, which opened Fourth of Fo

Continued from page 1 continuous union steward's list of 60 names—as soon as a man came off a job he filed his name for rotating employment. Today the Jist is non-existent.

The major issue, Fox points out, is that TV is providing permanent slower as welt as veteran designers. Seldom of TCDP, enthusiastically backs Fox's statement, and bis employment fluures add up substantially the same. According to Karnolt, TV increased job opportunities 30 per cent last year and this year has jumped them 60 per cent over 1949. Currently, there are 64 scend designers, 21 costume as the form a musical. Against this long-thane operation. TV guarantees which is substantially the same fluore fluor

packages, etc.) Take in up to some a week.

The current TV minimums are staff and \$175 for free-lance scenic designers. Minimums for costume designers are \$100 for staff and \$131.25 for free-lancegrs. However, negotiations are in the works, says Karnolt, for substantial minimum increases which will make these figures obsolete. He expects a settlement within the next few weeks.

Stradt Work

Work-wise, says Fox, TV scenic designing is no sinecure. A free-lancer puts in anywhere from 75 to 100 hours a week. Weekly drawing board time for a big fele show is heavier than for a Stem straight show. Fivo tele productions equal

which will make these figures which will make the regions a settlement within the next few weeks.

Strady Work

Work-wise, says Fox, TV scent designing is no sinecure. A free-lancer puts in anywhere from 75 to 100 hours a week Weekly drawing board time for a big fele show in heavier than for a Stern straight show. Two tele productions equal the work for an average Brondway revue and pay off 1G against a possible \$5,000 for the Stern chore However, \$500 coming in every week stacks up real pretty against an ephemeral 5G. The very best a top Broadway designer can hope to average from legit theater is \$14,000 to \$15,000 in x scason, and he pays his own expenses. Thirty-nine weeks at \$500 per racks up to \$19,500 net and the continuous work is a stimulus.

One aspect of the tele upswing that worries Fox is the shortage of experienced painters. New young designers keep coming into the field. But there are no schools for seenic artists, and there are less of the old guard every year with no new ones coming up. Designers, says Fox, don't want to learn to paint He thinks the times will come when seenic artists will be a beginning.

The sum asys Fox the infant industry is possible to move the movies first provided to the big time. All the action is discussed to a size of the early and the self-industry of the beginning.

The sum asys Fox. the infant industry is possible to the big time all the tendrical trades reaped a harty exit. Three decades later a new medium comes into its own to give employment a similar hypo. And the Butter of the Stem the decimal only the Beginning.

The sum asys Fox. Tv the industry is beginned to be big time, all the theatrial trades reaped a harty exit. Three decades later a new medium comes into its own to give medium comes into its own to give the provided to the big time. It is the beginning.

The sum is a simulate to be give medium comes into its own to give medium comes into its own to give the provided to the big time west. The sum to give medium comes into its own to give medium comes in

sidized by the pic companies.

Naturally, the bulk of the tele
rental business currently stems
from the New York area. Of the
500G cross-country take, \$350,000
is estimated as the total local
revenue. Of this sum. Brooks alone
takes in 20G a month or \$240,000
annually. It can readily be seen,
therefore, that TV has added 25
ber cent gross revenues to a business.

Stagehands' Union Votes To Strike in All Fields

thine week-end offerings at its own shows as the Little Lenox Hill Playbouse.

The schedule for the first half of the 1950-1951 season is as follows: November 2 thru 15, two ope-acters. August Heat and Soldadera, November 3 thru 12, Shaw's Misalilionee; November 18 thru 12, Shaw's Misalilionee; November 18 thru 19, Sheen's Hedda Gabbler; November 30 thru December 3 thru 10, Sheen's Hedda Gabbler; November 30 thru December 7 thru 10, Shaw's Major Barbara.

Student Players Go
Semi-Pro in Detroit
DETROIT, Oct 28 — Student Players, group that started as a veiterans' recreation project at Willow Run Village, housing project for University of Misbigan ex-Gi, tamilles, took on semi-professional status. Thursday (26) with the League. TV and Metopera appropriate for University of Misbigan ex-Gi, tamilles, took on semi-professional status. Thursday (26) with the League. TV and Metopera appropriate for University of Misbigan ex-Gi, tamilles, took on semi-professional status. Thursday (26) with the League. TV and Metopera appropriate for University of Misbigan ex-Gi, tamilles, took on semi-professional status. Thursday (26) with the League. TV and Metopera appropriate for University of Misbigan ex-Gi, tamilles, took on semi-professional status. Thursday (26) with the League. TV and Metopera appropriate for University of Misbigan ex-Gi, tamilles, took on semi-professional status. Thursday (26) with the League. TV and Metopera appropriate for University of Misbigan ex-Gi, tamilles, took on semi-professional status. Thursday (26) with the clear of the triangle for a definite answer. The production into appropriate for the triangle for a definite answer. The foreing walk to the form the League of the International Alliance on the form the League of the International Alliance appropriate for the form the local in research that the form the form the local in research to the form the league of the Internation of the form the league of the form the league of the form the league of the form the form the form the form the form the f

Out-of-Town Openings

THE BILLBOARD

THE COUNTRY GIRL

Majestic Theater, Boston

play by Clifford Odes, Staged by the author. Settings and lighting by Boris Aronson Costumes by Appa In Jens-Aronson Costumes by Appa In Jens-Jensen Stages of the Setting of the Harding and J. B. bel Bondin. Pres representative, Tom Westherly, Stage manager, John E. Sein, Freschied by Dwight Derr Winnas.

Bernie	Do	d					 			٠						.2	114	D	be	rtı	H	ш
Larry									ſ	ĺ.	0						E	et	41		Kı	-04
Phil Ca	oot:											и	D1	ú	1	*	'n	dn,	. 1	ą.	ain	ĉė.
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Frank	Eig	in.				Ĺ											F	2	al.	1	K٠	IJ,
Grotph	t B	1911	a				 										U	18		ĸ	68	124
Raiph					٠				í	i						Л	Гө	n,	,	A	J þe	154

The evidence in The Country Girl shows Clifford Odets to have had a change of heart. No longer is he heaving polemies at the ogres of Hollywood and Broadway, or turning characters on a spit to roast them in his own hot words.

Out of true compassion for human frailty, and warm understanding of human motives, he has written a play about people of the theater which is honest and dignified, a far cry from the nasty little comedies of the past few years, com-posed in arid as the the theater

Odet's story is neither original nor especially clear at the present time. But if anyone can clarify its story line, enliven its dead spots and winnow out its faults, Odets is the man. His theme is the regeneration of a broken man, downed by alcohol and self-pity, and the lengths to which his wife and friends will go to bring him back to sanity and reason.

Tale of Actor and time the property of the proposed in the witches' handbook, and friends will go to bring him back to sanity and reason.

In this case his protagonist is an actor of great promise, a man whose stage magnetism enthralis audiences, whose creative forces make characters come olive on the stage. But he finds success and some inherent personal weaks masses too much for him. If make characters come olive on the stage. But he finds success and most some inherent personal weaks masses too much for him. Of the sullin and bitter, yet uever losing hepe that he may one day recover, if somewhere he finds a job to do, and is encouraged by the belief of others.

A young director, who has never losing the sullin and picture of the sullin and picture of the sulling to the sulling to be desired devices to lake the part. Then thrown into an emotional welter of doubt, scil-pity and fear of fallure by the lumportance of his last channe, he finds it had to learn his tines and he blows up in sheezals. And as the play progresses into last rehearsals and he sees failure, the final failure staint him in the face, he breaks down and back to the bottle. But only brief. The young director, who has awanted the man's wife out of the way, feeling that she is thwarting him, learns that his ido has been conniving, telling lies to cover himself, and that the wife is the only stable force in his life. Althou the story line of Country Girl is fairly simple, its study of character and motivation is enormously complex, lience, in a brief review, a lot of dealist must be left out. At the break-in, Courtry Girl is fairly simple, its study of character and motivation is enormously complex, lience, in a brief review, a lot of dealist must be left out. At the break-in, Courtry Girl is fairly simple, its study of character and motivation is enormously complex, lience, in a brief review, a lot of dealist must be left out. At the break-in, Courtry Girl is fairly simple, its study of character and motivation is enormously complex, lience, in a brief review, a lot of dealist must be left out. At the break-in, Courtry Girl is fairly simple, its study of character and motivation i

structure, but saved by magnificent acting.

Kelly and Hagen Fine
Paul Keily glues a marvious detailed, probing performance as Frank Elgin. This is certainly his best acting to date despite his fine history. If anything, the performance of Uta Hagen, as the suffering but compassionate wife, is the center of the play and its theme. She gives a brilliant portrayal of a stronge, compileated woman. Newcomer, Stephen Hill, as the director, manages to control a white-hot intensity, emerging as a very promising young actor.

The production is in the best Dwight Deere Wiman tradition. Boris Aronson's sets perfectly sult the mood of the play. Odet's direction is excellent. He needs now to work at some theatical earpentry, carving out the right bits and pieces which will make his play fulfill its promise.

Bill Ribey.

BELL, BOOK AND CANDLE

Shubert Theater,

New Haven, Conn.
A comedy by John Van Druten Directed
by Van Druten, Berenry and Uprining by
the Druten Druten Directed
by Van Druten, Berenry and Uprining by
the Druten Druten Druten Druten
by Valentian Other continues by Anna
Hill Johnstone Company manager, Man
Higgs Press representative, Ben Kornaweit Siete mainten Johnstone, Man Hiller
Weit Siete Mainten Lordy Leven PreCittan Holmody
Man Holler
Shen Addition
Shen Addition
Shony Redittich
Later Oslee
Red Incides as a completely co-

steers Redition as a completely en-fell enfolds as a completely en-tertaining, thoroly charming fan-tasy that should be affectionately embraced by the Stem from its first curtain. In Druten has given Rex Harrisson and Lilli Palmer a delightful little comedy as a grand kick-off present on their debut as a stage acting team, and their premiere showing should place them high up in the ranks of the busband-wife stage combos. While no one is expected to be-

While no one is expected to be-lieve any of the situations in the story, practically eveyone will en-joy them—and Van Druten has made no preteinse at preaching a message except, maybe, "love con-quers all."

and friends will go to bring him back to sanity and reason.

Tale of Actor and Bottle. In this case his protagonist is an actor of great promise, a man whose stage magnetism enthralls audiences, whose creative forces.

FOR BURNING Shubert Theater,

Boston

John C Wilson.	
Richard	Richard Burto
Thomas Mendip	John Gielgu
Altion Biot	Penelege Munda
Nicholas Devise	David Evan
Margaret Device	Nora Nicholso
Humphrey Devite	Richard Leec.
Hebble Tyson	
Jennet Jourdemayne	Pamela Brow
Chapisto	Blot Mak-bar
Edward Tappercoom	
Matthew Stipps	
400	

The special public for The Cock-tail Party has a new theatrical de-light in store for it, this being Christopher Fry's romantic com-

BROADWAY SHOWLOG

Performances Thru
October 28, 1950

DRAMA	
Affairs of State 9-25, 150	Perfs. 39
Ameri With Red Hair 20-29 '56	12
(Blackfriats' Guild) Arm and the Mar10-19, '50	12
(Arena) Black Chiffon	21
(48th Street) Daphre Laureela 9-18, '50	48
(Massic Box) Death of a Salesman 2-1, 49	716
(Microsco)	
Legend of Sarah	21
Mister Roberts 2-38, '48 (Africa)	1077
Mrs. Warren's Profession., 10-25, '50 (Bleecker St. (Flayboose)	5
Seeson in the Sun 9-28, '50 (Cort)	%
The Cocktail Party 2-23, '50 (Henry Miller)	324
The Carlous Savage 10-24, '58 (Martin Beck)	7
The Day After Temorrpo 10-26, '50	
(Booth) The Giaconda Smile10- 7, '50	25
(Lycrem) The Happy Time 1-24, '50 (Pty scuth)	919
The Members of the	340
(Eurysten)	,-0
MUSICAL	
Call Me Madam	50
Gregieum Prefer Blandes. , 12- B, 150 (Ziegfeld)	372
Kiss Mr. Kate	762
Les Battets de Paris 10 8. '50 (National)	23
Michael Todd's Perp Share. 6-28, '58 (Wister Gardes)	141
Pardon Our French 10 5, '50 (Broadway)	28
Prize Pan	216
South Pacific 4- 7, '49	644
The Consu	261
Ularrymore) Tickets, Please, 3-15, '50 (Coronet)	212
COMING UP	
IWeek of October 30, 19503 Holds Crane	
CLOSED	
Bresing Bright	13

Stylinh Acting

There is some wonderfully stylish acting in Lady. The knell of doom resounds in John Gleigud's booming rendition of Fry's poetic lines. And he strides about the stage in the imposing manner of the stars of old. As the discharged soldler he is having a field day in a rich part. Pamela Brown, as the lush country maiden accused of witchery, makes Fry's lines sing with melody. Her sprite-like aighther oil of the strike in the strike in

Lady's Not for Burning may appeal to a limited audience. But it will prove grand fun for such.

Bill Riley.

Broadway Opening

THE CURIOUS SAVAGE

Martin Beck Theater

convey, by John Patrick Biaged by Peter Gleaville Set and lighting by Georgy Jenika. Costumes by Anne Hall Jehnstone. Geometry manager, Peter Davis Singe manager, Hardy William Smith. Press representative, Relem Rerie Presented by the Theater Guild and Lewis and Young.

THE OUESTS:
Plorence
Hannibal
Fairy May Lois Hall
Jeffres Rugh Retily
Mrs. Paddy
THE PARTEY:
Titus Brandon Peleya
Samuel
Lity Belle Marta Linden
Sthel
THE STAPP.
Milas Wilhelmina
Dr. Emmett Rydney fimith

allties to keep its feet on the

Hellish Bundle
Patrick's lady of the title (Savage is her last name) is a widow committed to an institution by three hellish step-children. It seems that in her loneliness, she has gone off to be a belated actress and been generally most undignified. However, what gripes the three stituters nived is the discovery that she has turned \$10,000,000 of the family assets into negotiable bonds with the idea of founding a charitable endowment is memory of her dead husband. Their efforts to get their hands on the cash furnish the backbone of Savage's action. Of course, they are put to rout—with an assist from sundry "guests" and a helpful nurse.

The lady finally efforts her resulted.

considerable regret to carry out her philanthropic notion.

Pyschos Treated Affectionalely The real charm of Patrick's play is that his zanies are lovable people and, despite the fact that their eccentricities are frequently springboards for fun, there is afspringboards for fun, there is af-fectionate and sensitive regard thruout for them as generous, warm-hearted personalities. Peter Clenville's sympathetic direction enhances this quality in the writ-ing, never letting their mental afflictions become the butt of a situation for the sake of pointing up a laugh. In fact, his staging of a final scene is a small master-piece, for eatching poignant, quietly dramatic values.

Tillian Gish plays the title role.

piece for catching poignant, quietly dramatic values

Idlian Gish plaxs the title role with distinction. Her performance is adroit and timed to a second, giving warmth and heart even to the most incredible of the proceedings. The Theater Guild, with Lewis and Young, have backed her with a fine production and surrounded her with superlative support. There are some spiendid contributions on the slightly shad side from isobel Elsom, Gladys Henson, Lois Hail and Robert Emharoll. Marta Linden is properly shrewish as the tramp of a step-daughter, Sydney Smith is fine as an understanding psychiatria.

Essentially, Sanage is gaited for individual pew-sitting acceptance it ean click via word-of-mouth for a substantial run. Bob Francis.

"Pardon" To Ride **Next Show Train**

PRIDGEPORT, Conn. Oct. 28.—
The success of the New York, New Haven and Hartford's first show train of the season to Michael Todd's Peep Show Tuesday (17), has prompted the railroad to continue the Broadway Junkets.

The next show excursion is skedded for November 17 for Olseen and Johnson's Pardon My French at the Winter Garden.

Ballet Thea. Due in N. Y.

founding a charitable endowment in memory of her dead husband. Their efforts to get their hands on the eash furnish the backbone of Savage's action. Of course, they are put to rout—with an assist from sundry "guests" and a helpful nurse.

The lady 'finally effects her release with very little trouble—in fact, Patrick has no trouble—in fact, Patrick has no trouble—in a resolving any obstacles that come up in his fable—and leaves April 9 thru 22.

Off-Broadway

ANGEL WITH RED HAIR

Commence Thursday, October 19)
Blackfriars' Guild

Theater

Exerything blends together nicely in the Blackfriars' production of Ted Farah's comedy. Angled With Red Hoir. The author has found the appropriate market for a blackfriars' clientele goes away happy.

A production of Ted Farah's comedy. Angled and arted well against a good set, and the east, and Edwin Arduth makes a good priest. The readmes to the Blackfriars' clientele goes away happy.

Bessentially a battle of church wersus State, of the power of faith wersus money, Angle concerns itself with the saving of a French-Canadidan artist who is on the brink of a mayor, bent on destroying a simple quebec village by converting it into a big resort.

The mayor goes too far when he attempts to condemn an old chapel built in memory of a Brother Hilaire, a holy man who long bent for saved the village from indian attack by converting the chief.

Hilatre's spirit pervades the area, and several supernatural manifestations inspire the artist oillt his monied fiancec and return to true art and his childhood sweetheart. A few pranks by the spirit stir the villagers' souls to combat the mayor, restore the chapel and selout to make it a shrine.

Theater

A comedy by The Farab. Blased by Bennis
Owners. Sets and continues by Floyd
Allian. Lighting by Joan Type. Stage
the Blackfriars' Guide
Decreas Audeir: Lynn Thasher
Tribitan Bravais Renauld Doision
Maurice Chausson. Charter Airin Ben
Traina Bravais Renauld Doision
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Traina Bravais Renauld Doision
Maurice Chausson. Charter Airin Ben
Traina Bravais and will undoubtedly write
better ones. In striving for natural
dalog, he frequently inpress into
dilices, and his plot, however well
woven, is a combination of, two
trained by the Braveling is about.
Cast-wise the caliber is professional. Clayson Hart and Peggy
McCay bring fine readings to the
does know what players
McCay bring fine readings to the
myor, restore the chapel and set out to make it a shrine.

Parah has written an interesting
the play and will undoubtedly write
better ones. In striving for natural
dalog, he frequently inpress into
eticles, and his plot, however well
woven, is a combination of, two
forest work and players and the players and the
formation of the Farah's comments. Angel
With. Red Harth The author has
found the appropriate market for
his script, it is staged and arete
well against a good set, and the
Blackfriars' clientele goes away
happy.

Essenlially a hettle of church
by Traina Bravais and will undoubtedly write
better ones. In striving for natural
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eticles, and his plot, however well
woven, is a combination of, two
ones, the reduced have the solution of the players of the player

Mater a e protetto da copyright

ARENAS AND AUDITORIA

Troy, O., in Strong Bow; Canton, O., Is Nearly Ready

By Daphne (Dee) Poli

By Baphne (Dee) Polf
TROY, O., Oct. 28.—The million
dollar Hobart Sports Arena, a gift
to the citizens of Troy by the C. C.,
Hobart Foundation, was dedicated
September 7. First show in was
floitiday on ize, which in six days
with two matinees, netted \$56,000.
The building has steel stands
that seat 5,200. Capacity of the
arena varies with the character
of the attraction. For boxing and
wrestling, 1,300 chair seats on the
floor increase the capacity to
6,500.

6,500°.

Any one of the big traveling stageshows can play to 6,300, as only seats behind the stage are not available, for patrons for such attractions. Hockey and baskeball require all the floor surface, but the use of all stand seats, plus seats behind the stage, will give a seating potential up to 5,000. Skating or arena-type shows, too, can play to up to 5,000 persons.

Regulation Hockey Floor
The hockey floor is of regulation 85 by 195 feet. There are four
miles of electrical conduit in the
building and 100,000 candle power
is provided above the ice floor. The arena is equipped with four dressing rooms.

Prior to the building's com pletion a committee composed of local men, N. W. Van Ausdal, Clayton Jenkins and H. J. Wagaor you be not a so that a so that a promoter for the area. Of this trio, Van Ausdal represented the Hobart Foundation: Jenkins, the City Council and Wagamon, the Board of Park Commissioners. The



EARLE BOONE

Portable Skaling Rink

Like new. 2 months to good business has made my profit. Will sacrifice for \$6,000. Business still toos, good for several more months. Easily moved and erected: 40x100, with 175 pairs shares music etc.

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THE PLASTIC RINE SURFACE Write PERRY B. GILES, Pres.
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EXTRA FINE QUALITY Super-First meterial, now only 70c. Late hit tunes, Send for free list.

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COMPLETE PORTABLE RINKS BRT RITE FLOORS & RINKS 100 East 4th St., Tylor, Tax: Phone 4-950.

PORTABLE SKATING RINK

40: 100 complete. Now in operation Service 22:000, Will mill maple floor for \$1,50 Call or Write

P. McGANNON

Coneral Delivery
Ph. 237

committee selected a Toledo man.

Pat Thurkettle. In late July, the park commissioners, with the approval of the Hobart Foundation and the City Council, signed a contract with Thurkettie for promotion of public entertainment including lee shows and hockey games, Thurket-tle came to Troy as head of Miami Valley Sports, Inc.

Kenneth Wilson, superintendent of the Toledo Sports Arena in 1948 and of the Grand Rapids Sports Arena in '49, accompanied Thurkettle here as manager of the new archa, also as manager of its hockey team. Bob French, former sports editor of the Toledo Blade for 23 years, is the publicity di-rector of the new building.

cector of the new building.

Construction End Near
CANTON, O.—A new arenaauditorium costing \$1,200,000 is
almost completed here Information concerning the building may
be obtained by writing Charles J.
Hostetter of the Canton Repository,
Letters from Hostetter have gone
to 27 auds and arenas thruout the
eountry requesting information on
whether or not the building should
have ice equipment installed.

Fitchush Henoryd

bave ice equipment installed.

Fitahugh Honored

DES MOINES,—Alex Fitchugh.
former manager of the Des Moines

Coliseum, which burned to the
ground two years ago, now is the
holder of an honorary membership in the International Association of Auditorium Managers

Fitzhugh has been at work in the
entertainment field for 63 years
and managed the Coliseum here
for 40 years. for 40 years.

for 40 years.

K. C. Seaffold Clicks

KANSAS CITY, Mo.—Clarence
B. Hoff, manager of the Municipal
Auditorium here, is enthused over
the new hydraulic scaffold installed recently in his aud. The
device lifts anywhere from 6 to
18 feet while the operator is on
the platform.

94 YEARS OLD. GOING STRONG

HARTFORD, Conn., Oct. 28.

—Skaters at Hartford Skating Palace received an unannounced treat recently in the appearance of 94-year-old Pop Carter in a couple of dance routines. First he performed a waitz, using only the front wheels of his skates, and followed with a foxtrot routine, using only the back wheels. Before leaving he made a date with Manager Irving S. Richland to celebrate his 100th birthday at the Palace on January 5, 1955—on skates,

Busy Winter Season Looms At St. Paul

ST. PAUL, Oct. 28—Tho off to a "spotty" fall season, Municipal Auditorium here faces a busy win-ter under Edward Furni, manager.

ter under Edward Furni, manager. The building is set up that it can have four attractions going at the same time, with the arena capable of holding 15,000 spectators: theater section, 2,800, and the hall, 1,300. An exhibition hall is the fourth spot for attractions.

A new customer this year is the St. Paul Lights pro basketball team, contracted for 28 dates, every Wednesday and Friday, in the arena. St. Paul Hockey Club, with 30 dates, will be in the arena every Thursday and Sunday.

Biggest date ahead is the Ameri-

WASHINGTON, Oct. 28. — The October 21 kick-off of Inter-rink racing in the Southern division of the America on Wheels chain at National Arena here produced a 40 per cent increase in business over the corresponding night of the previous week and a surprising-display of strength by the Bladensburg (Md.) Racing Club, according to Jack Edwards, AOW director of speed.

The inaugural brought out a every Thursday and Sunday.

Biggest date ahead is the American Bowling Congress (ABC), which will start building March 19 and begin rolling April 17, continuing thru June 18.

Another regular is the monthly Women's Institute sponsored by The St. Paul Dispatch & Pionees Press, Furni said from November 1 thru June 16 he has only three or four open dates, with everything being moved in ahead of the ABC bowling meet.

Show bookings consist of South

the platform.

The position of this scaffold may be moved either by an assistant or by the operator, who can the a rope to some part of the building and pull himself along. The working platform is sufficiently large to take care of the operator and a supply of lamps and tools.

ABC bowling meet.

Show beokings consist of South South (Sate November 19-20; Come Brigodoon, December 29-30; Come Brigodoon, December 29-30; Come January 1, Mickey Kate's Boescht Capades is set for November 18, large to take care of the operator and a supply of lamps and tools.

Europe Plays U. S. Standards

Continued from page 16

ious labels. As indicated previously, however, the financial take for the American pubber and writer is minor-one publisher raised the question of whether the Continental music market was worth the while of American publishers, particularly when considering the expense in servicing the field. The expense in servicing the field. The French franc. he pointed out, is pegged at 300 to \$1, which means very little income on mechanicals and sheet music. French pubbers, he said, cannot give an advance. So what satisfaction accrues from performances of old stundards abroad is tempered with aggravation, he stated, Another pubber, however, frankly admitted the sales figures on disks gave him acharge—lack of monetary returns notwithstanding.
Despite some negative argu-

notwithstanding.

Despite some negative arguments, however, the Continent is showing up better as a source of revenue, it is stated. France is starting to come thru and so is tlaty. Germany, which was an important source in prewar days, may be more lucrative in the near future, it is stated. The Scandinavian market, incidentally, is getting the attention of American publishers. The population there follows American music, is currently fond of bop. Mooretarly, the kroner is pegged at five or six to 51, which is giving American pub-

Icer Opens Nov. 15 In Hartford, Conn.

HARTFORD, Conn., Oct. 28.— Ice Voques of 1951 is booked into Bushnell Memorial Auditorium here for five days opening Novem-ber 15. Building seats 3,300.

bets and writers a break.

Notable factor in the popularity of American standards on the Content is the performance of these tunes by American bands on tour. The Benny Goodmans, Duke Ellingtons and other name orks have traditionally scored solid successes abroad and this is reflected in standard sales. Ellington's compositions, for instance, such as Mood Indigo, Stormy Weather, Solitude, Shiek of Araby—published by Mills Music—are selling very well on disks in Europe. It is also noted that Dixieland numbers, as in the Shapiro Bernstein listing, are showing up well.

Cavalcade Showing At National Arena

WASHINGTON, Oct. 28,-When WASHINCTON, Oct. 28.—When Candleade of Champions, a show unit composed of skaters from New York and New Jersey, appears in the America on Wheels (AOW) National Arena here November 18, the show will be augmented by a precision skaling number which was presented recently in connection with the reports Joseph P. Ligouri, manager. Called the "butterfu" number

cent reopening of the atena, reports Joseph P. Ligouri, manager.
Called the "butterfly" number
and produced by Leo Weber, it
features 16 girls dressed in glittering silver jewel cloth skirts and
tops with silver cuffs and crowns
in their heads. Glant butterflywings on each costume are in soft,
contrasting pastels sprinkled with
silver dust that sparkle under the
lights. So far the girls have presented their number three times.
In addition to the local date,
Cavalreade will be seen at BladensLurg (Md.) Arens and Alexandria
(Va.) Arens, other rinks in AOW's
Southern division.

Social Skating Club Given Freeman Okay

Bal-A-Roue Move Emphasizes Social, Non-Competitive Aspects of Sport

MEDFORD, Mass, Oct. 28. — promoted primarily for skaters who are more interested in the amusement aspects of skating than a st home at Bala. A Bung Roller. Almed at promoting social contact between skaters and making them feel at home at Bal-A-Roue Rollerway here, operator Fred H. Freeway here, operator Fred H. Freeman has announced a plan to form
a number of non-competitive social
clubs at the rink. Clubs will be
organized into groups of not more
than 25 skaters in each, said Freeman, each of which will be affiliated with Bal-A-Houe under a noncompetitive social club standing.
A charter will be issued each organization along with a constitution and by-laws.
Freeman is making plain to his

Freeman is making plain to his skaters, however, that persons joining a club will relinquish their amateur status and will never be able to compete in events of any type where amateur status is observed. Thus the clubs are being

Southern AOW

Race Bow Big

The inaugural brought out a growd of spectators who packed the house and displayed keen interest in the unusually close competitions, said Edwards. The Southern League

testants in the lower classes,

The Bladensburg leam, organized late last year, took second
place with 48 points, followed by
Alexandria (Va.) Arena with 26.
Heading the list is National Arena
with 39 points.

The next meet is scheduled for
November 4 at Bladensburg.

Hartford (Conn.) Skating Palace has launched beginner classes on Monday nights from 7 to 8. Jo-seph Powers is the new organist at the rink.

is showing a large number of testants in the lower classes

competitions.

Each club will have a distinctive lacket or uniform which will be selected or designed by the club. On joining a club a skater must agree to acquire a jacket or uniform and wear it at all times white skating.

while skating.

The various clubs will take turns in acting as guest instructors for new skaters who come to the rink for Wednesday night beginners' sessions. Club members will be admitted free on the night assigned them as guest instructors. Their job will be to help the beginner not only in skating, but also in becoming acquainted with each other and the regular skaters. "In this way," said Freeman, "there will be no strangers at Bal-A-Roue."

Roue."

Bai-A-Roue is offering \$100 in prizes for costumes at its January 31 Hallowere party. The man and woman with the best costumes will each receive \$25, while like awards will go for the most original and funniest get-ups.

The rink's ninth anniversary will be observed November 7 with

A THE ON RINK SUPPLIES AND METAL SAME OF COMMENTS OF C

SEA BUR! HEURS AND RIMES We huld say see inter-harmscable onetion of the see that the see that

CHEER UP!

Television can swillow your Bez Office you hurry to sell the misdomere plenty RAWSON SKATING BOOKS Discounts 10 00%

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SIX SPECIAL FEATURES

1. 10 action with light selectified plate.
a Selet red subbers with flexible easy action.

5. One-mith tread dance wheels impresented for longer wear and better graph. Mallouble from trucks with non-bind & Asia nuts set banketh the wood of the

Mr. Rawson savet "This type of skate is the skate for dancing." He should know.

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Driving 'Round the Drive-Ins

CUNNAR OLAFSON, former of owner of the Saline Theater, Saline. Mich., has purchased land at Big Rapids, Mich., for a new drive-in theater. House is to be placed in construction immediately, with opening set for early spring. Spot will be booked by spring. Spot will be booked by School of the Saline Theater Service, Detroit.

Exceptionally warm weather in the Motor City has encuraged delay in setting a final closing date for outdoor theaters there, with the result that practically all will run into early November. First to close was the Cadillac, Mich., Drive-in operated by L. E. Stephenson and Ceylon Canzatt.

Pike Drive-In operated by L. E. Stephenson and Ceylon Canzatt.

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Pike Drive-In operated by L. E. Stephenson and Ceylon Canzatt.

Pike Drive-In operated by Louis B. Rogow, prince in the Pike Drive-In Theater nonunces a new fall operating policy, opening daily at 6 o'clock On Saturdays and Sundays he opens at 5 o'clock, with week-end performances starting at 5:30 p.m.

Exceptionally warm weather than the Motor City has encounted the submiding a submiding a strong the submiding a submidium and a submidium and a submidium and a submidium and a submidi

Even Repairs May Be Banned

amusement and recreation buildings and, to make it universal, clamps the building lid on "any recreational, amusement or entertainment purpose, whether public or private." NPA officials say, however, that radio-TV stas are exempt from the order,

Exempted from the order for the present are maintenance and repairs to existing amusement structures, regardless of cost. NPA, however, is mulling the possibility of issuing a later order-allowing repairs only up to \$5,000.

Disaster Helps

In the event an existing amuse ment building is damaged or destroyed by "a disaster, an act of God or an act of war," the NPA order permits restoration. A fur-

MEN WANTED

into the Show Business. Nake big bey, We furnish Sound Projectors and na. Small weekly rates, No experience SOUTHERN VISUAL EQUIPMENT CO.

ther exemption is granted persons able to prove that the order works

a hardship upon them not suf-fered by others in the same field. or if they can prove the proposed construction "would be in the in-terest of national defense." Pro-jects started can be completed.

Jetts started can be completed.

As required by law, NPA first
consulted with the construction industry—receiving staunch objections—and then made the order
effective yesterdiny (27). The
armisenent industry was not consulted.

sulted.

NPA warned that anyone convicted of violating the order faces fine and imprisonment. The agency added an escape clause for showbiz operators who contracted to build before the order by ruling that no person shall be held flable fire damages on any defaulted contact exused by compliance with the order.

Showbiz construction because

the order.

Showbiz construction banned by the order includes theaters, night clubs, dance halls, amusement plets, amusement parks and buildings, expositions, country clubs, areades, gambling establishments, rodeos, carnivals, dude ranches, skating rinks, bowling alleys, pool halls and all types of sporting facilities.

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ROGUE'S GALLERY (7 roots) with Frank Janks, Robin Raymond 49.95

Good 1-reel sound cartoons, spart films, \$5.95 up. Z-reel comedies, \$15.95 up, 1-reel musicals, \$9.95. 100' musical films for Panerams, \$9.95 per dosen, up.

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Freedom Crusade

Roadshow-Rep

special shows. Belveen Seplember 4 and October 24, most statutions carried Crusade spots an average of 12 times a day. The 20-second Crusade film spot was carried an average of four times each on 91 TV stations, and 33 video outlets carried the 10-minute film documentary an average of twee per station. Transcriptions of NBC's We, the People simulated show devoted to the Crusade, was respected in the more of the film, with the showing of the film, with the showing of the film, with the spot was carried an average of four times each on 91 TV stations, and 33 video outlets carried the 10-minute film documentary an average of twee per station. Transcriptions of NBC's We, the People simulated show the devoted to the Crusade, was the showing of the film, with the show under carried spots or special material on the eampaign were sack Benny, Bob Hope, Arthur Godifery, Kate Smith, the Godibergs, Mr. District Attorney, Theater Crustific, Louella Parsons, Bing Crosby. Fred Waring, Ed. Sullivan, Drew Pearsof, Ted Mack, Railmond Hour and Robert Montagements.

**Washington Once Over Sullivan Prove Pearsof, Ted Mack, Railmond Hour and Robert Montagements.

**Washington Once Over Sullivan Prove Pearsof, Ted Mack, Railmond Hour and Robert Montagements.

**Washington Once Over Sullivan Prove Pearsof, Ted Mack, Railmond Hour and Robert Montagements.

**Washington Once Over Sullivan Prove Pearsof, Ted Mack, Railmond Hour and Robert Montagements with cash to dump moor their profits line averaged by the state of the province of their profits into average of the profits line average of the profits line averaged by the state of the profits line averaged by the prof

for the present, there's no pros-pect of Congress boosting any amusement excises. No chance for a cut, either

ration Day.

Massman pointed out that costs would be greatly pared in a second season, but the Commission is cool to the idea because the show ran \$21,000 in the red this year, not counting the \$583.67 cost of building the amphitheater, which is a permanent federal property. The Massmann show played to 42,023 cash customers, who paid nearly \$50,000 (after taxes), with concessions bringing in an additional \$7,000.

Who's Paving Whom?

Senate investigators of political campaigns in New York and three other States will cast their eyes on political spending for radio and TV. Object will be to see that the spending is in keeping with provisions of the Hatch Act.

Copyright Blues

Hope for a global copyright pact is higher than ever, as the result of encouragement given by the world's leading copyright experts in conference here. This shouldn't surprise readers of The Billboard who, more than a year-and-a-half ago, were let in exclusively on the move stemming from the United Nations Educational Scientific and Cultural Organization (UNESCO), UNESCO's plan, as previously reported, its to provide a model proposed copyright treaty which, lated.

Statistical

Continued good sales of radios, phonos and disks are reflected in Internal Revenue Bureau's September tax report this week, but admissions tax collection took a sharp tumble. Nitery levy yield was off slightly from September, 1949, while coin machine collections slipped about 12 per cent.

Those Subversives!

pect of Congress boosting any amusement exclses. No chance for a cut, either.

30 Years Late

."The big clock" is what government wags are calling a relatively unpublicated "atomic clock" developed by the National Bureau of Standards (INSC), which says the new gadget would make it possible to multiply the number of standard and broudcast stations in the U.S by narrowing the interference gap between them. Whether anybody wants to multiply the number of all moderated in the consection with the attorney general's lists of subversive of Ald stations in view of TV's grow-ling threat the consection with the attorney general's list. In the background of the North-American Regional Bloodcast Agreement confob.

"Faith" Flop

It seems Paul Green's Paith of Our Faithers has had list final cuttain in the government's new amphitheater here, altho plans originally called for at least two seasons. The national capital's Sesqui-Centennial Commission, at a meeting this week, examined its ledger, showing the Green opus as a financial flop in its first season here. As a result, the Commission and it is undecided on whether to authorize another season, despite a recommendation by Sesqui General based on the wood by the work of the season, but the Commission said it is undecided on whether to authorize another season, despite a recommendation by Sesqui General Manager Paul Massmann for all-week run starting next Decoration Day.

Massman pointed out that costs would be greatly pared in a second season, but the Commission is cool to the idea because the show ran \$21,000 in the red this year, not counting the \$358,676 cost of building the amphitheater, which is a permanent federal property. The Massmann show played to \$42,055.

Short Takee

New standards for all types of narrative disks are coming out of National Bureau of Standards' Research labs. . . Small-fry electronics manufacturers are finding the carpet rolled out to them by government contract negotiators—at least that's what the government tays. . . No shortages of liquor are seen by Uncle Sam despite diversion of alcohol to industrial uses.

No TVA Benefits

Acts in Fight

ent-New-Complete, 62,95

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The Final Curtain

ATWOOD—
Nelle Belle, mother of L. W. (Happyl Alwood, showman for 35 years, recently in Clerson, Mich.

MENTY—
Mrs. Harriet, wife of Ciyde Beatly, animal trainer and show owner, October
25, of a heart attack while on the show
train an route to Konciusko, Miss. (Details in General Outdoor.)

Nathan J., 50, attorney with the Securifities & Etchening Commission and pour sonignities. Opening the Securifities of Etchening Commission and pour sonignities. Opening the Securification of Securificial Securification of Secur

OUNLAP—

MER. Carolyn R. Feld. 23, pinnist and organist known professionally as Carolyn Feld, October 22 in Elizabeth, N. J. She had accompanied Metopera star Law-rence Tibbett at a number of his re-

H. Willard. 82, founder and president of the R. W. Oray Company, Inc., music publishing house, October 23 is Old the R. W. Oray Company, Inc., music publishing house, October 23 is Old the U. S. in 1894 is manager of the New York branch of Novello & Company, English music pubberg, In 1806 be presented the branch and one president first American over a process of the American over a present that American over a present the Foundation of the Post o

Robert B., 64, manager of Warner Bros. Robert B., 64, manager of Warner Bros. Palace Theater, Norwich, Conn. for the past 15 years, October 33 in that city. He had who managed various threate in the state of the s

sater, Mra. Nan. Millioni, Pittabergh.

18 ENDURY.

Lady Brelow Stanti, puter soncerjunals, will for Admiral Bire Cost itscourt and mother-in-law of telentatentud Membrin. October 24 in Iondon
Uning ner madden name of Evriyn Stuart,
she appeared with many leading orchetras in Europe and set atterdance recconcert in Surope and set atterdance recconcert in Surope and admirate puter of
deather survive.

Haknis— C. H. IEidigh, showman for some 30 years, October 16 in St. Joseph's Heapt-tal, Louisville, of a heart atlment, Sur-vived by his widow, Gladys, and a son, Eerth.

BUYI.—
Drace E. 78, former singer and dancer,
October 19 in New York, During World
War I she teamed with her sister,
Frances, and duried France. She was also known as an accompanial for John
Ghigh Bodyn as an accompanial for John
Chilp Bodhé. A braither survives.

SUPPONENT OF THE PROPERTY OF THE PROPERTY OF THE PARTY OF

Nonay, Continues, and prounes, B. P.,
Nonay, Co.

(Namica, thick), A. rodeo performer, cir
Charles, thick), A. rodeo performer, cir
continues, and former silven, model

actor, October Sin Chumbur, and

actor, October Sin Chumbur,

actor, October Sin Chu

Manuse.

KAPILAN.

Louis, 48, who with his brother, Louis.

Kapilan, sperance o novely and concression suspely house. October 23 in Bridge-port, Cosh. He also teaven his wife and mother. Burlai in Loyally Cemeters, Pairfield, Conq., October 23.

RENNY—
Walter, duorman and licket-laker at
New York's Tuwn Hall for the past 70
years, October 20 in Paulaboro, N. J.

HEVINE—
Herman, 64, former vaude performer and agent, October 11 in Brooklyn, its played for U. S., South America and Europe for many years in an est called "Journal House," before becoming a talent agent, a dater survives.

Agenti, a sincer purrous.

LEWAS
Hirbert Clyde 41, screen writer and
former newspaperinga. October Ut in
New York, A former New York reporter,
he was publicity director for the J. Walter Thompson ad agency in 1940 before
nucering the film bits. His widow, a sen
and a daughter survice.

and a savguest triple of the savguest of the s

MALONE.

J. L. Simb. 55, former nute race pressured in the state of the state

MELTS—
acob J., St. tormer radio commendator,
October 18 In Los Angeles. He was an
announcer for the American Jewish
Broadcasting Company,

Broscossing Compuny, ELIVYEES—
Mashin, 75, wife of the lake Harry M. Mashin, 75, wife of the lake Harry M. McHollice, sunsylved popurate, Outsher M in Broward General Happital, Port Lauder-dale, Pia. Her first husband, Nex Reisa, who is also dead, operated a caraival bearing his name. Burtal in Bouthern Mecouried Park, Mismil, October 28.

NEFER—
Rose, 68, former requestrienne with the John Robinson, Seils-Flote, Bullaio Bill and Hagenbeet-Waltare citizenes, October 16 in Wooster, O., at the home of her sistem, March Wile. Resides her salars she leaves her busband, Cliaton and a bustlen, Ola Millan, Syries, Franchiston, Ola Millan, Syries, Franchurt, Ola Millan, Syries, Fran

Bull. Av.

Buth St.

Buth

MULEALL—
TOy (Lillian Leonard), 32, for several years a member of the Bea Vector Berl years a member of the Bea Vector Berl tour with the Spilling Jones urchestra, October 11 in Detroit, Survived by her bushand, Charles P. Leonard.

MUNCEF.

Mr., emuloyed by the MrCoy A Rimball enterprises, operators of farminal markined.

WEINH.

James P., 59, prespaperman, mag writer and farminal managements and multi-tomorphism. Cetaber 16 in Detroit.

PRISEN—
Frank, 66, trick bicycle rider with the
Estrow Brun. Circus 20 years ago, recently in Miami Survived by a brother,
Miam. and two sisters. Burial in
Memorial Cemelery, Miami.

BUNNOT. Actrees and wife of Albert G.
None 7. Actrees and wife of Albert G.
None 7. Actrees and wife of Albert G.
None 7. Actrees and size of Miles Shannon.
In the state of t

SideN BERG.
Sidney S., 57, widely known in Pitchdom and outdoor allow circles, of a cerebral hemorrhage at Park Lane Hospital, 58, Louis, October 18, 1Details in Phys. Denartment.

AL JOLSON

AL JOLSON

The facts are at variance over the time and place of Al Jolson's birth—ranging from 1882, in St. Petersburg, Russia, to 1888, in Washington—the entire world of show business is in accord on the one fact that, with the passing of the Juzz Singer, America has lost one of its greatest showmen.

Jolson died of a heart attack at 10:30 p.m. October 23 in the St. Frances Hotel, San Francisco. He was in the city for an appearance on Bing Crosby's radio show, which was to be broadcast November 1, and was playing gin rummy with Harry Akst, his accompanist, and Martin Fried, his arranger, when he complained of not feeling well. He had not been in good health since he had returned two weeks before from Korea where, as the 'first big name to play there for the armed forces, he had given 40 shows in 10 or 11 days.

As much a casualty of the war as a soldier in battle, it might be said, his life in the world began and ended in the country's service. Joison ran away from home, as a boy to join up in the Spanish-American War. He stayed a few days as a mascot, and was sent home. He devoted himself to the cause of the U. S. during World War I and, during World War II, traveled over 22,000 miles from Alaska to the South Pacific jaunts, where he contacted malaria.

He was born Asa Yoelson. His first taste of showbiz began with another Yun-away, that time to Join Al Reeves burlesque troupe, followed by a sint as a ballyhoo man in a circus. His first stage appearance was in the mob scenes of Children of the Ghetta in 1899. He later persuaded his brother and another kid in the neighborhood to form a vaude team, known as Jolson, Palmer and Jolson, which toured until 1908 when they were stranded by the San Francisco scribquake.

A Minsteel I- Born

Jolson found his trademark in Brooklyn in 1909, when a dresser he hired part-lime suggested the blackface routine. From there he joined Lew Dockstader's Minstrels for \$75 a week as an end man. Two years later the Shuberts spotted him, and in 1911 he became a hit in their La Belle Parce at

week as an end man. Two years later the Shuberts spotted him, and in 1911 he beame a hit in their La Belle Parce at the Winter Garden.

An association with the Shuberts for the next 10 years brought him to the stage and continued his rise to stardom in the Whirt of Society, The Honeymoon Express, Danelin Armand, Robinson Crusoe Jr., 1916; Sinbad, 1919, and Bombo in 1821, played in the Joison's 59th Street Theater (now the Century).

In 1924 Jolson's appearance in Big Boy brought an offer from the films for \$10,000 a week. In 1927 his film, The Jaas Singer, a plonner venture in the new talkie field, earned \$5,000,000 and was a triumph in Europe as well as the U.S. A. Subsequent talkies were The Singing Foot, 1928, in which he sang Sonny Boy, Maning, Big Boy, The Singing Kid, Rose of Washington Square, and Swanner River. There followed appearances in Artists and Models, concerts and Flo Ziegfeld's ill-faled Show Girl, in which he sang Liza nightly graits as a gesture to help out his friends, Clayton, Jackson and Durante and Ruby Keeler. He didn't return to the stage full time until 1931 in Wonder Bar, More movies followed. In 1940 he went the Health, rejoined in February, 1941, and foured till November when the show's manager, Bobby Crawford, died.

Another Was

November when the show's manager, Bobby Crawford, died.

Another War

Then came Pearl Harbor and Julson's time was devoted again to war efforts.

Jolson's work in films has set many records. He was hired as a producer by Columbia Pictures in 1944, where he supervised many films, and the story of his life has been brought to the screen in The Joison Story, which garnered \$13,000,000 and ranks ixith as a money eurner in the industry's history, and Joison Sings Again, also successful.

His diskings also set marks, with his recording of Anniversary Song hitting 1,000,000: Souvenir Album, 500,000; Al Jolson and the Songs He Made Faunoss, 1,200,000 and Alexander's Ragitme Band (cut with Bing Crosby) 1,000,000. Radio also occupied his time: CBS, in 1948, signed him to an exclusive routract for radio and TV services for three years. His radio show paid him \$77,500 per week.

years. His radio show paid him \$7,500 per week.

Interfailth Requests
As if the record of his 40-year careey as a star was not enough to perpetuate his memory, Joison set aside \$4,000,00 to be given to Jewish. Protestant and Catholic charities, to hospitals in California and New York and to New York City colleges for needy students. He requested that no flowers be sent to his funeral but that the money be sent to the American Heart Association.

His showble success was not carried over into his marital life. His marriage to Henrietta Keller in 1906 ended in divorce in 1919; to Alma Osborne Cariton, known professionally as Ethel Delamar, 1922, divorce in 1924: to Ruby Keeler, 1928, divorce in 1941. He leaves his fourth wife, Eric Chennaut Galbraith and an adopted son and daughter, Asa Albert, and Allecia.

nucia.

Burist was made temporarily at the Beth Olam Cemetery, awaiting a shrine to be built in the Hillside Memorial Park in Hollywood,

TRIBUTES TO "THE GREATEST OF THEM ALL"

Phenomenal the Al Joi-son's record of showbiz suc-cess may have been, the best measure of his stature as one of America's greatest show-men lies in the high degree of respect and devention his felrespect and devotion his fel-low workers had for him. Their words, expressing their sorrow over the world's loss of its Jazz Singer, echo the sentiments of The Billboard,

EDGAR BERGEN—To me, the American stage reached its height 30 years ago, and one by one we have been losing our great entertainers. Now we have lost the greatest of them all.

EDDIE CANTOR—It just can't be true. It isn't true, for just as long as we can listen to the voice that thrilled us for so many years, just so long will Al Jolson live. . . He was an inspiration to all of us in show husiness. He was a

BOBBY CLARK — Jolson was one of the really great entertainers of all time.
BING CROSBY—The most dynamic figure in show busi-

Colorful . . . Kind JIMMY DURANTE — The entire world will mourn this great and colorful personality, both as an entertainer and as a kind, generous and unselfish

BOB. HOPE - The world loses not only a great enter-tainer but also a great citizen. GEORGE JESSEL — The

world has lost the greatest en-tertainer it has ever known. LARRY PARKS — The world has lost not only its greatest entertainer but a great American as well. He was a casualty of the war.

MICHAEL TODD — Watching him was gaining experience in every phase of show business.

business.

The Army. Too

Respects paid Jolson as a shownan were malehed by those given him in appreciation for his contributions to the armed forces. Col. John S. Mallroy, special service officer for the Sixth Army, said the armed forces would mourn his passing as that "of a generous friend, who gave unsparingly of his great talent and waym personality to bring entertainment to the battle-field." The Amvels, veterans of World War II, had designated him for a special dis-

Marriages

ANDERSON-LUNI)—
Billy Anderson, son of Eddie (Rochester)
Anderson, begro comedian, and Octaidine
Lung October 19 in Los Angeles.

BRODARY-MENDERSON--Robett L Brodsky and Marcia Hen-derson, actress now appearing in Broad-way's "Peter Pau," October 13 to New Tork.

COLLINS-PURDOM—
L. E *Robat Collins magician and circus Side Show manager, and Mary Alice Purdom Richmond, Ind., October 22 to that city.

tinguished service medal, which now may be awarded posthumously.

Final tribute was paid to Joison October 26 at Temple Israel, in Hollywood, A pri-Israel, In Hollywood, A private funeral was planned, but it became necessary to hold the services in the 1,500-seat Temple. to accommodate his many friends. The doors were open earlier to allow crowds of three generations of fans to file past the bler. George Jessel read the culogy, and the pallbearers were Henry Akst, Jolson's accompanist; Martin Fried, his arranger; film exces Harry Brand and Harry Cohn; Louis Epstein, his manager for Louis Epstein, his manager for 35 years; Al Goetz, Nathan Kramer, Arthur Stebbins, John Steinberg and Maurice Aroff.

IN FOND MEMORY

of My Dear Friend

GEORGE M. COHAN

November 5, 1942

JERRY VOGEL

In Laving Memory of

MATTHEW J. (SQUIRE) RILEY

"Always in our hearts"

LILLIAN & MARK

AL JOLSON

The offseers and directors of Decea Records, Inc., wish to express their sorrow and shock at the passing of the man who was, without question, the world's greatest entertainer, whose taignt set the idehest standards in the industries of the entertainment world. He was a great artist, a vigorous co-worker, a warm human being. His energy and cushusiasm were boundless; he gave of himself without stint to the thousand and one audiences he entertained. and to every good easie that sought his help. For many lie symbolized the vitality of our country and the opportunities it offers to all men. He lives in the hearts of his associates and many friends. The singer is stilled, but the memory and melodof Al Johan linger on-

> For the Officers and Directors. MILTON R. RACKMIL, Pres. Deces Records, Inc.

IN LOVING MEMORY OF OUR DEAR BROTHER

MATTHEW J. (SQUIRE) RILEY

Died November 3rd, 1948 "Gone But Not Forgotten"

WILLIAM

Brothers MARK

LEO

Materiale protetto da copyright

GENERAL OUTDOOR

NPA BANS AMUSEMENT **BUILDINGS OVER \$5,000**

Order Exempts Riding Devices But Not Ride Supports, Housing

WASHINGTON, Oct. 28.—In the nost far-reaching industry order yet issued, National Production Authority (NPA) this week issued its expected ban on new buildings for amusement purposes (The Billboard, October 28). All construction in excess of \$5,000 is prolibited in both the outdoor and indoor entertainment fields. As anticipated, rides themselves are exempt (The Billboard, October 28). However, any structure necessary to house or support a bright of the Billboard of the Billboa

SKY WHEELS SET

RECORD 87,325
DALLAS, Oct. 28.—Velare
Bros.' Sky Wheels ride carried 87,325 people for a gross
of about \$22,000 at the 16-day

ried 87,325 people for a gross of about \$22,000 at the 16-day State Fair of Texas, which closed here Sunday (22). Total load was a record for the ride, previous peak having been about 20,000 at the 14-day Canadian National Exhibition. Toronta, this year. Biggest single day here was Saturday (141 when the device carried 10,239 persons for a \$2,559.75 gross. Ride, however, was outgrossed here by Merry-Go-Round and Roller Coaster, the latter rides having greater capacity. The Roller Coaster carried approximately 110,000, the Merry-Go-Round about 105,000.

2 Million Pull Gives Dallas **New Record**

Midway Biz Soars; 'South Pacific' Gets 320G—Icer Up 15%

DALLAS, Oct. 28—State Fair of Texus broke its own national attendance record in its 10-day, October 7-22, drawing a total of 2,176,519 to top the 1949 record-breaker of 2,047,540 by 128,979.
Rain Saturday (21), only day fair was able to collect its rain insurance, probably kept exportom hitting the arbitrary conform hitting the arbitrary copened.

opened.
Practically everything was a winner at fair. Ray Marsh Brydon, general manager of Associated Independent Midway Operators, who brought in 28 shows and 2 rides, secred big. He estimated midway show gross at \$162,000, with the Sally Rand show bringing in \$54,000 of this amount.

Ride Grosses
Joe Murphy's 11 rides grossed
\$59,395, in top last year. Only
rides which showed a decrease
were the Ferris Wheels, possibly
because of competition by Velare (Continued on page 64)

Cetlin-Wilson Gets Sedalia

Freedom Crusade
TAMPA, Oct. 28.—Genn Berni, executive secretary of the Greater Tampa Showmen's Association, this week was appointed head of the Crusade for Freedom drive for show people thruout the nation.

Berni said he had sent scrolls to all of the Tampa membership to be signed. Bundles of the serolls will be sent to all other showmen's clubs in the United States, he said.

According to Berni, it is expected that at least 5,000 signatures will be obtained thru members of about 13 active elubs in the country.

Des Moines Fair Will Operate Milw'kee Plans

10-Yr. Midway

10 Days, Run Thru Labor Day

10-Yr. Midway

Show Contract

MILWAUKEE, Oct. 28.—Plans for the establishment of a permanent show midway at Wisconsin State Fair in 1951 will run 10 days, according to new and expanded plans for the establishment of a permanent show midway at Wisconsin State Fair her were announced this week by Jack Revnotide, and that the fuir is offering the show men for a lotyer term on the asis of asi, 000 rental fee, plus cost of tuillities. An area, 250 by 250 feet would be provided. This section provided frontage on three sides and a back wall along the fourth show expended improvements and the personni enhanced imagement, Reynolds said, and will be in operation on two Saturays, Lord the subject to approval of the fair board aloty the subject to approval of the fair board aloty the subject to approval of the fair board aloty the subject to approval of the fair board aloty the subject to approval of the fair board and back wall along the fourth show every ments and the personni enhanced reportance ments and the personni enhanced reports and the personning that the exposition will be given applications on the basis of originality of theme, proposed improvements and the personning character and the personning that the concession will be applicable to approval of the fair to prove the provided front the consideration will be given applications on the basis of originality of theme, proposed improvements and the personning character and the personning that the concession of the top of the consideration will be given applications on the basis of originality of theme, proposed improvements and the personning that the concession of the provided of the fair to the Labor Day the content of the consideration will be given applications on the basis of origination of the fair to the Labor Day the content of the consideration will be given applications on the basis of origination of the fair to the Labor Day the content of the consideration will be given applications of the consideration will be given applications of the consideration CIRCUS TREATS
TO NIX TRICKS

MACON, Ga., Oct. 28.—
Something new in sponsored circuses has been set by the Macon Mnose Ladge for Porter Stadium for one performance Tuesday (31). Every child in Macon who signs a pledge to keep out of mischief on Halloween is given a free ticket. Eighteen professional circus acts have been engaged for a two-hour show. Music will be played by the 48th Infantry Band. In addition to the show, there will be a Halloween contume contest with many eash prizes. Merchants and others who have suffered from damage of Halloween pranksters in the past are cooperating in the move.

17 Newcomers In Park Show

CHICAGO, Oct. 28.—Seventeen new exhibitors will be among the 79 firms displaying products in more than 140 booths at the convention of Amusement Parks. Pools and Beaches, Paul H. Huedepohl, NAAPPB secretary, said here this week. The show will include 11 more booths than last year, he said. The sanyention will be Novem-

more booths than last year, he said.
The convention will be November 28-29 at the Hotel Sherman in Chicago.
The list of exhibitors includes ride makers, concession suppliers, soft draits makers, vending machine manufacturing firms, and other suppliers for outdoor show business.

(Continued on page 61)

SWEENEY-WHITE CROWDS UP 10%

Expanded Promotion Campaign Pays Off With Bigger Gates

CHICAGO. Oct. 28—Auto races staged by National Speedways, line, this year were witnessed by about 16 per cent more people than in 1949. The increased attendance was attributed to a greatly expanded promotion campaign by Al Sweeney, who with Gaylord White, heads the org.

In order to construct pre-session.

Gaylord White, heads the org. In order to counteract pre-senson predictions of a drop-off in grand-stand attendance, the organization this year added to its already strong publicity an advertising program and the larger crowds indicated the success of the flack, Sweeney said here this week.

Heart Ailment Takes Life of Harriet Beatty

program and the larger crowds, indicated the success of the flack, Sweeney said here this week.

Final race meets of the season were held Saturday and Sunday (21-22) at Louisdana State Fair, Shreveport, where grosses were off due to rain and threatening weather.

Stage 45 Evensa

A total of 45 speed events, which included six stack car raves, were staged by the Sweeney-While organism of the first weer, all under the International Mater Contest Association bunner. Meets were held in 18 takes and for the fourth consecutive year there were no fatalties.

Racing at Des Moines, Lincoln, Neb. Sedalia, Mo., and Huron, S. D., yielded crowds well ahead of last year and new attendance records were set at several fairs.

Sweeney and White played host

Biller Bros.' Circus Biz Tagged "Fair" Tops Poor '49 Tour by 15%—Eastern

Canadian Stands Provide Best Crowds

By Tum O'Council

NEW YORK, Oct. 28.—Rchashing Bilter Bros.' Circus season bere this week, Co-Owner Hy Sturmak labeled business as fair and sail he expected the wind-up would find org's take about 15 per cent shead of last year's none-toogood figure. Season probably will end November 20, Sturmak said show was so well received through Canada that it is

(Continued on page 60)

would find of last year's mone-toop good figure. Season probably will end November 20, Sturnak said. November 20, Sturnak said show was so well said.

He termed Biller's Canada trek, which embraced a string of dates which embraced a string of dates.

See Proposed NYC Bond as Hard Blow To Mobile Ride Ops NEW YORK. Oct. 28.—Operators of mobile ride units in this city may be hard hit if an amendment to the eity administrative code requiring ops to post a bond of \$1,000 for themselves and \$250 for each ride attendant, plus demonstration of financial responsibility, becomes law.

City Councilman John Kranis infracduced the amendment to the consumitate on general welfare, and the measure is still in that group's the more possibility of playing introduced the amendment to the committee on general welfare, and the measure is still in that group's the movember of the show will be in the show to the countries the idea of the surplus cash.

Mails Newfoundland and estimated that if dates could be arranged the show could get in a good week's best time or after an absence of several years include:

Mails Newfoundland and estimated that if dates could be arranged the show could get in a good week's best time or after in absence of several years include:

Are Thus the onvertion will be November 28-29 at the Hotel Sherman to be received through to speak of the said hat it is already committeed to spend 30 did with an accompanying wave of includes the surplus cash.

Now the Industry of exhibitors includes the makers, concession suppliers, with the toy subtilist that and the wind that groups and the surplus above the border next year, with the possibility that another in canada than in the United States. He said that in talks with claiment to the Korean Wat an accompanying wave of installment buying in America has the surplus and the surplus

(Continued on page 62)

CLOSE-UP: ELWOOD HUGHES

CNE Manager Was Canada's Fastest Human in His Youth

ELWOOD A. Hughes is best known, of course, for his brilliant management of the huge Canadian National Exhibition (CNE), the Toronto ex hibition which yearly lives up to its billing as the world's largest. The show-wise, public relations-hep. Hughes has done relations-hep Hughes has don much to continue the develop ment of CNE and not a few of achievements in that respect have won him acclaim.

won him acclaim.

Few people, however, know that as a youth Hughes was Canada's foremost long-distance runner, swimmer, speed skuter and biepele rider. He headed Canada's first track team to participate in the Olympics, was one of the early-day syndicated speris writers, dreamed up and executed the noted Wrigley marathon swim and was decorated several times for heroism in saving lives.

Mr. Outdoor Showbis

Mr. Outdoor Showbir
There are some, too, unaware
that Hughes—Mr. Outdoor Showblx of Canada—is married to the
former Mrs. Showbix of America,
Margaret (Peg) Humphreys,
whose distinctions also are many.
She was, to mention a few, the
right hand of the late Lincoln
P. Diekey when Diekey hended
the Great Lakes Exposition, Cleveland, and she served as secretary the Great Lakes Exposition, Cleve-land, and she served as secretary to the late Harvey Gibson when he was top man at New York World's Fair. It was she who coined the word Aquacade, used by Billy Rose first at Cleveland and again at the New York fair. And it was she, who actually managed the Aquacade for Rose one year.

Both Hughes and his wife had a world of friends in show busi-ness before their marriage in 1944, but their friendships since have multiplied. The Hughes are almost multiplied. The Hughes are almost as well known on Broadway, where each year Hughes seeks, out a headliner for the king-sized CNE grandstand show, as they are in Toronto. They also have a host of friends in England where they go each year to lure outstanding exhibits to the expo.

Hosts Royalty, Concessionaires

Hughes is equally at ease host-ing royalty, which is part of his job at the CNE, as talking with concessionaires, midway operators, political bigwigs, newspaper men,



Rundreds of satisfied cantomers are out Bundreds of satisfied cantomers are out to a section of the satisfied of the be a profit-earning investment for you Write for full information and origon

byers; orders are non so file to: 19
hipment, Don't walt, invasigate non
ELI BRIDGE COMPANY
Suiters of Dependable Products
to Care Avenue Jacksonville, illino

BOOMERANG

U. S. RIDING DEVICES CORP.



distance runs. For four years, 1903 thru 1906, he ruled the Canadian roost in the two, five and 10-mile distances, and in 1906 captained the first Canadian team to compete in the Olympic games, to compete in the Olympic games, held that year in Greece. In training a month before the event, he pulled a tendon. That spelled the end of his running days, but Hughes had the honor of coaching a teum member, Billie Sherring, to victory.

ELWOOD A. HUGHES

ELWOOD A. HUGHES

ELWOOD A. HUGHES

Exhibitors or Broadway stars. He can be counted upon to know the score in any field.

He started to gain polish early in Iffe. Born June 20, 1884, in Cheltenham. Ont., a Toronto suburb, Hughes was reared in nearby Dundas, Ont. There he went turn high school and became a figure in sports. By the time he was 21 he had won the two mille, five-mile and 10-mile Canadian running tilles, the Canadian swimming championship and had been accelaimed the country's fastest bike rider and its specifies tie exater.

It was in his 21st year that linghes won the U. S. championship for both the five and 10-mile

STRIKES OULT FOOL MANSELE.

STRIKES OUT FOR HIMSELF

Aut Swenson Thrill Unit In Major Bow at Shre'port

SHREVEPORT. La., Oct. 28.— Others on the press staff include Aut Swenson's newly framed auto thrill show. Thrillcades, played its Kedrick, weekly papers, and Jack first major fair date here Thursday (26) at the State Fair of Justine Swenson, for many years with two additional matine performances at the fair.

Swenson, a veteran of 25 years partners.

nee performances at the fair.
Swenson, a veteran of 25 years
in outdoor show business, until
recently managed and booked a
unt of the Joie Chitwood Auto
Dareuevila.

Headlining the show are Raimon
Larue, who does a straijacket rescape while suspended from a
helicopter; Yvonne La Costa, giri
roli-over driver, and Capt. Frank
F. Frakes, who does a casket explosion act.

Auto-Ball Featured

Auto-Ball Miled as a combination.

Auto-Ball Featured
Auto-Ball, billed as a combination, of football, pushball and polo,
is a feature of the program which
includes rump jumps by both automobiles and motorcycles, divebomber erash, crash roll contest,
steel barrel crash, battering ram,
auto battle royal and motorcycle
trick and faney riding.
Personnel includes Rocky Fisher,
jumnerly with the late Lucky
Teter, Jimmy Lynch and Joie
Chitwood; Jack Frye, Dan Fleener,
jummy Trainer, Buzz Glein, Ted
Devlin, Dusty Ferdinando, Norman (Staintess) Stele, Sam Patterson and Murray Buman, all of
whom have been re-sinced for '51.
Clown alley is headed by producing clown Pete Roberts and
includes Robert's son, Dave,
Tummy Martinak, and Marvin Eck,
Martinak, a midgel, and Eck, stiftwalker, also double in downtown
street advertising.
Bill Brown, weteran outdoor

weeks of the festival.

Several new rides, including a Gyroscope, are attracting outdoor showmen from other paris of Cerminny. The big industrial exhibition, which was held in Berlin the first pari of October, drew a million visitors and this was a definite asset to the October-Fest and Berlin's show business of all types.

street advertising.

Bill Brown, veteran outdoor
tub-thumper, heads the advance

Poor London Weather Hits New Brighton Ops

Berlin Oct. Fest

Gives Ops Big Biz

LONDON, Oct. 28 .- Due to gen erally unfavorable weather conditions which prevailed thruout England last summer, it has been estimated that munleipal beach enterprises at the coast resort of New Brighton and the operators of rides, aftractions and concessions at the spot, fost about \$700,000 during the past season.

Management of the Tower Com-pany, operator of many New Brighton amusement attractions, third below that of a normal sea-

The World's Greatest Amusement Ride Bear the Hame ALLAN HERSCHELL



BULGY, The Whale A First Attraction with the

patrons at Shows or Parks-great or small the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the winning impressive earnings in

land details about this ational money winning ride.





Proven BEST

Originators and manufacturers of the Octopus, Railapiane) Flyapiana, Rockopione, Medge-o-Roser pi

LOOK-PARKER DOES IT AGAIN!

We ofter a complete Baby "Q" Carry-Us-All for only \$6,925.00—"ske 2 seasons to pay—20 jumping Horses, 2 Chanors, Carries adults. Place your order now for the 1951 non, Standard model, \$5,575,00 cash, R. L. Cachran of Rochester, Pa., writer; "Dear Mr. Parkerm-fust a few lines to fell you how well I like the new Baby "O" Feen-Age: that I outchased recently from you. It's not only a tine machine, but if it wean't for your low price it coulon't afford to own a Merry-Co-Round, so you have put me in business and I appreciate it very much, I paid cash for the machine and I expect to get my it back this year, Best regards. Robert L. Cochran," De Lune, 36 foot, 2-abreast, 59,125.00 -7 semons to pay. 3-abreast, \$10,125.00 -2 seasons to pay. Alse 42 foot, 46 foot

C. W. PARKER AMUSEMENT CO.

LEAVENWORTH, KANSAS

We'll be here tomorrow to back up what we avarantee today



SMITH & SMITH, INC. Springville, New York



THE TILT A . WHIRL Ride



Public Appeal & Stability Good Quality & Portability High Class & Earning Power

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The **T\LT-A-WH(RL** Ride



& Attractable * Enduring * Profitable

* Practicable * Moder

SELLNER MFG. CO. Faribault, Minnesota



KING AMUSEMENT CO.

Mt. Clemens, Michigan

THE BOYS' CLUBS OF AMERICA ARE DESERVING OF YOUR ENCOURAGEMENT AND ASSISTANCE

MERRY-GO-ROUNDS

2-Abresst Mgrry-Gu-Round, has 20 jumping heroes and 2 dheriots. Well deceased. Rhoki sap and sidewell, putted by Alle-Chalmers engine. Edos adults and children. For the price of \$5500 de-livered to you.

MERRY-GO-ROUNDS

3-Abrase Morry-Ca-Reund. Resettuity deca-rated, with 30 jumping fortes and 2 charlots. Khaki top ned tidenall. Pulled by an Allin-Chal-mers engine. Rides adults and children. Price \$7200 delivered to you.

FEDOK WHEEL

40 ft, high. Has 12 seats made not of steel. Rides I people to each trat. Cable grive. Pulled by \$4500 delivered to you.

e want to make a statement regarding our Meny-Ce-Round: We build the ray Ce-Round for children and adults fot less mones that any other fam is field States. We dan say our years are all made of steel, not east iron. Just a rides to Ar Richardson which are going to Honglone. China. This past se, built 21 Meny-Ce-Rounds and server fersit withests. We also delivered in them up for people. I have been in the show buginess for 50 years and I we how to serve the public.

JAY WARNER

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- 1,000 MORE NEWSSTANDS... Now The Billboard is being sold on 13,000 newsstands thruout the country ... an increase of 1,000. The number of copies made available on ALL newsstands is being increased. Thus more transient readers find it possible to buy their own copy of The Billboard earlier and with less inconvenience.
- 15,000 MORE COPIES... The new high-speed newspaper presses now being used have enabled us to immediately increase the print order 15,000 copies weekly with no limit on future increases. All this extra printing and distribution without sacrificing our late advantageous news and advertising deadlines.
- FREE DISTRIBUTION AT CONVENTION . . This issue will be mailed to the homes and permanent addresses of Outdoor Showmen on Monday, November .20, reaching most of them before they leave for Chicago. However, those who miss their copy at home and attend the outdoor meetings can secure a copy at any of 13,000 newsstands en route or will be given a copy upon their arrival in Chicago. Copies of the Big Outdoor Convention Special will be available to all those attending the Outdoor Conventions.

 Meetings and Exhibits in Chicago, November 26 thru November 29.

THUS ADVERTISERS IN THE CONVENTION SPECIAL ARE ASSURED OF REACHING ALL CUSTOMERS AND PROSPECTS IN WIDELY SCATTERED SHOW BUSINESS... And at a time when they are definitely thinking; planning, and buying for the year shead.

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Out in the Open

Visitors to the State Fair of Texas, Dallas, included Harry Batt, of Poncharirain Beach, New Orleans, and Mrs. Bait: Paul Husedepohl, secretary. National Association of Amusement Parks, Pools and Beaches; Leo Moornmayor of Electra, Tex., and publicity director-concession manager as Livestock Show, Little Rock, and Jimmy Dusleary, veteral Science, and Jimmy Dusleary, veteral Science, of North Carolina watcher of Texas-Okishoms Fair and Exposition, lows Park. Tex.; Cortex Larew and C. J. Sedlmary Jr., Royal American Shows; Mickey Doolan, Chicago Kiddieland operator; Mr. and Mrs. Ralph Clawson. World of Today Shows; Junior Schafer, owner, Schafer Just-for-Fun Shows, and Mrs. Ralph Clawson. World of Today Shows; Junior Schafer, owner, Schafer Just-for-Fun Shows, and Mrs. Ralph Clawson. World of Today Shows; Junior Schafer, owner, Schafer Just-for-Fun Shows, and Mrs. Ralph Clawson. World of Today Shows; Gus Pappas, concession manager, William T. Collins Shows, and Mrs. Ralphas Mr. and Mrs. Chester Liayor, Hennies Bros. Shows; Bill Preston. secretary-manager, Missouri State Fair, Sedlair: Pete Baker, secrelary, Oklahoma City Fair; Mr. and Mrs. Alphas Aranas Pass, Tex., Jeas Wrigley, General agent, Crescent Amusement Company; John Bundy, Standard Chevrolet Company, Chicago; Jack Duffield, Thearle-Dufffel Fireworks Company, Chicago; Col. Will Walson, of the West Texas Fair, Abilene, Tex., Eda (Insurence) Cohen, Chicago; Doug

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ALL PROPOSALS MUST BE SUBMITTED IN WRITING NOT LATER THAN NOVEMBER 18, 1950.

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Carnival Routes

American Beauty: Portagoville, Mo. American Midway: Corpus Christi, Tex. 1-12

3-12
merican Begle; Itta Bena, Miss,
namo Expo.; Freeport, Tex.; Kingsville
5-11; reason ands
1-1 Am Co.; Monette, Ark; Sikeston, Mo.,
6-11

Pretting, Mail Cody: Nahuria, Ge., Jasup. 6-31, doi: 10-31, doi: 1

8-11, Jack's Orester: Millen, On Jollyttmes! Le Cress, Wa.; South Boste 8-31.

Neystone Supe : DePunisk Springs, Fis.

Regatione Brose DePuniak Borings, Flo.
6-11,
118, Floyd O.; Fairi St, Francisellie, La;
118, Floyd O.; Fairi Lumberton, M. C.;
12811 Charleston, S. C., 6-31,
12811 Charleston, S. C., 6-31,
12811 Charleston, S. C., 6-31,
12812 Charleston, Bonk, Tex.
12812 Charleston, Charleston, Bonk, Charleston, C

E

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G

Star Am Co.: More, Ark.
San Valley: Montroe, Ark.
San Valley: Montroe, Ark.
Tassell, Bacaper, Hinesville, Ge.; BruneTassa, Kingaville, Tes.
Tinsity, Johnsy T.; (Fair) Laverse, Als.:
-(Fair) Brundidge B-11.
Tivoll Expo. Greenwood, Miss.; Camden,

(Fair) Brunding & 1.1
Troil Expo Organwood, Mias; Camden,
Ark. 4-11.
Tuner Bres.: Olderon Mo.
Tuner Bres.: Olderon Mo.
Tulerd Expo : Teras City.
Butted Expo : Teras City.
Butted Expo : Teras City.
Gr. 2 C.
Virginia Greater (Fair) Williamston, N.
C.; season ends.

urginia Oreater: (Pair) Williamston. G.; season ends. Towns Bres. Bishopville, S. C. ctory Expo: Fort Stockion. Test allace & Murray: Water Robins, Os. olfs Am.: Oreer, S. C.; (Pair) Ander 6-11.

World of Mirth; Augusta. On. Yager's United; Bikeston, Mo.

Miscellaneous Routes

Ameri-Coogo Animal Bipedillon: Camp [Hill, Ala., 1-2, Tusivegee 2-4, Oothen 8-7, Oothen 1-7, Tusivegee 2-4, Oothen 2-7, Oothen 1-7, Tusivegee 2-4, Oothen 2-7, Oothen 1-7, Oothen 2-7, displant 1-7, 3-7, Oothen 2-7, Memphis, Tenn, 71-20v. 5; (Auditorium) Chastlanouge 7-12.

Circus Routes

Bestiy, Ciyde: Taxoo City, Miss. 31; Hai-tiseburg Nov. 1. Laurel 2; Merkinn 3. Jackson 6: Tailtiakh. La. 3; Monry 6: erason ends. Devaldonnilis La., 31; Race-land Nov. 1. Jeenstrytie 2; 6c, Mertine-ville 3; Ersti 6: Kashin City. Mercine-ville 3; Ersti 6: Kashin City. 31; Race-land Nov. 1. Jeenstrytie 2; 6c, Mertine-ville 3; Ersti 6: Kashin City. 31; Cole & Walters Novih Piessandon. Ten. 31; Dereport, Orrie: Kansac City, Me., 18-Nov. 4; Wichits. Kasi. 6-11. Kally, 40 O., a Miller Brow. Manj. La., 31; Localis New. 1. DeRiddire 2; Cafaz 1; Ooktale 6: Kinder 1.

King Broa; Sweetealer, Ten, 31; Coloman Nov. 1: Cinco 2; Dublin 3; Cirourne 4; Temple 6; Marilin 7; Bryan B; Corclett, E; Buntaville 16; Ganron 11., 31; Corent, ville 3; Greenvood 2; Columbia 3; Denmark 6; Orangeburg E; Wallerbore T; Charleston B Augusta, Os. 9; Rarsaville, B. C., 19, Canden II; Suimter 12. Charleston B Augusta, Os. 9; Rarsaville, B. C., 19, Canden II; Suimter 12. The Company of the Columbia 1; Denter 10; Canden II; Suimter 12. The Columbia 1; Denter 10; Canden II; Suimter 12. The Columbia 1; Denter 11; Denter 11; Candidate 3; Teagr City 6. Plack Bron. Realern); (Anadiotrium); Staffingen Tex. 31:-Nov. 2; (Audifortum); Chiarlong City, Ohia 7:-11. Ringling Bron. and Barnum & Bailey; Colidabeo, N. C., 11; Creenaboro Nov. 1; Payetierule 4-3; Charlotte 6, Columbia 2; Birmingham, Ain., 10, Montgomery 11. Sterena Bron. Cauler 7 no. 3; Nacogdothe Nov. 1; Alte 2.

A-1 Am Co. Monette, Art.; Glaraton, Ma., del. Co.; (Pair) Banama City, Plan. Brilly Marianna 6-11. B. & R.; Williation, B. C.; (Pair) Bunder B-11. Marre, (Pair) Jennines, La. Burthlart: (Derry Valley, Art. Burthlart: (Derry Valley, Art. Burthlart: (Derry Valley, Art. Burthlart: (Derry Valley, Art. Cuttin & Wilson, (Pair) Bumber, G. C.; (Pair) Beaufort 6-11. Critin and Co.; (Derry Andrews, B. C.; (Pair) Beaufort 6-11. At Anderson At Anderson At Anderson 6-11.

Crafts 20 Nig: (Fair: Phoenix, Arts. 3-18.
Crafts 20 Nig: (Fair: Phoenix, Miss. 3-18.
Crafts 20 Nig: (Fair: Phoenix, Miss. 3-18.
Crafts 20 Nig: (Fair: Phoenix, Miss. 3-18.
Crafts 20 Nig: (Fair: Phoenix, Arts. 3-18.
Crafts 20 Nig: (Fair: Phoenix, 3-18.
Crafts 20 Nig:

for every department.

Opening Monday and Tuesday (23-24) were cloudy and threatening, but rain held off until after the closing each day. The gate Tuesday, Children's Day, was of record proportions. Moppels spent a record sum in the fun zone, occupied by the World of Mirth Shows. Special 9-cent fees were set for the kids Tuesday and Wednesday (24-25).

Sweeney-White Business Up 10%

and a bonus check as the leading driver of the year, followed in order by Deb Sayder, Phil Mocca and Bobby Grimm, who also received bonus checks. Ken Rubright was named the most improved driver of the year and Keith Saylor the most consistent Herschell Buchanan was presented with a trophy and bonus check as the circuit's lop stock car driver.

white Goes Cailf.

Following the banquet, Caylord White planed to his winter home at La Crescenta, Calif., but will attend the Chicago convention and other meetings. Sweeney remains in Chicago for the off-season months.

Moke Cosby, of the press department, returned to Davenport. In, to handle indoor promotions. Jerry Martlatt, of the No. 1 bill car, headed for Des Moines and Leo Loranger, in charge of the No. 2 billing car returned to Wichita for the winter. Bill Seward, accompanied by his bride, will winter in Miam where he is working for his master's degree at the University of Miami. Announcers Wayne Adams and Ed (Twenty Grand) Steinbook will winter here.

N. Y. Ride Bond

• Continued from page 56

hands. Kranis said Thursday (28) that the amendment would pass from the committee to the council and would then become law, unless a public hearing were sought.

sought.

Issue of "fittancial responsibility" probably would be up to the city license commission to decide.

Kranis sald. Kranis' ideas along these lines were for the ops to carry \$5,000-\$10,000 in accident in-

surance. Altha the amendment could apply to other enterprises such as carnivals or amusement park, Kranis said the sim of the measure was to protect patrons of mobile units. He claimed that he had learned of at least two incidents in which children were seriously injured while aboard a mobile ride.

According to Kranis, it will probably be about a month before the amendment goes thru the legislative mill and becomes law.

3000 BINGO

3000 KENO

one m 30 sets of 100 cards each. Played 3 rows seroes the cards, not up and was. Light weight cards for set of or the cards of the card

trs, 75c.

1 Numbered Ping Pong Balis ... \$15.00 pplacementa, Numbered Balis .es. .40 pplacementa, Numbered Balis .es. .40 pp. 3 pp.

Middle existed Cards. Sigh Tilly Warles.
Green, Red. Salman, Nolley S.
Middle existed Cards. Sigh Tilly Warles.
Green, Red. Salman, Nolley S.
Mod Small, This, "Browning "Blaco
Sheets. S rolon, loose only, no. 19
Mod Small, This, "Browning "Blaco
Sheets. S rolon, loose only, no. 19
Mod Smaller, Not, "Blaco, "Rolon, "Roll, "Rolon, "Roll, "Rolon, "Roll, "Rolon, "Roll, "Roll, "Rolon, "Roll, "Roll, "Roll, "Rolon, "Roll, "Roll, "Rolon, "Roll, "Rolon, "Roll, "Roll

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RIDES UNAFFECTED BY BUILDING CURB

New Supports, Housing for Devices Costing 5G Barred by NPA Ruling

17 New Firms On Trade Show Display List

Exhibitors Total 79, Reserve 145

Lake Lansing **Expands Kid** Area for '51

HASLETT, Mich., Oct. 28.— Lake Lausing Park here scored an excellent gross in 1850 and is planning major additions for next year, R. E. Haney, president, said this week.

this week.

Already under way is enlargement of the Penny Arcade and rebuilding of the miniature golf course. Room is being made for enlargement of the Kiddicland, which next season will have six rides plus a playground. Haney stated.

Parking 1

Continued from page 5d and persons who can prove to NPA's satisfaction that the order works a hardship on them not suffered by others in the same field can get an exemption.

Order Broad

The order covers every conceivable type of amusement construction since it lists 44 specific prohibitions and them winds up with "any other recreational, amusement or entertainment purpose whether public or private."

Annoal in Tay

whether public or private." The list of prohibited construction includes the following: Amphitheaters, carnivals, amusement plers, amusement parks and ride structures, arenas, bathhouses, swimming pools, boardwalks,

Gives Coney Good Crowds

Warm Sunday Crugers Spot Shows First-Year Power

Initial Season as Full-Scale Park Draws 300,000 Persons for N. Y. Op

drive-ins, grandstands, boat clubs, country clubs, cebanas, bleachers and similar scating arrangements, dance belis, amusement arcades, skating rinks, shooting galleries, ingiht clubs, theaters, bowling alleys, pool halls, exhibitions or expositions, rodeos, essensia camps, and chalked up a good postseason lexps, and all types of sporting facilities, athletic field houses, gymnasiums and lodge halls.

Appeal in Tax

Case Expected

Before Nov. 6

CHICAGO, Oct. 28.— The Bureau of Internal Revenue this week had not filled its appeal in the cas in which a District Tourt decided amusement ries were not subject to the 20 percent of a kiddie and politing good crowds.

In the lower court, Arthur E Felix, operator of a kiddie land brown here, was the victor.

CONTINUES OF THE PROFIT O

Concession Space for Bingo, Photo Studio Scales, Novelties and Creyhound Game Have building for same

LAKE LANSING AMUSEMENT PARK

FOR SALE Miniature Railway Train

Gasoline powered locomolive and B w - 270 feet straight track and 24 morth surved track; good condition, completedly to operate. Addrs to

Management Casine Park
nox 239, Virginia Beach, Virginia

Miniature Golf Courses

Tacal Press Best
Breakdown of the number of customers seeting newspaper advertising of the park, showed that a few suburban newspapers located nearby Rockaways registered heavier scores than larger metropolitan dallies. In general, tho, the number of readers finding park advertising in any of the [14] papers employed in the survey was proportionate to the paper's circulation.

Patrons were separated into three age groups, with the result that of those queried 3,834 were 13 to 20 years old, 7,823 were 21 to 30, and 1,880 were 31 or over. Of the total, 6,280 were men and 6,077, women.

Separating customers by home

WOO FRENCH CANADIANS

New Montreal Funspot Preps for 1951 Opening
MONTREAL Oct. 28. — Con- Pointe aux Trembles Cossidy said

cater to French Canadians will be cated.

Parking lot is being enlarged and a new lighting system installed for it, and a soft ball ground is being built.

During the past season, Lake Lansing operated 12 rides plus speed boats and fishing boats on the lake. Spot is seven miles from Lansing.

He reported that the firm has completed by next season, B. F. Cassidy, a member of the building firm, announced. Name for the spot will be Chaniplain Amusechansing operated 12 rides plus speed boats and fishing boats on the lake. Spot is seven miles from Lansing.

Cassidy, a member of the building firms and that experienced hands will be sascicated with the operation. Cassidy sald that in view of the land, a first-season attendance of 500,000 is and plans for the plant, a first-season attendance of 500,000 is and plans for the spot's location and plans for the plant, a first-season attendance of 500,000 is and plans for the spot's location and plans for the plant, a first-season attendance of 500,000 is and plans for the plant. Parking lot is being enlarged completed by next scason, B. F.

He reported that the firm has



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OPERATORS CHOOSE THE STREAMLINER





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KIDDIE RIDES

ROTO WHIP-SPEED BOATS- PONY CARTS GALLOPING HORSE CARROUSEL

illustrated Circulars From

W. F. MANGELS CO., Coney Island 24, N. Y.

Biller's Season Up 15%; Canada Stands Pay Best

Sturmak Mulling New Quarters, Dickering for '51 Indoor Bow

• Continued from page 55
cut for such a date, Sturmak said.

For the first six weeks after its opening at Athens, Ga., April 7, show hit bad weather at stands in North Carolina, Kentucky, Ohio and Indiana. At Lexington, Ky., Sturmak said the organical for the snow for a two-day stand. The majority of Billers weeks. Scranton was tops in a skein that included Washington. Sturmak said the org had to set up in the snow for a two-day stand. The majority of Billers were fair, Connellsville. Williamsport and Sturmak said the organical two-day stand. The majority of Billers were should specify the said structure the season were single-dates thru the se

King Scores **Full House** At Lubbock

New Mexico Spot Also Registers With Capacities

Roger & Clark Mulls Indoor Bow

Clyde Bros. Books Cedar Rapids Date

CEDAR RAPIOS In. Oct. 28.— CEDAR RAPIOS In. Oct. 28.— Clyde Bros.' Circus, operated by Howard Suesz, will play in Me-morial Collseum here under Shrine suspices November 1-5. The show recently began its indoor season and will come to Iowa from Illi-nois stands.

FOUR CIRCUSES TANGLE IN LA.

MINDEN, La. Oct. 28. —
Four circuses converged on Louisiana this week with activity centering here. Al G. Kelty & Miller Bros.' Circus was here Tbursday (26) and Biller Bros.' Circus is skedded for Saturday (28). Capell Bros.' Circus is in the central portion of the State, and Clyde Beatty, now near by in Mississippi, will play Monroe, La., Now-mber 11. The rusb came after Kelly-Motris Circus played some of the smaller spots and Ringling-Bernum made major points more recently.

Moving into West Virginia, In Paris After

Bouglione Back
In Paris After
Tour in Belgium
PARIS, Oct. 28. — Bouglione
Bros.' Circus, which toured Belgium with Its big top the past summer, has returned to Paris and is again occupying the indoor arena of Cirque d'Hiver.
Opening bill is decidedly weak, featuring Jack Rex and his 10 llons and the opular joeys, Maiss and Mimile. Remainder of the bill, which opened October 14. is made up of animal and horse acts of the Bougliones and circus acts, most of which toured with the show the past season.

In Results at Biddeford, Augusta, N. H. Hesults at Biddeford, Augusta, N. H. Hesults at Biddeford, Augusta, Port, Me. Weere fair. Sturmak said the show played Bangor and Portland last year with good returns, bull that the org steered clear of the locations this year to avoid conflict with Ringling-Barmum.
Canadian Bath and Eastport, Me. Weere fair. Sturmak said the show played Bangor and Portland last year with good returns, bull that the org steered clear of the locations this year to avoid conflict with Ringling-Barmum.
Canadian Jean was next, and wasts 10 for a week's stay in Maine, which uncluded Fort Pairfield and Waterville. In the former city, a local ordinance prohibited circuses 30 miles of a State fair, within 30 days before or after the event. He bougliones and circus acts of the Bougliones and circus acts of the Bougliones and circus acts of the properties of the past season.

Dailey Org Selling Train Equipment To Scrap Company Iron Firm To Get 28 Cars; Delivery Awaits Clear Title Delivery Awaits Clear Title Delivery Awaits Clear Title Sale of Dailey Fars, Circus rise and steel company has been set and is seed for the pure former and steel company has been set and is seed for the pure former and steel company has been set and is seeded for completion in the near future. Delivery of the size set and is seeded for completion in the near future. Delivery is a certain of the pure former in the near future. Delivery is a certain of the pure former in the near future. Delivery is a certain of the size will be season. Davepoprt said he se With Capacities LUBBOCK, Tex., Oct. 28.—King Bros.: Circus reaked up a full house at night but a half-capacity matince here Wednesday (25), as its Texas four got well underway. At Big Springs, Tex., Sunday (22) the King-Cristian) combo drew a three-quarter matinee and half house at night. Locals said they believed the org would have pulled better on a weekday. Hobbs, N. M. (19), last stand for the show before it entered Texas, came thru with two full houses Weather in general has been good. No closing date for the circus has been ainounced, but it was presumed it would be prior to November 23, when the Cristiani acts open with the Tom Packs shuw at New Orleans. Description GONZALES, Tex., Oct. 28.— Was learned definitely in Control and steel company has been set and is skedded for completion if the past season. (Continued on pa (Continued on pa (Continued on pa (Continued on pa

CHICAGO. Oct. 28 — Clark Squires, owner-manager of Roger & Clark Circus wintering here, said this week he may open the org with a two-week Indoor run starting in March. Booking acts now, he said he is dickering for a two-elephant act and a snake pit show. He plans to cerry about 30 people next season, and the org may use a two-ring set-up. The show did not tour this season and Squires booked his animals elsewhere.

cember 3 in Texas after showing four days at Valley Mid-Winter Falz, Harlengen. November 18-25, it was announced here this week.

Closing date will give Stevens a 37-week season thru Oklahoma, Nebraska, Missouri, Arkansas and Texas. Org's quarters are at Hugo, Okla.

Texas. Org's quarters are at Hugo. Okla.

Vernon Pratt recently Joined as general manager. Other staffers include B. A. Blunch, general agent; Sam V. Price and Dick Brant. bill car managers: Charley Smith, public relations: Claude Garner, subject including the staffers of the staffers

ation), when he says a free attraction to merchants associations. The show rain, upon completion of the sale, will be moved to fillinos for delivery to the Hyman Michaels Company, Chleago, a nationwide firm dealing in scrap. It was understood that the deal involved 28 cars, of which the Dailey show used 25 before it closed in Arkansas last month Uncertain yet was the disposition Michaels would make of the equipment. Usable cars might be resold while others might be scrapped.

soid while others might be scrapped.

Meanwhile, a report that an-other irrus had purchased the train and might winter at Gon-zales was flatly denied by the show's owner.

NEW INDOOR OP PLANS "MONKEY ISLAND" SHOW

BELTON, Tex., Oct. 28.—
Louis Jackson's Indoor Circus,
opening under Elks auspices
here November 21-23, will
carry a portable monkey island as a menagerie in addition to its nine eireus acts.
Jackson, owner of the show,
sald he believed he would be
first to use such a set-up.
The new org, he said, is
framed to play lodge holls in
smaller Texas towns and has
seven weeks booked. Program
will stress comedy and familytype acts.

NEW BUILDINGS FOR COLE ORG AT PERU FARM

PERU, Ind., Oct. 28. —
Construction of permanent
buildings to house Cole Bros.'
Circus started Monday (23) at
the Terrell Jacobs farm near
here. Included in the plans are
a ring barn and barn for
horses and elephants.
It was learned that show
equipment, recently moved
from St. Louis to a naval sir
base near here, probably will
be moved later to the new
buildings.

Arthur M. Wirtz, Chicago,
co-owner of the show, has
turned down new offers from
podential buyers of the show,
it was reported but Wirtz
could not be reached for comment.

Miss. Spots **Give Beatty** Fair Houses

Business Holds Despite Cotton Area's Troubles

Ringling Biz Holds High In Virginia

Tennessee Spots Okay; Org Starts

Okay; Org Starts
Last Lap of Trek

PETERSBURG, Va., Oct 28—
Good business greeted Ringling
Bros and Barnum & Bailey this
week as it moved into the Southcast for its last lap of the season,
which closes November 19

The show drew a half matinee
and three-quarter night crowd
here Wednesday (25), but crowd
here Wednesday (25), the
night house was full and rain held
the matinee to a half house. Roanoke, Va., Monday (23), ignored
taln to give the show a threequarter matinee and straw house
at night.
Chattanooga, the Saturday (21)
stop, produced half and threequarter houses in the face of football and rodeo opposition. Nashville (22) came thru with two
hear-capacity houses, and Jackson,
Tenn. (19), gave a three-quarter
and a near-capacity house.

San Antonio

Mills Inks Harvey, **Plans Enlargement**

Larger Top, Animal Purchases,

Larger Top, Animal Purchases,
More Seating Capacity Skedded
WINSTON-SALEM. N. C. Oct.
28.—Mills Bros.* Circus has signed.
R. M. Harvey as special agent for 1951 as a step in a major expansion program for next season. Jake and Jack Mills. co-owners, announced this week.
Harvey will start his duties with the show early iff January after completion of a vacation cruse, and will fill an especially created post. General Agent H. W. Ahrhart, with Mills this season, will be back for 1951, it was reported.
Purchase of a l40-foot big top with three 40's is scheduled for next season. This year the show used a 120-foot top. Sealing is papacity will be increased 1,500 to a total of 5,000, the Mills brothers

Larger menagerie top also is planned.
Increase of the Mills season but on the expansion program. The show had three bulls this season but of the book early iff January after completion of a vacation cruse, and will fill an especially created post. General Agent H. W. Ahrhart, with Mills this season but of deed. Altho it is not yet definite where Mills all obtain the was possible deals brewing.

Purchase of other animals, indeed the program is calculated to cost in excess of \$100,000, it was reported. Mills Brothers will be an expansion program. The show had three bulls this season but of deed. Altho it is not yet definite was possible deals brewing.

Purchase of other animals, indeed the program is calculated to cost in excess of \$100,000, it was reported. Mills Brothers will be an expansion program. The show had three bulls this season but of deven by the opposition of the expansion program. The show had three bulls this season but of deven be expansion program. The show had three bulls this season but of the expansion program. The show had three bulls this season but of the expansion program. The show had three bulls this season but of the expansion program. The show had three bulls this season but of the expansion program. The show had three bulls this season but of the expansion program. The show had three bulls th

LOS ANGELES GIVES POLACK BROS.

A BIG HAND!

gagement ever played by Polack Bros.' Circus for Al Malaikah Shrine in Los Angeles is reflected by these enthusiastic comments by the newspaper reviewers:

The Polack Greus has promised and delivered one of its best shows of any season.

LOS ANGELES TIMES

Just what the doctor ordered ... It's surprising how much of the fun, excitement and glitter of the hig tent can be moved under a roof and on to the

EOS ANGELES EXAMINER

li's a first class circus , , , a collection of some of the top acts in the business.

LOS ANGELES EVENING

HERALD & EXPRESS

High art reigns supreme in Polack Bros. Shrine Circus. . . .

Polack Bron. Shrine Gircus....
All the variety a circus fan could
ask for, tOS ANGSIES MIRROR

Uervades the local entertainment front with an exhibitaring
airs.... Something for everyone. LOS ANGSIES DAILY NEWS

It's a swell show . . , the "biggest and best" ever pre-rented by Polack Bros.

HOLLYWOOD CITIZEN-NEWS A lively show. . . It has all the flavor of a big-time circus except fine a rent, and it hall-sinces off in this respect by the greater senting confort and the more compact presentation of the diversified numbers.

Now Booking for 1951 A Show That Will Top All Predecessors!



83 M, Wabash Ave. Chicago 1, IIII Sulfa 2200 Phone: PR 2-3473

WANTED

FOR DEC. 7, 8, 9, 1950

CIRCUS ACTS OF ALL KINDS

mily Acts that double, Dog and Po rial Acts, Trampolina, Clowns, Mo ts, Elephant Acts. State lowest ad photos, which will be return

Replies II. RAYE DISABLED AMERICAN VETERANS' INDOOR CIRCUS

Room S. Kennady Building Ohmulgee, Okla.

ROGERS & CLARK CIRCUS WANTS FOR 1951 SEASON **OPENING APRIL 26**

CLARK SQUIRES 218 So. Lattin St.

ACTS WANTED

FOR MY 1951 FAIRS & CIRCUSES

ERNIE YOUNG

203 N. WABASH. CHICAGO 1, ILL.

WANTED AT ONCE **NATIONAL ACCOUNTS ADVERTISING** SALESMAN

CLYDE BEATTY (IRCUS PROGRAM Write BOB KENEFICK, Sportservice Bidg. 203 Main St. Buttale, N. T.

BILLER BIZ FAIR AT U.S. STANDS

• Continued from page 62 tion proceedings against the circus, sultation by management of both Cate was switched to Livermore Falls to a solid day's biz.

Dates in Canada were played

Palls to a solid day's biz.

Business was excellent at Haverhill and Lawrence, Mass. Playing repeat dates at Falmouth, Plymouth and Hyannis on Cape Cod, Sturmak said the take was about 20 per cent under 1949.

Providence and Newport, R. L., brought fair returns, with the same holding true for New London, Waterbury, Torrington and Meriden, Coin. A repeat date at Peekskill, N. Y., was under 1948, while Haverstraw, N. Y., gave only a fair yield.

At Baltimore

BALTIMORE, Oct. 28.—With a \$50,000 advance sale aheady registered and two more weeks to go before the annual nine-day showing of Polack Bros. Eastern Unit under Boumi Shrine Temple auspices in the Fifth Regiment Armory here, indications are that the date will cellipse the previous high gross recorded in 1949, said James Rison, who is directing the date. Risen left the Polack Western Unit two months ago to hand.

date. Risen left the Polack Western Unit two months ago to handle the local engagement, which opens November 10, and has been assisted by Dixte Hebert, Walter Uliman and Arthur Hansen.

The 1980 edition will offer a number of attractions new to Baltimore, including the Grotona Troupe, high wire; Welde's Bears; Gautier's Tallyhoo, doog and pony revue; Josh Kitchen's high school horse and Liberty horses and mules; Antelek Troupe, perch; Velerie and Kolomon, double traps; Tatali Sisters, acros; Alda, aerial novelly; DeWayne Troupe; teeterboard; Five Beldens, Risley, and the Three Bounders, trampoline.

and the Inree Bounders, tram-poline.

This week Hansen opened an office in Owensboro, Ky., and Hebert went to Charleston, S. C., to do advance work. The Western unit plays both dates.

Cole & Walters Closes Nov. 23

DUE TO MAIL MIXUP KRIEL FAMILY

837 Massard St., Iowa City, Iowa, ar Cosp-Walters Circus, Hugo, Okia.

TATTOOED PHOTOS

Twelve 5x7 artigal photos, highly tattoo cierus affrections, men or women tehoic for two dollars. Fatty different for fi-tutions

BERNARD KOBEL * FOR SALE

DONKEY BASKETBALL TEAM Includes 15 head, average 6 years. Also 1942 GMC Truck with new molor and tires. Price \$1.540 cm.

NIEL BROWN

Dates in Canada were played mostly under auspices, while American stands were made straight, according to Sturmak. Sone difficulty was encountered upon entering Canada but the reaction was the opposite once the locals caught the show, Sturmak claimed.

Waterbury, Torrington and Meriden, Conn. A repeat date at Peekskill, N. Y., was under 1949, while Haverstraw, N. Y., gave only a fair yield.

New territory was mined at Asbury Park, West Atlantic City and Camden, N. J., none of which were very good, Sturmak said. Frederickton, Md., and Charlotteville, Portsmouth and Suffolk, Va., were fair.

Sturmak said he felt these claimed. The show, Sturmak claimed the season was placed on a fast-paced show and keeping excitement at a maximum pick, rather than on an extravaganza type presentation. Show ran two hours. Biller has played the East Coast for the last two years and Sturmak claimed.

Sturmak valued.

erickton, Md., and Charlottesvile. Portsmouth and Suffolk, Va., were fair.

Slurmak said he felt that the ensuing dates thru the Carolinas did not yield much because the territory was burned out by a succession of circuses and carnivals. Albany and Wayeross, Ga., produced fair takes, while Alabama business was below par. Biller finishes the season in Mississippi and Louisiana.

View With Ibailey

During stands in New Brunswick, Canada, which included St. Stephens, Fredericton, Moneton, St., John, Edmundston and Duhousie, Stirrmak said the show was in conflict with Dailey Bros. Wait paper was used with some success, he added. The same thing occurred with the Clyde Beatty Circus in Virginia, but Sturmak said routes

Polack Clicks

50G Advance

At Dalaina were increasingly harder to tota were increasingly harder to find.

Only One Day Lost find.

Show lost only one day all scanning and mud prevented the big top from rising. Big top's scaling and mud prevented the big top from rising. Big top's scaling top from rising.

No Truck Worles
Circus has a working agreement
with General Motors Corporation
for its rolling stock, and Sturmak
believes that even if conditions
should cause further restriction of

season. Present plans call for the show to go under canvas about May next year.

Columbus Date

COLUMBUS, O. Oct. 28.—Frank Wirth Circus opened here Tuesday (24) to a good house, for a five-day run, closing loday. After this showing some of the acts head for Kansas City, Mo., and some to Houston for contracted dates in those cities.

Following acts were added for this date in addition to the line-up which played Sioux City, In., lost week: Lataliji Sisters, Berosini Troupe, Winnie Colleano, De-Wayne Troupe. Zaechini's double cannon, Phil Wirth's riding school, and Chick Lalsure, elown. Keller's tigers were replaced with Clement's lions, and Facks elephants were replaced by Hust's elephants. Jack Cervone is band leader.

NEW BRAUNFELS, Tex., Oct. 28.—Cole & Walters Circus, No. 2 unit of the Kelly-Miller organization, will close Thanksglving Day, November 23, in Texas, it was reported this week. Show has been in Texas for some time and has averaged about three straw houses per week. Act to Rogers For '51 Tour Act to Rogers

CINCINNATI. Oct. 28.—Announcement of the recent purchase of the former Alfred Court wild animal act, for presentation during the 1951 season, was made this week by SI Rubens, owner-manager of Rogers Bros.' Circus. Rubens said the act, consisting of six tigers, three lions, cages, steel arena and props, will be available for winter bookings.

Rubens said the current tour, which ends Monday (30) at Leesburg, Fla., has been suecessful. The 1951 tour will get underway in early January with new canvas for the big top, menagerie and Side Show and a new banner line. In addition, Rubens is adding three elephants, bears and a giroffe to the menagerie.

A Name To Remember



A Name To Remember

STANLEY W. WATHON

INTERNATIONAL CIRCUS IMPRESARIO

Known in Europe as the Greatest Circus Booking Agent of All Times .

WHO PUT THE CHCUS DESKING AGENT OF LAND AND THE CHCUS ON ITS FEET IN ENGLAND AND THE CHCUS. ACENT TO BOOK EXCLUSIVELY FOR TOWER CIRCUS. BLACK-POOL 629 W. meason), Is years. HIPPODE CIRCUS. OT. YAMNOUTH (12 WE. meason), Is years. RELYWIN HALL CIRCUS, GLASCOW, II years. BELLE VUE CIRCUS, MANCHESTER, II years. STAUIDE CIRCUS. LIVERPOOL, 3 years. OLYMPIA CIRCUS. ELYERPOOL, 3 years. OLYMPIA CIRCUS. ELYERPOOL, 3 years. LONDON COLISCUM CIRCUS. 1 years. DOMINION THEATRE CIRCUS. LONDON, I season.

Also Represented in England BINGLING BROS. BARNUM A BARLEY CIRCUS THE WINTERGARTEN THEATRE, BERLIN CARL HAGENBECK CIRCUS

A RECORD NEVER ACHIEVED BY OTHERS BEFORE OR SINCE

AND ALSO MADE THE EXISTENCE OF SOME OF THE BEST CIRCUS ACTS
SEEN IN AMERICA POSSIBLE. CREATOR OF SKATING ON REAL RICED PORTABLE STAGE, BY:10 (1807).
NOW REPRESENTING THE GREATEST ARRAY OF EUROPEAN
ATTRACTIONS.

Dou't Camble, Get the Best Results From

STANLEY W. WATHON

Phones Illinois 7-2360 or Plasa 7-6171

Corne Bros. Circus

Languit Season of Any Clear. 39 Weeks and 5 Days. Never Cut a Solary—Neves Missed a Pay Day.

WANTED

WANTED

WANTED

For Indoor Dates, opening January 15—Boller Room Crew. Joe Sullivan, Jim Burke, Beck, others, wriwer. Complete co-operation under strong augices. TOP COMMISSIONS.

Want Family Acts doing two or more—Clowns, good Wild Animal Act, Steta all and quote semble tabler in first letter—NO COLLECT WIRES.

WANTED—Side Show People for 1951 isason. Concession People in all departments. HERIRY CARTER, answer. Rance complete Sit Down Creb for Mari and Wife capable of operating same. Mug Outrit, Custard open.

of operating same, Muig Outfit, Eustrad appen. Writer Custress open. Writer Custress open. Working Man wanhed in all departments. Preference given to Sensi Drivers. Buck, Lucia wenth good irrilable, obser Groom. Builders, Caliporniers, Paniters wanhed in winfer quarters. Billyosters, answer. Willufd like to hear from Wild Life Operators. JACK FOSS, answer.
Want to Buy Creuz Equipment, enlarging show. Want late Model: Ford Tractors with or without trailers; Canvas—70 round with three filteries, sets, side wall. FOR SALE—0n. 30 wait entrol one 60 wait to Sound Systems—50 round with the ST SC Complete, 2 D.C. 1 h.p. Motors; 1 A.C., 1 h.p. Motor; one 46, h.p. A.C. Motor; 2 straight 1946 Chew. Trucks; one Chev. Cob over Tractors and Semi. All incolles to

TOMMY BUCHANAN, Mgr.
HOT SPRINGS, NEW MEXICO

AVAILABLE FOR WINTER DATES

6 TIGERS—3 LIONS CAPT. JACK ROGERS

Also pood Sillipshont Act. Ropers Breat Circus, will open 1951 beston garly, Want to Robert From Acts delige 2 or more: Changing antite shops, to if you write before, write spein. State lowest salary. Want to buy Felding Chairs and 25 Kw. Wight Plan). Contact \$1 RUBBNS, Regard Breat Circus, Fr. Myers, Florids. Jorsey Schafe, cented Loy Stone.

PAGE BROS.' CIRCUS

Wants Central Agent, must know Southern territory and have car. Want Acts for Big Show, also Acts for Nide Show. Circus Resirician, must understand Light Planta. Working Men in all deportments. This is no fli-by-night operation. Gaing South, out all writer.

W. F. (SHOTGUN) PAGE, Mgr.

Gainstairs, Tenn., Oct. 31; Carthags, Nev. 1; Baxter, Nos. 2; Smithville, Nos. 3
Tray City, Nav. 4.

Six and Eight Horse LIBERTY ACTS

EVANS & STARK CIRCUS

BOBERT D. GOOD

PHONEMEN AND DIRECTORS

leady work for good men for the only attonal Police Plante Publication in the , S. A. To raise money for the home, and pleture with referencer and where only would like to work.

MOREL ADVERTISING SERVICE

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Official Labor Newspaper, Top commissions steady work. Each safetimen has private office Office approach Phone Salesman and LaBor need spub. A. R. Campbell, Mgr., Thomson St. Philadelphia St. Pa. Phona: Cumberland \$2500

WANTED CIRCUS WAGONS

Dressing Room-Ticket, etc. for Music Circuses

Miami & St. Petersburg

WINTER LEASE AND POSSIBLE PURCHASE BURRY

Music Circus Company
11 East 60th St., Naw York City, 11th Pt.

WANT SENSATIONAL FEATURE

FOR MACON SHRINE CIRCUS

MACON, GA., NOV. 14-18 in to the many fine acts who repli-r previous sil, we have booked co-show except for consational featu-one program. Would like to be Les Kimris or Man Who Han-elf Type of Act.

W. J. Bailey, Chairman

PHONE SALESMEN

GALLUCCI BROS.

Ambassador Hotel, Milwaukee, WM. Prince of Wales Hetel, Partient, Ore. I Haryard St., Breekline, Mass.

Dallas Pulls Peak 2,176,519 Gate

THE BILLBOARD

Gate Yields 335G---Midway Grosses Set Highs--'South Pacific' Bags 320G

• Continued from page 56

Bros.' Sky Wheels. A No. 12 E11 was added to the twin No. 18's

Expo Gate 335C for the fair and this may have made a difference, too. Midway concessions, under Murphy's direction, hit an all-time high gross for the fair.

Aud attraction, South Pacific, drew 102,183 people in 24 per-formances. Customers laid \$394,-420 on the barrelhead to view hit. Of paid-in amount, \$74,252 went to Federal taxes for Sopac tickets and front gate admission taxes. Net after taxes was \$320,168.

lee Show Pulls Em Ice Cycles of 1951, presenting premiere of new show, beat last year's attendance record by 15

Whopping Bushness
Midway shows netted \$43,000
that day, with \$15,221 coming
from Sally Rand show. Sky Wheels
rode 10,239 for gross of \$2,559.75.
In Cotion Bowl alone, 35,000 hot
dogs and about 75,000 soft drinks
were sold. Every food concession
are did whopping biz as football
crowds scrambled for food.

Export publishing depositment hit

Expo's publicity department hit hard over week-end to build Sun-day attendance. "Last chance" plugs were bought on all Dallas

TELL & SELL WITH RRY ST. PHILA. T. P.





AUT SWENSON

SPRINGFIELD 4, MISSOURI

ran Sunday in both Dallar dailies.

Enpo Gate 335G

Expo gate was \$335,000, as compared to \$229,000 last year, S. B.

Cox, fair secretary, said. Fair received about \$19,000 in stadium rental from each of two capacity football crowds Saturday (14).

Cox said complete figures on fair operation would probably not be ready before first part of November.

DALLAS GATE COMPARISON

Sat. (7)	. 147,5B2	209,556
	173,500	132,781
		48.058
Thurs. (12).	, 174, 779	
Fr! (13)	. 212.967	211,657
Sal (14)	289.307	276,984
Sun (15)	221.742	234,765
Man (16)	183 406	146.349
Tues (17)	102 337	71.951
1005. (11)	80 082	
AAGOT (10)	. 00,000	
Thurs. (19).	70,410	
Fri. (20)	140,192	103,664
		160.247
		97.R86
Sun. (22)	170,4	27,500
Totals	(8) . 173,500 132,781 (9) . 52,627 48,058 1 (10) . 45,359 33,835 (11) . 47,798 199,202 13) . 212,967 211,657 (14) . 289,307 276,984 (15) . 221,742 234,765 1 (17) . 102,337 71,951 1 (18) . 80,982 61,082 1 (19) . 70,470 56,835 (20) . 146,192 103,664 (21) . 87,217 180,247 (22) . 146,144 97,886	

Raleigh Registers Peak 475,000 Gate

Five-Day Total Scored in Face Of Two Days of Rain, Showers

RALEIGH, N. C., Oct. 28. - gate mark was 427,000. RALEIGH, N. C., Oct. 28. —
North-Carolina State Fair, which ended a five-day run Saturday (21), set a new gate mark with an estimated attendance of 475,000 persons, according to Dr. J. S. Dorton, nanager. The figure was registered despite rain and showers during two days.
Dorton's estimate was approved by State auditors, but it swill be several weeks before the latter release final statistics. Last year's lease final statistics. Last year's

by Sam Nunis were important drawing cards. James E. Strates Shows, midway org, had solid returns for the week. Girl shows and rides both reported good biz.

George A. Hamid's Fantasies of 1950 played to capacity crowds at each performance. Flicka and Thunderhead, movie horses, were exhibited in a special arena. Harness racing was curtailed by the two days of rain. All spaces taken, two days of rain. All spaces taken, including concessions, eating places, novelty stands and game booths, numbered about 400, one third more than in 1949, according to Concession Manager Bill Harting to Concession Manager Bill Harting the Concess

Ingon.

Dorton Stages Preview
In a fair prelude, Dorton staged
a preview showing of the Hamid
revue at a near-by Tar Heel Club,
instead of the traditional grandstand show Monday night. A barbecue dinner was offered about
1,000 guests, including press and
radio personnel.

Dorton tarmed attendance for

radio personnel.

Dorton termed attendance for the run the largest he had seen at an event in this State and said all fair officials were satisfied with the gross. He predicted that the fair of the future, expanded version of this event, would draw more than a million persons.

94.2% of Milwaukee Patrons Want To Return, Poll Finds

Pick No. 1 Exhibit

The question "Do you wish to attend the Wisconsin State Fair next year?" drew an affirmative oply from 93.8 per cent of queried reply from 93.8 per cent of queried from Milwaukee County. Patrons from Milwaukee County topped

the livestock exhibits, 41.

The fair's auto and harness raccing program was the biggest individual draw on the grounds, the poll indicated, with 77 naming it as the feature they wanted most to see. The flower exhibit was second with 65 votes, livestock third with 56; all exhibits fourth with 55: followed in order by the Women's Building, Wisconsin-At-Work, Conservation Exhibit and the Industry Exhibit.

Auto Bares Tope

Meetings of Fair Assns.

oer 17-18. W. J. Huddleston, International A s so el at i on of Fairs, St. Nicholas Hotel, International A s so el at i on of Fairs and Expositions, Hotel Sherman, Chicago, November 27-29. Frank H. Kingman, Brockton, Mass, secretary.

Washington Fairs Association, New Washington Fairs Association, New Washington Hotel, Scattle, December 28. Charles T. Meenuch, Pullman, secretary.

Fair Managers' Association of Fairs Hotel Fort Des Islanes, Des Moines, December 11-12. E. W. Cheak) Williams, Manchester, secretary.

Kentucky Association of Fairs Hotel Fort Des Islanes, December 11-12. E. W. Scattle, December 11-12.

retary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Okiahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 7-9. Vera G. McQullin, P. O. Box 974, Oklahoma City.

Michigan Association of Fairs,

P. O. Box 974, Oklahoma City.
Michigan Association of Fairs,
Fort Shelby Hotel, Detroit, January 14-16, Harry B. Kelley, Hillsdale, secretary.
Kansas Fairs Association, Hotel
Jayhawk, Topeka, January 9-10.

Western Fairs Association, Hotel nesota Federation of County Fairs, alifornian, Fresno, Calif., November 14-16.

Association of Tennescoe Fairs

15-17. George W. Gickner, North

24. A. W. Lombard, 21 Jason St.,
Arilington, Mass., secretary.
Pennsylvania State Association
of County Fairs, Penn Harris Hotel,
Harrisburg, January 24-26. Charles
W. Swoyer, 522 Court St., Reading,
secretary.
Rocky Mountain Association of
Fairs, Northern Hotel, Billings,
Mont., January 28-30. Clifford D.
Coover, Shelby, Mont., secretary.
Árkanass Fair Managers' Association, Marion Hotel, Little Rock,
January 30-31. Clyde E. Byrd, 2601
Howard St., Little Rock.
New York State Association of
Agricultural Fair Societies, Ten
Eyek Hotel, Albany, February S6. James A. Carey, State Office
Building, Albany, executive secrelay.

Rocky Manatain Association

A surprising 28.4 per cent of those polled indicated their interest in the fair stemmed from the fact that relatives or friends were active participants.

were active participants.
Suggestions for the addition of features came from 18.5 per cent of the patrons. Residents of Milwaukee County suggested the addition of an automobile show, more farm machinery, dog show, ice show, aviation, scientific exhibits, oin collections, draft conde naking, cooking demonstrations and photographic exhibits, and the statement of the statement of

its.

Suggestions from residents outside the county included more farm machinery, photographic exhibits, iterative residents, before a book available, included more school exhibits, borse show, availation, publication of a newspaper, more educational exhibits, sporting goods, draft horses, television display, cheesemaking, poultry and pigeons and stamp and coin collections.

Schluderberg, Daiger Take Over Timonium

TIMONIUM, Md., Oct. 28.—A new group headed by Mnil L. Daiger and William F. Schluderberg, has taken over operation of Maryland State Fair here. Stockholders of the old corporation met and voted to dissolve, agreeing to sell the property and assets to the new group which had been organized to carry on the fair and racing.

Humphry S. Finney, field sec-

Kansas Fairs Association, Hotel Jayhawk. Topeka, January 9-10 Kevetett F. Erhardt, Stafford. Ohio Fair Managers' Association Deshler Wallick Hotel, Columbus, January 10-11. Mrs. Don A. Detrick. Bellefontaine, secretary. Missouri Association of Fairs and Agricultural Exhibits. Govarn Hotel, Jefferson City, January 11-12 Rollo S. Singleton, Jefferson City, January 12-32. H. C. McCleland, Arlington, secretary. Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary. Minnesota State Fair and Min-

ENTERS ACT BIZ

Dorton Buys Movie Horses From Hamid

RALEIGR, N. C., Oct. 28.—Dr.
J. S. Dorton, general manager,
North Carolina State Fair, and operator of annuals at Charlotte and
Shelby, N. C., last week eased into
the free act business when he
bought movie horses, Smokey,
Flieka and Thunderhead from
George A. Hamid, booking agent.
Deal was command at the State

George A Hamid, booking agent.
Deal was cemented at the State
annual where the appearance of the
nags proved a major attraction.
Dutton, a veterinarian whose home
is in Shelby, said that he would
train the equines and make them
available for any and all types of
showbix appearances.

Dorton anticipates a busy schedule for the famed flucker horses,
pointing out that they would be
a natural attraction at many of the
drive-in the deep which have
mushroomed through the country,
as well as at fairs and special
events.

Fence for Weyburn

WEYBURN, Sask., Oct. 28.—Another 460 feet of board fencing at the fairgrounds has been torn down and the balance of the steel wire fence replacement, started in the spring, is being finished. Fence will cost \$2,500.

ACTS WANTED

For Our 1951 Fairs

Williams & Lee

C. & W. Hits 60G Macon Fair Record

Weather Hurts On Two Days; Org Re-Inked

MACON, Ga., Oct. 28.—After a bad buffeting by weather, Georgia State Fair had record-breaking turnouts Friday (20) and Saturday (21) with the Cetlin & Wilson Shows settling a new gross high of about 380,000 for shows and rides on the midway.

The ciated fair management broke precedent by calling a Friday night session and formuly awarding the 1951 contract to the same org, which will be the third consecutive year for C&W at the spot.

Bis FAIR-TO-CALW

Bis Follows Set-Back

TO SELL SHOW

SAN FRANCISCO, Oct. 28.

—The Harry (Polsa) Pet LerCharlic Walpert partnership in Golden West Shows is being dissolved and org will be sold soon. Walpert purchased the interest of Nathen Cohn. Pisher's son, a year ago when Cohn decided to devote his time to his law firm. Dissolution of the partnership will be completed with the disposal of the show, which will be offered for sale as a complete unit. Fisher, former manager, legal adjuster and advance man for Eastern shows, will continue in the outdoor field as manager or general agent for a Western show.

Concessionaire Dies, 1 Injured

Bis Follows Scr-Back
First half of week was about the same as last year and Thursten the same as last year and Thursten and the crowds started in the morning.

In Auto Crash

LITTLE ROCK, Oct. 28.— A Mr. Muncle was killed and Henry Harten was a turnaway. All parking space in the huge grounds in Central City park were filled by 7 p.m. and all traffic turned away. Midway was jammed past nadnight and gross for that day alone was nearly \$20,000, afficials sand.

Raina resumed Saturday morning but stopped around noon and again the grounds were crowded, in afternoon and evening.

Midway Take Rig

Mid

all afternoon and evening.

Midway Take Rig

Co-Owners Izzie Cetlin and J. W.

(Jack) Wilson termed the midway bix for last two days as phenomenal. Engagement which was Exposition. which played to the comed jinxed with mishaps at Lonoke County Fair at Lonoke, tirst ended happily and shows were ark. last week. Muncic's body was loaded and out of town Sunday went in his home in Leavenworth, morning en route to Albany.

Kan, for burial.

Rain, Creditors Hit Endy at Savannah

Six Days of Rain Wash Out Coastal Plain Take; Lawsuits Total \$63,737

SAVANNAH, Ga., Oct. 28.—
Endy Bros.' Shows were smaeled by six days of rain and lawsuits to shows by Kenneth E. Moore, Sagregating 563,737.25 here last week at the Coastal Plain Fair. Midway org, which hardly swung on the succession at the extended event, now scheduled to end tomorrow, and the take to date is reported.

BAVANNAH, Ga., Oct. 28.—
amount of \$40,000 was filed against 18 fint cars, allegedly leased to the shows by Kenneth E. Moore 2. Norfolk tent manufacturer, for 22. Moore also filed with a buck in the rain, continued of an additional \$6,000 and a similar attachment was made by Charles A. Lenz, insurance agent, now scheduled to end tomorrow, and the take to date is reported.

Endy Bros.' Shows were smaeled to the shows by Kenneth E. Moore 2. Norfolk tent manufacturer, for 22. Moore 2. Moor

swung and the extended event, now scheduled to end tomorrow, and the take to date is reported good by Dave Endy.

Endy, reported in financial difficulties periodically thruout the season, had to get up \$15,000 to salisfy a government tax claim and get the shows' equipment in here from Wilson, N. C. Mortgare foreclosures brought in Superfor Court here included one in the amount of \$14,000 by Ralph Endy, a brother. Dating from March, 1946, it called for interest, and covered the Merry-Go-Round, Rolloplane, Octopus, Fly-o-Plane and four generators with tractors and trailers.

A ball-in-trover sult in the PONT?

PONTICO ENDS 50TH YR. IN BIZ

SHREVEPORT, La, Oct. 28. Joe Pontico, cookhouse op with the Royal American Shows here this week, rounds out his sorth year in outdoor showbiz. He started with the two-car Charley McMann show, joined the Barnum & Balley Circus two years later as a novelty man and remained with that circus 30 years, then went with the Jerry Mugiyan interests, in novelties. He joined the RAS in '36 with a Fat Show and cookhouse and has been the org's cookhouse op ever since. He and his wife, Flo, reside in Tampa.

FISHER, WALPERT RAS EARLY DAYS' GROSS AT SHREVEPORT UP 42%

New Midway Surface, Independent Concession Set-Up Is Impressive

SHREVEPORT, La.. Oct. 28.—
Hard hit by weather here last year, the Royal American Shows' gross in the early days of the current Louisians State Fair soared over the corresponding days last year. Carl Sedimayr, RAS owner, basid the ride and show take for the first three days was 42 per cent ligher than for the same period last year.

Preview night, Friday (20) on the eve of the fair's opening, yielded double last year's business or that might, Sedimgyr added. The fair ends Sunday night (29) and fix closing will also mark the season's end for the Royal American, which heads from here into winter quarters at the Florida State Fair, Tampa.

Kiddiciand Gore Big

Kiddiclaud Gors Big
The B. S. Gerety Kiddicland, a
permanent installation on the fairgrounds, also enjoyed bang-up bit
in the early days of the fair, ac-

NSA Favors

viding adequate drainage. Last year the fun zone was deep in nuire on numerous occasions.

nitre on numerous occasions.

The Independent concession midway also is a vast improvement over previous years. Under the direction of Bob (Diggers) Parker, the Independent linc-up presented a smaller number of concessions, with accent on higher quality. Andy Markham Chicago concessionaire, and Joe Monsour, aid to William R, Hirseh, veteran ralar manager here, assisted Parker in bringing about the changes.

Sam Gordon, RAS concession

in bringing about the changes.

Sam Gordon, RAS concession manager, gave a surprise birthday party for Carl Sédimayr al a downtown entery during the engagement. Guests included Mr. and Mrs. C. J. Sedimayr Jr. and son, C. J. III: Mr. and Mrs. Sam J. Levy, Gaylord White, Al Sweeney, Jack Duffield, Harry Julius, Bob Parker, Mr. and Mrs. Bob Lohmar, J. C. (Tommy) Thomas, Herb Pickard, Mr. and Mrs. Gordon and William R. Hirsch.

Dn Possibility New York, Oct. 28.—The board of sovernors of th National Showmen's Association (NSA), Wednesdated the Pricket, Millioners and the same of sovernors. They are Morits Anoke, Infl. Bernard (Bokey) Allen, Dave Wassert, John J. Gallagher, Michael J. Doolan, Edward Levinson and Jack Hawthorne. Also Ben Hyman, Max Brantman, Fitzle Brown, Elmer Byrnes, William Kaplan, Ernest (Rube) Liebman, Dace-Malcolin, William

Clubs; Columbia Biz Pars '49

ANDERSON, S. C., Oct 28.—
Frank Bergen's World of Mirth
Shows, in its first appearance at the Anderson Fair in several years, is well on its way to racking up a top gross, exces revealed as the annual went into its final sessions here today.

Excellent weather and 9-cent hid for mopel patronage Tuesday and World days have aided the take, Bergen said. The 9-cent bid for mopel patronage Tuesday and World of More an innovation here. The youngstars jammed the rides and they are also be split by the men and swomen, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 3500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 5500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 5500 to the Ladies' Auxiliary of the National Showmen's Association which will also be split by the men and women, 5500 to the Ladies' Auxiliary of the National Showmen's Association with will also be split by the men and women, 5500 to the Ladies' Auxiliary of the National Showmen's Association to be distributed as followers: Association to be dis

Gooding Org, in 52d Year, Fills **All-Time High in Midway Contracts**

COLUMBUS, O., Oct. 28.—Terminating its 52d annual tour at Circleville (O.) Pumpkin Show. Gooding Annusement Company; Inc., this week began formulating plans for 1951. F. E. Gooding, and the season with Gooding annusement Company; Inc., this week began formulating plans for 1951. F. E. Gooding away, depending upon the and placed orders for several away, depending upon the European rides if he can obtain delivery in time for the 1951. Season.

Operating nine units during 1950. Operating nine units during 1950. Operating nine units during 1950. The Gooding organization fulfilled 14 State and country fair and gelebration contracts, an all-time record. In addition to the 91 rides owned and operated by Gooding, several rides also were booked on 43 Shows is 1950. Forty-three shows completed the place of the company's kiddie rides and the larger Merry-Go-Rounds have been contracted by Gooding the sensor were John Managers this senson were John Managers this senson were John Managers this senson were John Emplish will be out all winter on a lease basis for advertising papeoses. Present office starf includes Kathrone Holleran, corporation secretary to Gooding, and Hal Fallow the 91 rides owned and operated by Gooding to granization fulfilled several rides also were booked on 43 Shows is 1950. Forty-three shows completed the for the 1950 of storage purposes during the winter, under the contract of the company's kiddie rides and the larger Merry-Go-Rounds have been contracted by Gooding to granization fulfilled that the sound and country failed subscent for use during the Commence of use and the larger Merry-Go-Rounds have been contracted by Commence of the run. Even the tides and the larger Merry-Go-Rounds have been contracted by Commence of used of the can be department stores and Chambers of Commence for use during the Christmas holidors. Organization's glant scarchilghts will be out all what and all the country of the large of the can be larged the

HOME COMFORT!

A MODERN APARTMENT HAVE The state of the s

YOUR CHOICE OF BEDROOMS





SHOWER AND TOILET

DESIGNED WITH
"Real home comfort and economy"
YOUR COMFORT IN MIND on matter where they are. That's
what more and more show people
what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than over. As one veteran entertainer remarked, "New Moon life sure beats the hustle and hustle of living in crowded hotels and collecting a hunch of worthless rent receipts. It's the best investment I ever made"

HOW THE NEW MOON
E-Z PAYMENT PLAN
FOR SHOW PEOPLE
WRITE today for details on E-Z
payment plan for show people and
free flistrature on the New Aloon Fleet.

BOOM ON TRAILER 54 BRIDGE STREET, ALMA, MICHIGAN

FOR SALE - - FOR SALE

Coast. Is reasonably priced to sell, Ten beautiful, up-to-date rides in firstlass operating condition. A fleet of dependable Class A trucks and trailers Twenty modern Concessions, including office trailer, Froten Custate on trailer. Two glant searchlights mounted on new 30 ft,

Show complete from front entrance, which was specially built, to back. The above is in excellent condition throughout and will stand the most rigid inspection.

Included with the sale of the show is one of the best and established routes plus good will.

The fine investment may be seen by appointment, Prospects must suproof of financial ability prior to discussion of sale.

Owner retiring. All replies confidential. Address

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WANT WANT WANT FOR SOUTH MACON, SPONSORED BY THE CIVIC IMPROVEMENT ASSOCIATION

FREE ACTS

Hanky Panks of all kinds, especially want Franch Fries, Walfles, Mug Outfir, Basketball, Hoop-La. Can use Rat Came and Pan Came. Rides.—Any Ride not conflicting with the ten we now have. Can use for this soor and the next of the entirer. Motor Drome, Little Glooer, Pony Ride, Fly-a-Plane, Shows—Can use A-Ne. I jig Show twe have 120 ft. too for same), Posing Show, Animal Show, Cirl Show, Furth House, Monkry Show, Ride Help for ell essenchis work; Eoremen for Menry-Ge-Round, Ferra Wheel; Second Men on all Rides. Do not be malad and listen to false rumons, this show will positively play four more weeks in Macon, Ce., and hit for Florida. Write, wire or phone for space, as it is going fest.

J. R. MeSPADDEN

Work Ocrober 29, Planena Ave. Showarounds, Meson, Ga.: than South Macon

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CRAFTS will BUY for CASH
Streamlined WHIP in FIRST CLASS Condition
CRAFTS 20 Big SHOWS

Phone: SUnset 3-3139 or contect at Convention, Sherman Hotel, Chicago, Nov. 36 to 24 1936.

Midway Confab

On the midway at Marlboro Fair, Seat Pleasant, Md., were H. M. Snyder. Ferris Wheel and Kiddie Aulo; Herbert Stine, candy floos; J. J. Carey, popcom; Carl Ross, novelties; Van Helman, novelty hats; G. Cole, cider and doughnuts; Mrs. Herbert Stine, Merry-Go-Round. and Verson Slaughler and Billy Gee, Side Show. O. J. (Whitey) Weiss, concession manager on Cavalcade of Amusements, is at, least, confistent. Mrs. Weiss presented Whitey with a son in Tampa October 13, exactly one year after the birth of a daughter.

Stiting thru some midway perform ances is a great discomfort in the name of amusement.

Roxie Harris, owner-manager of the Royal Midwest Shows, recently visited his son, William. World War II vet who has been recalled by the army and is stationed at Fort Belvoir, Va., with the 515th Engr. Pet. Dist. Company. Jimmie and Marjorie Leaney had a successful season with Bucky Allen on the World of Mirth Shows and plan to winter in Miami.

When we read about showtrains making feel runs." the word lest is sometimes used loosely.

me to the heides of her nose.

Mr. and Mrs. William Dyer. general manager of Dyer's Greater Shows, will attend the Chicago outdoor convention and then visit relatives in West Point, I.a. before going to Hot Springs for a vacation. Mr. and Mrs. George Dyer have no definite plans. Destination of other personnel follows: Mr. and Mrs. Robert Thomm. Biloxi, Miss. Mr. and Mrs. Dalla York. Callfornia; Mr. and Mrs. Ted Dion. Louisians; Mr. and Mrs. Delter Sokolowski, Detroit; Mr. and Mrs. L. J. Heiser, West Helema, Art. Arms Shraymayer, Sheboygan, Win; Mr. and Mrs. J. A. Krajband and son, Bobby, Eldorado, Ark; Mr. and Mrs. J. A. Robert Houston; Mr. and Mrs. J. D. Reeves. winter wrestling circuits, and Mr. and Mrs. George Campbell, Biloxi, Miss.

Concessionaire said that he would have had a big season had fall lasted five months longer.

live months tenger.

Jinx Lane, Girl Show operator on the Crafts Shows, is hospitalized in Dinuba, Calit, as the result of an auto accident in which her car was demolished when it struck a bridge and turned over.

H. A. Bouck and family will leave Schoharie, N. Y. November 7 for Miami. They will winter at Silver Court Trailer Parkinere.

W. R. Gusbach reports he closed with the Royal Crown Shows in Alabama and returned to his home in Madison, Wis, when his son, Bob. contracted to his home in Madison to Milwaukee wall keep him off the road for a while. Frank Keys also is back in Madison, according to Gusbach.

Only as a gal show talker gets as in years does he saver the deep windom of that old saw about no fool like on old feel.

Following close of W. G. Wade Shows' season, Buster Crossland and his unit moved to New Orleans. Destination of other personnel was as follows: The MacLaughlins, Cheago: Wannicks, Carolinas; Harry (Tiny) Heller and Arthur Cronia. Dallas; Lloyd Burges, Alabamya; Harry and Ruth Mammas, Boston, and Leo Mammas, Columbus, O. Mrs. Mildred Miller. org's general secretary; D. Wade, general rep, and Harry Mammas recently took delivery on new cars.

Propaganda is what makes the masses and fair managers believe the all carnival ewners have addresses the Wall Street.

mediate "less runs." The word less to sometimes used loosely.

Thomas Whalen Jr., formerly with Endy Bros. Shows, has been inducted into the navy and is enroute to Korea, his mother reports... Prof. J. Wesley Blairs Laffacade has three more weeks on Buff Hottle Shows before heading north to begin its tour of school dates... Bo Dodson. Delbert (Red) Long and John Deany, of Catlett Greater Shows, visited the midway of State Fair of Texas. Dallas, midway of State Fair of Texas. Dallas

One of the finest tributes to American way of life is the fact to practically everybody in midway can afferd a dog.

Among those attending the second meeting of the season of the National Showmen's Association at the group's New York clubrooms were President Emeritus George A. Hamid, Joe McKee, Joe Hughes, Arthur Campfield, Fred Murray, Max Grubery, Doc and Jackie Morris, Srauley Wathon. Phil Isser and Jack McCormiek.

Phil isser and Jack McCormick.

R. C. McCarier, general agent
of Cettin & Wilson Shows, was a
recent Chicago visitor. Louic
Berger, general agent Cavakade
of Amusements, is back in Chicago, where he headquarters, after
an extended swing with the Cava
leade thro the South and a visit
to the shows' Mobile winter
quarters. Al Wallace and
Ben Braunstein, of the Wallace &
Murray Shows, playing Jefferson,
Ga., were recent visitors to J. R.
McSpadden's Lone Star Shows,
while they played Middle George
Negro Fair, Macon.

Good conversationalist is the trailer-lies, wile who can get as many enec-dots out of a visit to six house leathers on the lot as she can out of the season's tour,

polio. Gusbach says that the boy is recovering and that a contract to haul mail from Madison to Milwaukee will keep him off the road for a while. Frank Keys also is back in Madison, according to Gusbach.

Ed LaSalle and Mickey Purcell, manager of the Ploacer Call, which was the submitted with the National Clock Exhibit. Last week they were in Clearfield, Pu.

Due to reverses in the carbonated water business, Dominick Salupo reports he has re-established him.

circuit, Mr. and Mrs. Curly Clark are wintering at Arma, Kan., and Mrs. Clark has enfered a Girard, Kan., hospital for an operation. Paul Andrews is in charge of the work at the org's winter base. ... Zeke Shumway has joined the Blue Gress Shows with his monkey circus and wild life as did Sailor Katay and his Snake Show.

Babe Gallamore and Butch Smith Info that they have organized a new org to be called Golden Nugget Shows. Ed Salter arrived in Phoenix, Ariz, recently to spend the winter. Thomas J. Hughes has booked his Dil-linger car on Crafts 20 Big Shows for Arizona State Fair, Phoenix.



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RAFFLE WHEELS

120 Numbers • 180 Numbers

30" size wheel, made as Saltimare whee with 1 ½" Marine phywned. 120 number wheel , \$27.00 ea.

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WANTED **Merry-Go-Round Horses**

Any number up to thirty for Allan Herschell late model thirty-six iff, three abreast. State size, condition, price.

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Metro Depty, built in 25 ft. tandem wheat all steel trailer. Well flashed, nothing to buy until spring. Wire

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WHEELS OF ALL KINDS



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NOV. 6-11th

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#ON/S of all kinds except Carl Shows, small percentage. CONCESSIONS—Large coholouse that will serve and cater to Showfolks. Eating and Direking Stands.

Son. Noveltine. Cantard. Long and Short Range Galleres. Ball Cares. Houghts, son. Conses, Berketball, Swinger, 6 Cat, Jewetry, Fish Pond, Pan Carre. Houghts. Son. Kiddle Rides, Rolloplane or any Flat Ride on small percentage.

IT WILL SE WORTH YOUR WHILET OF TOP HERE

WIRE FOR SPACE AT ONCE

—LOT STAKED OUT SATURDAT—

GREER, S. C., THIS WEEK

WOLFE AMUSEMENT BEN WOLFE

MARKS SHOWS

MILE LONG PLEASURE TRAIL

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CHARLESTON, S. C., COLORED FAIR

Week of November 6 to 11

Legitimate Merchandise Concessions of all kinds. No exclusives, Now Booking worth while Shows and Rides for the 1851 season.

FOR SALE-One 8-Car Streamlined Whip, in good condition. Will buy Eiddle Rides if in good condition. All replies to

JOHN H. MARKS

This week Lumberton, N. C.; next week Charleston, S. C.

MAKE YOUR RESERVATIONS ... NOW ... **30TH ANNUAL**

PACIFIC COAST SHOWMEN'S ASS'N BANQUET & BALL

DECEMBER 16 — ELKS CLUB
Los Angeles, California

TICKETS: \$10.00 including tax
MEMORIAL DAY SERVICES, December 10th
PAST PRESIDENTS' NIGHT, December 18th

M. H. ELLISON, Chairman PACIFIC COAST SHOWMEN'S ASSN. Los Angeles 15. Calif. 1235 South Hope St.

INTERSTATE SHOWS

FOR DALE COUNTY FAIR, OZARK, ALA., HOY. 6-11

Will book any non-conflicting Shows with own equipment, Phil He irls for Girl Show. HELP: Can use Foremen for Rell-O-Plane and Chairs feen on all Rides. CONCESSIONS: All Legitimate 10r Concessions open and Drinking Stands open. Have good opening for Penny Arcade, all will H. B. ROSEN. Mgr. Clay County Fair, Ft. Gaines, Ga

TIVOLI EXPOSITION SHOWS

CAN PLACE

Hemby Fank Concessions for Camden, Arkansas, beginning Nov. 8th, right next to huse government plant and naval base. Thousands working night and day, and more men being employed every day. Will stay there hefentiely and show inside large fair buildings when weather gets bad. Join early for first Contact: H. V. PETERSEN
Greenwood. Miss., this week; then Camden, Ark.

FOR BRUNSWICK GA, AMERICAN LECION ARMISTICS WEEK CELERRATION.

MOV. AT WAVEROSS, GA. SHRING CLUE FALL PRETIVAL Griph in Nown.

TOOLS MOT COMPLETING. SHOWS OF ALL KINDS. NO GIRL SHOWS.

COncludings of all India. Must be arrively beginness. Wite Into week:

BARNEY TASSELL UNIT SHOWS

Pick B. Allen To Head NSA

NEW YORK, Oct. 28 .- Bernard (Bucky) Allen, concessions man-ager of the World of Mirth Shows, has been nominated for president of the National Showmen's As-sociation (NSA) in 1951.

sociation (NSA) in 1951.

Ross Manning, owner-operator of the shows bearing his name, was named first vice-president; Joe McKee, Palisades Park, second vice-president, and Vincent Anderson, Savin Rock, Conn., third vice-president. Harry Rosen, Coney Liand, was named ireasurer; John S. Weisman, Savin Rock, assistant treasurer, and Phil Isser, a partner in the L.T. and Carnival Shows, secretary.

ner in the L.T. and Carnival anows, secretary.

Manning, in line for the nomi-nation, refused because of the press of business. Mack Kassow headed the nominating group.

of business. Mack Kassow headed the nominating group.

Roard of Governors.

Named to the board of governors were Harry Agne, Morris Batalsky, David Brown, Morris Brown, Arbur E. Campfried, Issy Cetlin, Edward Cohen, Max Cohen, J. W. Contlin, James Corcoran, Bligh A. Dodds, Ralph Endy, Max Goodman, Jerry Gottlieb, Jack Grenspoon, Max Gruberg, H. G. Hoffman, Joseph H. Hughes, William H. Jones, Harry Kaplan, Mack Kassow, Louis D. King, Johnny J. Kline, Morris Levi, Sann Levy.

Also, Roger Littleford Jr. William Lynch, Jack McCormick, Jim McHugh, Frank Miller, Jack Morris Jr., Charles (Davenport) Padone. Sam Peterson. Sam Prell, Frank Rappaport, Irving Rosenthal, Clemens Schmitz, D. D. Simmons, Irving Sherman. Gerald Spellens, James Sullivan, Dan Thaler, Leonard Traube, Isadore Trebush, Max Tubis, Morris Vivona, E. J. Warner, Joseph Weissman, Charles Wertheimer and Michael Wynn.

Loos Org Pacts Two Laredo Celes

LAREDO, Tex., Oct. 28, —
Greater United Shows have been signed to provide the midway aftractions at the George Washington Birthday Celebration and the first International Fair and Exposition, both of which will be held here, according to J. George Loos, org's owner.

The lattic even to be held Moseh

The latter expo, to be held March 5-18, will, according to forecasts, be a big thing.

Tampa Club Benefit On RAS Nets \$1,150

SHREVEPORT, La., Oct. 28.— Greater Tampa Showmen's Asso-dation will receive \$1,150 from the benefit show held here Wednesday night (28) in the Bon-nie Baker top on the Royal Ameri-can Shows at Louisiana State Fair.

ean Shows at Louisians State Fair.
Comedy bit was supplied by C.
J. Sedimayr Jr., Cortez Lorow,
Claudeen Mathis. Evelyd Ringo and Claude Mathis. Acts included Harold Boy and His Jigsaws, Here-bert Banke, singer; and Princess Chio, dancer, all from the Baker show; Billie Rogers, comic: Se-christ and Ira Bel, accordion-acro-batic, and Two Cords, all of the Barnes - Carruthers grandstand show, plus a sword swallower from the Lorow Side Show, Other features included Leon Miller with the Bonnie Baker dancers in a boogle-woogte number.

boogle-woogte number.

Leon Millef, producer of the
Baker show, was presented with a
ploque for his co-operation in staging benefit shows. Award was
made by S. J. Sedlmayr Jr.

Bertha Reiss Melville Dies at Ft. Lauderdale

FORT LAUDERDALE, Fla., Oct 28.—Mrs. Bertha Reiss Melville died here Wednesday (25). She was the widow of Harry Melville and Nat Reiss, carnival owners.

INSURANCE T

IDA COHEN ITS W. IACKSON BLVD

CHICAGO, ILLINOIS

RED ROGERS

Call Auditorium Hotel, Houston, Tex. O.F.E.

Your wholehearted support to the

SHOWMEN'S LEAGUE

HOSPITAL & CEMETERY FUND

You can do your shore to help raise funds for this noble couse by ...

Distributing Car Tickets

Returning Banks

Paying Your 1951 Dues

Please make all checks payable to

ORCHIDS
TO MEN 1. To the Editors and Publishers of

THE BILLBOARD

UPON THE CREATION OF THIS NEW SERVICE TO SHOW BUSINESS.

2. To Fair and Show People WHO ARE NOW CONTRACTING WITH US FOR THE 1951 SEASON.

W. G. WADE

C.P.O. BOX 1488, DETROIT 31, MICH.

oney-maker, we have the right proposition to effer you. Our route is famous in show business-so contact now.

LIBERTY PEEP SHOW LIBERTY

VERY FINE CIRL SHOW FOR FLORIDA DATES

Wagon front, all neon, scenery, lights, seats, all complete. Plebry of flash. All youthful talented girls.

Renty to

RAY MARSH BRYDON

c/o Greater Tampa Showmen's Club, 910 Case St., Tampa, Fla.

HELLER'S ACME SHOWS

Want for big Wanate, N. C., Arekinse Day Celebration, Nev. 6-11. This is definitely the only cardival to play this date. Don't be mixted.

Want Ride Help and Semi-Drivers. Comp contin to New York. Show alosing, We will see you home and pay you well.

Want Earling Starcas. Neverties and jeveliny. Concessions of all kinds.

Shows—Cer your winter's born jud in these two spots. Especially want Motordrome.

Mant Surface Show. Canada Mond.

All Address

MARRY HELLER
SMITHFIELD, N. C. THIS WEEK; THEN AS PER ROUTE.

Bred Everywhere for Over 35 Year

ROLL TICKETS PRINTED TO YOUR ORDER Keystone Ticket Co. SHAMOKIN, PA.

100,000 \$29.00

Happyland Shows

IN ALL SINCERITY, WE OFFER Congratulations and Every Good Wish for Great Success to THE NEW BILLBOARD

This eventful lisus we leaving numbers of Shotes, Concessions and Rides to wract us. We are ready new to after you appertunity to book with a shore own for year as Michigan's Bosk.

Address Happyland Shows

1611 SEYBURN AVI., DETROIT 14, MICH.

LITTLE MEN WANTED

part of its sales and promotion program. Because of an expansion of these activities, this company new has openings for two more little men on a permanent, salaried basis. No selling will be required, but the applicants accepted must be able to do come traveling, meet the public and handle them-selves well. Applicants chould not exceed 4 feet 6 inches in height, Plazze tell us all about your personal qualifications, education and experience.

BOX D-451

BANK SAY PAY—SO HERE GOES

New 85 All-Aluminum Trailer Homes — Profrie Schooner with Tub. Bath. \$2335.00. Vergabonds. Royerafts. Nanhue. Troiwood. 30 Peerless. Owcess and Royers. 25 Rollohome with Shower. \$2475.00. Full line Sportcas at St. Pete. Running worter system are radiable only Trailer. 33 Stewart with Tub. Bath. Special borquin—222 Yandem Vergabond. Like new, \$1395.00 cosh. Beel selection of trade-line we ever had. \$250.00 to \$1850.00. Yes. we incore. but cosh tolks.

SELLHORN'S

The Showman's Friend

St. Pete Ph. 41-2453

T. W. Kelly may be reached thru Sarasota office.

ORLANDO, FLA., AMERICAN LEGION FAIR AND ARMISTICE CELEBRATION NOVEMBER 6 TO 11 First Daings in Orlando This Your

Place straight sales Jewelry, Kitchen Gadgets, Novelties, Midway Concessions, Esting Stands, French Fries, Custard, Floss Games of all kinds. No exclusive.

WANT independent rides — Tilt-a-Whirl, Caterpillar, Rocket, Also place Side Show, Motor Drome, Animal Show, Fun House, Glass House. All address

AL PORTER, Mgr.
c/o Western Union, Orlando, Fla.
P. S.: West one more Free Act.

DIXIE EXPOSITION SHOWS

WANT FOR CHESTERFIELD COUNTY COLORED FAIR, CHERAU, S. C., WEEK HOY, 6-11

B. & H. AMUSEMENT CO.

WANTS FOR SUMTER AND FLORENCE COLORED FAIRS

Rides, Shows and Concessions Everything open, Minstryl Show with a Con place Colored Girl Shows and Kiddie Rides. All mail and wires to:

W. E. HOBBS, Williston, S. C.

AMERICAN MIDWAY SHOWS CAN PLACE RIDES NOT CONFLICTING

for Valley Midwinser Fair, Harlingen, November 18 to 251 Lions all Festival, Brownaville, November 27 to December 3: Firemen' bests. Raymondville, December 4 to 10; all Texas. All wire Corpus Christ, Tex. (For and Legard 51.), and Nov. 12.

ARMISTICE CELEBRATION

Nov. 6 to 11. Few 10 cent Concessions open. Now watch next week's ad

MAD CODY FLEMING

Habunta, Ga., this week.

WANT TO BUY FOR CASH MERRY-GO-ROUND (2 OR 3 ABREAST)

MUST BE IN GOOD CONDITION. NO JUNK WANTED.

B. S. GERETY
SAN ANTONIO, TEXAS

DAN-LOUIS SHOWS

I/A/N=L/UIS SHUWS

NOW BOOKING, OPENING APRIL 28, 1951

WANT—Concessions of all kinds except Bingo, Pop Corn and Lead Callery, Will book only one of a kinds Will play Territory in Kentucky, Indiana and Onlo, Will have Feits. Street Callerations and Homecomings, Very few Sells Soon during the Season or 28 weeks. Mr. C. F. Littla, would appreciate hearing from you. Leads T. Riley, Can. Mgr., Ownsteiner, Riy. Joan C. Streaman, Camecoston Mgr., P. O. Soo 2011, Panta Cende, fig. P.S. Have job open for Electrician on straight salery basis only, Mast Take full charge and drive Yearstormer Track.

BALLYHOO BROS .:

"Out-All-Winter" Gets 'Em With 3-Shows-for-1 Price

By Starr DeBelle

SET SPINDLE, Ga., Oct. 28.—
Manager Pete Ballyhoo stated that his was a business of inducements, and that no inducement was too fantustic to be unbelievable. "In order to keep the shows out all winter," continued the boss, "we have planned inducements that will appeal to showmen and the public." So after the five brothers of the shows bearing their names conferred for five days in the Gotop, Jake Ballyhoo announced that under the new inducement policy the midway would operate under a syndicated amusement rate by selling three separate gate tickets for three separate gate tickets for three separate midways for the usual 20-cent price of one.

Our press department prepared ads, sent to all shows and show people, that read, "Join the happy Ballyhoo family. Minam moon is shining." Out all winter. Get your spring bankroll on our out-all-winter tour. Bring blankets, we furnish berths:"

Three-Road Meve
The boss got a prompt answer to the ad from the Drawhead Sisters' Cultured Carnival that had been on the same lot for four weeks at Less Lettuce, Ga. The gals wanted their railroad move to loin us paid. As it is the boss's policy to advance no money until after joining, he wired, "Star there until we pick you up." Later the Gate & Banner Shows wired, "Lost our trucks. Will gilly in boxcars if you move us to you."

They also were told to load and we would take them while passing thru.

The three-road move to bring the show logether involved a lot of railroading and dough. We

BENNIE WELLS

Scenic arrist and painter of beautiful Rides and Shows.

At Liberty November 15 to March 1

G. E. FERRIS WHEELS

Are proven money makers Priced to par-for itself in one meaon. Standard "Ford" equipped Send for phote. Visit our plant

GARBRICK ENGINEERING

PENNY PITCH GAMES

BINGO GAMES

SLACK MFG. CO.

PALMETTO EXPOSITION SHOWS

PALMETTO EXPOSITION SHOWS
Want for new and positively all winter?
work. Midrular, Ga., This week! followed
by Summit Coloved Balls, New tata to the
present of the state of the state of the state of the
feethval at Sylvania, Ga., and the cream
of South Generia spoats to follow, where
peausi and cotton prices are higher than
Want Legitimate Concessionaes Including
Ball Gamma, Bowling Alley, Water Games
Bings and Custer of Will place one Wheel
and Pin Store, Jun Baxter would Agent
for Ratils, Rail Dawn Stellio and one
Want capable Outside Help, Black J.
Blackley Hearty, come on,
Pileckley Hearty, come on,
Want Capable Outside Help, Black J.
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Blackley Hearty, come on,
Want Capable Outside Help, Black J.
Blackley Hearty, come on,
Sade Show,
Monkey, Will Life, We carry 5 office
owned Rides, Will head sizes we Want Till,
Octopus and Rollow-Plane, Al Ryardock,
We postitudy will be sent oil winter.

T. J. TIDWELL SHOW

WANTS FOR BALANCE OF SEASON

Cookhouse, Lead Gellery; Photo Gallery Hanky Panks, Girl Show Manager with conflicting Staying out late. All wire:

T. J. TIDWELL, Mgr.

WANTED -WOODEN

CAROUSEL HORSES ANY QUANTITY

> KAUFFMAN 141 EAST 24TH ST.

New York, N. Y.

WANTS-A-1 AMUSEMENTS-WANTS For mammoth V.P.W Annual Cotto Feetival, Streeton, Mn., Nov. 6 to 11 ab-then long season South Bingo, Pepcorn Set, Spindle, Clothen Pin, Ball Games Watchia, Hoopla, Cotton Candy, 6 Cat

for balance of season Contact:

JOHN HANSEN, Mgr.,

Menette, Ark., Inle week; Sittesten, Menext.

FILL SECOND SACK

DYER'S GREATER SHOWS

WANTED ADVANCE AGENT

JIMMY POWERS

Permanent, c/a Wastern Unit Killegn, Fram

ATTENTION

Carnival, Part Concessionalizes, and the Carnival Carniva

ROANOKE, VIRGINIA

City Population 100,000 acres show grounds and parking area DAD, RAIL or THRILL SHOWS INVITED ROAD, RAIL OF THRILL, SHOWS INVITED
STARKEY SPEEDWAY & AMUSEMENT
CORPORATION
P. O. Box 5038 Resnoke, Va.

CARAVAN SHOWS

2 Mitt Camps, exclusive, 270 60 a week. 2 Riddle Ridet, exclusive, for committee money, Book Plab Pend, Preny Pitch, and one of a kind, sit Down Grab, 32.50 per night. If show doesn't Open, rou don't pay the Plan Sider Agent, Skillo Agents, liesen, Arthanda-Nidwesk,

MR. BOB SMITH

With World of Mirth Shows in Columbia, S. C., October 16th through 21st, kindly wire collect at once.

Materiale protetto da c

MR. C. C. BAKER, Mgr., Yallow Cab Co. Columbia, S. C.

National Showmen's Showmen's League of Association

Club Activities

America 400 S. State St., Chicago

ASSOCIATION

IS64 Broadway, New York

NEW YORK, Oct. 28.—Regular
meeting was held Wednesday night
(25) with many members just off
the road in attendance. Among
officers present were Vice-President Joseph A. McKee. Socretary
Phil Isser and Chaplain Fred Murras. CHICAGO, Oct., 28.—Vice-President Lou Keller presided at the Thursday (26) meeting, assisted by Walter F. Driver, treasurer, and Joe Streibich, secretary.

dent Joseph A McKee Sorretary
Phil Isser and Chaplain Fred Murray.
Nominating committee, headed
by Mack Kassow, turned in its
regular ticket for next year (see
other story this issue).
Discussed at the meeting was
the amalgamation of all showmen's associations, with the matter slated for further consideration. The board of governors has
approved decoration of all graves
in our plot at Ferneliti Cemetery
here for memorial services. November 19. Chaplain Murray will
be in charge of services.
Murray Zand, who has been ill
for several months, paid a surprise visit to the clubrooms shortly
before flying to Mamm for the
winter. Murray's condition is
much improved. Johnny Nichols
remains ill and Jack Lichter is ill
at home.
Eligibility committee approved

War Ling and Robert Scay.

Water F. Driver, treasurer, and
Joe Streibich, secretary.

New members elected were
Heary Yager, Roehrt Salyer, Hary E. Duncan, George E. Tribble,
dichael L. Eagebrink and Joe Henry y Mover Ceretiet to Elime
Byrnes. Bernie Mendelson, Joseph
Gaskel and Nat Green.

Frank Ehleng has been discharged from the Berwyn (Ill.)
Hospital. Reported Jack Galles
season were Louis J. Berger, Al
Heller, Bernie Mendelson, Joseph
Gaskel and Nat Green

At their first meeting of the fall
season were Louis J. Berger, Al
Heller, Bernie Mendelson, Joseph
Gaskel and Nat Green

Callers derive Mendelson, Joseph
Gaskel and Nat Green

Frank Ehleng has been discharged from the Berwyn (Ill.)
Hospital. Reported Jack Galles
der William Kocarier, George Brooks, A.
Wenter F. Driver, treasurer, and
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Murray Zand, who has been fill for several months, paid a surprise visit to the clubrooms shortly before flying to Miami for the winter. Murray's condition is much improved. Johnny Nichols remains ill and Jack Lichter is ill at home.

Eligibility committee approved the following for membership charles Saffer, Williard B. Stanbury and Stanley Stern, all sponsored by Frank Rappaport, and Ralph Intonti, sponsored by Ross Manning, Applications for membership have been received from Leslie Berger and Joseph Mandell, sponsored by Jim McHugh.

President Emerities George A. Hamid is taking a short deer hunting Irip to Maine. Among recent visitors were L. James Quinn, Irving Shetman, Louis Scherer, Sam Peterson and Jack Cherry. The next meeting will be confined for some at their first meeting of the fall season were Louis J. Berger, Al Heler, Bermie Mendelson, William Astenic Remie Maylan, George W. Johnson, Joe Warturg and Robert Seery.

Callers during Malta, Bermie Mendelson, William Astanbury and Stanley Steven, all sponsored by Jim McHugh.

Max Hirsch, Max Jaffe, Jacob Yonover, Jack Levine, Chick Bohomber Jack Horoldon And Pournont.

Members were grieved to hear of the death of Bob Miller's mother.

Wade Closes

Winning Tour

DETROIT, Oct. 28.— W. G. Wade, Shows closed their three-week stand here Sunday (22) to wind up a profitable season that week included Roberts Seery.

Palse Bermie Mendelson, William Astenica Standard Robert Seery.

Callers during Mebers Seerge W. Alaryma, Alexandro Astenica Standard Robert Seerge. Each Vonover, Jack Levine, Chick Bohomber, Jack Levine, Chick Bohomber Standard Robert Seerge.

Max Hirsch, Max Jaffe, Jacob Yonover, Jack Levine, Chick Bohomber Jack Berger, Eduring Method and Irving Malta, Berger Mayland, Callers during the week included Robert Seerge.

Mary Harden Astance of the fall beauting th

Plans for the 1951 opening al-ready have been formulated, ac-cording to Owner-Manager W. G. Wade, and the No. 2 unit will debut on Detroit lots in March under management of Cameron D. Mur-management of Cameron D. Mur-

The latter unit is in Coldwater, Mich., winter quarters where it is being readled under supervision of Sam Hansen.

FOR SALE 1946 SUPER ROLL-O-PLANE

ilete, in excellent rocumants hauf trailer in hauf Ride, 1946 Chevrolet ur. Fries 40,000 cash. GEORGE R. SEXTON Flies, Mich.

CNE Manager Was Canada's 17 New Firms

ROYAL EXPOSITION SHOWS

Pelham, Ga., Next Week, in Heart of Town at Water Tank.

Followed by Camilla, Ga.; Then Florida for the Winter.

Can use a few more legitimate concessions for these dates. Macon. Ga., this week: then as per this ad. J. P. BOLT, Gen. Mgr.

P. S .- EARL TILGHMAN, Contact Me Immediately. OIL STATE SHOWS

E. R. "HAWKSHAW" DAYENPORT JOE W. HAMMOND Opening Nov. 3. Shreveport (Mosretown), Ln. Out all winter-Braded for Cotton Cane. Will book Concessions—18: 50 g. www. One of a Rind-Condy Apple, Plous, Hoopin 4: 43 Sommers, answert, Properor, Hit-Hiss (Bob Old, centart), P.C. (Sol, centart), Brown Condy Constant of the Color of the Co

WANTED

For EAUTIERN of ATES, SHOWS, Note 1810 on all desartments, repetably Ferri Wheel, Merry Go-Reada, Ortowa Forenan, You may: the rood, also offer trust if you drink, stay where you are Students of 1950 not wanted, we have plenty Goed opening for Photos, ficopia, Cizarette Goldery, Funners, Sillin Beindels, Sriring Camel GOLTE: Greenville, this weekt Medican earl week; then Migh Springs Faunt Fastival, all in Florida, Address all onswers to: JOHN B. DAVIS, Manager

INDEPENDENT MIDWAY

VALLEY MIDWINTER FAIR, HARLINGEN, TEX., NOV. 18-25

Wire MILES DENNIS, Concessions Manager HARLINGEN, TEX.

PINE STATE SHOWS

WANT FOR BIG LEGION ARMISTICE CELEBRATION NEXT WEEK, ALBANY, GA.

All Easting and Drinking Mannis open, any ingilimate Concessions, weeking for risch for Driads. Set us an Binzia, Custard, Novelles, 8 Bad Garnee, Penny Azende. Asy Shew with sen sequenced and transportation not conflicting. We carry 7 Biloss and are out all wither in Florida. All regimes are out all wither in Florida. All regimes. Page 18 of the Pa

CNE Manager Was Canada's Fastest Human in His Youth

Continued from page 38

Continued from page 38

In subsequent year his was referred to the CNE on the successful from the subsequent year his was referred to the continue difference of the support of the subsequent year his was referred to the continue difference of the support of the subsequent year his was referred to the continue of the subsequent year his was referred to the continue of this subsequent year his was referred to the continue of the subsequent year his was referred to the continue of the subsequent year his was referred to the continue of the subsequent year his was referred to the continue of the subsequent year and of his second from the subsequent year and of his second from the subsequent year and the subsequent y

point that the capacity was reduced by about 4,500.

Pieks Show to Hrad CNE
It is no small job to determine who should head the CNE show. Any name or names picked must be more than satisfying to the 300,000 who take in the CNE's night grandstand offering. The first year Hughes tried Olsen and Johnson. They clicked. The second year he brought them back. There was much talsing of eyebrows by Doubting Thomases, but Olsen and Johnson topped their gross of the previous year with a rousing \$394,000 take. This year Hughes the on Danny Kaye, and Kaye responded with a whopping \$419,000 gross.

Hughes a continually looking ahead. Currently, he is mulling possible names for next year's grandstand show and weighing the postibility of a show now a-borning, which might replace the autoturill show, an afternoon grandstand feature since the mid-30s. Hughes was one of the first to use name bands at a fair. He started in 1934 with Guy Lombardo, Duke Ellington and Abe Lyman, and the idea has clicked ever year and Ellington has been back repeatedly.

Permanent Midway
Hughes also was one of the first

back repeatedly.

Permanent Midway
Hughes also was one of the first
to introduce a permanent midway
at an annual fair. Discussing this,
he recalls that in his early years
as CNE general manager the practice was to bring in one of the
largest U.S. railroad carnivals. He
foresaw difficulty would arise
some day and ascribed this as the
reason the midway contract was
given to J. W. (Patty) and Frank
Conkiln in 1937, and how that
contract led to a permanent midway.

contract led to a permanent mid-way.

"I had watched the Conklin boys growing in Canada from 1932 to 1937, and when they sought the contract in 1937. I thought they were right for it," he recalls. "Three years later Patty and Frank started to talk about the perma-nent installation, and in 1947 per-manent concession and other mid-way buildings were constructed. Now three-fourths of the midway is in permanent installations under the Conklins."

We Invite Correspondence for 1951 Season For



"BABY DOLL" OUTFITS

Wider Toes

Higher Heels

Softer Counters

Recommended by RAWSON

GEO. GILLIS SHOE CORP., Fitchburg, Mass., for Samples

EASTERN CAROLINA AGRICULTURAL FAIR

November 6 to 11 Inclusive, Florence, S. C.

CAN PLACE: Legitimete Merchandise Concessions. Earing and Drinking Stands of all kinds. WANT. Worthwhile and outstanding Attractions for the 1951 season, Free Winter Quartens at Patracting, Ma., to those we book for the coming season.

CETLIN & WILSON SHOWS

BOOKING FOR OUR 1951 SEASON. OPENING IN EARLY APRIL

RIDES

SHOWS

ACT

CONCESSIONS
Arcade, Photo, Slum Store
What have you?

Girl or Posing

Help on all Rides, Drivers preferred. All people with us last season given first chance. Will be at New York and Pennsylvania Fair Meetings. All replies—Hemlock, N. Y.

WANT

WANT

AMERICAN LEGION CELEBRATION & WALTON COUNTY FAIR COMBINED SEVEN DAYS MOV. 4 TO NOV. 11, DEFUNIAK SPRINGS, FLORIDA—SEVEN DAYS The Ringer American Legion Cubernation in Florida, over Story copile attend the copile attend to the copile attend to the copile copile attendance of the copile atten

KEYSTONE EXPOSITION SHOWS

MO Balls 38.60
BOLLS 2.000 BACH
Double Coupons
Double Prices
NS C O D Orders
ince: Single Fkt., 1x2

One Rell 5.150
Five Bolls 4.60
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Five Bolls 7.60
Five Bolls 7.60 THE FOLEDO FICKET COMPANY

Toledo (Tiche) City) 1, 0,

FOR SALE OR TRADE . . . FOR SALE OR TRADE No. 12 El Wheel, Allis-Chanmerr motor, white mote. I. No. 5 El Wheel Clrick and Siar, white wate. Informational U.3 mgtor, perfect conditions, have Sensi built for annual also 1804 Tractor. 1884 Relie-Plane Super, both motors perfect, risk that seems, with second, catal Tractor. 1845 Solitive, in perfect untilities, with transportation. Ten-ser Aulo Bide, Twin Raby Perris Wheels, Train. WILL TRADE FOR Set 18-130 October 2974. Allen Stewnshill Sterry-Collound Collo Interested in good, clean, well-kept Kidet, same as the over All replice. — W. R. GEBEEN, Stor. 250, Greenwisherry, Indiana.



THE BILLBOARD

Just in time for the new season. GUARANTEED TO HYPO PLAY! The perfect trophy or premium. Bowler, Alley and Pine linished in sparkling 22 Karat Gold Plate. Ho rubbed mahagany base. Self-starting, guaranteed United movement with sweep second hand.

MANTEL CLOCK

A Strike Erory Time! 12" Long. The

No. 045 \$6.55

Ea. IN Dr. Lon

Samples, \$7.50 each

BOWLING BALL LIQUOR SET

The namest novally sensation of the year! SIMULATED MARBLE OMYX TYPE BALL, mounted on black enamed replay hase. Top of replay has gold plated figure of bowler,

gon top as Allustrated and you have a quor dispense. Assorted Achordece and whiskey glasses, set in exhome any Susan tray. Pump heids full fifth fit your favorite average. Red plantic remp Burten. Rotate tray and till glasses by pressing in Dox. Lob \$8.50 Ea. Open top as Hiustrated and you have a

NEW CATALOG NOW READY. If not an our mailing list, please write 25% deposit, balance C. O. D. If not for smale, add Federal Excise Tax.

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330



Elgin · Benrus · Bulova

for Promotional Deals and Big Profits

Brand new 1950 model cases for 2-Jawel 1950 model cases for 3 n d ladies mebuit \$9.95 like new 1950 model 17-Jewel 27 Jawel 512.55 \$14.65 \$18.95

Botel Plated Stretch Band, r add, a R.O. P. Stretch Band, 50 add, a Leatherette Sitt

WHINESTONE DIALS

AT NO EXTRA CHARGE NEW RHINESTONE CASE WATCHES

Ladies' New Windsor Watch Jewels. with

Wholesele Only-25% Deposit With Order, Science C. O. B. Open Account to Rated Houses.

For Greater Profits Send 25 | Casherstamest for our 72-page new 1951 whole-sale catalog; entil be credited to your first order.

Midwest Watch Co., 5 S. Wabash Ave., Chicago 3, Ill.



GOLD WIRE ARTISTS

DEMONSTRATORS, FAIR AND RESORT WORKERS

DEMONSTRATURS, FAIR AND RESORT WORKERS WE manufacture an extensive sing of findings, plain and done-set bandles, such as bearts, stars, clovers, pendants, jewel sets, here's and arrow, crevents, pendants, jewel sets, here's and arrow, crevents, and quantities: lie slides, pear plates, hoops, ear wires, matter pine and many other ferms. We also suprillustrated in the Pheton Hamil State Gold Wiley State of the Control of the

or \$5 sample line, stating requirements. \$2 deposit required—bal. C.O.D.

For Quality Marchandine. EMROW JEWELRY CO. 25 Danterth St., Provisence B. R. S.



4 PIECE PEN SETS

with a serving of \$5,00 on every gross or your money back. Beautiful asserted colors—all borsed with Stablisht. American mode, not FOREIGH. We introduced the Westers Saddle Horses in The Silbourd way back in 1847. What sallers they were. Due to shortage of materials, we have backed up with the largest mir. of Pens in the country—from factory direct to you. Be convinced. Send \$1,00 to 2 acmples. See for yourself what mosey you can save by getting your Pen Sets from see.

C. GAMEISER
Best 1924, Church St. Station I, New York City
NOTE: We still have a small stockpile of Western Saddle
Horses, Basineted sized.



\$1.00 STARTS YOU IN BUSINESS . NO EXPERIENCE NECESSARY

31.00 318KI3 100 m BUSINESS & WU CAPERIME RELE-SERT & FART Tround Business. Steed Intermee. America's revised to religious juwelty. Millions of prespects. Sell on sight, FEEC. Gold or silver, Beland Cruciffix and new 1874 Catalor of 81.80 today of the profits. 81.80 today of the profits of the profits of the profits. In crystal clears were fasting Pixxighas. 18° gold plated schin with a lock. Red. Blue, Gold or Crystal backing. Complete with gift retains for \$1.50. Send 31.00 for sample, FRKC Crucifix and Cal STEPHEN PRODUCTS CO., 1947 Breadway, Dept. 82, New York 23, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

BOWLER CLASSIFIED ADVERTISEMENTS

A Morket Place for Buyers and Sellers RATE: 12¢ A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full. FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE.

publication of your advertising in the earliest possible issue, arrange to have reach the publication office, 2160 Patterson St., Câncinnati 22, early in the weet

ACTS, SONGS & PARODIES

A.I. PARODIES, SPECIAL SONGS MA terial for any set; 1981 catalog free. Kleiman. E145 Strohm Ave.. North. Holly-wood, Calif.

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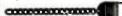
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Wagener, Brs. M. Blever Wall. O. L. Bleven Ward, Viscon S. Wester, Walter Wester, Fred Works, H. R. Weets, Mr. & Mr. Hayr Weeks, Besterl
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MAIL ON HAND AT NEW YORK OFFICE

GEM'S HOT IDEAS MEAH Cold Cash For You! Sales Records muin. PISTOL LIGHTER \$8.00 WRITE Sample \$1.50 FOR OUR FREE CATALOG PENCIL LIGHTER Firegadi felpin dronned front, scaly est ch pre-selves al la stude, tooks like \$10.00 value. 3-Pc. Lighter \$1500 the part of the pa Set \$1350 HOTTEST aple 11 10 MECHANICAL TOYS IN AMERICA Rest All Competition real All Geophether "GOLOMA"
POCKET
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With throme facility felly safements.
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Doi: tge Welking Bears \$6.75 ebec Begeine Poodle Dop 5.72 box. Jumping Fur Doc 1.80 box Jumping Fur Doc 1.80 box Singing Capaty 2.40 box Jumping Capaty 2.4 25% Deposit With Order. Balance C. O. D. Press P. GEM Sales Co. 533 Woodward Ava. Detroit 26. Mich.

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RATTLE SNAXES—36, cubber very real

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OF Common one best on fewtur—attractive package

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All C.O.D. orders must be accompanied by 15% Credit to rates accounts.

ST. PIERRE'S HOLLYWOOD MAGIC CO.

VEST-POCKET OFFICE!

Stunning Spiece office set for vest-pocket convenience! Stundy pocket knills, hooded point pee, outcometic peach; as no other witing hell point pees and combination key chain and iterahilph (with bettery and builb). A new, sure-fire ashler! Assorted sys-carching colors with gold plote copa. Becustifully based. Send 25% with order. F. O. B. Minneepolis. Dozen Sets. \$10.20. Sample Set. \$1.50.

\$115.20 PER GROSS BERG SALES CO.

309 Hennepin Are. Minneapolis 1, Minnauta



SAVE TIME-SAVE MONEY

WIRE ARTISTS BUT YOUR ROLLED GOLD PLATE WIRE DIRECT FROM THE MANUFACTURER



--working sample of 1/60 12 Keret in size

Sample will be shipped immediately entirely FREE OF CHARGE

THE IMPROVED SEAMLESS WIRE COMPANY 775 EDDY STREET



ARTIFICIAL FLOWERS

Best Quality—All Colors. Large Wased Georgines, Dahlies, 506,00 per 1,600; per 100, 153.50

So to Carten, 512.00. Sand for Complete Link. 500,00 per 100, 150.50

So to Carten, 512.00. Sand for Complete Link. 500,00 per 100, believe Color.

FRANK GALLO Importer and Manufacturer 1020 Locus St. Louis 3, Me.



Carol

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MAGIC TOWELS

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35° 87: 10.

30¢ france

(Sample Package, \$1.00)

BUY IN BULK & SAVE MONEY! Buth: 6c to be 1,000 total 51/2g to in 10,000 total

Honey of a Doll!

SHE TALKS! NOW... A Dolf That's Guaranteed to Jolk! Ner 'prayer, "New I Lay Me Dawn To Sleep," delights every

yauhgsterl
Guddy and aderable! Indiracte Shin," precitedly unbreakable composition band. Blands on humater hair, siceping eyes and lashes. Attractively dressed in blue or pink nines, lace and ribon frimmed Yes and compayable rabber parts, trackings and theer. 37/121 \$70.00 27/124 \$75.00 bet.

Add \$1.00 Extra for Sample

OUR NEW XMAS CATALOG IS NOW READY. WRITE FOR YOURS.

25% Deposit, Bolonce C. O. D.

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PREMIUM OPERATORS AND AUCTIONEERS

WHOLESALERS: HOUSEWARES, BLECTRICAL GOODS, GIFTWARES

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CLEANS . WASHES .

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Also available with new imported Bhinestone case motch=\$14.95.

ELGIN · BENRUS · GRUEN **BULOVA - WALTHAM**

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IN YOUR OWN BUSINESS You. Me will brine you our now 76 pe you who fe sale carties — take credit of 25c on your first order, in that way you set the cateles FRES.

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magic, dirt, katchus, grease, Wercester-zaucë, atc., disspear from tewel. You se the tawals ever and ever egaint

TOWEL IN WATERS

IMMEDIATE DELIVERY

23% Separit, Balance C. O. D.

Sally Graye

Merchandise **Topics**

New York

The Billboard has received numerous requests for various licensing agents of popular characters. Here's a list (by no means censing agents of popular characters. Here's a list toy no means complete) of these representatives: Hopalong Cassidy Hopalong Cassidy Enterprises. 211 South Beverly Drive, Los Angeles: Lone Ranger, Lone Company, 1418 North Highland Avenue, Los Angeles 28; Woody Woodpecker, Walter Lanta Productions, 861 North Seward Street, Hollywood 38; Howdy Doody, Martin Stone Associates. 4 Weşt 58th Street, New York 18; Little Lulu, William C. Ersteine, 9 Rockefelter Plaza, New York 20; Bozothe Clown, Capitol Records, Sunsit Avenue, New York, 20; King of the Royal Mounted, Red Ryder and Tim Holt, Siephen Slesinger, Inc., 247 Park Avenue, New York, and Li'l Abner and Dalsy Mae, United Features Syndicate, Inc., 220 East 420 Street, New York, New York, Distinctive Creations has a nite tite pen. Selling for \$1\$ the gold.

Street, New York.

Distinctive Creations has a niterite pen. Selling for \$1, the gold-finished ball-point pen lights as you write.

Thrift Novelty Company has a coral garden novelty for 29 cents retail. Complete with special fluid and multi-colored crystals, the garden grows in water. A goldfish bowl is an ideal location since fish will not be harmed by the garden or its fluid.

Aqualforiums are centerpieces made as a round glass ow! I with beautiful plastic flowers inside the glass. The owner fills the bowl with water (there's a rubber cap in the base to create an attractive centerpiece display.

D. Robbins is offering a maple counter display cabinet free to volume purchasers of his novelty tricks and jokes. Also the magician gives a vanishing (Continued on page 78) (Continued on page 78)



Magnificent lady's wrist watch Brand new, goaranteed 7 Jawel 8% Swiss precision move- Only

ment . . sim-ulated diamonds. Minimum order 3 watches—\$1.00 extra for rample, 25% with order, balance C.O.D.

\$10 95 Complete line of watches to meet

your requirements.



All factory representatives and manufacturers please send samples and information to 1022 Control Ave., Kansas City, Kansas



INCABLOC MOVEMENT Radium Dial Sweep Second Hand

Chrome plate case with stainless stock back. Stain-less stool vapangion band. Each in gift box.

No. 885W161 \$13.50



SPECIAL BUY!!

Imported Expansion Bracelet

For mon's warshes. Neavy duty flaxible Stainless Steel No. 85794185 NO



SPORT-OPERA GLASSES

Plastic units past body. Black Japannod metal trimming, Nickel finish sectal trims. Polished ground femas, Longth closed 2 inches; serande 23, inches. A small, compact, attractive glass.

He. BB2003467 \$3.00

Popular Styled LIGHTERS



SPECIAL Ministure Com-ore Lightov. Black pleatic Price

RH83 1853 Dozen \$7.20

PISTOL LIGHTERS

Smeller size, Nighly polished chrome plated with black frim on nandle. 25x22x inches everall. Individually bexed.

No. 8883183212 S6.75 Larger size, Highty polished, chrome elated with black frim on Mandle. 31:239 inches everall, individually bezed. Ho. BESSISS21/2 Deen 59.00

PEARL HANGLE PISTOL LIGHTER Highly polished chierre plate With mother-of-sear! handle 2x2% inches everall, individually baxed. HO. Sac1381% \$12.00 Dezen

BOOT TABLE LIGHTER sterm style boot in silver to 31/221/2 inches. Each in be-No. BB83 J858 \$7.20 ... Dozen

Aladdin's Lamp Lighter Table lighter in a Classic design. Silver finish. Hall Naz2V: inches. Each in box. No. BB83J836 \$2.00

KNIGHT TABLE LIGHTER Resultituity medated, Silver Sinish, Ove all hittent elig inches. Each in box.

No. 8 8833822 \$12,00

Sest Geolife

CAMERA LIGHTER

With Compass Ministrum Comers with compass on front, Has matel body with black crackle finish and polished metal tries. Trabel and release cam be removed for use as a packet lighter. Such in box.

No. BB833838 \$13.50

FLOOR LAMP LIGHTER Pussing the finished base with celeral shade, 6 inches high, 204 inches in clarette, each in bex.

No. RR83J839 \$16.50

TABLE LIGHTER SETS

inter automiles et ever from 51.90

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"SEASON" YOUR SALES WITH THIS POPULAR PAIR! SALT & PEPPER SHAKERS



Authentic reinlature made of pocerain and attractively trimmed in 22 carat gold. Ceramic decais in many attractive designs. Write on your letterhead for complete catalogue and prices. Suggested retail price.

\$1.39 Part

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PISTOL LIGHTERS, JEWELRY & RINGS SEND FOR CATALOGUE



po from 67,00 to 572,00 Per 161 New, Flashy Jewelry Fairs, Carminals and Report State Your Business.

Price from 67.00 to 377.00 For Dos
Also 301. New, Flashy Jewsky Liene
For Years, Carrievis and Reverse
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INTERCITY MUSIC & ENTERPRISES

rice LATL district of the largest makers of reverse. Fully guaranteed, we aster on large his help silver, as used to most experience of the most experience silvery largest and the most experience silvery largest make a statement matter blades, for the largest matter blades, which is the silvery largest matter blades, and the silvery largest matter blades and the work in dealers. Service 78 and 10 million of the largest matter with mirror talents matter blades and some species of the largest matter blades. Service 78 and 10 million of the largest matter blades and some species of the largest matter blades and some species of the largest matter blades and some species of the largest matter blades and the largest matter tensoens I migar shell 26 Pt. Beautiful Leatherette (avered Chest—\$1.00 RMs: 25th with order, balance C.O.D. riseth by advence. Balanfection guar-ANCHOR DISTRIBUTORS, INC.

116 NORTH 18TH STREET

TEXUSC. Miss BALLOON . Red Hot Pitch Item Action! Noise! order from your jobber OAK RUBBER CO

Oak Balloons

STATE NOVELTY CO.

PROFESSIONAL ELECTRIC PENCIL NO. 3

Extra fell. I rolls, \$2.50 E. STAFFORD

PAPERMEN WAR MAPS

These maps are going great runs. Have pout tried them? We can ship anywhere in the United States and can give you subnorty on a good farm publication. Write for prices.



NO MORE CAR THEFTS!

AUTO KEY EJECTOR PREVENTS LOST KEYS, STOLEN CARS

form mater off-Prestot Coy pops back into your Dozen \$ 3.00

FORES 30.00
PROTECTION WORTH
THOUSANDS
Auto Nep elector never
ield year leave key in lemiltion. Stope the flar, ends
braken - elndows is
locked out earn. Guidese
and automatically manne
back finto your hand
when ignition is surened

MARNE SALES CO., 1024 224 St., Dept.

BINGO SUPPLIES and

IMMEDIATE DELIVERY!

Electric Flash Boards Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts in



Ball Mfg. Co. 30) Degraw St. Brooklyn S. H. Y.

Pipes for Pitchmen

"PITCHDOM had a good number of representatives at North Carolina State Fair, Raietgh, October 17-21, and all BIG AL WILSON seemed to be getting a good share of the money," letters Doc W. J. department store, where he plans Rowe from Clinton, N. C. "Spul has opened at an Oklahoma City of the money," letters Doc W. J. department store, where he plans to remain thru the Christmas holiday, working pens, handwriting analysis, tops and mice.

HIGHEST PRICES



Full Line of DIAMONDS and RINGS





FUR COATS Jackets and Scarts
FUR COATS—\$19.50 EA.
Send \$2.00, but \$17.50 C.o.d
So in business for voutselfBig prafital Buy direct from
reliable who less at a flor
latest 1931 style Fur Coars

TACHOMETER CHRONOGRAPH



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Brand new not rebuilt a Chromo Case & Back, The aords "Jaweled and Antimap



CHAIRS

order, 4 dez. Blate quantity
d. ADIRONDACK CHAIR (O.





mAE NOELL.

advises from Littleton, N. C., that the animal show, which she and her husband, Robert, operate, went into its barn there November 1 to closed, but there's still a good some time after Christmas. Bad luck has been hounding the Noells for a number of years, but I'm almost orangutan, died and his demise was quickly followed by the death of the show's gibbons. Mae reports that the other six chimps are in good shape.

"PITCHDOM

"PITCHDOM

"PITCHDOM Carolina State Fair, Rateish October 17-21, and all Rice."

Rateish October 17-21, and all Rice."

BIG AL WILSON

analysis, tops and mice.

NITO ALMENDEREZE
the Monkey Man, comes thru with
his first contribution to this pillar
from the American Royal Livestock Show, Kanasa City, Mo. "I
didn't realize when I first started
handling monkeys in my little
gift and pet shop in Florida that
it would become such a big thing.
T've been on the road selling them
for 35 each and have done well.
Big Al Wilson and I have been
making plans to begin wholesaling
them soon and they should be a
good item for the Christmas trade."

**PETCHINOM LOST.

PITCHDOM LOST . ment the more prominent members October 20 when J. M. Church died in St. Francis Hospital, Columbus, O., "H. T. (Only) Maloney advises from the Ohio State Capital, Jim, a native of Brooklyn, had operated medicine shows many years, and mitched various years ago and pitched various items, including herb tonic, Maloney says.

STEVE McCLAIN

STEVE McCLAIN who has been working sheet in the Peanut Belt, reports from Hawkinsville. Ga., that business has been good despite the fact that the weather has not been holding up to expectations. He also report that farmers in that neck of the woods report that peanut erops have been off from past years. He'd ilke to read pipes here from E. C. Pardee and Speed Mangrum.

SIDNEY S. SIDENERSC.

like to read pipes here from E. C. Pardee and Speed Mangrum.

SIDNEY S. SIDENBERG.

one of Pitchdom's outstanding performers, one-time newspaperman and contributor of feature articles to this pillar for a number of years has gone on to his Vaihalla and the tripes and keister fraternity will be the worse off because of the loss to its ranks. Sid, as he was known to his legions of contemporaries in the field of pitching and outdoor showbiz, was admired and respected for the manner in which he operated. Always a clean worker. Sid pitched numerous items and was best known for his abilities with the white stones. Funeral sarvices for Sid, who died of a cerebral hemorrhage at Park Lane Hospital, St. Louis, October 18, were held October 20, with burnal in Chesed Shel Emeth Cemetery in the Mound City. Sid, with his widow. Teresa, and daughter, Arline, made their home there for many years. Sid was a life member of the International Association of Showmen. Palibearers included Walliam McCoy, Eddie Campbell, John Roth, Edwin Schants, William Piggott and Ed Mahoney Honorary pallbearers included Donald Donald, Louby Cobb, Jack Donnelly, Joe Smith Tom Blinn, J. P. Murphy, Art Guiliani, Al Prosperi and Sid eBlimont.

YOU CAN'T BEAT THIS

JUMPING POODLE DOG

FOR SALES ACTION! FOR PROFITS!
Larse size sensine for, jumping
peodly dog priced for Fast, Early Sales!

\$4.80 PER DOZEM IN GROSS LOTS

CRYSTAL CRAFT, Inc., 34 Exchange Place, Jersey City 2. New Jersey



LIGHTER



Smaller Than a \$1.00 POSTAGE STAMP!

POSTAGE STAMP!

Persistable: A precision built, surrefive characte fasher ornalier there govinger transpilled in the writing response to the stamp and the s

CHRONOGRAPH

CALENDAR STOP-CHRONOGRAPH DATE CHANGES DAILY. \$4.25 Aviomatically in window. Doz. Lote

C. O. D. orders from mon-rated concerns. 1995, with acree. On prefers under 6 wastess said \$1.56 ve-SARQ WATCH, AT-1674 Brway, N. V. 19, N.



Allantion! Hereity Stores! Rush \$2.00 for Samples of 15 Past, Sching Magic TRICKS, JOKES & PUE-2LES, Retail Value About 84.00

BAOR STATE LINE OF BUSINESS AND A SK POR D. ROBBINS & CO.

ART FIGURE SLIDES ALL NEW 255 00 per 100, STEED LIDES, 3 dime rice: \$18.00 per 100, Sample

BUB KELEM



A SQUARE Space 1880 — Fact A SQUARE Space 1880 —

JEWELRY! IS OUR BUSINESS IS OUR MOTTO We Have Everything For • Jewelers • Engravers

Demonstrate CATALOG No. 55 BF. CATALOG No. 105 stains complete selection of cherav-plewalry expecially for the graver and the demonstrator.

All Orders Shipped Same Day Recoips

BIELER-LEVINE 5 No. Wobash Ave. Chicago 7, 1H.

NEW

Unusual - - - Different Golden Sugar (Roasted) COCONUT CHIPS

Salesmen - Jobbers Distributors WANTED

Prepaid Sample Box......\$1.00 Prepaid Sample Card 1.00

TROPICAL FOOD PRODUCTS, INC.

JEWELRY SETS

at Creations, 3 dieco costumo sero, ir color large stones, plush bexes, taga. \$34.00. Sample, \$4.00 ie Mech, Earring sers. Phinostone 23 5.5. high styled mos., \$36.00 ample, \$4.00. Salisfaction gueran-

RAY-BAR CO.

CLOSEOUT

Prices Cut for Quick Sale Walking Elephants, 5 in..., \$4.80 dz. Walking Bear, Panda 4.40 dz. VALLEY, 339 Holl St., Daylon 7, D.



ORDIR HOW They're going fast! Immediate delivery. J & H MFG. CO. 1516h, No. Western Ave.



Salesboard Sidelights

Irving Sax, general sales manager of Superior Products, Chicago, who recently returned from six weeks of business tripping, took off on another jaunt last week to cover the entire Western area. He plans to be gone about a month. Irv reports that business is booming with about the only dark clouds being the tightening paper supply picture. Metalovelites for premiums, too, are getting on the scarce list. Irv's plenty hoppy about new Final Lap and Win a Car boards, just love first of the car board at nickel punch are the lead-offs in firm's new novelty board line featuring an auto reging theme. Both are fancy discussioned in the big three features are fast action, quality and player appeal, according to Irv.

Dick Hitter, Carol, Sales Com-Forms Close Thursday for the following Week's Issue
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ACTION ... APPEAL ... PAST FINAL LAP

Board of the week!

SUPERIOR PRODUCTS, INC.

ORDER

USE BLACKHAWK BOARDS

That meney can Buy, i.e., n
Play Description

St LIFE 600K

TO THE 600

RED, WHITE

LUCKY SEVEN

GALENTINE NOVELTY COMPANY South Band, 16, Indiana

SALESBOARDS—JAR TICKETS NEW LOW PRICE

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

=SALESBOARDS=

FREE! WIN "NEW WHOLESALE 'NET' PRICE BULLETIN"
HEW LOW PRICES—CIGANTIC ASSORTMENT—PASTEST SELLERS

10th year giving immediate delivery on finest beards
LEGALSHARE SALES & INDUSTRIES
P, O, 80s 86-R Ph.: Lessington 6-2218 HUNTINGTON BEACH, CALIF.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

RATE-12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

TURKEY

Now reads for insmediate ship-ment, our 1950 line of attrac-tive and unusual Tuckey Push Cards—

WRITE FOR FREE CATALOG

W. R. BRADY CO., Mfrs.

Established 1914 CHIPPEWA FALLS, WISC.

Letter List

Continued from page 75
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MAIL ON HAND AT CHICAGO OFFICE Chicago 1, III.

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Memortis, Eddie
Velson, Agrico
Floris, Jahn J.
Lasir, D. J.
Bastris, Methorene
Augusta Superior, Al Thornton, Ecaneth (Rings)
White, Garland

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Me.

Militetan, 14e Arkly, Aon, 19r. Dary, Jock. 278 Bradburn, Robert Bradley, Lee Brack, H. B Brace, Mrs. Mary H.

Arkermon, Mr. & Mrs. Kill Arkley, Mr. & Mrs. Kill Mr. Bim W. Adams, Warras Anthony, 1ra-fel Anthony, 31rs Anthony, Iradal Anthony, Iradal Anthony, Italy I

France, Mrs. Mary Report, Enhant Riper, Enhant Riper, Enhant Rimeri, W. Clarena Rimeri, M. Clarena Rimeri, Mrs. Amilia Rimeri, Mrs. Amilia Rimeri, Mrs. Amilia Rimeri, Parlime Contras, Charles Charles Contras, Charles Charl

Ayean, Lawrence D'Amerie, Fritinate Draigie, Neu Disaler, Henry Dervey, Marchard Berry, Marchard Berry, Merchard Bonn, John Doly, Robert Bonn, John Doly, Robert Bonn, John Delman, Depried Bonn, John Marchard, Royal Agrilden, Tondebart, Royal Berne, Albert Bonn, Pank Annes Press & Lance Brende, Albert Berne, Albert Berne, Albert Berne, Royal Berne, Purise Albert William Funcer, Mrs. Mary Festiver, Don Fusier, Rabert W, Vectors, Mrs. 4 Mrs. 51146 Carle, Mer. Louis, Carley, Mer. Sich been Gloreschy, Roan Concelle, Roan Corposer, R. W. Gashel, Crypare, R. W. Gashel, Crypare, R. W. Gashel, Crypare, R. W. Gashel, A. Gulleri, W. M. Garley, R. Garley, R. Garley, R. Garley, M. G. Garley, G

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Pouter, Rar
Barbar, Harbid
Sometharb, Mr. Ambolis
Bernettlerb, Mr. Ambolis
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Sheme, Mr. R.
Bernettlerb, Robert
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States Makes Makes States W. A. States W. A. States W. A. States W. A. States Makes Faucha, Mim.
Pensole
Wactor, Minh.
Marker, Minh.
Marker, Minh.
Wactor, Minh.
Wactor, C. W.
Watts, G. R.
Walter, E. Mrs.
Walter, E. Mrs.
Westenburger, Mary
Wildrick, Effect

TURKEY

Designed, Manufa

RAY MERTZ & CO

PUNCH BOARD CLOSE OUT 258-268 Stole, RM 1 Sec. ... 1688-860 Hole, RM 5 Sec. .. 56-860 Hole, RM 16 Sec. .. 1451 Belment Ave.

WE ARE MANUFACTURERS BAIL KINDS PIRL TICKET GAMES A

Mich. Shuffle Loops Off to

3 Conversions

GOING DOWN

WASHINGTON, Oct. 28—Colo machine tax collections contained to decline in September, the Internal Revenue Bureau said this week. Receipts amounted to \$998,993, compared with \$1,120,698 in September, 1949.

For the first quarter of the current fiscal year collections totaled \$13,736,942. The same period for the last fiscal year brought in \$15,071,108.

tured in the areade game.

Game features a stainless steel jump-off, a metal mesh with sidemount lights covering the area corresponding to the playfield, sound-proofing, instant scoring registered on the illuminated back glass and the United drop coin chute.

Game is played as Skee-Ball, the player throwing his weight at circular receptacles, mounted in a form, which are numbered from 10 to 50. When the 50-point score is made, a belt rings. A red arrow is located in the center of the board to help the player guide his weight.

CM TAX INCOME NPA PLANNING CUTBACK OF KEY TRADE METALS

LONDON, England, Oct. 28.—
Prices of used and rebuilt coin machines in the British Isles now average approximately three times the price of brand-new pre-war machines, and most of British manufacturers are devoting their time to reconditioning and rebuilding older models to keep operators in business.

This picture of the British coin machine trade was outlined there this week by Fred Vass, prewar manufacturer of new machines who is now rebuilding old models (Continued on page 94)

Arebs Take Cue From Big Cities DETROIT, Oct. 28—Off y fast start with heavy leaving production for solutions planned by the group brought in 1813-091-108 United Intros New Theme for Shuffle Games New Theme for Shuffle Games CILICAGO, Oct. 28.— The Industries producing a new first its Fred Chilopan, DSA executive direct, and Ruse's Basife on the Part of the City was approximately a sport of the interest of the metals, will strate the representation of the metals will strate the leave players and farm in large numbers is Great Rappids. Spectrateding the game, Introducting a new first its Fred Chilopan, DSA executive direct, and Ruse's Basife or an about to start. Meanwhile Grand Rapids action has 60 teams functioning, with Don Hotol and Jerry Latings directing. Edelman Bows The principle of the production of Non-Essential Industries WAHINGTON, Oct. 28.— The would are the would continue to produce as the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the present the plan is to curisfly would continue to produce and the p

Gome, Vending and Bev Supply Houses Exhibit November 26-29

were awarded. ASLI's executive director stated that this year the player members are registered by teams and leagues under a hibupprint established by the national body. ST. JOHN N. B. Co. 20

In N. B. Arcade

ST. JOHN, N. B., Oct. 28.
Jack Jones, operator of an areade in the heart of St. John, has turned his window display space into a profitable sideline.

Noting that the display space added little if anything to the areade's popularity with local citizens or the many merchant seamen who are in this area in the winter. Jones began displaying several homb appliances to see if he coald create a market for them. The results surprised him from the start and now he has become a dealer in all types of small appliances. Naturally, many people dropping for a look-see at the appliances not only end up making a purchase, but stop for a few games on the arcade machines.

As for the regular patronage at the arcade a good portion takes place in the winter when St. John becomes an important port. In summer Montreal and Quebec are the centers for international trade with this part of Canada. Jones makes certain that all his arcade personnel give all visiting seames of years and supplies. Firm result the arcade is well patronized.

WASHINGTON. Oct. 28.—National Production Authority's signed for use as "amusement ar(NPA) amusement construction ban put into effect this week prohibits the building of structures to house coin machine: The broad order also hits at the coin machine industry by banning construction of many potential machine locations. Specifically included in the order is a ban on any structure costmachine locations. Specifically included in the order is a ban on any structure costmachine including these interprises important as locations, including these items, amusement enterprises important as locations, including these items, amusement parks, shooting galleries, night clubs, bowling alleys, dance halls, pool parlors, golf driving ranges and other buildings used for amusement and recreational purposes.

Ray Road Rep

For Gottlieb

CHICAGO, Oct. 28—Elky Ray has been appointed a senior road sales representative for D. Gottlieb & Gompan products, President Dave Gottlieb announced Wcdnesday (25). Working with the organization's distributors and serving as liaison between them and the factory, Ray will cover alteritories from time to time.

A native of Dallas, Ray is 37 and has been in the trade since (Continued on page 34)

S Conversions

For Shufflers

DETROIT, Oct. 28—Edelman has anonomed in the conversion in this products here thru Isador Products here thru Isador Redinance of the Dard to the State of States, and the State of States, and the State of States of States of States and requires no electrical products here through the state of States of States, and the state of States of States

More Coins Now In Circulation

WASHINGTON, Oct. 28. — The demand for coins of all denominations is reaching an unprecedented high and mini employees are again working overtime, the Treusury Department said this week, Coins in circulation reached a record peak of \$1,506,000,000 in August. That is about twice the amount in the public pocket in 1939 and adds up to a total of \$118.05 for every person in the pation.

The mint dumped an additional

nation.

The mint dumped an additional \$5,000,000 in dimes, quarters and half-dollars on the market in August and \$3,000,000 in nickels and pennies. The mint was even force to increase the supply of silves dollars by \$1,000,000. The demand for cartwheels is usually stable.

Totals in circulation at the be-ginning of September were dimes, quarters and half-dollars—399,— 000,000; nickels and cents—3365,— 000,000 and silver dollars—3172,— 000,000

Materiale protetto da copyright

Latest Ayailable Estimate Shows Navy Gross at \$300,000 Monthly

Treasury Eyes Excise Tax on Candy, Drinks

WASHINGTON, Oct. 28—
Treasury Department and Congressional tax exports are exploring the possibility of placing excluses on candy, chewing gum and soft drinks. If the excises are adopted, they will probably amount to a penny per nickel unit, regardless of whether they are levied on the retailer or the manufacturer.

Statler Developing Mu

Food Vender: To Bow

Food Vender; lo Bow at Inamelia to the manufacturer.

A stiff fight in Congress is expected over any proposal to tax pected as a food. However, the urgent need for new tax revenues may over-ride the traditional replactance to tax candy, especially since Canada has already taken such a step. Chewing gum and soft drinks are almost certain to be slapped with a tax no matter what happens to candy

Price Problems

A tax on candy would probably sound the death knell for the nickel randy bar. The present dime bar would be taxed 2 cents under current proposals and the 12-cent current p

Both the army and navy look on wenders nor peimarily as a source of revenue, but as a service to the men. The exchanges, which have jurisdiction over vending machine operations in military sites, were established to provide the soldier or saftor with "items of convenience and necessity" at a reasonable price.

\$1 Per Man Monthly
To supplement "its over-the-counter sales in exchanges, both the army and navy stepped up their vending machine programs in

CHICAGO, Oct. 28.—With the mobilization program of the armed services stated to continue for an indefinite period, military installations of all types of merchandising vending machines are certain to expand. Operators in those areas of the country where fresh troops are being concentrated already have moved sizable numbers of machines into camps.

If we much additional vending machines equipment will be required to serve the contemplated 3,000,000-man armed force cannot be determined at this time, but all branches of the service are certain to need larger numbers of the Korean war.

Both the army and navy look on written contracts in their dealings with vending machine operators, although the service are certain to need larger numbers of the Korean war.

Both the army and navy use written contracts in their dealings with vending machine operators, although the service are certain to need larger numbers of the Korean war.

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Both the army and navy use written contracts in their dealings with vending machine operators, although the proposed proposed to the same contract is considerable more contract in the army contract is considerable more contracts in their dealings with vending machine operators, although the continue of the korean war.

Both the army and navy look on written contracts in their dealings with vending machine operators, although the continue of the korean war.

presently contemplates.

Both the army and navy use written contracts in their dealings with vending machine operators, altho the army contract is considerably more detailed than the one the navy uses. Supervision of venders in military installations is in the hands of the army and air force exchange service and the navy's ship's store office.

Exchange service contracts run

Exchange service contracts run for one year, detail such items as where the machines are to be placed, in what quantity, commission (ranging from 10 to 40 per cent), operators' responsibilities, Insurance is required—workmen's

(Continued on opp. page)

DEVELOPS CREW SYSTEM TO ADD NEW LOCATIONS TO Exhibit at

CHICAGO, Oct. 28.—Using the experience gained by one partner in the home portrait field, All States Vending Service here has built up its bulk operation via a different approach to soliciting new locations. The system was first ried out when S. Gornstein joined Charley Taster in the already going business; he injected the new idea for expansion while Taster continued to supply the knowhow vending knowledge to keef the operation running smoothly.

Gornstein's method required

seep the operation running smoothly.

Gornstein's method required the use of a crew of women who were employed by his photography firm soliciting photos on a house-to-house basis. After special training to acquire a knowledge of the bulk vending field, the same crew was set to work contacting all types of retail businesses that were potential locations. Armed with their bulk vender training, plus the sales acumen developed thru door-to-door sale of home portraits, the crew of women "location-cers" has been successful in placing equipment in Important numbers, and in spots formerly not contacted by All States.

6 Coin Firms NAII Confab

CHICAGO, Oct. 28.—Five manufacturers of ice vending equipment and a coin mechanism firm will have displays at the convention of the National Association of Lee Industries (NAII) October 31-November 3 at the Hotel Sherman

here.

Latest model automatic merchandising machines for ice will be shown by Refrigeration Engineering Company, Penguin Ice Service, Thermo-Cuber Company, S & S Vending Machine Company and F. B. Dickinson & Company.

Thermo-Cuber will display vending machines for installation at ice plants, while the remaining companies will show complete fee vending stations for installation at points distant from the plant. Gravity action, metal belt driven (Continued on page 94)

American Coin **Ends Output of** Changemakers

suspended manufacturing its changemaker line because of the international situation and for

Statler Developing Multi-Item Food Vender; To Bow at NAMA

CHICAGO, Oct. 28.— A Committee for Government Liaison has been formed by the National Automatic Merchandising Association (NAMA) under the chairmanship of I. H. Houston, NAMA director and president of Spacarb, Inc.

First formal meeting of the committee was held last week in Washington. Its purpose is to present government agencies with the available facts on automatic merchandising and its place in the scheme of distribution.

With the prospect of con-

distribution.

With the prospect of controls looming, NAMA and Individual manufacturers have been busily engaged in recent weeks compiling statistics on vending, especially the industry's role in World War II when vending equipment was credited with raising morale and increasing the efficiency level among plant workers.

Rudd-Melikian Sets Chi Office

Coin Counter Service

CHICAGO, Oct. 28. — Johnson Fare Box Company has announced plans to set up facilities on a nationwide scale to service its automatic coin-wrapping equipment. Service points in each major city will be set up shortly, using both its own and Bowser, Inc. (parent company), facilities.

Form New Operator Location Service

Firm Obtains Transient, Industrial Spots for Fee; Aim at New, Small Ops

Johnson Box Expands

Spots for Fee; Aim at New, Small Ops
CHICAGO, Oct 28 — A new chine manufacturer. Called Natype of operator location service, aimed primarily at the small or new operator, has been set up in the form of an independent company not affiliated with any many not be location affiliated with any many for bulk installations obtained by all of the venders.

Brown, who formerly worked with manufactur

Babcock in Move

ST. JOHN, N. B., Oct. 28.—Reg Babcock, who introduced shoeshine machines to the maritime provinces, has moved his base from Hallfax to Wolfville, N. S., where he has opened a restaurant and will also distribute coin machines. Wolfville is the home of Acadia University and is located in Annapolis Valley, all of which is covered by Babcock.

Materiale protetto da copyrio il

Corn Supplies Good, NAPM Meet Learns

See No General Price Hikes in Near Future; Warn of Stockpiling Danger

Future; Warn of Stockpiling Danger

CHICAGO, Oct. 28.—Adequate supplies of popcorn, cocoanut and peanut oil for seasoning will be available thru the next year if there is no rush to stockpile or 40 buy above normal requirements, was the general opinion expressed by trade leaders during the annual convention and exhibit of the National Association of Popcorn Manufacturers (NAPM) at the Stevens Hotel here this week (25.27). Prices are up on all grades of processed corn an average of 15 per cent, 25 to 30 per cent on seasoning oils, over last year, but further hites are not anticipated for the near future at least.

After reaching a peak level this summer, following the outbreak of war in Korea, oil prices took spotty declines. In some instances, the drop was as much as 4 cents per pound for ecocoanut oil. Too, the tight supply situation noted immediately after the war fiared

Sets Chi Office

war in Korea, oil prices took
spotty declines. In some instances,
the drop was as much as 4 cents
per pound for ecocant oil. Too,
the tight supply situation noted
immediately after the war fiared

Pretzel To Rep

Automatic Line

NEW YORK, Oct. 28.—Vendom
maic Sales, Inc., after concentrating on one of the newer phase
of automatic merchandising for
the past year, reports it now has
over 100 ice eream venders in opration and plans to add another
vice-president, bas named Howard
Pretzel to act as sales represents
Pretzel to act as sales represents
prescribe in a four-State, Midwestern
territory. He will handle the firm's
eigerette and cup vending line in
Missouri, fillinois, Indiana and
Wilsconii.

Pretzel formerly was with Coin
Machine Acceptance Corporation
and Lyma Industries. He will eslabilah offices in Chicago.

**Continued on page 84]

Location Program

Sells Ice Cream

NEW YORK Oct. 28.—Vendom
maic office to handle sales of its hotold drink equipment thru the
admitted office in the work and promise on an annual
gross per unit of \$1,000.

Currently, the firm is operating
in such captive locations as horily be added in the Chicago
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NEM SERVICE OF THE PROPERTY OF Northwestern 49' Special Less Then 25...\$14.35 Less Than LESS ITABS 100...\$14.15 AVAILABLE IN IC OR SE PLAY. PLASE SPICIFY WHIN ORDERING. FAMALDIATE DELIVERY! "HIT-A-HOMER" SPECIAL BEAL! 6 FOR \$1 A 19 oc [a] Alies v 1 v and a 10 m a 100..\$14.15



\$19.00 50 or more ... 14.25

ORDER TODAY J. SCHOENBACH

Distributors of Advence Vending
Machines
1642 Redford Ave., Breeklyn 25, N. V





CONTEST SPELLS \$\$

Match Books Promote Sales for Denver Op

DENVER, Oct. 28—Encouraging eigarettes smokers to save lettered match-packet covers, vended the promotion has been well simultaneously with a pack of cigarettes, and rewarding such customers with a free earton when the name of the firm is spelled out, has proven a petont sales-hullder for Dikeou Bros, vending machine operation here.

The plan was developed actually forget the saving ending the saving the

chine operation here.

The plan was developed, according to the management, on the theory that "the cigarette machine has nothing it offer but convenience," when operating in competition with drugstores, to-bacco shops and other cigarette outlets around the city. Therefore, to provide a bit of additional interest and a practical reason for patronking the vending machine, Dikeou Bros. developed the matchpacket cover plan.

Match Mercege

Match Meseage
Inserted in each of the company's yending machines, which cover more than 100 locations in the Colorado capital, the match packets earry this printed measage: "To get Dikeou contest matches, buy your cigarettes from machines displaying the capital dome. Your patronage is appreciated. Thank you." On the reverse side of the match-book cover is a letter in a box, one of the six letters making up the Dikeou name, and above this is the suggestion: "Save this cover. Collect the different letters and when you have spelled out the word Dikeou, take the covers to Dikeou Bros. and receive one carton (200 cigarettes)."

and receive one carton (200 cigarettes)."
Dikcou Bros. find that the system pays uniformly good results. Each time a machine is serviced, a variety of letters, represented by match packets which have been thoroly scrambled before insertion, gives the vending machine patron an opportunity to add to his collection of letters.

Promotion Pays
There have been literally hundreds of redemptions over the years, according to the Denver firm, but, inasmuch as the average customer has purchased in the neighborhood of 20 to 30 cartons

WE'VE GOT .. TOPPER Victor's Terrific Vender



Amazing new op-crating factures and a lew price that enables you to clear contof me-chine in a metro of a ten weeks. Packed and sold 4: to case. \$45.00 case in love of 3 to 5 cases. Norther of disc. on orders of more than 5 cases. Contact in the full

Birmingham Vending Co. 540 2ND AVE. N. BIRMINGHAM 4, ALABAMA

The First Really New Cup Drink Dispenser in More Than a Decade



AUTOMATIC PRODUCTS COMPANY 250-8 W. 5716 St., N.Y. 17, R.Y., Plaza 7-3125



worthwhile.

There are, of course, many thousands of cigarette smokers who pick up an occasional match packet and save them over a period of a year or more, before they ultimately spell out the name. Many, naturally, forget the saving entirely, with the result that the number of redemptions, in comparison with the total number of sales promoted by the idea, is actually small. actually small.

National Forms New Op Service

Continued from app. page

location service is not included for the original fee should an installa-tion not prove satisfactory.

the original fee should an installation not prove satisfactory.

Brown holds that the important first move is getting the vender on location, then the location owner discovering what the machine can do for both his customers and his own profit sheet, subsequent operator-location relations are largely up to the operator; Le, proper servicing, maintenance, etc. For this reason, and because it would be economically impractical for his firm, such location guarantees are not offered, he said.

While Brown is currently concentrating on het coffee installations (bulk venders are pushed continually) his company will handle any type equipment. When the firm started operations, ice cream machines took precedence over other types of heavy equipment. Rates for candy, cigarette and other venders have not been made known, however.

National Vending Machine Location Service is located at 30 West

National Vending Machine Loca-tion Service is located at 30 West Washington Street.

Heavy Demand for Venders From GI's

Continued from opp. page

compensation and bodily injury and property damage. Where products liability insurance is deemed necessary, the operator must provide it to fulfill his con-tract—as high as \$100,000 cover-age for eup machines.

age for eup machines.

Army and sir force vending machine installations are eleared first thru the local PX officer, approved by the post commander and then submitted to one of the army's regional offices for final inspection and approval. Navy contracts are likewise negotiated on a local level, then submitted to the navy ship's store office. Brooklyn, for final approval or rejection.

Where Moure Committee.

where Mousey Goes
Exchanges, with vending maehines, supply an estimated 70 to 80 per cent of the funds needed for chisted mon's recreation, entertainment and welfare.

tertainment and welfare.

As a general rule, the armed services prefer to have independent operating make military vending installations. However, the services have purchased some of their own equipment — notably stamp venders (in demand when the war-time free postage system was set aside), and cigarette machines, because the armed services usually provide smokes considerably under the eivilian price.



TOPPER is faus!

Victors Topper reaches a sw healthis in effi-classy in venting charms and ball gum. Pecked and sold 6 machines to the case \$45.00 per case in lots of 1 to 5 cases.

10-50 per machin TOPPER DELUKE Single: \$12.95 Topper Standard with Plants Globe \$11.25

IST COAST DISTRIBUTOR Ace Vending & Dist. Co.





1975 12220 TRESKETTED. DEPT. TO CLEVELAND 11. ONIO



VICTOR'S TOPPER LINE IS TOPS IN MODERN VENDING

THE BILLBOARD



VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location

The most practical NULTIPLE bulk render aver bull: . . lea-turing a battery of & lamons. POPPER BULLET venders. sevolving on structive tubular stand. . , the space-acring unit which provides quadruple saming potential. Actually requires no more space than one vender on a stand.

SELECTIVITY ... the most important factor in successful automotic vending ... makes everyone a potential customer for VICTOR'S REVOLVING SUPER MARKET.

1009 ER DELUXE wonds oll kinds of bulk merchandise and is equipped with VICTOR's new bay view display compariment! Available with sr without side display windows.

Tepper Deluxe Vendora are also available in Single... Double...and Triple

See SUPER MARKET TODAY

VICTOR VENDING CORP. STOLE-13 W. Grand Ave

Sandy Mac Tight Says . . . "The above Victor is an A-1 good buy and buying it on the TORR Time Parmont Plan makes it



ONLY \$50.50

Complete

"EOPPER"

Reg. U. S. Pat. Off.

ANOTHER GOOD BUY IS The TOPPER

TOP VALUE - LOW PRICE

Ask any operator using "Toppe le Vendors and you-will find th these machines cannot be asset in either performance or is

4 or more, \$11.25 each 100 or more, 10.50 each

YES, that includes Plactic Globes. All Victor machines can be bought on 20-week plan from TORR.

ROY TORR



LANSDOWNE, PA.

FRENCH BOY POP CORN Dispenser



Keep popeors warm and flavorful
—sells itself—requires no care, Let
French Boy Dispensers go to work
for you and enjoy automatic profits.

Complete unit with or without "French Boy" trade name

\$51.50

F. O. B. Chicago Pop your usen earn or buy fresh, ready-to-ent papears from na.

A B C Popcorn Co., Inc. 3440 W, NORTH AVE.

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

NAMA Candy Op Day November 14

CHICAGO, Oct. 28. — Candy, gum and biscuit operators' day at the annual convention and exhibit of the National Automatic Merchandising Association (NAMA) has been set for Tuesday (14), he third day of the show which opens at the Palmer House here Sunday (12). William Fishman, Automatic Merchandising Company, Chicago, Chairman of Candy Operators' Day, has announced the complete program for the special session, chairman for the evening is J. D. Brodsky, Illinois Vending Company, Chicago, Gustawe L. Herman, acting chief, Food Inspection Bureau, Chicago, Gustawe L. Herman, acting chief, Food inspection Bureau, Chicago, Gustawe L. Herman, acting chief, Food inspection Bureau, Chicago, Gustawe L. Herman, acting chief, Food inspection Bureau, Chicago, Gustawe L. Herman, acting chief, Food inspection Bureau, Chicago, Gustawe L. Herman, acting chief, Food inspection, Three operators. Ben L. Rauch, Fort Worth; J. J. Crosby, Peerless, Fort Worth, J

Dirersification

Discresification
Discussion of diversification,
under the heading of Making Do
With What's Apailable for Vending, will be handled by Maurice
L. Heffer, Johnson Tobacco Company, Chicago. Philip P. Gott,
president, National Confectioners'
Association (NCA), will discuss
the outlook for candy merchandise
supplies in the months ahead. Paul
J. Berkley, Vendex, Inc. Newark. supplies in the months anead. Faul I. Berkley, Vendex. Inc., Newark, N. J., will outline his experiences in handling vending operations in defense and military establish-

defense state ments.

The next speaker on the program, D. A. Dayton, Smoky Mountain Canteen Company, Oak Ridge, Tenn, will give opparators some insight on how his firm has operated in the atomic installation at Oak Ridge.

ated in the atomic installation at Oak Ridge.

The last speaker on the morning's program, F. L. Brandstrader, legislative counsel, NAMA, will discuss Per Machine Taxation and Its Effect Upon the Candy Cost Picture. A discussion period will follow Brandstrader's speech.

Round Table

Round Table
Informal round-table discussions will be held for candy, biscuit, gum and nut operators both Monday and Tuesday evenings in the Grand Ballroom, starting at 7:30 pm. Nick Novasic, West Allis Vendors, West Allis, Wiz, will be chairman of the Monday evening session, while Don W. Huck, Can-

Curtiss Cuts 5c Bar Price, Hikes Weight

CHICAGO, Oct. 28.—Baby Ruth nickel bars are going up in weight and down in price beginning next week, according to an announce-ment from the Curtiss Candy Company

week, according to an anounce-ment from the Curtiss Candy Company.

Officially, Curtiss spokesmen-said the move to make a fatter bar at a cheaper price was prompted by a decline in ingredient costs. Operators, however, suspected Curtiss may have been prompted by other causes since Baby Ruth was one of the first niekel bars to go up in price and down in weight. To the operator, the Curtiss move looked more like an attempt to win back lost sales.

James Egan, assistant divisional sales manager for Curtiss, reported the Baby Ruth price will go from \$2.95 per 100-count to \$2.80, with a fractional ownee boost. Egan did not specify how much heavier the

a fractional ounce boost. Egan did not speedfy how much heavier the bar will be, altho it is presently 1¼ ounces.

Within the past two weeks Curtiss also has introduced three Curtiss dime bars—Baby Ruth, Butterfinger and Mint Green to sell in the 100-count vend pack at \$5.25. The dime-size Ruth bar weighs 2.75 ounces and all three are also being made available in 60-count pack.

Aftho It is too early to tell what kind of reaction the Curtiss dime bars will bring in the vending machine trade, the price for vend counts is in line with operator suggestions.

suggestions.

Hires Sets Dividends

PHILADELPHIA, Oct. 28.— The Charles E. Hiros Company declared a dividend of 25 cents per share on its capital stock, payable De-cember 1, 1859, to stockholders of record November 15.

panel to discuss the question How to Maintain Service and Operate Profitably Under the Limitation of the Penny.

Gordon Joins Natl. Vendors

ST. LOUIS, Det. 28. the Gordon, formerly with Malkin-Itlon, cigar vending machine manufacturer, has joined Malkinal Vendors, Inc. to represent that company in New York and New Jersey, Gordon will make his headquarters in the New York City area, according to Torn Donahue, National official.

Al Horth, who handled the New York-New Jersey territory, has been placed in charge of Ochio, West Virginia and Pennsylvania to replace Lou Kantor, who resigned. Temporarily Horth will make his headquarters in Cleveland, but eventually is expected to locate at some point between Ohio and Pennsylvania. Horth has been with National since shortly before World War II.

122 DIFFERENT **CHARMS**

Half Plaslic-Half Metal Plated A GRAND COMBINATION MIXTUILE of Big Charms
—Series #2—and Wonderful Charms—Series #70 in fifty-fifty propositions of both series as well as fiftyfifty mixture of plastic and metal-plated.

COMBO-54.40 per 1,000

F. O. B. Jamaica, N. Y. Immediate Deliver

EPPY Samuel Eppy & Co., Inc. 81-15 14th Pice Januer 2, L.L. H.Y.

BRAND NEW LUCKY BOY VENDORS



\$9.75 Loty of 25 44.75 AGD at 25 97.75

Nut and Cherm Vendors note 3 lbs. Nuts. Ball Gum. Vendors, 808 Bell Gum. Fully Gusranteed. 1/2 Deposit, Belance C.O.D. FREE

S LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE. REOYR MFG, CO.



VICTOR'S TOPPER
Only \$10.50 Each
(100 or More)
Sample \$11.55
Glass or Plantic Glober,
UMRQUALLED FOR
VENDING: BALL
COM, CARDY, PEAHUTE, CHARME,
ST. TED PRANUTA,
LOWERY PRANUTA,
LOWERY PRANUTA,
LOWERY PRANUTA,

ETC.
LOWEST PRICES on
BALL GUM, CANOY,
CMARMS, stends. We
stock all peris and
topplies.
"TRY THE BEST,
TRY VICTORIZ"

H. B. HUTCHINSON JR.

/-----WRITE FOR CATALOG

Bulk Venders, Merchan CHARMS

UTIAR MIS
Plastic Charms, small, 1,889 ...9275
Metal Cavered Charms, small, 1,889 ...9275
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Silvar Wedding Rings, 1,69093
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All infer allowing finish,
the said or allowing, fravel,
tomorn, etc., fleady for locations, Weight 17 lbs.
S3_25_each
S4_17 ** Standy definished
We 17* ** Standy definished
VENDING MACHINES

VENDING MACHINES



VICTOR 5c ALL CHARM VENDOR

1 to 25, \$13,95 sech; 24 to 47, \$12,75 sech; 48 to 99, \$12,59 each; 100 or mers, \$12,95 each. All other Victor models on hand available for immediate delivery. Wictory Basketball Game

PARKWAY MACHINE CORP.



CRACKER VENDOR Faver LOTIU m n.s with Capacity of 160 packs of Autition Crackers or any similar 100 package and us. cooling 300 '22" 23". Has luras marchandise display and sold. [11 m min of 1 ng plantigita sign.

MOOR 750

Media Capinas

or Base, or Base, of List.

its for of Corr no, inti proffs

TAKE ADVANTABL OF FINANCE PLAN

Alkuno & Co. M. C. H. H. Y.



\$13.95 CHAMPION NUT & CHOCOLATE -CO.

POPCORN

Find out about the original "Pop" Com-Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask means profits for you.



WIRE. POP

CORN SEZ. CO. 8320 Delaware Avo. UPPER DARBY, PENN. Phone: Allombony 4-1019

WRITE,

National Automatic Merchandising Association THE NATIONAL TORSE ASSOCIATION OF MERCHANDISE AND SERVICE VENDING MACHINE OPERATORS, MANUFACTURERS 3. SOUTH BEARBORN STREET * CHICAGO 3, ILLIHOIS * TELEPHONE: FINANCIAL 8-0370



Nov. 4, 1950

Mr. Automatic Merchandiser:

... this year there are many more solid business reasons why YOU should be

at

N.A.M.A.'s greatest annual convention and exhibit

Certainly, we'll see you there!

Cordially,

Chairman,

1950 Convention

& Exhibit

N. A. M. A. 1950

CONVENTION and EXHIBIT

you're a vending machine operatór



ARRIVE EARLY SUNDAY, NOV. 12

-NOW!-Bigger Profit

FROM EVERY LOCATION With the New - Northwestern .

CABINET STAND



WRITE FOR DETAILS OR SPE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.

Vey this femous wender for 30 days. II duesn't EARN MORE MONEY for you.

return it and we'll refund your murhaus price in full, plus freight both ways. You

here nothing to lose, and we know we

RTHWESTERN

will gain a satisfied customer.

Minute Maid Cup Vender In Production

NEW YORK, Oct. 28—Minute arise aid will begin delivering proiction line models of its frozen blue with chrome trim. Display duction the models of its trozen orange juice vender next week. William Burke, head of the packer's vending department, said the units will go to augment the routes of three operators franchised by the firm to date.

By Court Ruling

with 100 machines called for he production run. Minute Mald spread and the run with a self-time of three operators franchised by the firm to date.

With 100 machines called for he will be delivered to burke. These will be delivered according to a flexible schedule, dependent largely on the continut manufacturer, according according to a flexible schedule, dependent largely on the continut manufacturer, according to a flexible schedule, dependent largely on the continut manufacturer, according to a flexible three-year flexible shaded. Burke shadily less, he sadded. Burke shadily less, he sadded. Burke shadily less, he sadded the flower of the flexible shaded in the flower of the fl

DAY MONEY BACK TRIAL

will gain a tartified customer.

CUARANTEED NORTHWESTERN SPECIAL S—Uses

PILLYE, If or 5r, Baked Metallic
Finish, Red or Gran—Sample 81,455
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DELUME, 180 MARCH DELVER, 181 SILVER KING, 18 or 58 minds, 8ed of Green-Sample 814,58 SILVER KING, 18 or 58 minds, 8ed of Green-Sample 814,58 SILVER KING, 18 or 58 minds, 18 or 59 minds, 18

438 WEST 42nd STREET, NEW YORK 18, N. Y. . CHickering 4.0142.

CIGARETTE MACHINES

UNEEDA, 8 Cols.\$ 95.00

Prices LESS THAN 19 814.33

MOE MANDELL

Statler Develops Multi-Item TOPPER Spool Br. Offices

Continued from page 80

pointed out, operators ran lease concessions to suppliers of differ-ent food products should the need

Corn Supplies Top NAPM Meet Topic

Continued from page 80

1949 yield (both below the high 1948 production, however), NAPM secretary Thomas J. Sullivan said the record \$250,000 popcorn busithe record \$250,000 popcorn business chalked up last year could still be surpassed. Inference was that corn and corn seasoning ingredients could be had in sufficient quantity to make this possible. He pointed out that the theme of the 1930 meet in litelf, "sell more popcorn more often," served to stress the generally favorable supply situation.

the generally favorable supply situation.

Vender Exhibits
On the exhibit phase, popcorn vending took on a less emphatic note than during the 1949 convention when nine firms displayed venders and non-coin counter dispensers. This year, two venders and two warmers were shown. Biltmore Distributing Company, Chicago, displayed the new coin-operated Popperette (shown last year as a manual unit) which pops and serves individual servings for a dime, and two Pop Corn Seamachines were shown in a separate booth. Warmers were exhibited by Pronto Popcorn Sales, Bostom, and A.B.C. Popcorn Company, Chicago. Latter announced that 20,000 of its Little Giant warmers were out on location.

Treasury Eyes Tax

Continued from page 80

retail price would pose problems for operators. The solution might be an in-between bar to retail at around 8 cents with the tax making it a new dime bar. Such a price would leave a margin of about 4 cents per bar to take care of cost increases which are probable.

of cost increases which are probable.

Soft Drinks

For soft drink vending, the tax would probably leave only three chief alternatives—reducing the size of drinks advancing to a standard dime price, or providing change. Another method is being tried by some Canadian operators already faced with the penny tax. Some are attaching an "honor box" to their machines for the patron drop the tax (The Billboard, October 21).

Penny gum venders might be able to absorb any excise tax and have the added chance that such a tax might exempl penny sales. Venders of nickel packs would have about the same problems as candy venders.

windows show the items carried.
Product-area temperature is maintained at 35 degrees.

tained at 35 degrees.

Price of the Lunch-o-Mat has not yet been set. Reiss said the distribution plan to be followed also remains to be fixed, and he is known to be considering a tease program in which Statler would retain title to all machines placed. Deliveries are not scheduled before December 1. The machine will be introduced to the trade at the National Automatic Merchandising Association convention in November.

Reiss also disclosed that Statler.



\$12.50

5c HOT MUT, \$39.50 Net and Ball Gam, Condy Charms, Vandors, 1:58 U. S. and Fercian Colm. "Mod Neu". Vandors, At all the base dealerse ar write, Ask about the new "Hunter". \$55.50.

Cameo Vending Service

Main Office: #32 Wast #3nd St., New York City 18, N.Y.

IT's Sidmor FOR VICTOR!



DE LUXE (Histrated) Lots of 188, 311,99 Samples, 313,15. VICTOR'S MODEL V

\$13,75 SA. 34 or mare. \$12.00 Ea. VICTOR'S TOPPER Lots of 106., \$10.50 Sample, \$11.25.

Sidmor VENDING CO. 2035 EIFTH AVE. . PITTSBURGH 19, PA

......... CHARMS..

Proven Sales Boosters!

Write for Complete Price Lists

Gagganheim.

- VICTOR'S AMAZING NEW -



All for \$36.00



Loaf's famous trademark RAIN BLO is known to operators all over the world as a quarantee of quality, uniformity and consumer acceptance. Other Leaf products loclude a complete line of tast

LEAF GUM CO.

LEAF GUM

27c per paund

Full cosh with proof.
FREE Delivery on 200 pounds.
Sold by

Rey Torr, Lansdowne, Pa.

Northwestern NEW REDUCED PRICES MADEL 49 SPECIAL SIE 25 Factory Frash Vender Confestions Case Let Prices Teeney LE. Almonds Big Jumba irpinias .354

Ball Gum Bubbles Reinbew Beans 25g Perty Lubility Charmer Will be to Lief. BADGER SALES CO., MC. 225f W. Pice Blvd., Los America.

FOR SALE

TWO CEDAR HILL FARMS MILK VENDORS EQUIPPED TO HANDLE 1/2 PT. CLASS BOTTLES

10c A. B. T. COIN MECHANISM

WRITE, WIRE OR PHONE COLLECT IF INTERESTED GENE HALL

GIVE TO THE DAMON RUNYON CANCER FUND



UNEEDA, 6 Cole. 85.00 P-X, 10 Col., 425 Pack Cap. 90:00 Uneeda Model "E," 8 Col. 59.50

SALE!! -MODEL W

DuGrenier 9 Cal. 308 Pack Cap. \$62.50

UNEEDA MODEL 500 9 col., 350 Pack Cap. \$85.00

CANDY MACHINES

VENDIT, 150 Bar Cap. . .\$47.50 UNEEDA, 105 Bar Cap. .. 75.00 SALE \$55.00

SHIPMAN STAMP VENDOR LINE 15.00 Candyman

25c CONVERSIONS; PARTS GUARANTEED 12 bar cap. En-

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED Parts and Micrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF
VENDING MACHINES"
Accordingmed As is
166 CLYMER'ST. EVERTING 7-4558 BROOKLYN IT. N

HEW LOW PRICES U-SELECT-IT MEW LOW PRICES U-SELECT-IY
CANDY MACHINES
U-Select-II, 71 Bar Side, Bach ... 327-38
Write for low prices oil mokell.
COUNTER MODEL
HARRIS
VENDING
2018 N. Fork Ava. PRiedelanas 22, Pt.

MIDGET ANIMAL SHOW

Or will purchase Midget Animals or any other money maker.

PROSPECT ASSOCIATES

Merchandising Music

COMPLAINT DEPARTMENT

Operators have frequently discussed the release program of ciskeries, and have mulled ideas which would help boost the play of records on their machines, and at the same time, typo the retail sales of the same platters. M. C. Britts, Great Falls, Mont., adds a complaint, saying "too many hits are being refeased at the same time. Spreading these out would give us more play per song and would help sales of individual records." While Britz's feelings are shared by many other optiquent the country, most realize the terrific competition which exists in the record big, and trace the fault to that source.

PRICES... In the midst of rising prices which have affected

Barring a full-scale shooting war, there is a strong cossibility that at least one, and probably two, new selective 45 r.p.m. Jukes will make their debut before the end of 1950. They will introduce new manufacturers to the field and will both be set to handle 45 r.p.m. disks exclusively.

Despite this activity, the 78 r.p.m. phonograph, and especially the records needed to supply these machines, loom as the major operation for some time to come. This is based on the following: It he average operator will replace from 15 to 20 per cent of his music equipment each year to keep his route in top condition. 2. With the overpowering majority of machines 78 r.p.m., the op in the past year increased his weekly per-machine average to about \$12.44, at

Detroit Reps Meet in Chi On Fair Trade

Hold Confab With MOA Prez To Set

New Speed's Drive in Op Field ● Continued from page 1 errors of the same time increasing his buyelustively. In addition to the Seeburg 100, the Ristaucrat, a nooselective unit, offers 24 selections. The Wurlitzer 1250, since its introduction earlier this year, has
featured an adapter which can
convert the unit to 45. AMI, It. C.

Evans and Rock-Ola all are prepared to offer adapters when they
feet the operator is ready to handle
them.

New Jukes

Barring a full-scale shooting
war, there is a strong possibility
that at least one, and probably two,
new selective 45 r.p.m. jukes will
the same time increasing his buylargower, and 3. the operators of the 45 disk picture shapes up along
the 45 disk picture shapes up al

MUSIC BIZ TO FEEL 4

IMPACT BY YEAR'S END

Seeburg, RCA Victor Spearhead

Merc Strip Tease **Gets Sock Results**

Label's 3-Month Free Title Test Top Promosh; Juke Ops Cite Impact

SERVICING A SERVICE

Builds Thriving Biz

NEW YORK Oct. 28. — Mac Pollay, unofficial technical consultant to the juke box fraternity on Gotham's coinrow, has built himself a thriving business by taking over service headaches of routes too small to support full-time service personnel.

See a support full-time service personnel.

Curing Op Headaches

Top Promosh; Juke Ops Cite Impact
CHICAGO, Oct. 28.—Following The Billboard that reaction noted a three-month trial, Mercury Records here announced this week that more concentration will be placed on supplying juke ops with free universal title strips. Morry Price, diskery's sales chief, told.

Mfrs. To Host

MOA Committee

CHICAGO, Oct. 28.—A committee CHICAGO, Oct. 28.—A committee representing the Music Operators of America (MOA), headed by George Miller, Oakland, Calife, will be the luncheon guests Wednesday (November 1) of the automatic phonograph manufacturers. The luncheon will be at the Drake Holei, Chicago.

(Comitnued on page 92)

CEDIMICAL ACCEDIMICA.

RCA Veep Letters to Seeburg, Platter Reps

NEW YORK, Oct. 28.—The following letter was sent to all RCA Victor record distributors by J. B. Elliott, RCA vice-president:

"On November I the Seeburg Company wi" introduce the first commercial coin-operated mechanism designed exclusively for the playing of 45 r.p.m. records. This new juke box. in our opinion, will provide the greatest impetus yet for converting the juke box industry to the 45 r.p.m. system. To co-operate with the Seeburg Company, we have sent the enclosed letter to all Seeburg distributors.

"The Select-o-Matie '100' plays So records, both sides. The average operator maintains a selection of 30 all-time favorites and 20 current popular hits on each machine. Since many of the favorites the coin operators prefer are singles from albums, we have selected a special package of 30 all-time favorites with the help of one of the Seeburg distributors.

Op Parkage

"We are sending you 10 pack
"We are sending you 10 pack
This amounts to 36-

coin operators prefer are singles from albums, we have selected a special package of 30 all-time favorites with the help of one of the Seeburg distributors.

Op Parkage

"We are sending you 10 package of these 30 all-time favorites all reserves and provisions for taxes. This amounts to 36-cents per share as compared with cents p

Course of Action Detroit, Oct. 28. Extension of fair Irade legislation to the service feileds so that muste machine operation can be lincluded will take a step forward this weekered at a employee of a radio firm. Akids Small (Dis Subscribers to Pollay's service handle collections and record changes themselves. And part of the appeal of United Phonograph, according to its owner, is that has entantives of the NAPOA, Maurice Goldman, president, and Irving according to its owner, is that we conduct his business on a five-day basis bus

Italf As Heavy
In appearance, the two boxes are identical. But the 45 mechanism obviously is smaller than the 78, with all of its dimensions scaled down to handle the seven-inch disk. The 45 mechanism weighs exactly half as much as the 78.

Because the mechanism is smaller, the cabinet of the 45 phonograph is approximately seven inches narrower. As a result,

pnonograph is approximately sev-en inches narrower. As a result, the classical portion of the selec-tor panel has been split in two equal sections which are placed on both sides of the selector buttons. Altho the 45 mechanism em-

time service personnel. For a weekly fee of \$1 per unit for operators with 40 or more pleces of equipment, and a little more for smaller routes. Pollay's company offers assurance that phonographs will be returned to duty promptly should they fail on location. The service is available on a seven-day basis. IS THEY IS OR IS THEY AIN'T?

Atlantic Corp. CHICAGO, Oct. 28.—The \$64 several factors, notably the supply question racing thru the music stuation which developed along business this week was, "does Permo have a new low-price of the firm does have such in has as yet been determined, in has as yet been determined, that the low-price factor is all-important, and that when and fish everal ratios were broken, one puncturing a lung. He is still handle to return to Permo has been a supplier in the music bin has record company brass. Plannor difficials, fish and executed by Atlantic New York Corporation, Seeburg and record company prass. Plannor dand executed by Atlantic New York Corporation, Seeburg and and executed by Atlantic New York Corporation, Seeburg and and executed by Atlantic New York Corporation, Seeburg and and executed by Response crowded into the Park Sheraton's Cocoanut Grove. C. T. McKelvy, Seeburg vice-president and director of sales told the assemblage and sales and seed about the new phonograph by The Billiboard this week, response crowded into the Park Sheraton's Cocoanut Grove. C. T. McKelvy, Seeburg vice-president and director of sales told the assemblage and sales when the firm has, for some marked and the same pressure of the sales told the assemblage and sales and pressure of the sales told the assemblage and sales and pressure of the sales told the assemblage and sales and pressure of the sales and sales and pressure of the sales and sales and pressure of the sales and sales and the sale and sale of needles from sales and the sale an

NEW YORK, Oct. 28.—Seeburg's that the low-price factor is all-unable to return to Permo head-specially since its indication witnessed by the machine is placed in produced in

'51 Rock-Ola Bowed in N. Y.



CONSTELLATION Soldom has Constellation de-te operators as it does today! New, more than ever before, your phonon graphs should be built for LONGER LIFE—CONTINUOUS APPEAL—

TROUBLE FREE PERFORMANCE—LOW UPKEEP COSTS. Evans quality assures these advantages. In turn, they guarantee more profitable

SEE YOUR EVANS DISTRIBUTOR OR WRITE FACTORY DIRECT AVAILABLE NOW—Evans Becord Play CENUINE PARTS for Mills Empress.

Meter for Original Constellation. Throne of Music, Original Constellation.

H. C. EVANS & CO.

SEE OUR COIN MACHINE AD ON PAGE 97

1528 W. ADAMS ST. CHICAGO 7. ILLINOIS

GREAT BUYS IN PHONOGRAPHS

WURLITZER	SEEBURG
1250 Weite	147-8M
1015	146-8M
1080 259 00	M246M, Mideaway 300.00
	146M
AIREON	ROCK-OLA
Coronat 400	1422
COTOMET 400	1426 219.00

SEEBURG WE-L56 (NEW) 3W2-L56-Sc, 3 WIRE WI L56 Sc WIRELESS WE-12. S/10/25 DSB-12. 5/10/25	. \$37.00 29.00 24.50	WS-22. Se
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SEEBURG	WURLITZER	BOCK-OLA
1941 B.C Special . 5 99	850589	Playmaster \$69
Hightone. R.C 91	950	Super 40 59 Beluxe 39 59
Hightons E.S T	600R	Standard 39 59 Commando 49
Major	Victory 39	AIREON
	618 39	
SACH IS AUGIL ARLE	S ARE COMPLETE AND COMPLETELY OVERHAU NOTTIONALLY GUARAN	PD PROFESSIONALLY

147M DOME, \$17.50

TERMS: 1/3- DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

738 ERIE BLVD. EAST



PIONEERS IN COIN OPERATED RADIOS

Our Stock Is Always Ready for Immediate Delivery. We Stock Parts and Accessories for Most All Coin Operated Radios.

Write for Exclusive Franchise on Our New 1951 Console Type Coin Operated Radio.

BRADLEY ASSOCIATES

1652 N. DAMEN AVE.

CHICAGO, ILL.

Amany Rachesta

Buffele

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

Seeburg Diskers Get RCA Letters

Continued from page 85

longer life, reduced breakage and general operating efficiency is needless since you are undoubtedly familiar with all of Record Reviews system. However, there are a few facts about 45 r.p.m. that are rather startling.

Availability
"Over 50 record companies, in-cluding every major company, are now manufacturing 45 r.p.m. rec-

"Over 75,000,000 45 r.p.m. rec-ords will be manufactured and sold by these companies this year, "RCA Victor alone will sell over 500,000 new 45 r.p.m. turntables during October, November and De-cember of this year,

cember of this year.

"RCA Victor, of course, will continue to manufacture 78 r.p.m. records indefinitely as long as a reasonable demand exists for this speed. However, there is little doubt that in 1951 the great proportion of record sales will be on 45 r.p.m.

"We are asking our distributors to offer you complete co-operation in making sure records are available to you at all times. To help you get started, we are sending to our distributors some preselected packages of 45 r.p.m. records. These packages contain 30 all-time favorites carefully selected from our 45 r.p.m. catalog. The records we have selected for his package are based on the very successful 78 r.p.m. package that S. H. Lynch & Co. Seeburg distributor of Dallas, successfully merchandised this spring. They are the records that represent the music America loves best."

"Every record that we release is available on 45 r.p.m. This includes popular, semi-classical, classical, race and hillbilly assortment of 45 r.p.m. is growing especially rapidly now and will continue to be ex-panded during 1951. Please be assured of our best wishes and co-operation in the promotion and sales of the Select-o-Matic '100."

RCA Veep Letters

Continued from page 83

so you'll have available a package for the operators on the kick-off date. These packages are being sent to you on a 100 per cent return privilege basis.

". . . These initial packages will just get you started.

Di-k-Dietrib Co-Or

Di-k-Distrib Co-Op
Please have your record department and sales promotion managers contact the local Seeburg distributor and assure him of your co-operation in the promotion of these Select-o-Matic 100's. Your record department manager should handle the Seeburg promotion personally, solicit the package orders: then he will be in a current position to place order on the factory to keep your inventory in a two promotion to place order on the factory to keep your inventory in a favorable position to handle this highly desirable Seeburg business.

"The Seeburg Select-o-Matic 100' is a most important milestone our 45 r.p.m. program, for you and for us. May I count on you and your organitation for the all-out sales support necessary to take

out sales support necessary to take advantage of this opportunity?"

Ops Get 1st Look

Continued from page 85

ploys the same basic design and principles of the 78 Select-o-Matic 100, the seven-inch system has a shorter tone arm, smaller openings in the record magazine and a dif-ferent cycle design because of the narrower width.

narrower width.

Reversing Action
The 45 eycle requires the reverse playing position only at end of the magazine. The 78 has the reversing action at each record position in order to play both sides of the record, playing in one direction. Seeburg will keep both the 45 and 78 systems in simultaneous production, allowing operators to make their choice, so long as the record industry continues to press duplicate releases on both speeds, officials of the company declared.

THE BILLBOARD MUSIC Popularity Charts

LABEL AND NO.



Continued from page 38

POPULAR

RAY BLOCH AND HIS SWING FOURTEEN Deep In a Dream 67--68--66--66 SIGNATURE 13:122--Pleasant choral version of the pre-time and dave in date into.

Old Folks or the Ultimad Bailey pervisable handler told passages.

New Work of the Ultimad Bailey pervisable handler told passages.

New With Charities Falls William Registers told for Charities and Passages.

INK SPOTS SPOTS
me Out for Tears

DECA 19259—Billy Kenny's lead word and brother Hoth Kenny's
repticuling vicent happily for one of the Souts' best recent efforts.

Two year only a cauld scare 7 & 5 miss as suell.

TOMMY DORSEY ORK

DMMY DORSEY ORK
Goofus
DECC 272** Booking two best conception of this revival should
find favor in the purpose set. Clean, sock orking and excellent recording.

73-75-72-72
(5) Direct)

Oliser)
Fine driving appulling a hetty beat stands out on this lightweight rhythmodity which is waisled nearly by Oliver.

FLLIOT LAWRENCE ORK

The Beer That I Left on the Bar This 'implifenced' type time is treated symmethetically by the chemical and Liverent's Septional Acaster bet for college trade.

DON CHERRY ON CHERRY

Can't Seem To Lough Anymore

DECCA 172.45—Clerry's statefacted style enous op this promising, eich
balla in straightbread faulian, it tune connects disking could
catch a large piece.

Therefore the straightbread faulian at home with this blowy tolery
use Nance ballat but the disking still is stranged with freshman of
the give Selecticies some and prijected charm.

YOCI YORCESSON (J. Outry-The Scandinavians)
My Little Old Shack in Minneapolis, Minneapolis
CAPIOL 1216—This peredy makes an american vide for the Mollywood
Swede tables should be particularly effective in the Milewestern
Scanlinama bott. 75--75--75--75

Someone Spiked the Punch
This side fails to provote much humor, the lit's handled adoptit

WOODY HERMAN ORK

excitement with a nowmerous runs one many.

82--84--82--81

Largy mining should seen as a streng table up to Woody's "Early
Automot". It is a boundfully scored and well-second mood finition
mental which will pleas the collegium, sciences, Yans, collectors
and darkers.

OICK BROWN (5. Bast Ork)
OICK BROWN (5. Bast Ork)
OId You Think of Me Just Then?
JUSTEE 4011—Brown does a next turn with a Hight bounce ditty
with a commy down. Nothing special, the.
I've Never Been In'Love Gefore
Brown does a highly efficitive chart on this appealing balled from
the "Gyrs end Dalis" show scare. Competition is each, the.

BEATRICE KAY (Her Kay Jammers-N. Leyden)
Evilybody Clap Hands
CX,UMS14 9922—Barelly built around netway of "Mapoy Whithday" id
some us briefly by Miss Rap. Material desens carnings.

BING CROSBY (Axel Stordahl Ork)

NG CROSET LAXES SOURCES TO THE STATE OF THE

MARCARET WHITING IF. DeVail Ork!

I've Never Been In Leve Before

CAPITOL 1213—Mangine desent appear to be up to par in her chieging of
this "Guys and Delet" batted levely

The Best Things for You

This "Guil his Madem" brauts is who in bysically when and aneffected
lashies by the timus. Should set a sizable share if the Berlin ballad
connects

BILL KERNY IC. Jenkins Ork & Chorus?

Our Lady of Fatima

DICCA 2755—This successful check of homesour retirious ablicatory
is richly and semittedly handed to Remy in a weekful Jenting art.

Check at this public should seek, the six way late. Strong for
if a 6 market core.

Stranger in the City
An unamed and artists Jentins letting and Kenny social blend for a
feringful slicing of a workly written of Universe path allegorical

action.

CHARLIE BARNET ORK

MAKLIE DARNET UKK

Reality

CANTIOL 7-1222—A big band boson spots a string of seto efforts but

As Illite meaning serv for deset and matern jazz polysylary.

Cloude Reigns

[Cloude Reigns

[

ANNE SHELTON IR. Robortson Orb.

ANNE SHELTON IR. Robortson Orb.

If a Marshmatlow World

LONGO 339—Milks Internal sees a read pix with this efforms milk

resocial from 8 ficting will be handlingerd by the longh Yank name

conception. Tasty set business.

A Northean Lasty on Science A Little Loss. A Little Loss. A Little Loss. Bits Section plans so her full, such tomits in a sympathetic slicing of this length standard.

(Continued on page 89)



Every tiny acorn may become a giant oak, given favorable conditions of soil and climate. The *music operator*, like the acorn, grows biggest when conditions are right. A favorable beginning is the ownership of at least one AMI. And AMI is easier to buy, easier to pay for; costs less to service and maintain. With less diverted from the take, there's more to invest in expansion and growth. Your first AMI will help you branch out with speed and sureness—to bigger income and solid security.



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





SINGLE PUSH-BUTTON CHOICE—Pick your tune, push a button and it plays. No complicated combinations. No chance for errors that "peeve" purrons, discourage play.

SELECTOR BUTTON NEXT TO TITLES—The simplest "one punch" selection system. No time-consuming hunt for desired title. All Twelve Fiftys will play the top and bottom selection on each tecord in sequence, if desired.

48 SELECTIONS ON 24 RECORDS—That's enough, patrons agree it's enough. You can make them all hit tunes by placing two 7-inch records back to back.

SIX MUSICAL CLASSIFICATIONS—The most flexible programming system found on any juke box. Six standard sections. You can have 8 tunes under each heading or tailor your program to location requirements, devoting any multiple of 8 to any type music.

PLAYS THE NEW SPEED RECORDS—A few minutes time and an \$8.75 kir changes any Twelve Fifty to play any speed record—78, 45 or 33½ RPM. You get the high fidelity of the new records, plus the record-needle economy of another exclusive Wutlitzer feature—Zenith Cobra Pick-ups.

COIN BANKING MECHANISM—Any number of coins can be inserted and selections made after the coins are deposited. No complaints that customers didn't get the plays they paid for. Gives you three-for-a-quarter or six-for-a-quarter play.

Add them all up and you'll see why the Wurlitzer

Twelve Fifty is the feature phonograph of the years—the most profitable—
the most versatile phonograph in operation today.

THE RUDOLPH WURLITZER COMPANY . NORTH TONAWANDA, NEW YORK

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST ABEL AND NO.

TUNES COMMENT



Continued from page 86

POPULAR

AL MORGAN										-4
C-H-R-1-S			etic Margi	e tre	ntment	of	rh is	reunti	roos t olin	78
	bailed	by Eddy	Armeld.							

July Old Saler Nicholas 70-70-70

Bright own Christmas ditty of slight substance is done up really

AY STARR (F. DeVol Ork) CARTOL 1296—Levely revival by Kay of a fine old walts is enhance to tasteful DeVol erk-choral support. Should score with the Stary cateries

tentrini Devol ent-conrail support. Should store with the Starr cuteries, bendy's Sweatheart'. Here's one right in Kaj's residy two-best flarethousa genore. She makes the mast of it and her fans are sure to appreciationly want the side. DICK JAMES (The Storgezore-S, Black and His Blacksmiths)

Night After Night: 77-40-75-77 (ONDOS 622-Infection contains and this series and this series of the contains and the contains

ANDY RUSSELL (Skitch Henderson Ork) Take My Love
CAPITOL 2281 Russell namely on this minor key remances
from Brahms, with the Menderson piano and chorus cutting down a
concerno effect.

T Guess I'll Have To 'Dream the Rest
Warster, onc. leaser's place, coors combine in an letimate, rendition of the pretty forther

MINDY CARSON (A. Ackers Ork) INDY CARSON 1A. Ackers with:

If Were a Bell

V 70-37464—Thush does a rylamed, rather subdied social on the
repasing "Guys and Dolls" meetly. Rendrion doesn't state as to
some of the concettine versions.

Just for a While

A every pretty slow ballad is fetchingly done hims.

V. MONROE ORK (Moon Maids) MONKOE URK (Moon marks;

A Marshmallow World

Y 20 3992—Marene liyects plenty of season soint in
happy production of the new winter needly.

Snowy White Snow and Jingde Bells

A Hable, houng Yule ditty is engagingly randered.

SONNY CALELLO (J. Jerome Ork)

Custain Law Seng and Law Seng or presently.

70--73--68--68

APOLIO 1170--10 narbled with great feeling, another mention of Newark, N. J., or St. Louis

Newark, N. J., or St. Louis When You Kim a Stranger Springer T3-77-72-70 ing facilities.

Newark, N. J., or St. Louis pressfing production, Will require special page effort.

Other Distrib Policies

THRILLWOOD ORK
My Sweet Maria
TRICLYWOOD 105—An abillied warbier of conticerable talent performs
a fair-moush nebody with very least wordage. Na composer orecits
here sither.

CHRIS COLUMBO (The Galli Sisters)

Resis, the Elephant
NATIONAL \$126—Howelty of the kiddity variety falls to ring

Don't Say You Care Columbo delivers a pur FLORENCE WRIGHT

III Never Let a Day Pass By

RATIONAL 9126—Careful, Inhoritan Irrainment of a

I'm Gonna Fade You With the Bluce
Thrush chings a tancy blues bit with considerable vocal enality SPIKE JONES & NIS CITY SLICKERS

(Nock-Mitchell Bay Choir)

Mommy, Work You Bay a Baby Brother?

V 20-335—A tenter (anily duty could serve as another "Two Frest Tenth" for Jones Both reports his "Twoth" life performance, Shauld be a big Christmas Hers.

he a big Christmas Revs.
Rudolph, the Red-Nosed Reindeer
(Rusels and the Red-Nosed Reindeer
(Rusels and the Bendeer)
Jones build: a Hjohty homocone production around this smash ditty,
which is showing signs at newpire region this year. The it's a
entirernal appearation and, as peer sessing, the risigle connection will
probably force "Baby Berther" to carry this coupling.

DON CHERRY-EILEEN WILSON

Is May Be On Sunday

DECO 17744—Cherry and Mae Wilson bleek markly for a headsome
rendown of this Sc. Looks bands "Siegger."

I'll Always Love: You

The boarder brane is grantely on this greening hassine balled from the
"My Fathor, Then, Core West." glober, A light rendition but a thomby
permassive and, should gid up a hig above of the last purchasers.

PERRY COMO (M. Ayers & Chorus)
There is No Christmas Like a Home Christmas
V 20-393-Simols, representate with a feltay apeal is see with
warmsh by Come and a chorus. Song and wasing here a retenting
waitin which could care.

This Christmas Symphony
Deactiful seasonal Class balled sets: It lovely picture and is hard
ereany Como treatment. Should get pifnty of spinner action this se

HUGO WINTERHALTER'S ORK & CHORUS
Blue Christmas
V 20-5937—Whiterhalter has re-recorded his bit of fast reason and
has made a dishing which could grow in aponal dib's year. Tarm's
a simple and resemble both saled grow. a simo is and retarding love habitad game.

White Christman is a substant or character of the living Berlin
thops: new coupling is a fust or character reading of the living best a fuse,
classic which should at feast serve appropria. Disking has a fuse,

V 20-397—Whitehelise has re-ecorded his bit of last season and has made a disking which could grote in apocal bits year. Ten's a simple and retardise how tasted grin.

80-83-80-78 high's new coupling is a light est-choical reading of the bring Berlin classic which should at feast serve spirmers handly. Disking has a few, drawing measured could speed up their servicing of boxes. Today the practice is for servicement to earry portiable typewriters in order to make title Strips.

85-86-85-84 that if the Mercury plan, or any shirty of copies of the mach-tenhed song. Good for denorm as well.

(Continued on page 92) SAMMY KAYE (T. Alamo-The Kaydets)
Cheeky-Cheeky Hoopis
COLUMNIA seells—Per Parisian Reward polita doesn't stark
much save for the standard Kaye legions.

SCHOOLS

AMI Holds 75 Service Meetings

GRAND RAPIDS, Mich., Oct. 28.

—Thus far in 1950, AMI announced this week, approximately 75 factory service schools have been held for operator and distributor employees. The service school program runs continuously thruout the year to acquaint distributors, operators and their servicemen with the mechanics of the AMI line.

Inc.
In charge of the service school
program are Arthur A, Daddis and
Albert Mason, Daddis is Eastern
field service engineer and Mason
performs the same functions for
the Western half of the country,

Estimate 600 Attendance

Factors when the many service schools of their own.

Factory schools of their own.

Factory schools customarily begin with a lecture and a demonstration of servicing aspects. Following this, servicemen in attendance are asked to bring up their own questions and to exchange service information with the other operators and servicemen present.

operators and servicemen present.

Use Invites

To encourage attendance at the schools, the factory provides dischools, the factory provides dischools, the factory two to three weeks in advance of the school. The invitations are made up like old-fashioned school states, stress the fact that the service information will be helpful not only on phonographs but on other machine circuits as well.

Merc Strip Tease

Other Bietrib Policies

A check of Capitol, Decca, Vic
30--30--30

two of the largest indic distrib
points indicates that only a handful of manufacturers are supplying a small percentage of title
strips with disk releases. Abbey
supplies strips on big numbers,
while Capitol has free strips on
certain releases.

supplies strips on big numbers, strips on certain releases.

61-62-60-60 Concertain releases.

62-64-62-60 Concertain releases.

71-74-70-70 Concertain releases.

72-74-70-70 Concertain releases.

73-80-79-70 Concertain releases.

74-79-80-79-79 Concertain releases.

75-80-79-79 Concertain releases.

75-80-79-79 Concertain releases.

75-80-79-79 Concertain releases.

76-80-80-80-80 Concertain releases.

77-80-79-79 Concertain releases.

78-80-80-80-80 Concertain releases.

78-80-80-80-80 Concertain releases.

78-80-80-80 Concertain releases.

78-80-80 Concertain releases.

78-80-80-80 Concertain releases.

78-80-80 Concertain releases.

78-80 Concertain releases.

78-80-80 Concertain releases.

78-80 Concertain releases.

78-8

THE BILLBOARD Music Popularity Charts

Advance Record Releases

POPULAR

◆ Continued from page 42

Fin BLIP's Let'330-(16.4)—Cusy Bryther, pearst; Oram a Little Dream of Mr; latements; Dream at Little Dream of Mr; latements; Marsenlan; Tenderly; Three kutle werd; The Way You Leth Toujekt, Plane Mood-Rajch Settem Albem—R. Settem (1-10") Cot 33-10. Ideal of Line You, Jitterbuy Maltz, Keep You'r Femery; Musika Ramido, Oriental Tone; Til Janes Pieses Say Condinate to the Gay, Irene—Two Ten Salar (bingra) Mr 5527
Boot Around the Cotte—M. Supper Ork (files) Mer 61%.

Mer 81% Huenkaval ur Waltaus—Mr. Marron, tond. the MGM ark (Danse Espan) MGM 30266 Rowdy-Dow—J. Vatentine (The Ocarina) MGM

Battle Mynus of the Republic; He Leaderh Mu; In the Garden; Lead Kindly Light; Hearer Mp God to Thee; Old Ragged Cross, Rock of Ages Strampers—B. Marrow Ork (Automa Leaves) V 20-3946

Surgery-E. Davis Quiatet (Athlete's) Signature 28129

28129
Sweet Potato Bus—The Potato Bust (Anoka) Col 44062

44062 Little Gir—M. Hern (Hop Wild) Ischau Heist IsS1054
Take Me is Verna Arres—O. Carnell (The Breuzs) V 20-3950
Take Me is Verna Arres—O. Carnell (The Breuzs) V 20-3950
Take Me is Verna Arres—O. Carnell (The Breuzs) V 20-3950
Take M. Diese—A. Reistell-S. Heiderson Ori U Guess) Caip 1281.
Take M. Berna—Oattle O'Sriga (Transbore) Cap 1274
Takeh. Divinin Carl

Mer Bittle

MGM ark (Dave Espan) MGM 30266

Rendy-down-J. Valentine (The Octamal MGM
10026

Rendy-J. Valentine (The Octamal MGM
10027

Street Rendy-J. Waterine (The Octamal MGM
10027

Street Rend-J. Orsmand (Marshnatlen) MGM
10027

Sementhing To Onace About—M. Wistermitzer's The Computer Valentine Valentine Computer Valentine Computer Valentine Computer Valentine Valent

Here's the ONLY Successful

Music Box ever Designed

for the SMALL LOCATIONS

PLAYS 12 45 RPM RECORDS-

restacks automatically. Unbreakable 45 RPM's outlast all others.

LIGHTWEIGHT - weighs only 30 lbs. Measures 12" wide, 12%" deep, 16" high.



PHONOGRAPH that means
PROFITS for YOU from the
small locations. Precision engineered RISTAUCRAT "45" small locations. Precision en-gineered RISTAUCRAT "45" plays 12—45 R.P.M. records at plays 12—45 H.P.M. records at one jims, restacking them auto-matically. Compact, low cost. RISTAUCRAT "45" gives you fast, steady profits from spots such as Motels. Small Taverns. Road Stands. Drugstores. and similar places. yet it's PRICED at only a FRACTION OF THE COST OF A LARGE JUKE

SOEAL FOR RESETAL PURPOSES

SUPERS TONE

HANOSOME CABINET — hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color,

5c-2 FOR 5c PLAY-slug rejecting mechanism - sep-arate cash drawer and key,

WALL SPEAKERS - one or two wall or ber speakers can be connected quickly and easily.

PROFITABLE—low unit cost enables you to open dozens of small, profitable locations.

RISTAUCRAT, Inc.

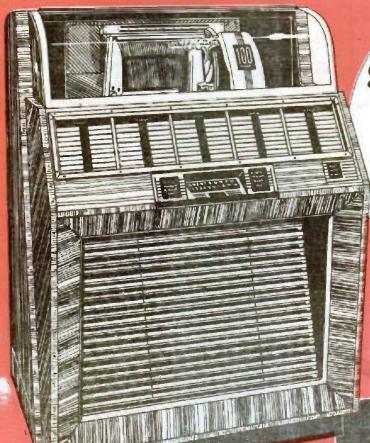
PHONO SPECIALS!

5480.00 500 6 72.00 258.00 460 73.00 73.00 99.00 Victory Mod. 00.00 99.00 1017 225.00 115.00 239 Stepper, 40.00 MELODY MUSIC SHOP

ROCK-OLA

2000 W. Grand Ave., Chicaga \$1, III. Phone: CApitol 7-7770

IOOSE



.WITH THE

Select-o-matic

TO PLAY IO AND I2-INC

78 RPM

RECORDS

"years ahe

AT 78 RPM

THE WORLD'S FIRST 100 SELECTION
MUSIC SYSTEM DESIGNED FOR THE PLAYING
OF BOTH 10 AND 12-INCH 78 RPM RECORDS



CECUTO
DEPENDABLE MISSIS SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION Chicago, III.

America's Finest and Most Complete Music Systems

ECTIONS

... WITH THE

Selecto matic

TO PLAY THE NEW 7-INCH

45 RPM

RECORDS

in design'

AT 45 RPM

THE WORLD'S FIRST 100 SELECTION
MUSIC SYSTEM DESIGNED EXCLUSIVELY FOR
THE PLAYING OF 7-INCH 45 RPM RECORDS

The world's two finest coin-operated music systems for the playing of 78 RPM and 45 RPM records

1951 Rock-Ola Bowed in N. Y.

THE BILLBOARD

• Continued from page 85 corporated several new improvements. Not the least of these is a design which permits quick changeover to 45 r.p.m. operation. Weinand said the conversion could a completed in less than 30 min-

To accommodate 45s, the opera To accommodate 45s, the operator changes to a slower speed mutor, inserts small rubber grommets in holes in the record tray, places a large rubber grommet in the top of the turnlable assembly, switches to a finer needle and readjusts the tone-arm assembly, according to Arthur J. Janacek, service manager. Conversion costs to the operator will run less than \$10 per phonograph, it was said.

Weinand indicated that, should a strong demand develop for 45 nuachines when production gets rolling, new units will be shipped all ready to play the seven-inch platters. Operators will then be able to order Rockets fitted for 45 78. and distributors

both.

Outside appearance of the Rocket falls in with the trend toward more liberal use of clear class and plastic. A semi-dome-like section near the top of the machine permits patron view of the changer mechanism. A perforated steel grill at the bottom, finished to resemble cabinet wood, covers the 13-inch speaker.

Internal features include a com-

Internal features include a com-Internal features include a com-bination power supply and am-pilifer unit, a single tone arm using a double pick-up to play either side of the 25 records, and five separate sets of selector switches. The mechanism may be serviced thru a steel-framed front door and two doors in the rear panel. Needle pressure is less than a half-ounce. No play moter was included on

No play meter was included on the phonograph shown, but it was said production models would in-corporate the feature. Five lite-strip panels, which may be removed and filled indi-vidually promit according to

may be removed and filled indi-vidually, permit program break-downs. Green buttons select the top side of each record, while red buttons select the reverse side. The buttons afternate in color along the strip panels. Weinand said the price of the phonograph will be announced later.

Tenn. Route Sold

TRENTON. Tenn. Oct. 28. —
Fred H. Rauschenher has purchased the interest of his former
purtner. Happel Hunt, in the
E.H. & R. Music Company here, it
was announced this week. Rauschenher is now operating the
firm's route of music machines
as sole owner.

New Spot-Proof Juke Cleaner Amazes Ops

CHICAGO (Special)-Now at last the Juke Operators dream comes true! Now a new secret formula makes it elsy to give fuke boxes or gleaming, spot-proof beauty! Jitke operators report they clean tector as sizy, index as much with the amaning new dustines, greaseless OLASS-KLENZ.

Hard-to-get-at corners no longer offer trouble because OLASS-KLENZ is wax-free, powder-free Just whisk it on. In an instant glass, chrome and pisatic surfaces sparkle and shine with a hard, protective finish that actually resists fluger marks and repels dust. Does not harm paint or varnish

No wonder juke operators are switching to GLASS-KLENZ This wonder-working Cleaner saves lime, money and labor—because juke boxes are easier to clean and stay cleaner, longer.

Send for a full quart trial bottle of smaring OLASS-KLENZ-only of smaring OLASS-KLENZ—only 31 twe pay postage). Try it your-self! You ean't lose! If OLASS-KLENZ isn't by far the fastent, coniest juke box cleaner you have ever used, your money will be re-fluided. Send only 81 today to Robert Archer and Company, 20 N. Wacker, button C. Elli Wacker Drive, Ohiengo 6, III.

(advertisement)

THE BILLBOARD MUSIC Popularity Charts

• Record Reviews

ARTIST LABEL AND NO.



Continued from page 89

POPULAR

BING CROSBY (V. Young Ork)
Accidents Will Mappen
BIDDS 2724—A citety balled from Bing's conting "Min. Musting Size
is weblied richly by Cross vin his best crosming libablian. Is wronge that of the Home or Law Stages.

Be Lanc Stages:
Anather high quade "Mrs. Muslc" balled with a prater degree merital value is treated warming by Blin and a octal eroup. Should have accerd values when the Bicker Stages around Cirichin

ANDREWS SISTERS 1V, Schoen Drik)
Parade of the Wooden Soldiers
DECCA 27242—The Andrews blend for an ear
of this classic standard. Could pick up some as

Jing-a-Ling, Jing-a-Ling Scrittiathe seasons weretty has the Andrews in too vocal form in a smart Ne School ord setting. If ditty sones, this making will be one of the leaders.

88--95--95--75

care, Pittle P. Dennis, Lindsay and Bing Crossy
A Crosby Christmas (Parts 1 & 2)
DCCA 2214—Bigs and this four took militiratives for a campital is
original proposition compared of figur new corps, by Burke and Vanja
rescan. Bing warders and conducts a new class a first perfect of the second of t

MARIAN ANDERSON (Frank Rupp)
Thekta, Op. 88, No. 2 (Schubert)
V 1451 49 1290; (18112-1230-The are
leastful recording of a lovely, persive Sc etratio is belificant in a V 1831 49 1276; (19112-1256--The arest controllo is brill impatible receding of a lovely, printive Schabert song Dem Unandlichen (Schubert) Mire lish saudis, pentrating drans and superb excitating in

Dem Unennessessing death and seem seems the business of the seems of t

Die Manner Sind Mechant? (Schubert) Brighter Schuber: sons gett more interpretation than roice

ANDRE KOSTELANETZ ORK

White Christmes

COLUMBA 7666-Me-Typical, losh Kocrelareta illutrumental scoring of
the Brelle percental. 12-lock version should get aday on should systems.

(1) Circ Ma Your Fired. Your Peer
(2) Cod Bleas America

2 For more Berlin spons, the Next from "Millia Liberty." Performance
relating an extremilier cells sole. 3-lillant, commercial stuff for pieand middle bren hupers.

RELIGIOUS

STER ROSETTA THARPE
(The Denendable Boys-Sam Price rip)
Going Back to Jesus
DECCA 48377—Ecching, so-compa theat spirited, with Sixer-back and from a relate speal across heary aid from a male upon group.

Little Boy, "How Old Are You?"

The Sister politises her guitar here and shouts an ferrent hand-diapping. Dynamic staff. 83--83--R3--NS

THE TRUMPETEERS Motherless Child SCORE DB-1504--An only moderately effective rendition of Mighty Number

BLUE JAY SINGERS OF BIRMINGHAM, ALA.

Jetus Gave Mo Water

BECCA 19326—Male spiritual protos pacifies shorting, but falls short
lero on recal quality. Material is for

Music Biz Gets First Major Taste of 45 Disks, Phonos

labels pressing 45 r.p.m. disks. RCA Victor, parent of the 45 r.p.m. system, has taken steps to move strongly into the juke box field. Quick action came as a result of Sceburg's addition of the 45 r.p.m. Select-o-Matic (The Billhoard. October 28). In a letter to Victor distribs, Joseph B. Elliott, RCA Victor vice-president, noted the importance of the Secburg development and outlinet' a special record package deal to service those ops who buy the new machine.

This package contains 30 rec-

BINC CROSBY (Lee Cordon Singers-S. Burks Ork!)

Look Like a Cold, Celd Winter

Light tends by Bingers and prince of this region of the return of the form the part year. With good size the results for the same disks on the new sold surface form the same of th

contains the same gisks of the speed Elliott, in addition to explaining the deal to Victor distribs, also outlines the Seeburg machine and assured the distribs of RCA cooperation. The exec also sent a letter to Seeburg reps, explaining the RCA package offer (see separate story).

Elliott, of course, also gave assurances that Victor would continue to service 7B r.p.m. machines fully.

surances that victor would continue to service 78 r.p.m. machines fully.

Large Potential

With regard to supplying machines of other phonograph companies which might go 48. Victor expects to go all the way—one exec stating the company would spearhead the move into the juke box field as quickly as ope can be persuaded to they the new machines. Just how extensive the impact of the jukes will be on the production of 48 disks cannot be foretold at this time.

It is, clear now, however, that the potential market—including machines likely to debut in the next few months, is considered great from the standpoint of sales as well as promotion.

Ellioti, in his letter to the distribs, reviewed the advantages of 45c for the op. Another Victor exe, elaborating on the physical characteristics of the disk, particularly its small size, stated that distribs can set up a preview service, or pre-ordering service whereby disks can be mailed rapidly to operators, who then could audition the sides and order what they want. An operator, he said, would rather do this than order from a listing of titles.

Victor has been cutting all new releases on 45 since April, 1949, and now feels it is able to supply ops with complete repertoire. The program of transferring Music America Loves Best from 18 to 43 has also proceeded at good pace, to there will be a supply of standard material available.

Phonograph Aspects of Switch to 45 R.P.M. Play

Jwitch to 45 R.P.M. Play
Just as RCA is spearheading the
record phase of the move into the
45 field in the juke business, so the
J.P. Secburg Corporation is at the
point in the machine field drive.
Recognizing the continuing importance of the 78 r.p.m. phase of
the operating activities, Seeburg
will continue to manufacture phonographs for both speeds "as long
as the record companies continue
their policy of announcing simultaneous duplicate releases at both
speeds."

speeds."
While Seeburg first announced is that a 45 phono in September, 1949, it was stated at that time that the unit would not be placed in production until the 45 disk became a factor in the music business.

LUE JAY SINCERS OF SIRMINGHAM, ALA.

Jetus Gave Me Water

BECCA 48726—Male political group adaptes bloowing, but falls about f

• Continued from page 85 said the diskery had no special plans on 45a. "We make 45 r.p.m.—we'll sell them to operators," firm toppers said

There are now some 48 or 50 labels pressing 45 r.p.m. disks.

RCA Victor, parent of the 45 r.p.m. system, has taken steps to move strongly into the juke box field. Quick action came as a result of Soobupels addition of the sail of Soobupels

"We have built and will continue "We have built and will continue to produce a phonograph which will offer the greatest flexibility possible and which will play any speed, any size record with practi-cally no additional investment on the part of the operator," Wurgler stated.

Wurgler, in pointing out the advantages of a machine which could be readily converted from one speed to another, said "the operator is entitled to every possible nickel's worth of return from his investment in 78 r.p.m. records. He may wish to place a 43 phonograph on his high revenue locations, but should be able to adapt this phonograph back to 78 r.p.m. speed when he moves it to a secondary spot where the demand for up-to-the-minute music is not so exacting."

AMI Ready

AMI introduced a conversion
unit to its distributors at a dinner
for its reps which preceded the
opening of the ACMMA Show
last May. At that time it was
revealed the unit, which would be
low-priced, would be ready for
production when the time was
rise.

At the present time the firm is holding to this policy. To date there has been no further plans made to produce the adapter, which incidently, can be used on any of the three AMI models produced in the postwar period.

Other Firms
The Rock-Ola Manufacturing
Company, running late the difficulties posed by world conditions, nevertheless plans to bring out its Rocket 50-51 phono before the end of the year. The Rocket will feature 78 play, but thru a motor switch, an adjustment to the tone arm, and a tray which will be able to accept the smaller 45 disks, all of which can be accomplished on location by an operator within 30 minutes, will be able to handle the 45 speed, Art Weinand, vice-president, stated. stated.

H. C. Evans & Company, manu-

H. C. Evans & Company, manufacturers of the Constellation phonograph, this week reported the firm will shortly have a 45 r.p.m. kit adaptable to its machine. The details of the kit, including its cost, have not as yet been announced, but Lester Rieck, manager of the music division of the firm, said the unit should be ready in the near future.

Like AMI, Evans has waited until "the time is ripe" before making a move into the new speed picture.

New Machines

making a move into the new speed picture.

New Machines
While there has been no official announcement of any new phonographs, being introduced to the field, it has been learned that at least one and perhaps two firms, both with coin machine knowhow, but both new to the phonograph field, are contemplating the production of 45 r.p.m. units. However, because of the malerial situation, which is growing more acute weekly, especially in the tube and metal phases, actual production of either of the machines is still a matter of conjecture. (For details on one of the possible new jukes, see separate story on Permo in this section.

In both instances, the manufacturers have indicated there will be no phonograph produced unless low-priced finished products, which can compete with the machines now on the market, can be made. The present price of materials may preclude other manufacturer from attempting output this year.

Mfrs. To Host

Continued from page 85

Continued from page 85 MOA's executive committee will be in town for its annual meeting and to make plans for the group's 1951 convention. Miller earlier wrote each of the juke box manufacturers inviting them to mee with MOA officials, and out of that invitation came the manufacturers.

DON'T USE SALT, USE SUGAR

Ex-GI Finds Formula For Vending in Paris

PARIS, Oct. 28.—Selling pop-corn in Paris includes more gim-micks than any American could imagine. Hard-headed business busy corner and cafe terrace for imagine. Hard-headed business men probably wouldn't tackle it. but G.I. artist Leo Zimmerman rushed in where a more practical person would have said, "No sale." Today he's doing business with three machines plus a small fac-tory. What's more, he is planning to expand.

to expand.

The U. S. Army left a number of American-made popoern machines in France, but the several people tried to turn them into money-makers, nothing happened. The French don't eat much corn; they think it's something you feed to pigs.

to pigs.

Zinmerman, looking for a way to make a living after his G.I. founds expired, decided that popunds and had built a glass-enclosed machine that popped the corn and then whited it out of the popper against the glass walls.

against the glass walls.

Setting up his machine on a busy corner in Montparnasse, he found that the whirting corn aroused considerable curiosity, but that people still didn't flock to buy, He put up some signs in French reading "New—Natural—Nourishing" and also "Taste It—Free Samples." Then he gave out generous handfuls of popeon to all who came to watch the machine. The samples whetted French appetites, and soon he had developed some regular French customers.

Pechaged Trade Sideline

Perhaged Trade Sideline
Zimmerman started in April,
1850. At first he moved his machine from one corner to another,
hitting them at their peak hours.
Eventually he had two more machines built and now he doesn't
have to move them around so
much. He also has a factory where
the pops corn and packages it for
sale to night clubs, bars, cafes, etc.
Tourists buy popcorn, but Zim.

he pops corn and packages it for sale to night clubs, bars, cafes, etc. Tourists buy popcorn, but Zimmerman is more interested in building up his French trade. He soon discovered that they not only were unfamiliar with corn; they also disliked salt. So he began selling his popcorn with sugar-sprinkled on it and it went over big. He estimates that 80 per cent of the French people who buy buttered popcorn, take it with sugar. A few like just a dash of salt as well.

Many of his best customers are people from Central Europe, where corn is a popular item in the human det. One Czech woman comes halfway across Paris several times a week to buy several basts of popcorn from Zimmerman. The fluffy stuff is sold in waxpaper contucopias for 40 francs (about 12 cents) a measure. It is buttered liberally and then salt or sugar is sprinkled over it. Zimmerman said he could sell for half the pice of the didn't have so much overhead and if the price of corn were as low in France as it is in the United States. Since very little popcorn is grown in France, he imports most of his raw material and has to pay transportation and import costs.

Imported Vendres Too High Zimmerman fluyers, that if he

Imported Venders Too High

Zimmerman figures that if he
had to import his popcorn machines from the United States, he
never could have started his husiness on a shoestring. A machine
like the one he designed would
have cost about \$1,200 in the
United States, and with a 30 per
cent import tax, pibs transportation, the price would have been
way out of his reach. Having it
made in France from his own design was much cheaper.

Enthusiastic about his own success, Zimmerman feels that the Imported Venders Too High

First Distrib Expands

First Distrib Expands
CHICAGO, Oct. 28. — For the
third time in as many months,
First Distributors here have enlarged their quarters. Firm this
week took over an additional
3,000 square feet in the building
it now occupies to house its
premium stock. Wally Finke and
Joe Kline, owners of the distributing firm, said remodeling of
the present site will be completed
shortly, at which time the premium
stock will be heavily increased
so as to assure operators quicker
deliveries on all orders.

United Expanding Plant Facilities

IS FORMULG

OHICAGO, Oct 28.—Expansion of the United Manufacturing Company, caused by a shortage of factory area, is nearing completion, furm officials announced this week. A new building which will house the engineering division of the firm is now being recreted one block south of the main plant on the main plant on block south of the main plant on block south of the main plant on block south of the main plant on the firm officials announced this week. A new building which will house the agreement of the main plant on the firm of the main plant on the firm of the main plant on the main

THE BILLBOARD Music Popularity Charts

• Record Reviews

LABEL AND NO.

COMMENT

Continued from opp. page

HOT JAZZ

The Truth in the Gospet
CAPITOL 1243—Upsermor shoult gets the excitement of a Sister
Theorem and Remains plane and regishs backing helps:
Theorem and the Capital State of the Ca

King of Kings
XING Non-Peters, rediblooded waiting job of an overloaded, tilchefilled tyle.
From the Manger to the Causs
Simpler effort iss as infections necer. Fair-amount Divisional Divisional Coulting.

IIMMIE OSBORNE
The Old Family Bible
Elife 908—Doom have sacred fine should do steady business.

EIRG 908—Double hare seared large should be steady business.

Thank God for Victory in Korea

A timely repork repressed in spitelal direct, rural style by Osberne
and his special-instrumental centers.

CHILDREN

ENOCH LIGHT ORK

The Traveling Musicians
LIKOUM 924—Original save, with missical convery suality, has enough
animal sounds to held moport interest. Package art is inteliguing.

Sing a Song of Sixpence and The Mulfin Man
Gey resilling of two popular nutries standards by several voicet.

PROGRAM FOR PROFITS

Milwaukee Op Uses 3 Rules To Hold \$ Line

Continued from opp. page

HOT JAZZ

MILES DAVIS ORK

Yenus de Milo

Sent The Miles

Sent

Vital Statistics

Deaths
Mrs. Jewel Williams in
Temessee, recently, She was
the mother of William Wiltiams, serviceman for A. P.
Sauve & Sons, Detroit coin
machine distributors.

MILWAUKEE, Oct. 28.—Eighteen years of operation of all types of coin machines have taugm Mike Rischmann, of the Wisconsin Novelety Company, what he believes are the three main factors of success in this business. These requisites are good service; proper employer-employee relations, especially insofar as route men are reneated, and lastly, a healthy commission arrangement with locations that gives the operator at least a 60-60 service;" says Mike, "is the most important thing any operator has to sell. It's a principle as old as the business itself, but so many of us are apt to forget how important proper servicing of our locations is, and start looking for short cuts to make extra money. And we soon find out that there are no short cuts to success in this business."

Keep Good Route Men

Next to the importance of pootservice to locations, Mike rates in this business."

Keep Good Route Men

Next to the importance of pootservice to locations, Mike rates in this business. "

Keep Good Route Men

Next to the importance of life in the case of businesses, and if the peraches in the business itself, but the importance of hiring and keeping good route men on the look. Evidence that he practices what he preaches in this respect is the fact that the turnover of route men on his routes is among the lowest in town. Four men cover Milwaukee County with Wisconsin Novelty's equipment, all of whom have been with Mike at least five years.

Actually, Mike insists that none of his boys work for him. "It



Kati Duai Trucks move bulky pieces such as organs, juka boxes, pinball machines. Adjustable to any time load. Roll-or-Karl Dual Trucks are easy to attach and easy to roll. Patented Siep-on-Lift, Folding handles. Capacity 1.000 lbs.

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ZUMBROTA . MINNESOTA

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ш	New United Shuffle Slugget	Write
ш	New Williams Develo Header	Write
ш	New United Single Rebound	Write
ш		\$ 50.00
ш	United Supers	25.80
ш	United Standard w/litts up pln	50.80
ш	Bally Snuffle Bowler	39.50
ш	Wurlitzer 1815 like new	247.39
ш	United Shuffle Alley Saprus	150.00
ш	Line Un Pin Conversions for	130.00
ш	United, Sally, each	2.40
ш	in lets of live, each	5.00
ш	Disappearing Pin Conversions	
ш	with motor for Universal,	
н	Chicago Coin	47.95
ш	New Mills Vest Pockets	44.56
48	Gottlieb Select & Cord	75.00
ш	***************************************	
	SLOTS	
ш	sor Mills Black Cherry	150 00

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We have ample parts NOW for 'Pop' Corn Scs Vandors BUT defense work in the factory will make later replacement orders slow,

Review your future parts sequirements and WRITE US

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You ALWAYS get the best deal at the factory on both NEW and RECONDITIONED 'Poo' Core Sex Automatic Vendors. There's no margin squeeze with Poo' Core Sex—It's still a LONG PROFIT—LOW EXPENSE OPERATION.





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\$19.50 BUCKLEY MFG. CO.

SALESMEN WANTED"

COINEX CORPORATION
1344 Boscos Street Chicago 13

NPA Planning Cutback Of Key Industry Metals

Continued from page 79

the orders affecting steel already began to roll this week, along with MPA's crackdown on amusement construction (see separate story).

NPA's crackdown on amusement construction (see separate story).

NPA said it hopes to take some of the rigidity out of the oncoming metals cuback orders by allowing a grace period for manufacturers to try out or gear their plants to substitute materials. This grace period may run from 30 to 90 days. A sidelight on the metals situation is that W. Stuart Symington, chairman of the National Security Resources Board (NSRB), who early this week pointed out that rigid wage and price controls aren't needed yet, has given a green light for the upcoming cut-back orders involving use of copper and other basic metals.

NPA reports a large number of pleas from manufacturers (not coin machine) to stay the orders as long as possible and at least to modify them. Several such pleas came in after it was learned that NPA had readied an order calling for 20 to 30 per cent cutbacks on copper, aluminum, coball and nickel. NPA's answer-

2D INCREASE

Price Up \$100 On Super Vend **Cup Machines**

CHICAGO, Oct. 28.—SuperVend Sales Corporation this week announced an increase in the price of its selective cup vending machine and made preparations to move its offices from 134 North La Sale Street to 850 South Clark. The firm will be in its new offices Monday (30).

Monday (30).

Effective immediately, the price of the three-flavor SuperVend cup machine has been increased \$100 to \$1,180. The increase—second for the firm in the past six months—was necessitated by rising labor and material costs, Gordon Sutton, assistant sales manager, said.

When SuperVend ents, into

ton, assistant sales manager, said.
When SuperVend gets into its
new quarters it will move its service department headquarters from
Dallas, where the machines are
built on contract by Texas Engineering & Manufacturing Company (TEMCO), to Chicago, thus
combining sales and service under
one roof. J. J. Patterson, service
manager for the company, will
make his beadquarters at the South
Clark Street address.

Pepsi Elects Singer

NEW YORK, Oct. 28. — Herbert M. Singer was elected chairman of the executive committee of the Pepsi-Cola Company, the soft drink company announced yesterday (27). Singer has been with Pepsi since 1936 as legal counsel, He was elected a director in 1941.

He was elected a director in 1941. Singer is a partner in the New York law firm of Levien, Singer & Neuburger, which represented Lori, Inc., in the litigation in which that company was awarded a controlling interest in Pepsi-Cola. Following that litigation, Walter Mack assumed active management of Pepsi, later was made chairman of the board and then resigned that post two weeks ago (The Billboard, October 28).

was that it plans to get the orders in operation "as fast as possible" so as to clear the way for the growing military stockpile. This method, said one official, is far more preferable to "a belated, frightening order completely para-lyzing any kind of civilian use of various need metals."

FOR THE GALS

Lipstick Via **Venders Plan** Of Lipette Co.

BOSTON, Oct. 28.—Emergency rations of lipstick will be available for milady thru venders in rest rooms, lounges and other points of female concentration, if plans of the Lipette Company materialize. For a year the firm has produced matchstick lipsticks for distribution largely as ad specialities. Bach stick in the wedge-shaped, bookmatch-like pack is tipped with enough. Bestlek for one or more applications. A plastic mirror is attached to the inside of the pack flap.

Now the company has had AB.T. Manufacturing build a three-column vender that can hold 75 Lipette packs. Irving J. Halperin, Lipette sales manager, said he hoped to have the machine in production soon and ready for general delivery to operators within 90 days. Plans are to have it sell at about \$30.

The wender measures 9 by 15 by 6 inches. The patron manipulates a push-pull lever (there is one under each column) to make her purchase. Ovai windows in the front panel display the shades carried. The vender may be fitted for either dime or quarter operation, depending on the pack stocked.

Halperin said an eight-stick pack will be offered to operators at 4 cents each, when ordered in quantity, and a 15-stick pack at 10 cents. Six shades are available. Lipette, with offices here at 16 city Square, is now working out a sales plan for the new vender. Halperin said the machine will probably be handled by distributors to certain areas.

19 CM Companies Show at NAPPB

Continued from page 79 coin-operated horses; Joyce Distributors, Chicago, premiums, and Charles E. Hires Company, Philadelphia, root beer.

Charles E. Hires Company, Philiadelphia, root beer.

Repeal Exhibs
The other 14 companies have shown one or more times previously. They include A. B. T. Manufacturing Company, Chicago, Capitol Projector Corporation, New York; Como Manufacturing Company, Mit. Clemens, Mich.; Philadelphia; Exhibit Supply Company, Chicago, Elevina Popocorton, Company, Michago, Elevina Popocorton, Company, Nashville; Orange-Crush Company, Chicago, Mike Munves Corporation, New York; Greyhound Amusenent Devices Company, Brooklyn; Coca Cola Company, New York; International Mutoscope Corporation, Long Island City, N. Y.; H. C. Evans & Company, Chicago, and The Bill-board.

RCA DROPS DISK GIVEAWAY DEAL

NEW YORK, Oct. 28.—With the start of the new 45 r.p.m. package program by RCA for operators of music machines (see separate story), it has been announced that the diskbeen announced that the disk-ery will discontinue its present policy of giving operators 24 records with the purchase of a 45 r.p.m. adapter for their machines. A deadline of November 22 has been es-tablished by the firm, with all requests for the giveaway being honored thru that date.

Meanwhile Columbia, which has a similar deal for 33%, r.p.m. disks, said it will con-tinue its program until further

Used Equipment Spotlights CM Biz

Continued from page 79

Continued from page 79 and operating an areade on England's Southeast Coast. Finballs and juke boxes, said Vass, are the most popular types of amusement devices, and the top locations for both are areades. Vass added that juke boxes, operating on two pennies, are now popular in cate milk bars and similar establishments.

Centrola Stifle Ideas

establishments.

Controla Stifle Ideas

Because of restrictions and controls, Vass declared, most coin machine manufacturers are not bringing out their new ideas.

"What we want," be said, "is a good export trade. But until prices and the costs of exporting is lowered, I cannot see that this can be achieved."

Bertish coin machine firms are getting ready for their annual trades exposition to be held some time early in 1951. Even the show, Vass predicted, will be dominated by older equipment which has been reconditioned.

"I am certain," Vass declared, "if Americans could be present they would recognize many of the machines as old friends—cranes, rotarys, fruits and pin tables."

Old, Bu Still Good

Old, But Still Good

In his coastal arcade, Vass finds

In his coastal arcade, Vass finds the old machines are still pulling play—Alliwins, Caille Commercials (converted), Bell Fruits in new cases, Stock Brokers and many varieties of pinball.

"This is the picture in most of the arcades," Vass concluded, "and Americans would be amazed how good every machine looks, altho the machines are from 15 to 20 years old. The standards in the renovation business are high. They must be high since the revenue is must be high since the revenue is counted in pennies and each ma-ehine must be good for another 15 years or more."

Ray Reps Gottlieb

Continued from page 79

Continued from page 19
1931. Prior to the war he was associated with the mechanical end of the amusement game trade. An army veteran of World War II, Ray also has been Gottlieb purchasing agent. Since the war he ha has been Los Angeles distributor for Gottlieb games.

Ray ismarried and has two children. Since he works out of the Gottlieb plant here, he is establishing a permanent residence in this area.

Gottlieb will appoint a new Los

this area. Gottlieb will appoint a new Los Angelos distributor soon. Last week (The Billboard, October 28) the firm announced full production on Spot Bowler, a five-ball game.

6 Coin Firms

• Continued from page 80

• Continued from page 80 and chain driven equipment for both blocks and bags of crushed ice or cubes will form the displays. A feature of the Thermo-Cuber Company's exhibit will be new wall chutes designed to minimize the loss of refrigeration and pileferage. Thermo-Cuber offers ice plants their choice of venders with three types of coin mechanisms: Lever-operated, side-operated and coin drop with totalizer which will take any combination of coins to make up the purchase price. National Rejectors will be on hand with its complete line of coin mechanisms; including rejectors, stepper assemblies, changers and actuators designed for use with ice venders.

Great Buys In Music ny, 9C 144 10 | 1000/s | 100 10 mail, 8C 97.50 | Crowns | 27.50 2 | 17.50 | C. 9700dp | 27.50 WURLITZER 1073 10730 | 100's ... 5 07.00 173 173 173 173 170.00 ALL PHONOGRAPHS COMPLETE AND IN WORKING COMBITION AMUSEMENT CARES
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PTVE BALLS

Spenduary ... 593.00 Wisconstin ... 939.00 Eyforn b ... 100 Ballarina ... 31.00 Coor Clift ... 40.00 Coor ONE BALL Champion . 530:50 Gold Cus ... 507:50 Citation ... 177:50 Jeckey Section ... 44.50 7/3 Deposit, Belance Sight Draft

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CLEAN AND PRICED RIGHT!
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19 LIPTOR. 2' 110-

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CONVERSIONS TO FIT UNITED SHUFFLE ALLEY. CHICAGO COIN BOWLING ALLEY AND UNITED EXPRESS

#1-United Shuffle Alley

New disappearing motor-driven conversion with new glass in beautiful designed cabinet to match. No elec-trical changes, easily installed, low price.

#3—REBOUND

#2—CHICAGO COIN BOWLING ALLEY

Another big hit that tops any play. 5 min. to install. Motor driven, Matching cebinet. Strike and spare visible.

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ROUTE FOR SALE along Reside 41 from 56 to 80 outh of Chicago, consisting of Coin Bowline Allara (shades to Coin Bowling Alleys (Fight-up ilider g Mankey Bay Guns Sheet the Bartender and -Gamm. Tolal—35 places. a two extra mechanisms for case Coin Bowling Alleys.

condition and will be seld for Reason for selling other in-quire my attention.

HARRY MARTIN

2 EXHIBIT ROTARYS.

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fcago	Coin Se	willing C	lausic	8319	.00
1991 in D	Bowletti			84	.00
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Miami	Double	Meader		WEI	TE
William In	Just 21			4. 91	90.5
190 d n-m	. 2 Plays	es. Pl. 1	Sample	01	90.0
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ATTENTION CHICAGO OPERATORS can handle your complete service and trucking for all parts of the in a min. charge. You can use our DUR SHUFFLEBOARD TOPS COM-LETTLY RECONDITIONED-138.40.

LATEST PREMIUMS-NEW SHUPPLE and PIN GAMES Tarms: 1/3 deposit, balance C.O.D.

MERIT INDUSTRIES 20 \$, Maletod \$5. Chicago 21, Illinon lones, Englemond \$4144—17ato, 24660

ALLEYS (with Lite-Up Pins) UNIVERSAL SUPER TWIN BOWLERS@ \$155.00 GOTTLIEB DOWLETTES @ \$ 50,00 CITATIONS @ \$180.00

CHICAGO COIN BOWLING

NASTASI DIST. CO.

New Orletos 15, La.

RELY ON US FOR MONEY MAKING MACHINES

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ERND POR YOUR PRES GIFT

FRANK SWARTZ SALES CO. Phone: 4-6671

Like new, Spily play LY CHAMPIONS \$335.00

UTOMATIC MUSIC CO.

Turning Back the Clock

10 Years Ago This Week
CHICAGO, Oct. 28, 1940.—With
the entire 40-space display area reserved by coin machine firms
weeks in advance, the success of
the 1940 Western States Coin Machine Convention was considered
assured. The big event, set for
November 18-20 at the Biltmore
Hotel in Los Angels, was to include
Hotel in Los Angels, was to include
ing of all types of telephone music
sing of all types of telephone music
value displayed; complete showbefore displayed; complete showcated by the Desiangs of the Coinoperated motion picture devices.

Yeshurded among the firms showtrees and an advance trees and assist
in organization work.

To clude the test period will run for several

ing of all types of telephone music systems, and a deluxe display of coin-operated motion picture devices.

Included among the firms showing were: International Mutoscoper, Reel Company; National Venders, Inc.; Wolf Sales Company; Rodney Pantages, Inc.; Visual Vendors, Inc.; Wolf Sales Company; Nussical Movited Coporation of America; Baker Novelty Company; Musical Movited Coporation of America; Baker Novelty Company; Voca-Tele Company; Inc.; Mills Novelty Company; Inc.; Mills

COIN MACHINES

CALENDAR FOR COINMEN

October 30-November 2—American Bottlers of Carbonated Beverages (ABCB), sinual convention, exhibit, Civie Auditorium, San Francisco.

November 2—Washington Music Guid, Inc. (WMG), monthly meeting, Hotel 2400. Washington.

November 2—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

November 2—Clevekand Phonograph Merchants' Association (CPMA), monthly meeting, Holicaden Hotel, Clevelaud.

November 2, 9, 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Botel Bond, Hartford.

November 6—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison, Sirect, Rockford, Ill.

November 7, 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis, 21—Amusement Machine Operators of Greater Baltimore (AMOCB), semi-monthly meeting, Mandell-Ballow Restsurant, Baltimore.

November 8—Music Operators of Northern Illinois (MONI), monthly dianer discussion meeting, Gutman's Morton Grove, Ill.

November 8—Music Operators of Northern Illinois (MONI), monthly meeting, Pallign Noveky Company, Washington.

November 9—Washington Coin Machine Association (WCMA), monthly meeting, Pallign Noveky Company, Washington.

November 9—Michigan Automatic Phonograph Owners'

ington.

November 9—Michigan Automatic Phonograph Owners'
Association, Inc. (MAPOA), monthly meeting, Maccabees
Building, Detroit.
November 12-15—National Automatic Merchandising

Association, Inc. (MAPOA), monthly meeting, Maccabees
Building, Detroit.
November 12-15—National Automatic Merchandising
Association (NAMA), annual convention, exhibit, Palmer
House, Chicgo.
November 13—California Music Guid (CMG), monthly
meeting, 211 Club, Oakland.
November 14, 28—Amusement Machine Association of
Philadelphia (AMAP), senil-monthly meeting, Broadwood
Hotel, Philadelphia, 16—Operators Guild of Westchester County,
New York (OGWC), monthly meeting, Roger Smith Hotel,
White Plains, N.Y.
November 23—California Music Guild (CMG), Northern
Division, monthly meeting, Hotel Sacramento, Sacramento.
November 23—2—Selfornia Music Guild (CMG), Northern
Parks, Polis and Beaches (NAAPPB), annual convention and
tradd only, Hotel Sherman, Chicago.
November 27—Phonograph Owners' Association (POA),
mohlby meeting, Broadfew Hotel, East St. Louis, Ill.
Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New
York.

York.

November 30—Michigan Self-Service Laundry Association
(MSSLA), dinner discussion meeting, Leland Hotel, Detroit,
December 6—Cain Machine Operators' Association of
Harris County (CMOAHC), Chamber of Commerce Build-

Harris County ing, House, Could of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

CALENDAR FOR COINMEN

FIVE 'N' DIME

Cup Venders

giant five-and-dime chain.

M. E. Seward, executive, said the lest period will run for several months. Should the experiment conclude satisfactorily, he stated operators would handle placements. operators would name patterness, as and service. The cup venders, as well as a number of cigarette ma-chines which are also being tried but, are on customer floors, spot-ted near store entrances.

The cup venders tested are Automatic Products Refresh-o-Mats and Soda Shoppes.

JACK BENNY PLUGS VENDERS

PLUGS VENDERS

NEW YORK, Oct. 28.—The vending machine business got a couple of plugs on Jack Benny's television debut show (see review in Try dept. this issue) on the CBS-Try this issue of the Mr. Kitzell) Auerbach. He led Auerbach to a Rowe rigarette machine, concealed behind a drape, and had Auerbach buy the smokes thru the machine. In another spot an elderly lady came into Benny's home with a basketful of laundry. Said Benny: "Oh, Mrs. Callahan, use the last machine in the row, number 15, the others are out of order."

Chicago Metal Co. **Bows 3 Cabinets**

DOWS 5 Cabinets
CHICAGO, Oct. 28. — Chicago
Manufacturing Company is making immediate deliveries on two
cabinets and one stand designed
for use with bell machines. One
cabinet is for two machines, the
other for three. The stand is designed for a single machine. Both
cabinets are made with locking
devices for maximum protection.

PRE-THANKSGIVING SALE

IMMEDIATE DELIVERY FIVE BALLS

		LOCATION	
Mad. Sq. G'n S	139,90	Cinderella	28.84
Jeanle Exh. 1	139.90	Screwball	34.96
Backet Gence	139.50	Sally	27.58
Bellen Exh	139.50	Catalina	24.50
Uteh United.	99,58	Triple Action	24.58
Eauth Pacific		Contact	
Caravan Camel	99.50	Virginia	24,50
Besten Wms.	19.58	Baseball	14,99
Tabili C.C.		Cyclene	
Just 21 Gott	64.80	Symmettime	14.50
Blar Dust		Pley Bey	
Cornigal Bally	49.56	Nevada	14.50
Grand Award		Racket, Brilly	
Paradian UTS	79.66	Flornings	12.50
Puddin Mand.	177 56	Tornade	12.90

MUSIC

S'hurg 147 M 6364.38 S. Mirro Spit. 821.30 M:146 M'sway 199.80 Chand. Spitrs. 49.58 1428 M-Glow. 499.30 3W3-W1 LS4. 24.95

SLOTS & CONSOLES

Jannings, Evens, Gottlieb, Chicago Coin, Genco, Rowe, Bock-Ole Phenographs and accompanies.

Send One Third depost with arder. WRITE-WIRE-CALL

FRANCO DISTRIBUTING COMPANY

14 North Party Montgom Phone 3-4-63



future is in COVIDEO

COIN OPERATED TELEVISION Write for Complete Information COVIDEO, INC.

21) Broadway New York 3, N Y Plenneth in Coin-Operated Television Beekman 3-0238

WANTED

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

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT CHICAGO 12, ILLINOIS 1700 WASHINGTON BOULEVARD

SHUFFLE ALLEY WITH FIY-AWAY PING LING NOW \$109

PICALI SHUFFLEBOARD \$59.50

GUARANTEED SHUFFLE GAMES

##W SHUTTLE GAMS

THE SHUTTLE

LLIED COIN MACHINE CO.

SHUFFLE	MILE	Y B	UP G	A	NS.	
nited Shuffle	Alley				1	49.58
nated Shaffle	Alley	10	200	•	**	170 40
ima pins						
NITED BURGE	Alley .					75.40
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RELIABLE COM MACHINE CO. Phone 6-3893 "ALWAYS BBLIABLE

COIN OPERATED TELEVISION THE TELEVISION CORP.

THE BILLBOARD MAYFLOWER SPECIALS UNITED SKEE ALLEY BALLY TURF KING UNITED 4 PLAYER SHUFFLE ALLEY **BALLY GRAND STAND** UNITED TWIN REPOUND KEENEY LEAGUE BOWLER 4 PLAY PROVEN BEST BY TEST! KEENEY DOUBLE BOWLER NEW CLOSEOUTS-IN ORIGINAL CRATES USED SHUFFLES new (LUSCOUI)——in Ortolina (Lutiliz) United Shartle Surgers (F. 5.9476) United Shartle Surgers (F. 5.9476) Entry Speed Blowler (Lutilized Shartle Shar CONVERSIONS Jp Conv. for Shuffle Alley. Jp Conv. for Super Sh. Alley Jp Conv. for Dole. Sh. Alley ARCADE CONSOLES S115.00 Clover Bells 125.00 Bally Triple Bells 200,00 Benom Super Bell 95.00 Twine Benne, 5; and 25g 99.50 Super Benez, 5, 10, 25g 65.00 Bally Double Up 375.00 Bally Wild Lemon PHONOS SLOTS TERMS: ONE-THIRD DEPOSIT WITH ORDER BALANCE C.O.D. Mayflower Distributing Co. Contact Office Negrest Tou for Prompt Delivery—Write-Wire-Phone MAYFLOWER MAPPLOWER P. 8. DIST. CO. PASTER DIST. CO. 1200 Develop St., 120

NATIONAL GUARANTEED VALUES!

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ATIONAL COIN MACHINE EXCHANGE



BOWLING GAMES

NOW DELIVERING NEW EQUIPMENT Keeney Lengue Bowler, Bally Yorf King, Universal Winner, Irish, Spot Bowler. Keeney's Blottel Charette Vender, M peece, Milh '31's Boll, Mith Blus Bott, Dewnsy-Johnson Coin

ROY McGINNIS CO.



150 SLOTS - SALE



	111
IT MITH JEWEL BELLS, Se, 10e.	25 MIN BLUE FRONTS, Se, 10e.
25e. Ea	25¢. ta
4 Mills Late MELON BELLS,	7 Mills Q. T.'s, 1g, 5g, 10c. Ea 42.50
5e, 10e. Ea	5 Mills Cold & Silver VEST
4 Mills BLACK GOLD, Handlead,	POCKETS, 5g. Es
56, 10c. 25c. Ea 109.50	3 Pace Se, 10g Machines. Es 49.50
5 Mith GOLDEN FALLS, Handload, 5c 10c 25c Ea. 97.50	2 Watting 10s Rolatop, Ea 49.50
5c, 10s, 25s, Ea. 97.50 6 Mile CLUB ROTALS, 25c	5 Columbia Twin lacknots, Ec 32.50
Only, Ed. 95.00	3 Buckley Criss Croes, 5g, 10c. Ea. 104.50
27 MHS BLACK CHERRY BELLS.	I Jennings Se Sun Chief, Liteup.
5r. 10e. 25e. En	190.00
10 MIII CHROME BELLS, Se. 10e.	1 Jonnings 25¢ San Chief, Litoup.
25 g. Ea	En
26 Milh BROWN FRONTS, 5s.	1 Jennings 50g See Chief, Liteop.
10s, 25s. En	Ea 275,00
Sand V. Oeposit, Bala	nce C. O. D. or SD/BL
T&L DISTRIB	UTING COMPANY
1321 CENTRAL PARKWAY MAIN	8751 CINCINNATI 14, ONIO

Merchandising Music

(Continued from page 85)
means give your locations the requests they ask for, at least one or two (records). After all, they are the ones you are trying to please as well as the public. They will play the juke more often as they also have to listen to the music, and they will put more money in themselves if there are a few records in the machine they like.

Cragum also says an old hit control in the machine they like.

Cragum also says an old hit more control has proven an excellent the control in the machine they like.

(Continued from page 55)
means give your locations the requests they ask for, of least one
or two (records). After all, they
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please as well as the public. They
will play the juke more often as
they also have to listen to the masic, and they will put more money
in themselves if there are a few
records in the machine they like."

Cragun also says an old hit
tumber, or an old popular record,
plus your late releases will also
daw extra coins to the machine,
life also stresses the appearance
of his machines, making sure the
glass is clean, using an extra light
bulb if necessary, and taking care
of all the Hitle "extras" which
mean added profits at the end of
each week.

VOLUME PROBLEM SOLVED

Wilfred E. Moore, operator
who headquarters in Cleveland,
has come up with a solution to
the cold bugaboo—volume control.
He says that in many cases at
exercise the proposed of the control of the pick
to the control from the record to
the counter (or bar) to the juke
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Atlantic Unveils 45 Juke

wants, ne said, ciaiming that the "old favorites are getting the money today in colin-operated phonographs."

A report on the status of 45's in the record market was given by Larry Kanaga, merchandising executive of RCA Victor, who declared that about 2,000,000 turnitables fitted for that speed already have been distributed. Some 30,000,000 45 disks are already in American homes, be said, with

Atlantic Unveils 45 Juke

Ocontinued from page 25
company's line now that the seven-inch platters.

Actor in the music industry. He tied its introduction at this time to the growing acceptance of the slow-speed disk and "our belief that the 45 is the record of the future."

Sprung on the Atlantic guests as a surprise speaker, McKelvy declared that the coin phonograph business, like any other industry, must keep pace with technological advances to remain healthy. "You can't stop progress." he asserted "Without new developments the industry would die a natural death."

A Common Stake

He stressed that phonograph manulacturers and operators have a common stake in the business and that the Sceburg Corporation had no desire to overproduce of force sales. The company policy of producing "behind our sales will be continued, he stated.

McKelvy expressed the view that the trend toward more selections in phonographs, plus flexibility in programma, its proving of significant public relations aid to the enther industry, Current pop hits are not all that the public wants, he said, elaiming that the "old favorites are getting the money today in coln-operated phonographs"

A report on the status of 45's in the record market was given by Larry Kanaga, merchandising executive of RCA Victor, who declared that about 2,000,000 turn-tables fitted for that speed already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already have been distributed. Some 30,000,000 45 disks are already in the color of the co

Builds Thriving Biz

Continued from page 85 and still have ample time for soliciting new stops

solicting new stops.

Pollay's experience has been that for every 100 pieces of equipment out on location about six calls for special service will come in daily. But this is an average figure and the number of calls on any particular day may hit 10 or more.

Most of the calls, he has found, Most of the calls, he has found, require only minor attention. They result from insertion of slugs arbent coins, warpage of records, or blown tubes. The remainder, about 20 per cent of the total, necessitate actual repair work.

20 per cent of the total, necessitate actual repair work.

Service Car

A United Phonograph serviceman, therefore, is always prepared to complete more complicated repair jobs on location. His ear is stocked with replacement parts and tools to correct the most common difficulties and it is a rare occasion when it is necessary to bring a machine into the shop. Subscribers pay an extra charge for parts replaced.

The serviceman calls United's telephone answering scrvice approximately once an hour to check if new calls have come in. And since the firm restricts its service largely to Manhattan and the Bronx, most difficulties are corrected shortly after they are spotted.

Maintenance reports are filted out on each call made, with entires showing the nature of the failure and what was done to repair it. Analysis of these from time to

time enable Pollay to gauge his service requirements and needed parts inventory.

Has Own Rome
Pollay, who once took a flyer as a coin game manufacturer, now restricts his activities to management of United Phonograph Service and a moderately sized juke route of his own.

He is the first to admit that similar service set-ips could only thrive where a relatively large number of operators are concontrated in a fairly restricted territory, such as is the case in this area.

CENTRAL OHIO COIN

Buy Now! Immediate Delivery

GAMES SMEUP'FLE GAMES
UNITED-THIM RESOUND
UNITED-SHUFFLE SLUCGER
REENTY-LLACUE SOWER,
8 6 9 % REPORT
REENT-LACUE SOWER,
16 6 9 % REPORT
REENT-LACUE SOWER,
16 6 PAR
UNITED-SHUFFLE RESOUND
UNITED-LACE RESOUND
UNITED-SHUFFLE RESOUND
UNITED-SHUFFLE TWIN
SOWLER, TWIN
SOWLER,

SHUFFLE ALLEYS (Used) ENCO... BOWLING LEACUE \$ **5 CHI COIN... SHUFFLE BASE...

BALL 149,51
KEENEY-TEN PINS 125,00
COTTLIBE-BOWLETTE 109,51
CENCO-CLIDER 106,01
CHI, COIN-BOWLING ALLET
W/Duss. Pins 179,52

NEL PINE TAMES
COIN—PICHTING IRISH
UBIT—OASIS
TELIER—FOUR HORSTMEN
LCO—MARVEST TIME
UTLIER—SPOT BOWLER

NEW I-BALLS

	OUIAGISSI AN FLAD	
i	I BALLS (Use	(2)
	CHAMPION	149.50
	ITATION	
	GOLD CUPS	49.50
	SPECIAL ENTRY	69.50
		79 50
	VICTORT SPECIAL	49 50
17		

LATE PLIPPER GAMES

LATE FLEPPER (

UST 21
BALLERINA
KING COLE
ALCE IN WONDERLAND
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ALICE IN WONDERLAND
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AN

NEW SAFES SINGLE REVOLV-A-ROUND \$132L DOUBLE REVOLV-A-ROUND 122L TRIPLE REVOLV-A-ROUND 5 67.

SINCLE SEVOLV-A ROUND S
DOUBLE REVOLV-A ROUND S
SINCLE DOX STAND
HEAVY SAFES
SINCLE TURNABOUT
TRIPLE, TURNABOUT
TRIPLE, TURNABOUT
TRIPLE, TURNABOUT

AMI Phonographs

West Virginia MUSIC
WURLITIER 1015 ... \$240.
WURLITIER 350 100.
WURLITIER 41 COUNTER 40.
SEEBURG 246M HIDEAWAY 325.
SEEBURG 1946 ... 295.

DISAPPEARING PIN CONVERSIONS

United SHUFFLE ALLEY
DELUXE
DELUXE
ALLEY
ALLEY
20 CA ALLEY
United DOUBLE SHUFFLE ALLEY
Univarial SHUFFLE
TOURNAMENT 399.00

WRITE-WIRE-PHONE ADAMS 7254 CENTRAL OHIO COIN 525 S. NIGH ST., COLUMBUS 15, 0010

BELL BUYS

READY FOR LOCATION
CHECK CO-OLL BD-CLEAN
ALL OHIO DALL—These macwere in operation smill four
with propel manifestance, and a
with propel manifestance, and a
Mills craises, ready to whip.
Se of seven Bells, 2/6 P.O. 8.
1 bit jewel Bells, 2/6 P.O. 8.
2 bit jewel Bells, 2/6 P.O.

SERVICE SALES CO.

Livingston, Monte

WANTED

OMPLETE PROTECTION

lus... Smart Styling that dds Beauty to Any Interior



DELUXE and UNIVERSAL "Revolv-A-Round" Cabinets and Stands Fit All Machines!

Single Universal Stand

se handsome, durable cabineta d stands make it easier for you place your equipment in choice, ons. They are ggedly constructed and their odern locking devices provide

- ATTRACTIVE
- CONVENIENT
- TAMPER-PROOF



Immediate Delivery-Order today or write for FDSE 4-color folder and

CHICAGO METAL MFG. COMPANY

724 South Rockwell St.

Chicago 32, Illinois

NEW CAMES

NEW SHUFFLE CAMES
Univ. Octors Twin Bewler
United Single Rebound
United From Rebound
United From Rebound
Surface Player Rebound Alles
Cricopa Cain Ace Bowler, Fit
Reans. League Rewler Pinky Spot Bowler Exhibit Ossit Harver Lime Sighting Irish Six Shooter

NEW 1-BALLS WINNER & FURF KING

ATLAS

prinnel Service

*ECONDITIONED | BALLS
Kontracky SA49
Jockey Special 125
Charmane 295
Citation 295
Citation 395
Geld Cap 149
Americal Entiry 191

Just Released?

S-10-25c WIRFLESS WALLOMATIC W4-LS6\$69.50

becomes once a la supplied to the supplied to

SAMES-Roady for Location Exh Date Gun 875 Major League
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Baseball 556
Brenche e Sweet Suc 65
1-2-3 79
Ballerina 50
Triple Action er
Roben Hood et
Pleyby 27
Yellyha 99
Subersia 95

formes to Deposit Basence C O D HOME OF PERSONAL 2200 N. WESTERN AVE - PHONE ARMINISE 6-5005 - CHICAGO 47

ATLAS MUSIC CO., 2219 FIFTH AVE., PIFISHURGH 19 ATLAS MUSIC CO., 221 HINTH ST., DES MOINES 9

HIT JACKPOT

Snow Crest Scores Hit Via Venders

ounce drinks.

Summer Bis

During the summer, with school locations closed, Snow Crest temporarily shifts machines to such warm-weather stops as the race track, recreation areas and similar outdoor sites. The race track suffolk Downs, has its vender set for dime operation, but has built up as much as 1,260 drink volume on a single afternoon. (Snow Crest also sells its bottled drinks at the track via manual outlets). Rachins said that whenever a vender shows a 20 per cent drop of any one flavor, in relation to its total volume, that flavor is replaced by another to stimulate sales.

pales. Snow Crest attributes an in-creased volume of take-home-orders from regular retail outlets to the venders. They are a prime factor in stimulating consumer off-premises (vender location) demand for its products, officials feel.

Because of the success of its vending program, Rachins de-elares that current plans include the expansion of such operation outside of Boston, where the first machines were installed in 1948.

Detroit Coinman

Gets County Post
DETROIT, Oct. 28.—Irving B.
Ackerman, coin machine industry Ackerman, coin machine industry attorney, has been named to the board of supervisors of Wayne County by Councilman John A. Kronk, Detroit. Ackerman's appointment to the governing body, which includes Detroit, is the first on record for a member of the coin machine industry. He has been a music machine operator, a founder of the Detroit Tradio Company, and is now counsel for the Michigan Automatic Phonograph Owners Association, the Detroit Shuffleboard Association, and the Michigan Miniature Bowling Association.

Small Motor Lack **Delays Output on** Braun Milk Vender

CHICAGO, Oct. 28.—Because of delayed delivery of small electric motors for its selective automatic SALEM, Mass., Oct. 28.—Snow
Crest Beverages. Inc., reports that
38 multi-flavor eup drink venders
were responsible for increasing its
volume the equivalent of 65,000
cases annually, or effecting a plus
business of over 1,500,000 extra
drinks during 1849. The firm has
set up a substidiary division, Snow
Crest Vending Company, to facilitate the vender operation. Three
routemen are employed to keep
the 35 machines serviced, accordaing to Edward Rachins, firm head.
Locations range from schools to
a race track, with the accent on
large industrial plants. Snow
Crest also operates several theater
and department store installations,
the latter on the selling floors (as
opposed to employee areas). Ra
chins states that each vender averages over 850 sales per week, or
an equivalent of 36 cases of 6ounce drinks.

Summer Bis
During the summer, with school
in the summer with school
in the school i

added.

Braun Manufacturing, a hinge and metal specialty company, had previously turned out parts for bottle vending equipment prior to its entry into the vending field itself (The. Bithoard, September 23). Its new Milk-o-Matic machine will offer three selections, a capacity of 103 one-third quart or one-half plnt bottles (35 on each vending shelf) and is expected to be priced in the \$500-\$550 bracket.

Park Meters in N. Y.

NEW YORK, Oct. 28 .- Instal-NEW YORK, OCL *28.—Insual-lation of parking meters here be-came a fact with the placement of 1,500 meters thru six sections of the city last week. Units are being located in Manhattan, Bronx, Brooklyn and Queens. They are Brooklyn and Queens. They a designed to accept dimes only.



BRAND NEW ROL-A-TOPS 5c-10c-25c PLAY

Above Frices F. O. S. Chicego

WATUME MFG (O.

CHICAGO 44, ILL. Est. 1807. Tol.: CAlumbus 1:3772 Cable Address: Wattingto, Chicae-

Congratulations and Best Wishes to

Hy Greenstein

Harold Lieberman on their Merger.



FOR SALE—COIN MACHINE ROUTE

Established, presperous route for sale in ideal Southwestern climate near permanent government problem, includes 60 Music Machinen, 22 Mailboare, 25 Recaders, 10 Pin Mail price, 155,500 cash Gurst, 1 Multip Sewins, electric, electric de Auspilea Mail price, 155,500 cash. BOX D-453

CINCINNATI 22, DHIO

TIMING!

That's it

and that is really how money is made

Let's Briefly Explain . . .

BY HANNESTE machine looks in long years to design, potent and descripe— and during throug specif was been, but with to an thing; an did HOT smalles gaving the development that the machinest PALY WRITE was that; I WAS THAT CHIT and that mean that when a vac tiret delivered to operators, a smalles of morths, age the PALY-WRITE was ombu-mitally accepted—BRCAUSE I WAS JUSY WHAT OPERATORS WITE LOOKING FOR AT THIS TIME.

A MACHINE THAT CAN BE OPERATED ALMOST ANYWHERE—A MACHINE THAT CETS BIG PLAY—A MACHINE THAT IS HERE TO STAY and NOT just another game. THE PLAY-WRITE IS A NEW LASTING FREND.

OPERATORS who now have PLAY-WRITES on their locations-5AY!

BOY!—THIS IS IT—We always had a hunch somebody, romeday would really make a NEW machine, built for the OPERATOR so that he could operate it in almost any territory and any location.

the OPERATOR so that he could operate it is almost any territory and gay location.

The PLAY-WRITE requires NO Federal License!

The PLAY-WRITE requires NO Federal License!

The PLAY-WRITE is economical in prices

The PLAY-WRITE around the prices of the

OUR maters along here as welcare overtime building one shipping pLAY-WEITES with shipping test to many corridores in the United Sets.

United Sets.

I few PLAY-WEITES and place them in genge or your tecestops... Here in a few days your PLAY-WEITES will prove the your locations... Here is you for the place them in genge or your tecestops... Here is you for the your PLAY-WEITES will prove to you that

The Price Is Only \$169.50 F. O. B. Akron

% down deposit required. Balance C.O.D.

to molling in your arder, we success you profer to rolls of 1695th roll paper for each machine. This is a special-processed poper finer is rectigrent and each roll contains 1940 plays. The partie is the per roll.

"The PLAY-WAITE meetime is preterred in the United Stores & Conado."

PLAY-WRITE CORPORATION

596 SOUTH MAIN STREET

Telephone-Partage 5839

AKRON 11, OHIO



EVANS' BANG TAILS

THE BILLBOARD



7-Coin Head—7 Plays—

Players . . . A Winner Every Time!

Fast play-Profitable Returns-Brilliant Flash and Player Appeal!

Automatic Awards—from S to I to 30 to 1. Twin Jackpots. One in Reserve!

Trouble-Free Mechanism—"Machine Gun" Action Single Coin Payout—All AC Operation—Continuons Belt Coin Conveyor and Many Other Features.

AUTOMATIC AWARD MODELS-REPLAT MODELS CHECK SEPARATOR MODELS-5: +/ 25:

ORDER SANG TAILS FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT

H. C. EVANS & CO.

SEE EVANS' CONSTELLATION AD DN PAGE 84

MOTOR DRIVEN FLY-AWAY PIN CONVERSION

\$37.50 EA.

Lehigh Specialty Co.

JUKE ROUTE FOR SALE

twiner and service if \$1,000.00 per month Can errange financin

80x 0-450 c/a The Billboard Cincinnet 22, 0

Coinmen You Know

Chicago:

Jake Dokkin, head of Allan Sales, Inc., Wheeling W Va, was in for a series of talks with a Billy internal methods of the Caranian methods of the Caranian methods of the Caranian methods of the Caranian music division manager, says Constellation sales continue at peak pace and the fall of the Caranian music division manager, says Constellation sales continue at peak pace and the fall of the Caranian music division manager, says Constellation sales continue at peak pace and the fall of the Caranian of the Caranian for the Caranian for the Minacota Amounted the has 35 stops organized into loops this year. Before they will all be in an anager, says Constellation sales continue at peak pace and the fall of the Minacota Amounted the fall of the Minacota Amounted the Minacota Amounted the Minacota Amounted the Minacota Amounted Carmes of the Minac

Among recent visitors to Universal Industries plant were C. P. Dinwiddle and C. R. Shumale, Sparks Specialty, Soberton, Ga. Phil Moss, manager of Alias Musk Company, Des Moines; Harry Rosenberg, Doube "U" Sales, Baltimore, and Hy Greenstein and Harold Leiberman, heads of Leiberman Hy-G Musk Company, Minneapolis. Latter pair merged



COMET INDUSTRIES, Inc. 2845 W. Fullerton Ave., Chicage 47, III. (T4/4) Dis kens 2:5424)



ATTENTION:

Sitter 1017 Midenway urlister 3070 Boxes. Ra. Sitter 1075 urlister 210 Stupports. En. urlister 210 Stupports. Ra.

Put New Life Into Your Shuffle Alleys!

UNITED'S Shuffle Alley Deluxe



New Flashy

Back Glass

New Disappearing Pin CONVERSION UNI

> Turns your original Shuffle Alley into a New Shuffle Alley Express ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY . DOUBLE-SHUFFLE ALLEY

> > Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

> > > SEE YOUR DISTRIBUTOR

D Easily Installed on Location

Takes Only 15 Minutes

No Switches Added

No Electrical Changes Needed

Matches Cabinet Design

UHITED MANUFACTURING COMPANY 3401 M. CAUFORNIA APEROL, CRICLED IN, IMPRIL

FOR BETTER BUYS—BETTER BUY NOW

CONTEN GAMPS_HEW ARCADE FOURMENT WHICE BANCO—HEW

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CONSOLES

Super Bower Bell (d-34)

Super Bower -USED



M.S. GISSER,

MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE - CLEVELAND IS, OHIO

AUTOMATIC COIN





Limited Quantity-Brand New MILLS VEST POCKET BELLS

RECONDITIONED GAMES PLEASE OF THE PROPERTY OF ACT PLAN
United Shartle Alley, The-warp sind, 317-18
Uniter and Twen Alley
10.50
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Keeney Orch Plan B F4, 725-50
Keeney Tan Pins
87-18
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Early Special Endry, FP 77-18
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NOW DELIVERING MILLS SENSATIONAL NEW 21-BELL

ALSO BRAND NEW BLUE BELL BLACK BEAUTY, TOKEN BELL TOKEN "21" BELL. We'He.

NEW EQUIPMENT NEW EQUIPMENT
CENCO MANUST TIME
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WILLIAMS COURSE HEAD!
WILLIAMS COURSE HEAD!
REFIRST LEAGUE BOWLER
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Bally Carnival ... Double Shuffle ... Cottlieb Just 21

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!



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5 Ball Games . . . Sold on 10-Day Exchange Guarantee

much quality and workmanship into games. Our 10-Day change Guarantee backs this larged quarters

increased

stall will better

WANT TO BUY All lots model games. Send as your list.

judged by our reputation these in the field of Ray Guna. Now,
ii is our aim to
make COINEX
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----EVERY PIECE GUARANTEED A-1

ONE BALLS	FIVE BALLS
	United Meen Glow
Universal WinnerNEW	United Paradise
Bally Champion 8349 50	United Paradice
Bally Citation	
	Gottlieb Buttons & Bows 84.56
CONSOLES	
Bally Double Up	
	Bally Hot Red 49.30 Belly Carminal 29.50 Belly Melody 31.30
Hanney Se Bonus Super Boll 129.50	Bully Motody 31.30
Reeney Se & Se Gold Nuever 179 Se	Williams Storm
WE HAVE A COMPLETE LINE O	Bolly Communds Bolly Mulledy Williams Storm F NEW AND B COUIPSENT
	Williams Storm F NEW AND B. EQUIPMENT
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WE MAVE A COMPLETE LINE O PARKER DISTRIC	BUTTIN'S COMPANY
331 STH AVENUE SOUTH MASHVILL	

Coinmen You Know

their respective firms—Leiberman Music Company and Hy-G
Music Company two weeks ago
(The Billobard, October 21). ViecPresident Bill Ryan states that
Deluxe Twin Bowler is winning
a steady following in the field.
Shuffle Tournament, the unit
which converts one shuffleboard
into two separate shuffle games
which can be played by up to
four patrons, is also attracting
location interest.

Frank Mencuri. Exhibit Supply
Company sales manager, was on a
brief road trip last week in the
interest of the Dale Six-Shooter,
now being delivered in steppedup quantities.

New York:

New York:

we w York:
Local juke ops, distribs and disk reps, plus plenty of out-of-towners, headed toward the Waldorf Saturday (28) to help elerate Automatic Music Operators' Association's 13th anniversary. All Denver, prexy, expected more than 600 to attend. A long list of top artists were to entertain, emseed by Joey Adams. Sunday (28), after not too much sleep. Denver and Sid Levinse, the org's attorney, were skedded to leave for Chicago to sit in at a confab of Music Operators of America. Also was to attend the meet.

With special events making New York the phonograph meeca last week. Rock-Ola Manufacturing got a three-day preview show of its new Rocket 51 juke under way Friday (27). On hand to greet ops were Art Weinand. Rock-Ola distributor.

Meyes Starz. Eastern Electric sales rep, was fin town last week after supervising and Electro cigarette machine exhibit and service school in Columbus at a meeting of the Ohio Association of Tobacco Distributors. Mario Caruso, founder of Eastern, returned Sunday (22) from a six-month stay in Italy, where he now runs a metal-working plant.

Meyer Parkoff and Harry Rosen of Atlantic New York, are

ing got a three-day preview show of its new Rocket 61 juke where way Friday (27). On hand to the property of t

open house today (28) to mark his litth year in the business. So I Tabb. of Hysol Music, returned from Florida Tuesday (24). Sol Wohlman. of Pan Coast, is on the lookout for an attractive operating proposition out-of-town. Johany Piszi. of P-Z Amusement, Garifield, N. J., was shopping on the Avenue last week.

Cincinnati:

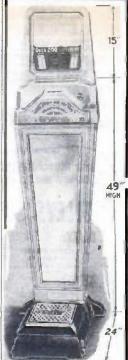
Cincinnati:
Charles Kanler, president of the Automatic Phonograph Owners' Association, has been confined in the Jewish Hospital since Sunday (22) when he suffered a heart attack.
Mr. and Mrs. William Strout have returned from a three-week vacation at Daytona Beach, Fla., and the Smokies. Strout owns and operates the Automatic Music Company.
Nas Bartfield has returned from New York where he visited his family. .. The executive board of the association will hold its regular meeting Tuesday afternoon (31) in the association offices.

Buffalo:

Buffalo:

Buffalo:
Frank J. Bradley, president of Automatic Equipment Company, and his wife, Ruth, celebrated their 20th year in the candy vending machine business last week by inviting employees and their wives to a party at their home. The employees gave the boss and missus a matched set of luggage. Bradley's Automatic Equipment Company is one of the largest independent merchandise vending firms in the country.

Pittsburgh:



13" WIDE WEIGHT, 165 LBS.

Yanki
Shanghai 39;
Ali Baba 39
Balty Draw Bells, St er 25t 99 1
Wurlinger 1015



OPERATORS ARE ACCLAIMING REDD'S RECONDITIONED MACHINES **★FINEST SERVICE SHOP**

THE BILLBOARD

* SUPERVISED MECHANICS

*SEPARATE CABINET AND WOOD FINISHING DEPARTMENT

*EVERY MACHINE DOUBLE INSPECTED



MONEY HISTANTLY REFUNDED IF NOT MORE THAN PLEASED!

ALLEYS SOLD 50% OFF

BALLY:

SHUFFLE CHAMP SPEED BOWLER BALLY BOWLER

KEENEY:

DOUBLE BOWLER ABC BOWLER PIN BOY TEN PIN

GENCO:

BASEBALL

LINITED:

SHUFFLE ALLEY SUPER ALLEY UNITED EXPRESS

CHICAGO COIN:

ABC BOWLER, New BASEBALL BOWLING ALLEY

WILLIAMS:

TWINS

WRITE, WIRE OR PHONE FOR SPECIAL PRICES

THESE ARE ONLY A FEW OF OVER 200 IN STOCK. EVERY MACHINE RECONDITIONED REGARDLESS OF LOW COST. ACT NOW!

MUSIC

SEEBURG: WURLITZER:

1100		100 AM (now) , WRITE
	WRITE	146M\$235.00
	\$135.00 75.00	Latone 60.00
	40.00	Hitone 50.00

IT'S NEW! IT'S BETTER! IT'S DIFFERENT-

BALLY'S NEW

CONSOLE - TRIPLE DRAW BELL

NEW MACHINES Instant Delivery

BALLY TRIPLE ORAW BALLY SHUFFLE CHAMP KEENEY FOUR WAY BOWLER EXHIBIT SIX SHOOTER MILLS VEST POCKETS

BALLY TURF KING UNITED FOUR WAY KEENEY CICARETTE MACHINES EXHIBIT DASIS

FRESHEN UP YOUR ROUTE WITH OUR SELECTED PREMIUMS-LATEST RECORDS-FREE TITLE STRIPS

LOW DOWN PAYMENTS—EASY TERMS

Exclusive Distributors WURLITZER BALLY—KEENEY—EXHIBIT and other leading manufacturers FOR ALL NEW ENGLAND!



298 LINCOLN ST., Phone: AL 4-4040 ALLSTON, MASS. BRANCH OFFICE 811 UNION ST., WEST SPRINGFIELD, MASS, Phone: 6-5418

Coinmen You Know

· Continued from page 99

in Pythian work for many years, is a past chancellor of Harry Cut-ler Lodge, Bridgeport, Conn.

Washington:

Washington:

The construction work at the Washington National Airport to provide a completely coin-operated game room for the terminal probably won't be completed until late winter, according to business manager David A. Robb. The room was originally slated to open in November, but while the building extension will be finished by then, a line-up for the public to use will still have to be built. Construction work is on sched-

Construction work is on schedule, however, at the new offices of the Silent Sales System, reports Ira T. Byram Jr. A building is being remodeled for the firm, with a complete modernization slated for the interior. The move to the new quarters should take place the first week in November, he said.

were place in the first week in Nowember, he said.

Ruth Brown's "Teardrops From
My Eyes" became the top number handled by Service Music
Company within two weeks after
it made its bow, according to
Kathleen Robinson, of the record
department. An older favorite
here is the Ray-o-Vaes' "Besame
Mucho," while up-and-coming
numbers that look to be big are
"Tamburitza Boogie" by Louis
Jordan and "Everybody"s Somebody's Fool," by Lionel Hampton
with a vocal handled by Jimmy
Scott.

with a vocal handled by Jimmy Scott.

"A good time was had by all" when several Washington Music Guild members attended a recent meeting of the Amusement Machine Operators of Greater Baltimore, reports Bill Schwarts. A record session was one of the features of the evening, with both groups picking Dick Brown's Jubilee waxing of "Did You Think of Me Just Then?" as their Record of the Month.

Sample diskings of Piano Red's "Rockin" With Red" have been given to disk jockeys by George

Think of Me Just Then?" as their Record of the Month.

Sample diskings of Piano Red's Roccled With Red' have been siven to disk jockeys by George (Rockin's With Red' have been siven to disk jockeys by George (Southern Wholesslers, distributor for Visines, execut manager of Southern Wholesslers, distributor for Visines, execut and the six should do well on jukes, too "Mr. Touchdown, U. S. A." by Hugo Wisinerhaler is another good number now and Ralph Flanagan's "Oh, Babe' promises to go over on the music machines, he said. Planagan, incidentally, made his first Washington appearance (October 22) at a concert and diance aponsored at Uline Arran by the three Super Music Stores, which gave away free Flanagan disks with each two tickets bought in advance. Newspaper of The Billboard's 4th Annual Disk Jockey poll as the top band of the year. Cervantes also announced that he and Jim Lennon, from RCA Vitorr, spent a few days interviewing operators to determine how they could improve services, promotions, etc. Operators being difficult to find, personal contacts with them are sometimes less frequent than they should be, Cervantes pointed out. With his recent acquisition of Kenneth Keefe's juke box route, Jack J, Saplense now reports that he's operating about 45 machines. He's in Takoma Park, Md. Sapienza, who makes it a practice to revive old favorites when there are no outstanding juke box hits, has just put Bing Grooby's "Mexicali Rote" on about half his machines. There's been a "good reaction" from the public and location owners, he said.

METAL TYPER MACHINES

METAL TYPER MACHINES PARTS AND SUPPLIES



FINEST ALUMINUM DISCS

AUY DIRECT FEDM THE MANUFACTURES

STANDARD SCALE CO. 1609 Delmer Blud., Sr. Legis 3. Mo





DISAPPEARING PIN CONVERSION UNITS ONLY \$59.50 complete

AVAILABLE FOR THE FOLLOWING SHUFFLE GAMES

I. "Ualred" Shuffle Alley

I. "Chleage Cale" Bowling Alley

S. "Walvorsal" Twin Bowlin

7. "Reck-Ola" Shuffle Linu

7. "Reck-Ola" Shuffle Linu

10. "Alley Shuffle Shuffle Linu

11. "Ually" Shuffle Bowler

12. "Bally" Shuffle Bowler

13. "Wellows" Pie South

We have book types of reacting
MOTOR RESETTING COIL RESETTING FOR A COEDIER RESETTING
All conversions fully guest-missed.
OVER A THOUSAND SET-METO COSTOMERS!

To deposit required. If "Ail cash accompanies order we will pay freight!

ATTENTION, NEW ENGLAND OPERATORS rdioll free of charge any or the above convintions at our factory at 14 Perk 51. Machines shecked and reconditioned of a slight dulys charge.

ROYAL MUSIC COMPANY

34 PARK STREET

FIGHTING IRISH

SIX SHOUTER

WERSTER, MASSACHUSETTS

EUROPE'S LARGEST COIN MACHINE HOUSE

AMERICA'S GREATEST MANUFACTURERS

Cottlieb's SPOT SOWLER

Exhibit.

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INTERNATIONAL AMILIANAL TO N. Y. BELGIAN AMUSEMENT CO. Ltd.
IS W. 466 2. A. 125. 1. N. Y. Riconstraal 138 Antwerp. Belgin

OK! MORE GOOD BARGAINS GOOD RECONDITIONED EOUI



Here is this week's Shaffer Specials ... all good used equipment at bargain low prices. You can phone or mail your order with full confidence . . . for every machine is completely reconditioned and in tip-top shape ... ready to give years of profitable service on location.



POST-WAR PHONOGRAPHS

	SELBURG	
H-148-M Hi	deaway	.OI
147-M	350	.01
M-147-M Hi	deaway 325	.Q
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M-146-M Hi	deaway	
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Model "C."	New W	d p.
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	WALL BOXES	
W6-L56	WALL BOXES NEEBURG	
W6-L56	WALL BOXES	51
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AND BOXES

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Bally Champion	.\$350.00
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Offer explose New. 14th.

Harry market Design



atest Penagiyania's Largues Mary Students

Coinmen You Know

· Continued from page 101

Ontinued from page 101
longer out in front handling the record retailing thores at the Walker Street store. A new Kaiser auto, a light green job, seen making the rounds with the name of West Allis Vendors prominently splashed all over it.

Anthony J. Sanders, manager of the games department at the Miller - Newmark Distributing Company, has been promoted to assistant general manager by Bea Newmark, a ucceed in g Glama Payne, who resigned to go into another business. . Newmark firm is adding an extensive line of premiums of its store operation, servicing operators with game prizes in both their Grand Rapids and Detroit branches.

A. K. Nailson, sales manager of the Service Parks Systems out of

prizes in both their Grand Rapids and Detroit branches.

A. K. Nailson, sales manager of the Service Parls Systems, out of town on a short trip. ... Marvin Noble, who operates a novelty route out of Jackson under the name of Midwest Specialty Sales, is planning to start a diversified machine route to include peanut and gum ball venders, countermachines and bowling games.

John Pirziola has joined the Jay-Cee Music Company replacing Frank Matrangs, who had been with the company for about three years. The other partners are Ralph Guasarano, Michael Polissi and Peter Tocco. ... Robert D. Rounds, Blake Industries, reports current production problems holding up promotion plans for the Levelmatic for coin machines which the company manufactures.

for the Levelmatic for coin machines which the company manufactures.

Vernon L. Huntoon Jr., Acme Amusement Company, who has been operating in this city for a number of years, Doris Huntoon and Frank. Kovach are incurporating the Acme Vending Company to operate a route of cigalette venders and similar machines. Kovach and Huntoon were formerly in partnership. / Headquarters are in Highland Park.

A visitor in Milwaukee from the West Coast for a few days, was Bill Happel, from Los Angeles' Badger Sales Company. Bill spent some time with brother, Carl, at the Badger Novelty Company office greeting old friends and customers.

Meanwhile Carl Happel informs that his son, William E. Happel, was called to scive duty in the naval reserves September 28. As yet, the family has not been informed as to where he will be stationed. . Business-wise, the Badger Novelty firm, according to Happel, is anxiously awaiting the arrival of the new Rock-Ols, and are all set to start selling as soon as they get the go-sign.

Minneapolis office on routine business matters. Meanwhile. All the Minneapolis office on routine business matters. Meanwhile, sales manager Nathan Viclor, is up in the Twin Cities territory doing his bit to keep the orders for equipment rolling.

Detroit:

Arthur P. Sauve, of A. P. Sauve & Son, reports business Arthur P. Sauve, of A. P. Sauve & Son, reports business in the local amusement machinetical picking up to much the? I farm is adding two New men. Mel Frayer is iteming the sales stad in the read, while Harry Vaol. formerly a serviceman in the Pointleaure, is onling the route service staff. Hasel (Reichlin) Carlson, who has been with the Sauve Company for about eight years, but has been working partition only during the past season, again on a full-time basis. William Williams, serviceman for Sauve, was called South by the death of his mother.

Sauve, was called South by the locath of his mother.

Vincant A. Meli, who has headed the Meltone Music, Company here for several years, has formed the Vend-a-Drink Company with James A. Robson, a new mame in the coin machine field, as a partner. They are operating selective cup-type drink venders, and have established headquarters on Woodward Avenue, sharing offices with the Meltone firm. James Bowsor, AMI music operator at Monroe, is convulescing at home following a heart attack.

Bill Miller, of Grand Rapids, is recovering from a cold which confined him to home for several course, including its Northern Wisconsin.

Stanley B. Sherwood and Mildred L. Sherwood have rechristened their Laundermute, which (Continued on page 105)

4, 1950 KEENEY'S BEST BUYS EXHIBIT'S DALE LEAGUE BOWLER SIX SHOOTER Exciting — entirely new! Lightel Action! Moving Targets! New, improved sun sight, Plenty of actio-ity. Plenty of theiltel A money maker! and 91/2' Leagthr WORLO 1, 2, 2 or 4 playarsi 4 coins overy 3 minutesi Tried-letted — proven — RE-ORDEREDI Berreis el preffis. Automatic repet. Colorful, compelitivet WIDE WILLIAMS PINKY WORLD WIDE WORLD WIDE CONSOLES ONE BALLS Universal Array 5241 Bally Grover Ball 506 Bally Seel 321 118 Bally Triple 321 238 Recensy lingle Sonus 130 Keeney Twin Benus Suger Age 119 Keeney Three (verse) Winner (ly Turk Kins USED FIVE BALLS 43 95 95 43 89 ARCADE & MISC. Leaburg Sheet the Best State Leaburg Market State Leaburg SHUFFLE GAMES Inited Single Shuffle Rebound Inited Single Shuffle Rebound Peckard s1000 Seesker USED SHUFFLE GAMES Bewling Loque Olider Pouble Bewler He Bewler He Twin Shuffle He De Luze Bewler PREMIUMS NEW 5 BALLS in OASIS mis GEORGIA mis GEORGIA mas Coin FIGHTING IRISH mas SPOT BOWLER FALL CATALOG

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United Shuffle Alley, excel. good. \$49; with disappearing pin come. \$176. Belly Souther School and the state of the state

CONSOLES— Sp-25c Twin Bonus Super, 2735—Sc-5c Twin Bonus Super, 2735—Mills Reconditioned 3-Bells, latest modal, \$185—Mills Jumbe, FP-P0, Super, 2735—Mills To for latest let all new and recend local Shuffle Genes, F. F. S. Arcades, Bells, Its. Terms: 1/3 Deposit, Belnst C. S. S. Lacile, Consess.

MONARCH COIN MACHUNE CO
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next spring, barring talked-about government curbs on construction of amusement parks. Sidney Lust operator of a chain of drive-in theaters, has announced plans for Kiddieland adjacont to his Beltsville, Md., drive-in. Lust is currently operating a floor for square dancing right on the theater grounds, but the new venture will be just outside the theater on a 10-acre tract. The land has ifready been graded and will be paved, according to company spokesmen. Plans are to install a Merry-Go-Round, airplane ride, pony rides, and minature railroad in the park, but nothing more definite has been settled owing to government controls said to be inthe preparation stage by the National Production Authority.

It's the Ames Bothers who are

thority.

It's the Ames Brothers who are leading in records played on the music machines operated by Jaek A. Spitler, of Falls Church, Va. Right now, "Can Anyone Explain" is a big int, but Spitler expects "Oh, Babe" and "Hungry for Your Kisses" to get up there quickly. The Gordon Jenkins Weavers "Goodnight, Irene" is still way up on top—"It lasted much longer than I expected," he commented Sammy's Keys" "Harbor Lights" is another good record seller for Spitler.

Milwaukee:

Milwaukee:

The quarterly meeting of the Wisconsin Phonograph Operators at the Hilltop Inn recently was one of the best-attended sessions the organization has held in many months. C. S. Plerce, president, gave a detailed report to the group on the result of his trip to Madison to investigate the status of the 25 per cent State tax on Juke box receipts that had been played up in local newspapers. Pierce reported that the officials he conferred with at the depictable were of the opinion that the threatened tax would have no bearing on the music machine industry. Next meeting, according to Doug Opika, secretary, will most likely be held in Chicago in November, at which time the officers of the Wisconsin organization will combine with leaders of other States at the MOA confab.

Top tube on the list of Metro-

of other States at the MOA confab.

Top tune on the list of Metropolitan Amusement juke boxes in
recent weeks, according to wax
buyer Dorothy Jonas, is "Lover
Be Faithful," on any label. As
for her own preference, Dorothy,
liops on Rosemary Clooney's
bandwagon for her version of
"Where Do I Go From You?"
Art Wisch, who operated a
string of phonographs for several
years, recently sold his route and
is now on the road as a salesman
for United, Inc., boosting Wurlitzers.

With the bandling spacon in full.

for United, Inc., boosting wurlitzers.
With the bowling scoson in full
swing, Herb Gaedke. of G. & W.
Novelly Company, has to squeeze
out enough time in the evening to keep his bowling average up.
A couple of 700 series in two
leagues, the Pinky's Major and
the Cudahy Classics, are the top
honors he's attained so far.
Marianne Hudy, niece of Ray
Lax. of Ray's Amusenents, is no
(Continued on page 192)

(Continued on page 192)

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GET IT! and do better all year 'round with the game that's set an earnings record unmatched by any other!

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is a nation of clubs. America's strongest link to patriotism is clubs such as the American Legion, Veterans of Foreign Wars, Amvets, Elks, Eagles, Moose, etc. The only "ism" existing in their clubrooms is Americanism. Bell machines have been an American tradition in clubs since 1889.

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Our service organizations in this country, as well as in occupied zones, are also deriving great benefits from Mills Bell revenue. Many maintain their entire social and athletic expenses from their Mills Bell profits as well as enjoy the much needed fun and relaxation that these Bells bring into their recreation centers so far from home.

Clubs need Bells to maintain a steady revenue; their members favor and enjoy them in their clubrooms. Bells are definitely the biggest single, as well as most constant, contributor to worthy causes in the communities where they operate. They channel more moneys into local charity drives than any other single unit in the United States, whether that unit be human or manufactured. We are proud of the Mills Bell and the job it is doing in the clubs of America!

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THE BILLBOARD

it is painful, Gill manages tofget around. Stanley Johnson a visitor from Occanside. He doesn't get up very much. When he is in town he nakes the best of it on parts and equipment purchases. Jack Sickly, of the Bill Brown Company, in Bakers field, in town and stopping off at the Paul Laymon Company, Sickly recently returned to his work in the Kern County town after a successful fishing trip near Eureka. Tommy Wilkes, son of Ed Wilkes, of the Paul Laymon Company, has been voted president of the Lincoln Grade School in LaCrescentus. Tommy wilkes, sond Edwickles, of the Paul Laymon Company, has been voted president of the Lincoln Grade School in LaCrescentus. Tommy si quite lelated over his election. Jack Simon. of Sicking Distributing, is back at his desk following a appell in the hospital for surgery. His many friends were glad to see him out again. Al Weyr, mouth. of Weynouth Services. Continued from page 102
they opened about five months ago in the Redford section, us the Launder Maid Self-Service Launding. Chester Mowak is mortaling. Company, was elected president of the Connecticut Carbonic Company, was elected president of the Connecticut Bottlers Service Club at meeting last week in conjunction with the 32d annual convert to five sales staff of the Badger Selection of the Connecticut Manutacturers of Carbonated Beverages the Massachusetts bar examination only 140 passed. Sporrow was graduated from the Chartaline Mortaline Mortalin

and distance of about 825 miles.

Joe Garnella, salesman for Ray Thomas Company, Columbia Records outlet, stopped in Locate Mary Solle at the Leuenhagen Record Bar. Garnella, a former member of Eddle Firspatrick's orchestra, was plugging Columbia's newest release, "Perdido, featuring Sarab Vaughan. A new record label, Showcase, has lit the market. Firm is headed by George Howe and the first related by "Evrywhere Is You," hacked by "Evrywhere Is You," has been placed at Leuenhagen's. The sides feature vocals by Bob Grabeau with orchestre directed by Johnny Richards.

Al Sleight, Western representative of the Bally Manufacturing. Company, has returned to his home base, Portland, after a visit with Lucilie and Paul Laymon here. Laymon handles the Bally Inc. all his hop to recently was injured in an automobile accident near Bishop, in the hospital but reported tecovering. ... The many friends of Bill Black, Bakersfield operator, will be interested to know that he is recuperating following recent surgery in a Kern County hospital.

Stanley Johnson. Oceanside operator, in town after a long ab-

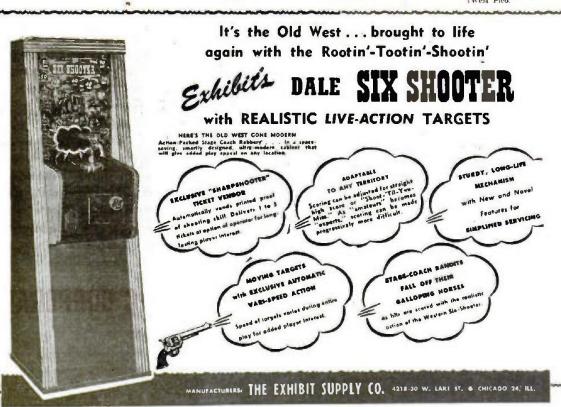
hospital.

Stanley Johnson. Oceanside operator, in town after a long absence and took advantage of his trip to renew acqueintances along coin row. . . Al Cicero was another visitor along the row. It came down from Santa Maria. The section is going great guns now that Camp Cooke and other camps in the area are being reactivated.

Sheridae Thompson of Thompson.

Sheridan Thompson, of Thompson Bros in Long Beach, introduced his son to coin row on a recent trek into town. The youngster is just beginning to walk and took a great interest in the new games on the sales floors. Jack Rowe. Tucson operator, combined a visit to his father here with business. While spending time with his dad, he took time off to visit the various jubbers along West Pico.





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Bully Shuffle Bowler 124.50

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