

# The Billboard

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

## Sports' TV Heebie Jeebies Proves Radio Web Jackpot

### AGVA STUDY A SHOCKER

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

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

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

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

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

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

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### Hotelevision Ups Take in Room Service

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

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

### Million \$ Suit Vs. Montgomery

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

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

[\(Continued on page 49\)](#)

### WCTU Suspects a Big TV Beer Plot

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

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### OLD-TIMER INSURANCE

PHILADELPHIA, Nov. 11.

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

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

By Joe Csida

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

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

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

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

[\(Continued on page 4\)](#)

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

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

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

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

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

### YOUNGMAN'S HORSE ROOM

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

"Vote for city bookmaker—Henry Youngman. Bring your votes to the Strand Theater."

### Concern Over Gate Receipts Growing

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

By Sam Chase

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

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

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

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

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

[\(Continued on page 4\)](#)

### Screen Song Writers Eye French SACEM

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

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

[\(Continued on page 12\)](#)

### Legit Kicks Off Drive

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

[\(Continued on page 46\)](#)

### Nash and Coward Col. Disk Team

NEW YORK, Nov. 11.—The talents of Noel Coward and Ogden Nash have been employed by Columbia Records for an unusual disk treatment of a classical work.

The work is Saint-Saens's *Carnival of the Animals*, to which Coward recites a set of verses

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# Billboard Backstage

by Joe Csida

We have a 45-year-old, one-armed office boy named Charlie Rubenstein, among whose duties is circulating the mail around the shop. He came in a couple of weeks ago, stooped over as tho he were carrying gold bricks. As it turned out, he was. At least one. He dropped the 20th anniversary number of a daily Hollywood trade paper on my desk, and when the phone, calendar and other assorted items stopped rattling, I started to leaf thru it. The pages aren't numbered and I didn't count them, but there must be 600 or 700 of the prettiest glossy paper pages in the book. Most of them consisted of somebody's name and/or photo, with an occasional "congratulations," spicing up the text.

### Nothing New

All this, of course, is nothing new. There have been scores of novels or consumer magazine pieces about Hollywood in which the writer has decried the steps leading up to the publication of a tome of this type. But I can't see it as something in the Viewing With Alarm department. About 10 years ago *The Billboard* published the last of its holiday greetings and anniversary numbers. It was an oh-such-a-soft-touch. No big editorial problems, no elaborate, expensive sales presentations; just "Hey, Bud, it's our umpteenth anniversary, ya wanna buy an ad?"

We didn't give it up for any holier-than-thou reasons. Having as much an affection for a dollar as the next guy, we quit celebrating our anniversaries at so much per page ad simply because we thought we could do better by restricting our special issues to good, solid business-like propositions. We believed that if we really dug for stuff that would interest and be practically useful to a selected segment of our readers, and developed substantial and valuable bonus circulation for advertisers, we could sell a lot more advertising to a lot of people who would be happier about getting their money's worth, than we ever could be asking actors and show business firms to congratulate us each year at \$400 or \$500 per happy birthday.

### Specials With Sock

And so it developed. A couple of months ago we published our annual Disk Jockey Supplement. It was loaded with editorial features which were designed to, and we know did, help thousands of disk jockeys in every phase of their work. It was also somewhat loaded with ads in which record companies, artists, music publishers, songwriters, et al., did a down-to-earth business-like job of plugging their wares with the jockeys. Not a congratulations or happy birthday, *Billyboy*, in this issue.

Next week we have a similar special supplement for the fairs. Here, too, thousands of editorial man-hours have gone into making it a practically useful hunk of business literature for fairs, carnivals and other outdoor showmen. And here, too, you will find scores of pages of advertising in which somebody is offering something for sale to a ready-made editorially stimulated, regular plus-bonus audience.

We have specials, too, as most readers know, for juke box operators, merchandise men, retailers, radio, legit, et al. But everyone of them is an information-packed volume put together with much thought and sweat. And the circulation and ad departments give equal quantities of the same commodities to the task of developing an audience and copy that will give the guy who buys an ad a legitimate buck's worth.

### Quiet Birthdays

Then we take a little of the loot we make out of those specials and, come our anniversary, we buy a nice, quiet drink to celebrate. You gather, we hope, we have no fondness for commercial happy birthdays. But the Viewers With Alarm leave us cold, too. Charlie will continue to deliver the anniversary gold bricks as long as show business, individuals and organizations alike, lack the guts to tell a trade paper guy, "Nuts, I don't want any 'cause I don't think it's worth it."

## Nov. May Be Worst Month In TV Sales

NEW YORK, Nov. 11.—The TV sales picture grew exceedingly dark and dismal this week, with prospects for the next few weeks seen as progressively worsening. It is the considered opinion of local traders that November may be one of the worst selling months in several years. Local distributors and dealers are literally frightened by next week's public showings of the CBS color system, and not even the Chicago court action against the Federal Communications Commission (FCC) (see other color stories this issue) ruling seems to alleviate the fright. Dealers report that sales have

(Continued on page 10)

## The Redhead Will Lead Off CBS Tint

NEW YORK, Nov. 11.—Arthur Godfrey will become the first name to appear on the CBS color network. He will be programed Monday (20), 12-12:30, with a Hawaiian show which will also be piped to Washington on that day. Later other cities will be added.

# TV-FILM-AFM DEADLOCK IS FAR REACHING

### Nets' Spokesman Opposes Royalty as Fatal Move

NEW YORK, Nov. 11.—The impasse between the TV industry and the American Federation of Musicians (AFM) on the matter of setting scales and conditions covering the use of film on television, shows signs of developing into a deadlock of major proportions. The industry-wide TV film committee, which includes networks, film companies and indie packagers, has consistently gone on record as being opposed in principle to the 5 per cent royalty which AFM President James C. Petrillo has been insisting upon as part of any film-TV pact.

But the depth of the opposition to the royalty principle was not fully revealed until this week, when a spokesman for the networks elaborated the thesis that network acceptance of the royalty

(Continued on page 16)

# Washington Once-Over

By Ben Atlas

WASHINGTON, Nov. 11.—Congress's lame-duck session which gets under way later this month will be a burial ground for pending amusement legislation and most other bills. No more than a handful of bills of any kind will be debated. All others will expire on the shelf, and must be introduced again in the 82d Congress to receive further consideration.

To be junked are such pending showbiz proposals as reorganization of the Federal Communications Commission (FCC) limitations on network time, a ban on radio-TV station ownership by makers of electronic equipment, price limitation on air time sold to politicians, creation of a government-sponsored ballet-opera theater, construction of a legitimate theater in Washington as a memorial to Franklin D. Roosevelt, and banning air and press plugs for liquor and beer.

Probably all of these bills will be reintroduced soon after the new Congress convenes in January. Only the bill to reshuffle the FCC appears to have a chance of enactment next year.

The brawl between industry and the FCC over color television is

sure to stir a number of lawmakers to purple-faced oratory at Congress's lame-duck session. A few like Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee are already clearing their throats, and the congressional record can be expected to receive many thousands of words on the subject.

Current feeling is that Congress's sound and fury won't produce immediate results, such as a full-dress investigation of the FCC or the industry. Chances are that any serious proposals for an inquiry will be stalled until the January term. Meanwhile, the spotlight goes to the court hearing in Chicago Tuesday (14).

### T-H. Solid

The Taft-Hartley law, target of showbiz unions, is more firmly entrenched than ever as a result of the GOP sweep at the polls this week. Altho President Truman is still pledged to fight for the law's repeal, the move will be just a token one.

Not only did the voters turn in a thumping victory for the law's co-author, Ohio's Sen. Robert Taft, (R., O.), but the balloting sent to defeat such key supporters of T-H repeal as Senate Labor Committee Chairman Elbert Thomas (D., Utah), Senate Majority Leader Scott Lucas (D., Ill.), Senate Majority Whip Francis Myers, (D., Pa.), and Indiana Representative Andrew Jacobs (D., Ind.), a former union lawyer.

Sharpest attacks on T-H in recent months from any union came from the American Federation of Musicians (AFM).

### Answer Is "No"

First response to FCC's proposal to ease NBC out of its dominant TV position was an emphatic "no" from WTAR-TV, Norfolk. The station—an NBC affiliate, incidentally—told the Commission it wants no part of any plan to prescribe either maximum or minimum hours an outlet can take from any one web.

### The Roster

Of two congressmen who were most vigorous in denouncing the FCC for its handling of the G. A. Richards case, one was defeated in this week's hustings.

Rep. Hugh Addonizio (D., N. J.) was re-elected, but Rep. Anthony Tauriello (D., N. Y.) was pitched out.

Defeat of Helen Gahagan Douglas in her California bid for the senate deprives the House of its best-looking showbiz member. Returned to Congress were Rep. Arthur Klein (D., N. Y.) who is considering sponsorship of a bill to get disk royalties for musicians; Frank Fellows (R., Me.) and Hugh Scott Jr. (R., Pa.), both of whom have sponsored bills to apply

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## FROM GUAM TO PYONGYANG

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

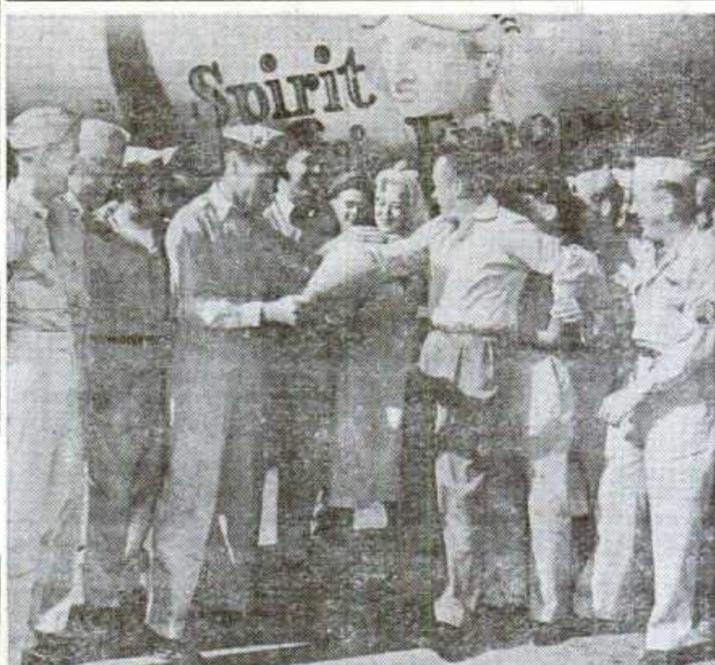
TOKYO, Oct. 30. (Delayed)—Jet-propelled Hope swept recently over Japan and Tokyo. It was the Bob variety of Hope, of course. Flying in a U. S. Far East Air Forces T-33 jet airplane, the comic set a fast pace for his company by appearances in hospitals and troop areas in Southern Japan, air strips and troop concentrations far up in Korea, in theaters, evacuation airplanes, street corners, muddy company streets and tent cities.

He was flown by Capt. John J. Kropernick, Newark, N. J., winding up each hop with a few appropriate remarks about his trip. The rest of the troupe followed in air force transports. The entertainment crew numbered more than 50. It included Marilyn Maxwell, whose blond beauty was equally as popular with G.I.'s as Hope's antics; Les Brown's "band of renown"; the Taylor Maids—Jinnie, Pat and Bev; cowboy crooner Jimmy Wakely; Judy Kelly, acrobatic dancer; Bernard Bradley and Udell Johnson, the "High Hatters" dance team and others.

### Standout Tour

From a performer's standpoint, it was a standout tour. Audiences ranged up to 7,000 entertainment-hungry United Nations troops. Reaction was as good as expected—laughs don't come easy in a combat zone, but when they come, they roll in waves. In Southern Japan, 7,000 started four hours before show time, cramming themselves into a makeshift football stadium near an air force base from which the war was fought the first 10 dark days after the Communists plunged across the 38th Parallel.

From the opening note of music by the full Les Brown orchestra to the closing puns by the comedian with the famed ski-chute nose, morale of troops got what it really needed—bolstering. Prior to the



BOB HOPE AND MARILYN MAXWELL ham it up for the crew of the B-29, Spirit of Freeport, which flew 30 missions between Okinawa and Korea. The Hope troupe played virtually all the Pacific isles and every Korean base.

(Official U.S. Air Force Photo)

evening show, Hope and his group visited a station hospital near-by.

When Hope arrived there, a Japanese orchestra, squeezed into a beat-up jalopy, raced up into the waiting crowd and began beating out solid jazz. Hope leaped out of his car, rushed over and told the band to "beat it out. Hot!" He

then did a comical jig, Japanese and American fans roared.

Once inside the hospital, the top funnyman set a fast pace for his troupe—he wanted to see all the hundreds of patients, particularly in the "critical wards." Then, slightly behind schedule, he yelled to breathless members of his show: "Come on, let's go. I don't want to miss anybody."

Sandwiched in between Hope's visit was a trip to an air evacua-

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## TRUMAN ON LONGHAIR KICK

NEW YORK, Nov. 11.—President Truman is on a strict longhair kick so far as his music preferences are concerned, according to composer Rudolf Friml, who visited the White House after the recent ASCAP dinner in honor of UNESCO delegates.

Friml told White House reporters after a chat with the Prexy that Mr. Truman doesn't like "noisy" music, preferring such as Beethoven and Chopin.

Friml expressed regrets that he didn't have an opportunity to hear Mr. Truman play the piano. Dem party spokesmen have been spiking reports that the Prexy was afraid to audition before an expert of Friml's stature as a vicious Republican canard.

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

PHILADELPHIA, Nov. 11.—The RCA Victor distributor party, marking the departure of John West for the West, was one of the most elaborate, frolicsome shindigs of the kind tossed in the history of the music-radio business. West, up till now veepee in charge of public relations for the RCA Victor division of Radio Corporation of America, and presently taking over the West Coast operations for NBC, will long remember his farewell testimonial dinner.

Guests were outfitted with 10-gallon hats and six-shooters, and the speeches, edibles and potables were like nothing previously seen in this town. Guests included top-pers from RCA Victor and its distributors, as well as from all segments or radio and music business.

## The Billboard

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

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

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

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

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

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

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

General Mills wants to put on a half-hour one-shot cooking show in color late in November. Indications are that it will probably go on either WCBS-TV, or at most a limited network. The web has re-

ceived many inquiries from sponsors for color time, but the fact that rates have not been set has hampered the sale of its time. King Horten was recently appointed to take charge of CBS-TV color sales.

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

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

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

The sales took the net's programming brains off a hot seat. The cost of the two packages to date is conservatively estimated at about 250G. The Sinatra show comes in at \$23,000 a week, the total unsponsored cost to date be-

ing 92G. *Stork* ran 70G before it even went on the air.

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

If Sinatra doesn't make good commercially, CBS-TV will have pulled one of the prize boners of the year in dropping its Saturday night sports from Madison Square Garden. After it had bought 26 evenings of Garden sports for 125G, the contract was turned over to DuMont at a loss. DuMont has since sold all except 15 minutes of the two and a half hours from the Garden.

## TWELVE ON FIVE

### Ayer Spots Local Shows In 3 Weeks

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

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

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

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

## SO SAYS RICKEY

# Color TV Productions Cost Less Than Black and White

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

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

No program element will add to

# CBS-TV TOYS WITH PLAN TO BOOST TALENT ROSTER

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

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

The first goal in the web's new

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

### Not Like Other Deals

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

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

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

### BBDO Has Own

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

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

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

## Report NBC Still Wants Out of Center

### McConnell Denies Despite Fact It Is Too Large

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

Principal drawback with the center is said to be that it's so big, that neither radio nor TV stars want to work there. Jimmy Durante, for example, rehearsed at the Center, but then the entire show had to be moved to the International, whence the program aired. Fred Allen is also said to have taken exception. The general argument is that the Center is so big—it seats 2,344—that it's impossible to "play" it properly for broadcast media. If focus is centered on the home audience, there's no theater reaction, and vice versa. Result is that a performer, it's

(Continued on page 9)

## WHODUNIT COLOR PLUG

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

## RCA Wins Five Supporters In FCC Color Decision Battle

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

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

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

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

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

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

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

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

## 2 Agencies Woo Rich Hunt Foods Account on Coast

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

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

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

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

## Clear Channel Group Plans Strong Protest to State Department Move

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

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

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

### Other Threats

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

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

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

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

## Anchor Casts Morey Away

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

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

## ANSWERS TO "ANSWER MAN"

# Show Draws Biggest Mail Among ECA Shows

PARIS, Nov. 11.—Biggest mail puller of the ECA foreign language radio shows plugging the Marshall Plan in Europe is the recently added *Answer Man*, overseas version of the old U. S. air favorite. Frankly a listener gauge, the ailer indicates a healthier audience than expected by the ECA radio staff in Paris. Introduced over RIAS Berlin radio several weeks ago, *Answer Man*, with four Marshall Plan questions planted among listeners' queries, this week garnered 600 letters from that station alone. Six other continental outlets carry the program.

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

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

the East and West zones. Brussels beams a French version, while a Flemish translation is necessary for the rest of Belgium. Program uses top talent from many countries, usually classical and popular singers, and limits the Marshall Plan message to three minutes.

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

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

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

## MUSIC SECTION FEATURES TRIO OF AM, TV TALES

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

- (1) Demands of rank and file musicians with regard to AM and TV network employment. Contract expires January 31.
- (2) Proposals of local Hollywood musicians with respect to conditions to be sought for in the forthcoming AFM-network negotiations.
- (3) Analysis of the impasse existing between networks and musicians' union with regard to TV film.

## NARBA, BAB DEFENSE TOP NAB AGENDA

### Parley May Discuss Autonomy for AM, TV and FM

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

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

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

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

abroad. Special broadcasts for individual countries are handled in a prestige manner by the unit. Last month, the Berlin Industrial (Continued on page 49)

## TV Film Bids Thrashed Out

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

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

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

The producers also held that they should not be held responsible for the way the film finally looks on a TV set, since varying qualities of 16 mm. projectors in TV stations (Continued on page 49)

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

Continued from page 1

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

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

### Football Hit

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

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

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

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

### Boxing, Baseball

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

Baseball and other sports have

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

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

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

## World Video Sold to Foley-Brockway Firm

### Package Group Also Snags New Key Executives

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

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

The firm also is peddling a package braintruster by Kay which is known as *Broadway—For Angels Only*. The hour TV program will present bankrolling sessions of various legit shows marked as stem futures. Instead of mounting the package on kine, sponsors will be taken around to these angeling clambakes to see what they might be getting on TV. Jim Lister has been named veepee in charge of artists relations at Foley-Brockway. Robert Viano has joined the organization.

## Survey Shows 17.9% Families Own Tele Sets

CHICAGO, Nov. 11.—TV sets are owned by 17.9 per cent of all American families, a survey by Industrial Surveys Company indicates. There are approximately 40,300,000 families in the nation, so about 7,213,700 have TV.

The figures showed 55.3 per cent of the sets are in Northeastern States, and 26.5 are North Central. This means one of every three Northeastern families owns a set, and about one in every seven North Central.

The results were based on a survey of the company's national consumers panel, made up of 4,500 representative families distributed by population concentration. Other findings of the survey: 72.9 per cent of families owning sets live in cities of 500,000 or more population; more than 11 in every 100 families in the lowest quarter of the economic strata have sets; 24 in every 100 in the top quarter have receivers; nearly 16 per cent of the owners have no more than a grade school education, against less than 17 per cent with college degrees.

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

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

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

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

## DAILY NEWS UPS AM, TV COVERAGE

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

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

## BILLBOARD COMPILES LIST OF TOP LOCAL TV TALENT

NEW YORK, Nov. 11.—In surveying the local talent situation in television cities (see accompanying story), *The Billboard* has compiled a list of outstanding programs and personalities who have developed important audiences in their localities. Many of these already may be regarded as of network caliber; others are still building and with proper handling could be deserving of an early look for web potential. Not every city boasts such talent. Those that do are listed herewith:

**BOSTON**—Teen Age Musical Varieties, with Emily Marie, Bill Flood, WNAC-TV. Living Wonders: Norman Harris Science Show, WBZ-TV.  
**CHICAGO**—Ernie Simon, screwball disk jockey, WBKB. Courtesy Hour Vaudeville: Jim Moran, emcee-sponsor, WENE-TV.  
**CINCINNATI**—Paul Dixon, AM-TV disk jockey, WCPO-TV. Bill Dawes, disk jockey, WCPO-TV. Bill Fields, all-night disk jockey, WCPO-TV. Ruth Lyons, Gene Griffin, Betty Clooney, WLW-TV. James Maxwell, Byron Lagart, Anne and Frazier Thomas, WKRC-TV.  
**DALLAS-FORT WORTH**—Mrs. Drake's Diary, soap opera, KRLD-TV. Webster Webfoot, kid show, WFAA-TV.  
**DETROIT**—Pat 'n' Johnnie, gossip-disk-variety show, WXYZ-TV. Georgie Scotti, piano pantomimist, WWJ-TV.  
**HOLLYWOOD**—Spade Cooley, Western variety show, KTLA. Ina Ray Hutton, variety show, KTLA. Jim Hawthorne, zany disk jockey, KLAC-TV.  
**HOUSTON**—Studio Party, variety show with Paul Schmitt band; vocalist, Gene Hughes, KPRC-TV.  
**LOUISVILLE**—J. Richard Finegan, comedy wrestling commentator, WHAS-TV. Guest Book, variety show, Rosalind Marquis, emcee, WHAS-TV.  
**MIAMI**—Teevee Story Club, juve show with Ruth Lee Jones and Bill Rega, WTVJ. Quick on the Draw, audience participator, WTVJ.  
**MILWAUKEE**—The Grenadiers, variety show, WTMJ-TV. High Life Time, variety show, WTMJ-TV. Musical Showroom, emcee Ted Marks and vocalists Barbara Palm and Bill Snary, WTMJ-TV.  
**MINNEAPOLIS**—Musical Marionettes, KSTP-TV. Show-Off Club, amateur talent, WTCN-TV.  
**NEW YORK**—Kathi Norris, the original demonstrator, WNBT. Children's Hour, terrific local rating, WNBT. The Real McKay, disk jockey, WCBS-TV. Zeke Manners, comic jockey, WJZ-TV. Kitchen Kapers with Tiny Ruffner, WJZ-TV. Susan Raye, singer-pianist, WABD. Mr. and Mrs. Mystery, 15-minute strip, WOR-TV. Barbara Welles, shopping show, WOR-TV. Jimmy Powers, Taps in Sports, WPIX. Art Ford, disk jockey, WPIX. Ted Steel, disk jockey, WPIX.  
**PROVIDENCE**—Eddie Zack's Hayloft Jamboree, WJAR-TV. The Players, little theater group in charades, WJAR-TV.  
**SALT LAKE CITY**—Crosley Family Square Dance, KSL-TV. Bill Post, male vocalist, KSL-TV. Gaaflight Follies, gay '90s format, KBYL-TV.  
**SCHENECTADY**—Garry Stevens, vocalist-emcee, WRGB. Earle Pudney, pianist-vocalist, WRGB.  
**SEATTLE**—Clipper Caper Show with Glenn Thompson and Russ Phillips, variety with musical combo, KING-TV.  
**WASHINGTON**—Hazel Markel, emcee, women's show, WTOP-TV. Elinore Lee, emcee, women's show, WTOP-TV. Game Room, Les Sand, emcee, variety, WTTG. Say It With Music, Sammy Farrell Trio, WTTG.

# AM, TV ACTOR STRIKES HOVER ON NET HORIZON

### Tele Thorn Is Hr., 1/2-Hr. Shows; AFRA, Webs' Issues at Impasse

NEW YORK, Nov. 13.—The coming week may determine whether there will be strikes both of radio and tele actors against the major networks. There is more than a passing possibility that both unions will strike; a stronger possibility that one alone may strike—alho strategy would indicate both unions walking out. The radio actors' situation may be determined today (Monday); the video actors tomorrow (Tuesday).

#### Video Situation

Whether there will be a strike of all performers other than musicians in live network television will be determined tomorrow (Tuesday). The four TV networks and Television Authority (TVA) will begin an "until finished" ses-

sion at 10 a.m. The plan is to continue the meeting, irrespective how long it will take, until an agreement is reached—or until it becomes obvious matters are stalemated.

If a stalemate should occur, there will be a strike of TVA actors, possibly within 12 hours after the meeting breaks up. TVA has been preparing for such a juncture for several weeks, and union spokesmen said last week that a strike could be effected within six hours if its definite peace can't be achieved.

TVA's national board met in an emergency session over the weekend. Its purpose was to prepare a final "package" to offer the networks. TVA execs declare that unless this package is met, or met within reasonable limits, a strike will follow. The networks, too, have been preparing for such an eventuality, laying up extra supplies of films, mapping audience participation shows, etc.

#### Major Issue

TVA and the networks are bogged down on the major issue of pay for half-hour and hour shows. There is disparity essentially on the question of rehearsal hours. TVA wants 12 for half-hour shows and 16 for hour shows;

the networks' best offer so far has been 16 and 24. TVA also wants \$6 per rehearsal hour after allowed rehearsals; the webs are offering half that sum.

It is understood that both ABC and DuMont are especially opposed to the TVA demands. This could mean, eventually, that TVA might settle with CBS and NBC and strike the other two.

The webs and union also differ on sustaining fees. TVA wants equal pay for sustainers and commercials. The networks' best offer so far is 66 2/3 per cent of commercial fees for sustainers.

#### Radio Deadlock

Limited progress was made this week in negotiations between the American Federation of Radio Artists (AFRA) and the radio networks. But tho the situation still remains grave, with a strike empowered by the membership of the union, there will be another meeting Monday (13) in an effort to reach a solution.

The last counter-proposal made by the radio nets upped the would-be salary increases for announcers from \$7.50 to \$10, with, however, the \$100 minimum offer still being retained. This minimum figure is still unacceptable to the union. The webs have agreed to lift sustaining rates 10 per cent, but are not willing to hike commercial rates at all. And the nets have refused AFRA's demand for a greater limitation on doubling.

The union walked out on its negotiation session with transcription firms this week. The latter offered a 5 per cent hike. The labor representatives said they wouldn't even discuss an offer less than 50 per cent.

## TVA Mulls Check-Off Pay System

HOLLYWOOD, Nov. 11.—Word that Television Authority (TVA) is seeking to introduce the check-off or pay-deduction system of dues payment is expected to kick off a new controversy within the ranks of the talent union memberships. System whereby an employer deducts a union member's dues from his pay check has never before been used by the various talent unions, alho it has been utilized by numerous other labor orgs.

This system was approved by TVA's board October 19, according to the union's application for membership. Form is to be filled (Continued on page 48)

## Crix To Stick Out Their Necks

NEW YORK, Nov. 11.—Just how much difference there is between the estimates of professional critics and the general public may soon be settled. A new TV package, featuring as a regular judges' panel Earl Wilson, Louis Sobol, Frank Farrel and a guest critic, will rate young pro talent appearing on each show. The audience then will ballot on its choices, with the votes then compared.

The show was assembled this week by packager Wilbur Stark, who is now negotiating for its airing.

## DEAR KIDS, IT'S "UNCLE HANS"

NEW YORK, Nov. 11.—H. V. Kaltenborn this week was set by WNBC, New York, to do a weekly kiddie show involving analysis of the week's top news in story fashion. Some station execs are said to be flirting with the idea of labeling the vet gabber "Uncle Hans." The series also will be offered to NBC's other owned-and-operated outlets.

The series tees off on WNBC at 9:30 a.m. Saturday starting next week (18).

## WBKB To Beam Weddings From Auto Showroom

CHICAGO, Nov. 11.—Chicago auto dealers, who will use any gimmick to peddle cars on TV, have reached a new high, or low, in ideas. WBKB has signed a 13-week contract to televise a wedding every Sunday from 2:30 to 3:30 (CST) from the West Side auto showroom of Kay-Whitney, Kaiser-Fraser dealer.

The cameras will pick up the actual ceremony, and announcer Vin Gottschalk and Patricia Vance, head of a model agency, will interview friends and relatives. Couples will be recruited at the Chicago marriage license bureau. The love birds will choose their own minister, and will be paid off with a free honeymoon plus use of a new car for two weeks.

The program offers unique opportunities to work in commercials, particularly with a co-operative parson. Walter Rubins is the agency. Kirby Hawkes will produce.

## Costello Cuts Kid Strip for ABC-AM

NEW YORK, Nov. 11.—Lou Costello has cut a sample radio kid-strip for ABC without the aid of his old partner, Bud Abbott. Titled *Lou Costello's Little Theater*, the 15-minute show would be part of Costello's battle against juvenile delinquency. The web also was holding talks this week with Big Jon Aurther, who originates a Saturday web kid show from WSAI, Cincinnati, about doing a possible afternoon strip as well.

WJZ, New York ABC outlet, also was cutting several auditions, including Emory Deutsch, Gypsy-style fiddler, for a late evening disk jockey stint. Ethel Smith, jazz organist, also is being considered for such a slot or for an afternoon strip.

## THEATER TV CAN HOLD OWN IF IT'S NOT OVERPRICED

DETROIT, Nov. 11.—Theater-type television, effectively programed, can hold its own in competition with other show and sports media, but cannot be overpriced, it is evident as a result of a half-season of operation by the United Detroit Circuit's Michigan Theater here.

The season opened with the University of Michigan-Michigan State game, at a \$2.50 tariff for reserved seats and \$1.80 for general admissions, drawing about 2,000 people—a satisfactory kickoff.

However, attendance slumped to about 1,300 for the Michigan-Dartmouth game, indicating partly a decrease in interest in the contest itself, as well as the result of a loss of novelty appeal after the first session. It was then decided to cut the price to 80 cents—the regular Saturday matinee price for first-run theaters here. Result was that business picked up to the average 2,000 for the Wisconsin game.

Television is being presented with a touch of showmanship, including a 35-piece band, cheer leaders, baton twirlers and the appropriate atmosphere of a football game itself. The result, while far from a spectacular success, even at the reduced admissions, is evident in the fact that the Michigan appears to be doing the only consistently good business Saturday afternoons among downtown houses.

## Flickeries Learn Video Helps Popcorn Palaces

DETROIT, Nov. 11.—Video has won over its bitter enemy, according to the experience of local motion picture exhibitors. The \$20,000 movie quiz contest launched recently by the co-operative effort of 122 local theaters started off with a reluctantly-approved video budget of \$5,000, out of a total promotional budget of \$50,000. Early experience with results from television has resulted in tripling the appropriation to \$15,000 for the eight weeks of the contest.

Newspapers and radio took equal cuts to allow television spending to be increased, with the newspaper appropriation cut from \$16,000 to \$11,000, and the radio budget from \$10,000 to \$5,000. Television thus rated nearly 50 per cent of the total space budget of \$31,000—with the balance of \$19,000 going for judging and other contest expenses.

Television commercials for the contest have been concentrated in the 4-to-6 p.m. period, timed to hit the housewife—and juvenile—audience on the screens. A new 10 a.m. segment across the board was bought this week to hit another audience. Format uses trailers from two different movies.

Local theater men, originally strongly opposed to television, are now all talking over plans

for a year-round promotional plan on a co-operative basis, using "coming attractions" trailers. Deal is being engineered by Charles Rosen, of the W. B. Doner & Company agency, and may be packaged and offered to motion picture houses across the country.

With the contest barely started, over 1,000 completed entries have been turned in, with the contestants starting on a second batch. The profit-guaranteeing gimmick is that each entry has to be accompanied by eight tickets from any of the 122 participating theaters.

## DJ Slapped By Catholic Indignation

PHILADELPHIA, Nov. 11.—*Catholic Standard and Times*, official voice of the Catholic diocese here, took editorial pot-shots at the disk jockey who steps out of the musical sphere to expound on matters of philosophy, politics and ethics. In the past the same newspaper took similar exception to political positions taken by Frank Sinatra, who was named, and others on the theatrical scene.

Alho not mentioned by name, the disk jockey arousing the newspaper's ire is clearly identified in the editorial in the past week's edition. It states a spinner expounds about things he doesn't know anything about when answering the telephone from listeners.

#### The Innocents

Calling him a "rattle-brained philosopher" who "distorts the (Continued on page 48)

### CANUCK TV

## May Be Tint Kickoff in Dominion

TORONTO, Nov. 11.—It is the considered opinion of some of Canada's leading radio men that, unlike the U. S., the dominion won't have a color television problem. Simple reason advanced for this is that Canada, which has no TV at all right now, will probably kick off video in color.

Canada presently has some TV sets, but these are in areas where U. S. programs from such cities as Buffalo and Detroit may be received. Decision here, of course, rests with the Canadian Broadcasting Corporation (CBC), government agency which sets radio-TV regulations, and also conducts the dominion's largest AM network.

At least one reason for the CBC desire to debut video in polychrome is said to involve license fee which set owners pay. It is figured that the government could ask for and get as much as \$10 or \$11 per year per set owner for color, as against the \$2.50 per set citizens now pay for radio. Black and white tele at the \$10 to \$11 rate may meet some public resistance, it's believed.

## GRASS ROOTS STILL SPRING SHOOTS

# Local Talent Picture Unaffected By TV's Network Show Expansion

NEW YORK, Nov. 11.—The expansion of network television programming this fall has had little or no adverse effect upon local shows being aired by TV outlets around the country. This is conclusion reached by a survey of the local talent situation made by *The Billboard*. In fact, some cities anticipate enlarged use of home-grown acts, notably Minneapolis, Salt Lake City, Seattle, Washington and Louisville.

By and large, local talent has yet to get a major play in most markets, however. Where some hiring does go on, scales predominantly are low. But despite the continued stretching of the

cable and the pressure on non-cable areas to make room for kine shows, the outlook is for more use of localites in the future.

An exception to cities paying near-nothing for local acts is Hollywood, which until recently was noted for 'ts poor scale. Central Chevrolet, local dealer, pays \$2,500 per week to sponsor the Spade Cooley show, and Cooley puts out some \$450 weekly for guest talent in racking up the highest rating in town (44.5 Tele-Que) for any live show, local or web. Ina Ray Hutton's Hollywood show costs Atlas Beer \$2,000 weekly, and has a \$300 act budget. Harry Owens, sponsored by United

Airlines, spends \$100 for a specialty act on each stanza.

#### Houston Liberal

A "liberal budget" for local acts also is available at KPRC-TV, Houston, perhaps because that is the largest and most prosperous city in the South and has but one station. Another one-station non-cable town, Miami, uses little local talent because of the dearth of time most outlets in such a situation face. Fees there are low, as can be seen by the \$200 cost for an entire show, *Quick on the Draw*, which is among the best locally.

In Minneapolis and St. Paul, (Continued on page 48)

## Air Checks

Brief but important radio news

### WKRC Ups Hines

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

### MBS Motoring?

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

### NBC Answer?

On the heels of its biggest month, financially, in the station's history, WNBC, New York, has grabbed off "The Answer Man," formerly heard on WOR, with 17 sponsors teeing off last week. The show airs twice daily, at 1:30 p.m. and 6:15 p.m. October was fully 20 per cent better than WNBC's highest previous month.

### WCOP Shake-Up

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

### Ride 'Em, NBC

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

### New WQXR Rate

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

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

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

Other prospects are an audience participation show with Ed East as emcee, a husband-wife show featuring Stu Erwin and his wife who would come in from the Coast for the deal, and a show to be built for screen star Anita Colby.

The station this week also arranged an expansion for Patt Barnes, who with his daughter Barbara, will now fill the 4:30 to 5 p.m. time starting Monday (13).

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

### Across the Board

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

clubs. . . . Ed Herlihy celebrates his 15 years with NBC this month.

William F. Fairbanks has joined ABC as radio account executive. . . . WOR Prexy Ted Streibert and the Federal Communications Commission's (FCC) Frieda Hennock will address the Advertising Women of New York at their monthly luncheon Wednesday (15).

Frank J. Shakespeare, Jr., WOR-TV sales, moves into CBS's Radio Sales department as an account exec November 20. . . . Actor Jimmy Stephens has been inked to play Clancy on "Duffy's Tavern." He's flying to Puerto Rico for the role. . . . Sydney Byrnes, program director on WCCC, Hartford, Conn., has been upped to the station manager post.

Raymond K. Maneval, supervisor of radio program research for NBC, is joining Scherwin Research Corporation, New York, as director of commercial testing for radio and TV.

## Nets Outstrip H'wood In Film Production

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

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

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

other networks include CBS-TV, 1,750 hours; NBC-TV, 2,000 hours.

The obvious reason for the prodigious amount of film consumed by video is that cable limitations make film the primary method of programming stations. CBS-TV finds that 75 per cent of its kines go to the cable-connected stations unable to find time to present the programs live.

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

# Vaughn

AMERICA'S NO. 1



ON RADIO

## "The Camel Caravan"

Saturday, 7:30 P.M. EST

CBS

for

# Camels

ON TELEVISION

## "The Vaughn Monroe Show"

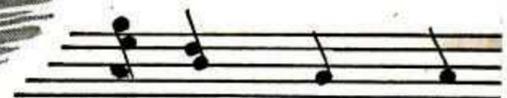
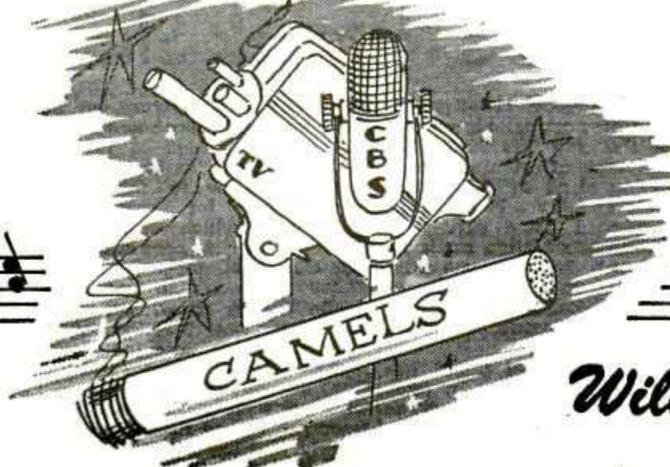
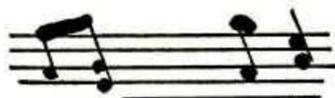
Tuesday, 9:00 P.M. EST

CBS-TV

for

# Camels

Direction  
Marshall Music



EXCLUSIVE MANAGEMENT  
Willard Alexana  
30 ROCKEFELLER PLAZA  
NEW YORK

## EXECS ACCEPT 802 RANK-FILE NET DEMANDS

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

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

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

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

## R. Flanagan Rings Till For 1/4 Mil

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

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

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

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

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

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

## London Hits With 'Hot' Disk

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

## GREAN GOSSIP JUST AIN'T SO

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

## Block Plugging 'Dream,' Natch

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

## IS DISK BUSINESS CHANGING?

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

• Continued from page 1

affect writers, publishers and artists.

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

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

### Talent on Hand

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

## JOLSON'S DEATH STIRS DISK RUN

NEW YORK, Nov. 11.—The recent death of Al Jolson has precipitated a tremendous demand for his Decca disks. According to Decca Distributing Corporation Veepee Sidney Goldberg, Jolson stocks this week were thoroughly depleted on retailers and distributor levels. The diskery was forced to order rush runs at the factory. The disk demand was not limited to any particular titles, but was about equal across the Jolson repertoire, Goldberg stated.

## SACEM Files Canada Tariffs

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

# TOOTLERS TOSS DEMANDS, GIRD FOR WEB'S BATTLE

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

NEW YORK, Nov. 11.—Anticipating a knock-down drag-'em-out tussle with the networks when the current American Federation of Musicians' (AFM) pact with the webs runs out next January 31, the rank-and-file radio musicians of Local 802 spelled out a magna charta of TV and AM employment at a special meeting at Palm Gardens here last Monday night (6).

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

(1) Elimination of platters and e.t.'s on all TV and Class A radio stations between 8 a.m. and 12 midnight. In case the webs refuse this restriction, the committee is to consider three alternatives: Prohibition of live music (translated as "strike"); penalty scale for musicians employed on the particular station or network; or payment of a fee for each use of a record or e.t. The fee is to be equal to the original fee paid for making the platter or e.t., and is

to be paid direct to the musicians on the date.

### Job Proposals

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

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

(1) Maintenance of present minimum number of musicians at Class A networks, and elimination of differentials in minimums at Class A stations. The latter proviso is aimed at WOR, which has only 40 men as opposed to a standard of 65 at other A stations.

(2) Engagement on an annual basis with eight-week notice. At present musicians have only the eight-week notice protection.

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

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

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

For outside (single-engagement) men:

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

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

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

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

## Columbia Suit On Price Cuts Aired in Court

### Goody Carries Load as 10 Others Watch

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

# AFM Probes Canned Music on Networks

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

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

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

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

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

## Seely-Fields Get MGM Pact Due to Flick

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

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

## Telepix Claim Jay McConkey

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

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

This One



UOOL-3NE-DOLF

# SCREEN CLEFFERS MAY SERENADE FRENCH ORG

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

• Continued from page 1

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

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

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

### It's No Secret

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

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

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

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

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

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

England's PRS assigns a 2-to-1 ratio to visual-vocal use, and 1½-to-1 to visual-instrumental use.

## Diskers Have Subs Ready If Vinyl Fails

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

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

### Boom Cuts Supply

According to George C. Miller, divisional vice-president of the (Continued on page 75)

## Natl. Ties In With Capp on Kid Promosh

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

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

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

## ASCAP By-Law Change Nixed

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

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

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

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

## No Ifs or Buts On "If" Release

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

NEW YORK, Nov. 11.—In an attempt to protect its forthcoming plug tune, *If*, from the vicissitudes of release date jumps by diskeries and premature play over the air, Shapiro-Bernstein (S-B) has outlined a program which they hope will protect a December 26 release date on the tune.

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

### Plan Sensible

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

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

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

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

NEW YORK, Nov. 11.—Tito Gobi and Jussi Bjoerling, top operatic names under contract to RCA Victor's European affiliates, will now have their disks released here in Victor's international series as well as on Red Seal disks. Alex Bard, head of the international department, has completed arrangements to issue their foreign pops and folk tunes for the local Italian and Swedish neighborhoods.

Gobi, Italian film and operatic star, cuts for *La Voce del Padrone*, Italian HMV wing, while Bjoerling, a Metopera star, cuts much of his material for HMV in Sweden and England. The former's first pop disk was issued here last week. Bjoerling's first Swedish pop will come out in December. Previously, Bard has issued a number of Italian pop cuttings by bary Gino Becchi, following fairly wide acceptance here of Becchi's imported operatic wax.

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

## LP BONUS PLAN SET BY MERCURY

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

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

## Pinky Meeting Pale as Punch

NEW YORK, Nov. 11.—Pinky Herman, the self-authorized conscience of the American Society of Composers, Authors and Publishers (ASCAP), held his meeting at Nola Studios Thursday night (9) (*The Billboard*, November 4), attended by a fair turnout of writers.

Nothing of material importance developed, as Herman traced the history of the 60-20-20 plan back some years and called on ASCAP writers present and absent for loyalty, self-examination and gratitude to ASCAP Prexy Otto Harbach.

Save for a few sharp exchanges between Herman and Milton Drake, Mack David, Sam Gallup and Fred Wise, who challenged the accuracy of some of Herman's statements from the floor, the meeting generated little steam. A committee was appointed to investigate possible alternatives to the current distribution system.

## PUBBER DAVIS THINKS O' FOLKS

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

## BMI Preps Pioneering To New Arias

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

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

### NBOA Truce?

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

## 'Madam' Album Gets Special Label on RCA

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

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

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

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

### "BELL" TOLLS

## Popularity Forces Tune Into "Guys"

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

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

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

## Disk Slump Clears; Season Wax Strong

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

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

by *Frosty, the Snowman* (latter done with Foley's three daughters).

Columbia's top-flight disking for several weeks by Gene Autry's *Rudolph*, and Victor has been drawing handsome business with Spike Jones's disking of *Mommy, Won't You Buy a Baby Brother for Me?*

## Frank Hanshaw Back at GAC

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

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

# ETHEL MERMAN



Songs from

## CALL ME MADAM

Words and Music by Irving Berlin

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



**SELECTIONS INCLUDE:**

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

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

DECCA ALBUM 9-153  
Four 45 RPM Unbreakable Records • Price \$3.35

DL 5304 • 10-inch Long Play  
Microgroove Unbreakable Record • Price \$2.85

\*Indicates 45 RPM Version

ALL ALBUM RECORDS AVAILABLE AS SINGLES

### NEW RELEASES—SINGLES

- Accidents Will Happen  BING CROSBY and DOROTHY KIRSTEN
- Milady  DECCA 27264 and \*9-27264
- Wouldn't It Be Funny  BING CROSBY
- Once More The Blue And White  DECCA 27263 and \*9-27263
- I Am Loved  EVELYN KNIGHT
- Nobody's Chasing Me  DECCA 27281 and \*9-27281
- White Christmas  ARTIE SHAW
- Jingle Bells  DECCA 27243 and \*9-27243
- Autumn Leaves  ARTIE SHAW
- Serenade In Blue  DECCA 27270 and \*9-27270
- The Dream Of Olwen  VICTOR YOUNG
- The Isle of Innisfree  DECCA 27282 and \*9-27282
- Wonderful Words Of Life  MILLS BROTHERS
- I Need Thee Every Hour  DECCA 14536 and \*9-14536
- Hokey Pokey Polka  WALTER DOMBKOWSKI
- Whoopee Polka  DECCA 45121 and \*9-45121
- Help Me Understand  AUDRY WILLIAMS
- How Can You Refuse Him Now  DECCA 46275 and \*9-46275
- Virginia On A Saturday Night  BOB EATON
- My Dream Boat Struck A Snag  DECCA 46276 and \*9-46276
- Nobody Knows The Way I Feel This Morning  TOM FLETCHER
- When It's All Goin' Out, And Nothin' Comin' In  DECCA 48184 and \*9-48184

\*Indicates 45 RPM Version

### NEW RELEASES—ALBUMS

#### MR. MUSIC

BING CROSBY with the ANDREWS SISTERS and DOROTHY KIRSTEN  
Selections include: HIGH ON THE LIST—LIFE IS SO PECULIAR—ACCIDENTS WILL HAPPEN—AND YOU'LL BE HOME—WOULDN'T IT BE FUNNY—ONCE MORE THE BLUE AND WHITE—ACCIDENTS WILL HAPPEN—MILADY.  
Decca Album A-790 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 9-101 • Four 45 RPM Unbreakable Records • Price \$3.35  
DL 5284 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85

#### CHRISTMASTIME

JUDY GARLAND • DEANNA DURBIN • KENNY BAKER  
Selections include: SILENT NIGHT (Christmas Hymn)—ADESTE FIDELES (Oh, Come All Ye Faithful) (Both by Deanna Durbin)—THE BIRTHDAY OF A KING—THE STAR OF THE EAST (Both by Judy Garland)—O, LITTLE TOWN OF BETHLEHEM—IT CAME UPON THE MIDNIGHT CLEAR (Both by Kenny Baker)—HARK! THE HERALD ANGELS SING—O HOLY NIGHT (Both by Kenny Baker).  
Decca Album 9-73 • Four 45 RPM Unbreakable Records • Price \$3.35

All Album Records Are Available As Singles

### XMAS RELEASES

#### A CROSBY CHRISTMAS

GARY, PHILLIP, DENNIS, LINDSAY and BING CROSBY  
Decca Christmas Set DU-796 • 10-inch 78 RPM Deccalite\* Record • \$1.00  
Decca Christmas Set 1-134 • 45 RPM Unbreakable Record • Price \$3.35  
Decca 27249 • 10-inch 78 RPM Record • Price 75¢

\*Unbreakable Under Normal Use

#### SING A SONG OF CHRISTMAS

ERNEST TUBB and RED FOLEY  
Decca Album A-791 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 9-98 • Four 45 RPM Unbreakable Records • Price \$3.35

#### CHRISTMAS CHEER

ANDREWS SISTERS • DANNY KAYE  
GUY LOMBARDO • DICK HAYMES  
Decca Album A-788 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 9-95 • Four 45 RPM Unbreakable Records • Price \$3.35  
DL 5282 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85

#### FROSTY THE SNOW MAN and RUDOLPH THE RED-NOSED REINDEER

RED FOLEY and The Little Foleys  
SHIRLEY, JULIE AND JENNY  
Children's Set K-23 • 10-inch 78 RPM Deccalite\* Record • Price \$1.00  
Children's Set 1-132 • One 45 RPM Unbreakable Record • Price 95¢

\*Unbreakable Under Normal Use

- That Christmas Feeling  BING CROSBY and CAROL RICHARDS
- Silver Bells  DECCA 27229 and \*9-27229
- (The Toys Gave A Party For)  BING CROSBY and ANDREWS SISTERS
- Poppa Santa Claus  DECCA 27228 and \*9-27228
- Mele Kalikimaka  DECCA 27228 and \*9-27228
- (Sweet Angel)  ANDREWS SISTERS
- The Christmas Tree Angel  DECCA 27251 and \*9-27251
- I'd Like To Hitch A Ride  ANDREWS SISTERS
- With Santa Claus  DECCA 27251 and \*9-27251
- White Christmas  ARTIE SHAW
- Jingle Bells  DECCA 27243 and \*9-27243
- Mele Kalikimaka  GEORGE KAINAPAU
- Silent Night (Polai E)  DECCA 27220 and \*9-27220
- Christmas Island  CHRISTMAS ISLAND
- C-H-R-I-S-T-M-A-S  DECCA 46268 and \*9-46268
- Frosty The Snow Man  RED FOLEY
- Rudolph The Red-Nosed Reindeer  DECCA 46267 and \*9-46267
- Fee-Fi-Fiddle-ee-ee  MERVIN SHINER
- Santa, Santa Don't Be Mad At Me  DECCA 46280 and \*9-46280
- Hello Santa Claus  CECIL GANT
- It's Christmas Time Again  DECCA 48185 and \*9-48185

\*Indicates 45 RPM Version

### BEST SELLERS

- Goodnight Irene  GORDON JENKINS and THE WEAVERS
- Tzena Tzena Tzena  DECCA 27077 and \*9-27077
- Play A Simple Melody  GARY CROSBY and FRIEND
- Sam's Song  DECCA 27112 and \*9-27112
- He Can Come Back Anytime He Wants To  EVELYN KNIGHT
- Lucky, Lucky, Me  DECCA 27182 and \*9-27182
- Thirsty For Your Kisses  MILLS BROTHERS
- Nevertheless  DECCA 27253 and \*9-27253
- Thinking Of You  DON CHERRY
- Here In My Arms  DECCA 27128 and \*9-27128
- Harbor Lights  GUY LOMBARDO
- The Petite Waltz  DECCA 27208 and \*9-27208
- (La Petite Valse)
- Our Lady Of Fatima  RED FOLEY
- The Rosary  DECCA 14526 and \*9-14526
- Steal Away  RED FOLEY
- Just A Closer Walk With Thee  DECCA 14505 and \*9-14505
- I Cross My Fingers  BING CROSBY
- La Vie En Rose  DECCA 27111 and \*9-27111
- All My Love  GUY LOMBARDO
- The Swiss Bellringer  DECCA 27118 and \*9-27118
- Harbor Lights  BING CROSBY
- Beyond The Reef  DECCA 27219 and \*9-27219
- I'm Forever Blowing Bubbles  ARTIE SHAW and GORDON JENKINS
- You're Mine, You!  DECCA 27186 and \*9-27186
- La Vie En Rose  LOUIS ARMSTRONG
- C'est Si Bon  DECCA 27113 and \*9-27113
- A Marshmallow World  BING CROSBY
- Looks Like A Cold, Cold Winter  DECCA 27230 and \*9-27230
- Daddy's Little Boy  MILLS BROTHERS
- I Still Love You  DECCA 27236 and \*9-27236
- All My Love  BING CROSBY
- The Friendly Islands  DECCA 27117 and \*9-27117
- Sometime  INK SPOTS
- I Was Dancing With Someone  DECCA 27107 and \*9-27107
- Can Anyone Explain?  LOUIS ARMSTRONG—ELLA FITZGERALD
- (No, No, No!)  DECCA 27209 and \*9-27209
- Dream A Little Dream Of Me  DECCA 27209 and \*9-27209
- A Bushel And A Peck  ANDREWS SISTERS
- Guys and Dolls  DECCA 27252 and \*9-27252
- Patricia  RUSS MORGAN
- The Winter Waltz  DECCA 27258 and \*9-27258
- Time Out For Tears  INK SPOTS
- Dream Awhile  DECCA 27259 and \*9-27259
- Anniversary Song  AL JOLSON
- Avalon  DECCA 23714 and \*9-23714
- I'm The One Who Loves You  ERNEST TUBB
- I Need Attention Bad  DECCA 46269 and \*9-46269

\*Indicates 45 RPM Version

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

### SINGLES

### SPECIALS

### ALBUMS

- I Guess I'll Have To Dream  DICK HAYMES and TOMMY DORSEY
- The Rest  DECCA 27312 and \*9-27312
- Everything Happens To Me  DECCA 27312 and \*9-27312
- It's A Lovely Day Today  TOMMY DORSEY
- I'll Know  DECCA 27313 and \*9-27313
- I Hear A Choir  Bill Kenny of INK SPOTS and SONG SPINNERS
- It's No Secret  DECCA 27326 and \*9-27326
- Boogie Woogie Santa Claus  LIONEL HAMPTON
- Merry Christmas, Baby  DECCA 27325 and \*9-27325
- La Colita  BIMBI Con Su TRIO ORIENTAL
- El Pichon De Catalina  DECCA 21326

\*Indicates 45 RPM Version

#### CHRISTMAS TIME

FRED WARING and His Pennsylvanians  
Selections include: WHEN ANGELS SANG OF PEACE—THE CHRISTMAS SONG—A MUSICAL CHRISTMAS CARD—O CHRISTMAS TREE—THE SLEIGH—KENTUCKY WASSAIL SONG—PARADE OF THE WOODEN SOLDIERS—HEIGH HO THE HOLLY—SEE AMID THE WINTER'S SNOW—BEHOLD THAT STAR—CAROL OF THE BELLS—JINGLE BELLS (Two Parts).  
Decca Album A-801 • Four 10-inch 78 RPM Records • Price \$3.75  
Decca Album 9-97 • Four 45 RPM Unbreakable Records • Price \$3.35  
DL 5285 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85

All Album Records Are Available As Singles



America's Fastest Selling Records

## Mercury Sets LP Bonus Plan

Continued from page 12

the same terms as above, he will receive \$1 worth of free merchandise for each \$6.66 so ordered. Plan (C). If the retailer will buy from \$500 and up worth of Mercury LP merchandise on the same terms, he will receive \$1 worth free for each \$5 worth ordered. Under Plan A, if the dealer orders \$100 worth of merchandise, he would receive an additional \$10 worth of disks free. These disks then could be sold for \$183.33. The percentage of additional profit over the normal 40 per cent mark-up on disks increases as the retailer purchases a larger one-time order.

### Social Security Plan

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

## No Ifs or Buts

Continued from page 12

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

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

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

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

### Retailers Participation

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

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

## 802 Outlaws Club Disking

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

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

## "Bell" Tolls

Continued from page 12  
prove the potential it seemed to be at first.

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

extra value for which they are not compensated.

**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

**78 45  
RPM RPM**

- "AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony.....1280 F1280
- "TO THINK YOU'VE CHOSEN ME" Stafford, MacRae.....1307 F1307
- "CHRISTMAS CANDY," "SILVER BELLS" Margaret Whiting, Jimmy Wakely.....1255 F1255

**HOT SELLERS!**

**POPULAR**

- "OH, BABE," "EVERYBODY'S SOMEBODY'S FOOL" Kay Starr.....1278 F1278
- "AIN'T NOBODY'S BUSINESS BUT MY OWN," "I'LL NEVER BE FREE" Kay Starr, Tennessee Ernie.....1124 F1124
- "I'LL ALWAYS LOVE YOU" Dean Martin.....1028 F1028
- "ORANGE COLORED SKY" Nat "King" Cole, Stan Kenton.....1184 F1184
- "A BUSHEL AND A PECK," "BEYOND THE REEF" Margaret Whiting, J. Wakely.....1234 F1234
- "DADDY'S LAST LETTER" Tex Ritter.....1267 F1267
- "BONAPARTE'S RETREAT" Kay Starr.....936 F936
- "MONA LISA" Nat "King" Cole.....1010 F1010
- "MR. ANTHONY'S BOOGIE" Ray Anthony.....1280 F1280
- "SOMETIME," "NO OTHER LOVE" Jo Stafford.....1053 F1053
- "GOOFUS" Les Paul.....1192 F1192
- "NOLA" Les Paul.....1014 F1014
- "FROSTY THE SNOW MAN" Nat "King" Cole.....1203 F1203
- "HUMPTY DUMPTY BOOGIE" Hank Thompson.....1198 F1198
- "SO LONG SALLY" Jan Garber.....1246 F1246

**WESTERN & FOLK**

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



Week ending  
**NOV. 18, 1950**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

# Nat "King" COLE "Time Out for Tears"



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

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

**NEW RELEASES ON Capitol**



### MARGARET WHITING

with FRANK DEVOL and His Orchestra

"ONCE YOU FIND YOUR GUY"

coupled with

"A MAN AIN'T A-NOTHIN' BUT A WOLF"

78 rpm No. 1309

45 rpm No. F1309

### PEGGY LEE

with DAVE BARBOUR and His Orchestra

"AY AY CHUG A CHUG"

coupled with

"WHERE ARE YOU?"

78 rpm No. 1298

45 rpm No. F1298

### JO STAFFORD and GORDON MACRAE

"To Think You've Chosen Me" ... 78 rpm 45 rpm

"Hold Me, Hold Me" 1307 F1307

### LES BAXTER and His Orchestra

"Tamarina" ...

"Somewhere, Somehow, Someday" 1299 F1299

### CHUY REYES and His Orchestra

"Oink, Oink Mambo" ...

"Mocambo Mambo" 1300 F1300

### CLARK DENNIS

"The Lorelei" ...

"Love's Old Sweet Song" 1301 F1301

### JOE ALLISON and His Nashville Boys

"The Statue in The Bay" ...

"It Is No Secret" 1308 F1308

### RAMBLIN' JIMMIE DOLAN

"RFD Blues" ...

"I'll Make Believe" 1302 F1302

### ANN JONES

"He May Be Your Man (But He Comes To See Me Sometimes)"

"You've Got The Right Of Way" 1303 F1303

### SMILEY BURNETTE

"You Put Me On My Feet (When You Took Her Off My Hands)" ...

"Rosie The Elephant" 1304 F1304

### TINY BROWN

"Good Lookin' Fellow" ...

"Merry-Go-Round Blues" 1305 F1305

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

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

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

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

**Flanagan Rings Till**

• Continued from page 11

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

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

**Pubs Seek Ex On 'Teardrops'**

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

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

**Hanshaw at GAC**

• Continued from page 12

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

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

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

**Execs Accept 802 Demands**

• Continued from page 11

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

**3 Big Pacts**

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

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

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

**Confab Skedded**

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

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

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

**Old Majestic**

• Continued from page 11

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

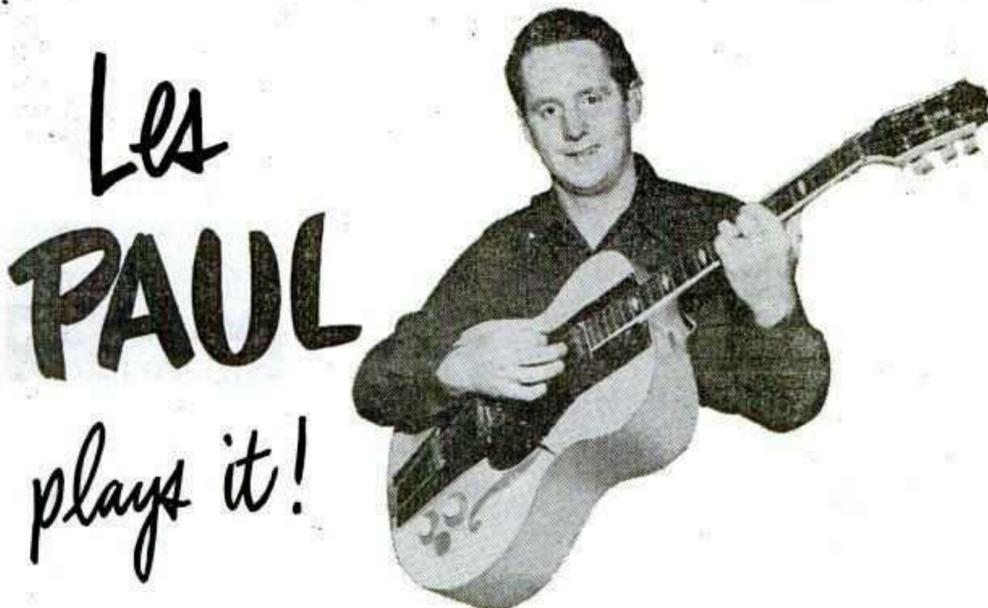
Distributors are being set, with strong pitches tossed at Majestic's TV wholesalers by Burdge. Ashbach obtained the Majestic name and good will when the assets of the old firm were sold at auction last year. Contacted in New York, Ashbach said that he had no intention of going into the disk business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



First "NOLA"—then "GOOFUS"—now:

**"TENNESSEE WALTZ"**

coupled with "LITTLE ROCK GETAWAY"



Les PAUL plays it!

and **MARY FORD** sings it!!

Ask for **CAPITOL RECORD NO. 1316**



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

**YEA BOO!**  
The First Big Hit for 1951  
**ANITA O'DAY**  
London Record No. 867  
**A. B. C. Music Corp.**  
799 Seventh Ave., New York, N. Y.

**The LITTLE RED CABOOSE**  
CHUG... CHUG... CHUG...  
**AL MORGAN**  
LONDON #783  
**PAXTON MUSIC**  
1619 BROADWAY, NEW YORK 19, N. Y.

**"SO LONG, SALLY"**

Perry Como	Vic
Johnny Desmond	MGM
Tommy Dorsey	Dee
Jan Garber	Cap
Eddy Howard	Merc
Curt Massey	Lon
Al Morgan	Lon
Denny Vaughan	Coral
Paul Weston	Col

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

**Another BMI Pin-Up Hit!**  
**I See a Million People**  
Published by Mellin  
Recorded by  
Martha Tilton (Coral)  
Cab Calloway (Columbia)  
Benny Goodman (Columbia)  
Peggy Lee (London)  
Hadda Brooks (Decca)  
Gloria DeHaven (Decca)  
Exclusively licensed by  
**BROADCAST MUSIC, INC.**

## MONTEVIDEO—MINUS

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

• Continued from page 10

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

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

Sondor operates a small, but

## PERIPATETIC

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

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

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

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

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

## Cuba Tosses Out Spanish Orchestra

HAVANA, Nov. 11.—The Spanish Orchestra Los Chavales De Espana, which has been playing radio and theater performances here at \$5,000 per week for two years under contract with the Tropicana night club, has been given a few weeks to leave the country. It will no longer be permitted to perform here, Jose Romero Adams, secretary general of the Union Musicians of Cuba, announced at the Ministry of Labor.

Adams said this measure was due to the fact that the Chavales De Espana carry out their activities without concerning themselves with the union, which represents musicians in Cuba.

## IT'S A PUN, SUBTLE, TOO

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

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

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

## For Various Labels

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

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

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

## \$10 ANSWER TO "THE THING"

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

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

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

## MPCE Hunts For Correct Insurance Plan

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

(Continued on page 40)

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

Nets See AFM 5% Royalty Plan Wrecking Economic Structures

• Continued from page 2

principle would have disastrous economic consequences.

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

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

Queried whether the networks

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

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

BRIDGEPORT, Conn., Nov. 11.—Stan Kenton, making his first appearance here since 1946, drew 1,947 persons to the Ritz Ballroom Sunday (5), the second largest of the season.

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

## S&amp;S Speeds Sked as Kidisk Pace Picks Up

NEW YORK, Nov. 11.—The accelerated pace of the childr.'s record business this year has necessitated a revised speed-up schedule for Simon & Schuster's (S&S) Little Golden line. In October alone the company, managed by Arthur Shimkin, cut 36 new sides. From these, 12 disks will be issued in December and January, with the first six due December 15.

Previously the diskery had planned to record once a year, issuing about 12 new titles annually. Disks for Christmas were shipped in August, with additional titles ready the following February. Now, with the company approaching the mass market coverage it has been shooting for, it has been found necessary to keep the fresh titles flowing. The diskery's sales manager, Robert Bernstein, has set the winter release date well ahead to catch the heavy buying that has been evidenced in the first three months of the year. His staff starts soliciting orders on the new titles this week.

## Disney Spree

The next recording spree for the label is sked for January, at which time Shimkin and musical director Mitch Miller head for the Coast to cut 16 numbers from Walt Disney's forthcoming *Alice in Wonderland*. A deal has been made for the diskery to cut its six-inch diskings with Disney characters. The flick will break in August, and the tiny kidisks

will abide by the same release date set for pop diskeries.

Altho S&S is most interested in disks produced from its own Little Golden Book material, heavy emphasis is now being placed on suitable popular ma-

(Continued on page 41)

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

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

The committee held sessions Saturday (4) and Monday (6) to explore possibilities of modifying the current 60-20-20 plan, with Wolfie Gilbert sitting in as ex-officio rep of the Coast writers. Gilbert has returned to the Coast, but is expected back Thursday (16) for a continuation of the confabs.

## Committee Mum

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

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

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

## 3-QUARTER TIME

## "Irene" Starting Swing to Waltzes

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

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

## Others in Parade

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

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

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

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

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

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

## SPOTS ALL OVER

## Sherwood Breathes on A. Godfrey

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

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

## Show Tunes Plans Champion Records

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

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

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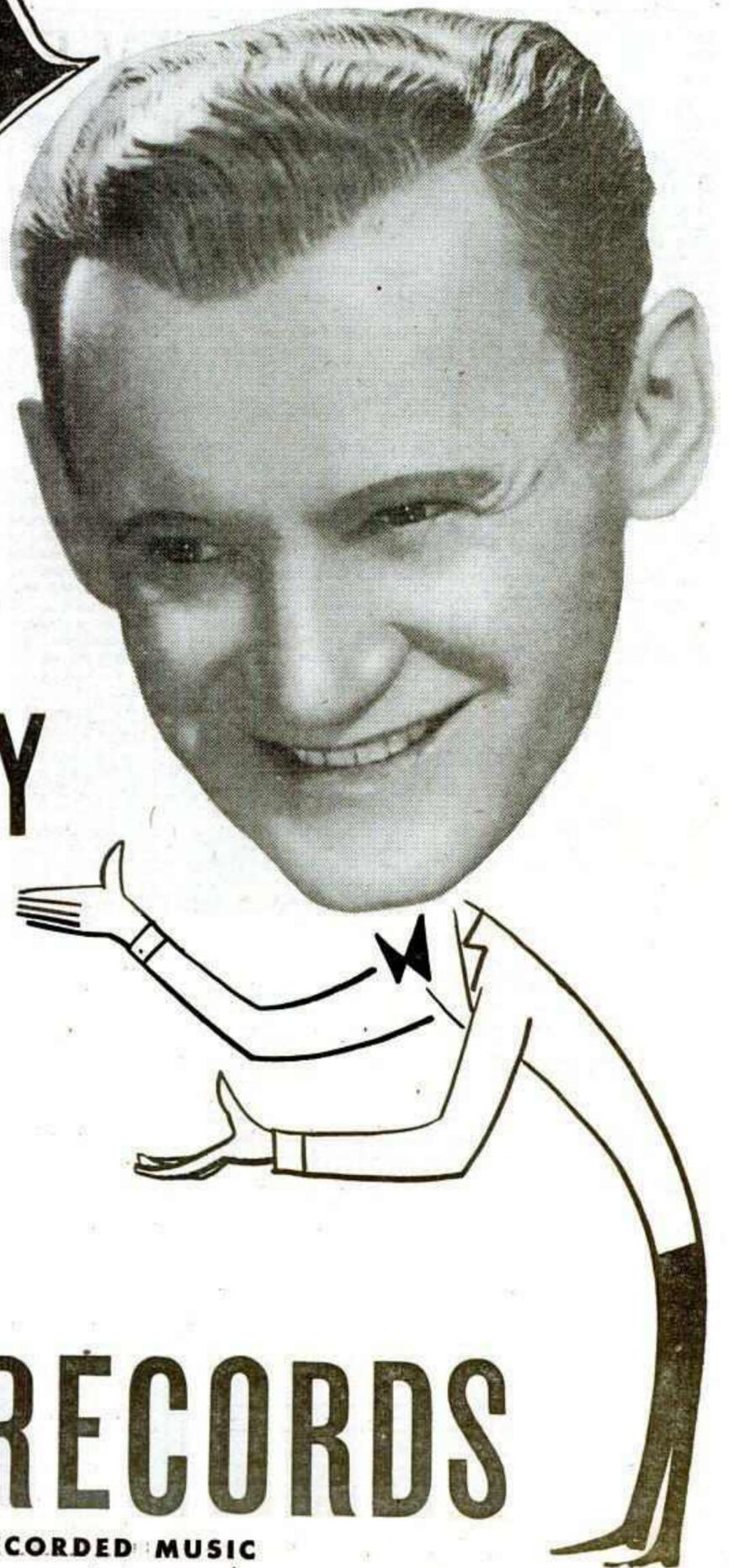
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and

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Vocal by Tony Alamo  
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# Music As Written

## Southern Planting

Southern Music, which last week made a tie-up with Associated and Muzak whereby the latter two companies would plug the publishing firm's Latin American tunes during November 18-25, proclaimed Latin-American Week by Mayor Impellitteri, has now heightened the promotion. Entire professional staff is working on the project. Plugs are scheduled by top talent including Harry Salter, Morton Downey, Ray Block, Gustave Haenschen, Vincent Lopez, D'Artega and others.

## ASCAP To Meet

Board of the American Society of Composers, Authors and Publishers (ASCAP) holds a special meeting Monday (13) to consider the matter of granting another extension to TV broadcasters covering the use of ASCAP music.

The per program contract negotiations continued last week, with sessions Thursday and Friday (9 and 10). The current extension

expires Wednesday (15). In event no agreement is forthcoming, the Society may ask for arbitration to settle the matter.

## Winecoff to Oakhurst

Nat Winecoff, formerly associated with Southern Music and more recently head of the Jerry Fairbanks Music pubbery, quit the film production firm to become head of Oakhurst Music. Oakhurst is in the Arena Stars orbit, personal management firm which handles Spike Jones. Winecoff joined Fairbanks two years ago to form the firm's music company. Plan then was for Fairbanks to produce series of musical films with its subsid firm retaining pub rights.

## Heidt Loses Cincy Date

Plans to bring the Horace Heidt show to Cincinnati January 18 and 19 have been canceled because Local 1, American Federation of Musicians, has demanded that 12 stand-by musicians be used for the date. Lou Ripley, special

events director of the Cuvier Press Club, which had planned to sponsor the show as a charity affair, said union demands would run costs too high.

## Army To Hear Ives

Burl Ives, folk singer, left last week on a solo round-the-world tour of army bases. His first stop is North Africa. The tour will wind up in Seattle a month hence. Ives is doing it gratis. The army has ordered him to pack for both hot and cold weather.

## Camarata to MGM

Kelly Camarata, who recently sold out his interest in Abbey Records, has joined MGM's Big Three as disk promotion man. Camarata will work under general manager Abe Olman for tunes in the Robbins, Feist and Miller catalogs. He leaves for a swing thru the South next week contacting jockeys and distributors.

## New York:

George Mendelssohn, Vox Records president, left Wednesday (8) for Europe on a recording jaunt. He'll stay for three weeks. Vox recently added Reid Distributing Company, Birmingham, to its distrib list. Outfit covers Alabama, Tennessee and Georgia. Andrews Sisters' Decca disk of "Parade of the Wooden Soldiers" is the 200th recording of the tune. The first was by Paul Whiteman in 1922. Edward B. Mark is the publisher. Dick Zalud, formerly associated with the Virginia Wicks flack staff, has taken over national disk promotion for Discovery Records. Jerry Simon continues to push the line in New York. London's artists and repertoire chief, Joe Delaney, flew to Chicago Friday (10) to cut the Bill Snyder ork. Savoy's Herman Lubinsky was in Los Angeles last week on business.

Capitol disk warbler Gordon MacRae in Chicago this week (13-18) in conjunction with the world premiere of his new Warner Bros. flick, "The West Point Story." Flack Dick Linke has tied in with Weber and O'Rourke in a deal whereby the latter will handle publicity for Linke's accounts. Linke, who will supervise the over-all operation, will concentrate on record promotion. The stable includes Doris Day, Gordon MacRae, Bill Farrell, Jack Smith and Times-Columbia, the Metropolitan area Columbia distribber. Damon Records, of Kansas City, Mo., which scored nationally a couple years back with the original disk of "My Happiness," has entered the classical LP field with a disk concert by soprano Kay Fuller. Thrush Betty Hutton will begin work soon on Cecil B. DeMille's circus film epic, "The Greatest Show on Earth." She's also set for "The Blossom Seeley Story." Dixieland trumpeter-maestro Pee Wee Irwin, currently holding forth at Nick's, has cut several dates for King. Irwin is making his debut as a vocalist on a couple of sides.

Chuck Darwyn, formerly associated with Monogram Records of Canada, has joined Ben Bard's Universal Attractions office as road manager of The Ravens. Lawrence Welk, Mercury orkster, opens at the Statler, Washington, Wednesday (15). Publisher Joe Davis returned last week from an exploitation trip to Cleveland. This next week he is covering Philadelphia, Baltimore and Washington. Veteran music man Frank Kelton is representing Davis's Joe Davis Music and Beacon Music pubberies in Nashville. Former Art Mooney warbler Bud Brees cut several religious sides for Pyramid Records.

Contact man Bert Haber, last with Campbell Music, has joined the Mills staff. Decca will release some time after the new year an Al Jolson waxing of "In Our House," written by Jolson, Martin Fried and Bene Russell and recorded some years ago. Tune is pubbed by Jewel Music.

Tower Records has transferred New York distribution from Major to the Cosnat distribber. Jack Edwards, owner of one of the country's largest collections of piano rolls, has joined Abbey Records as assistant to Lawrence (Piano Roll) Cook, performer on the recent "Piano Roll Blues"

## MDS RACKS ON WAY TO 40c

NEW YORK, Nov. 11.—The Music Dealers' Service (MDS) rack will go to a 40-cent retail price very soon. An MDS exec stated that up to now music has been sold at the same price differential as that existing 20 years ago. Increasing costs have made the gaff too heavy to bear. An increasing number of publishers, according to MDS, have notified them that they are going to the 40-cent retail rate, and that rate will be marked on the copies.

## RECORD HIGH?

# 302 Firms Registered In SPA Fold

NEW YORK, Nov. 11.—Songwriters' Protective Association (SPA) now has 302 music publishers signed to basic agreements. Since July 1, 27 pubberies signed up, including Jefferson, Larry Spier, Spencer, Johnstone-Monteil, Gale & Gayles, Paul Cunningham, Flanagan, Hendler & Woods, and Lutz Bros.

Over 230 cleffers have joined SPA in the last year. Recent signatories include Doug Arthur, Joe Candullo, Larry Clinton, Jack Gold, Gladys Gollahan, Johnny Hodges, Tony Martin, Willard Robison, Timmie Rogers and Mel Stitzel.

click. . . . Duchess Music's "Petite Waltz" has been waxed in 20 different versions. . . . Paxton Music got pubbing rights to "Dear Lord" from the cleffers, Cass Mayo and Elmo Russ, on the strength of a Bud Brees waxing on Pyramid Records.

Herman Diaz, head of RCA Victor's Latin-American artists and repertoire, left Monday (13) for a 10-day recording mission in Mexico City. . . . Eliseo Grenet, composer of "Mama Inez" and other Latin hits, died November 4 in his home in Havana. He was 57 years old. . . . RCA Victor will present the premiere air spinning of its "Call Me Madam" album over Wayne Howell's NBC deejay show Saturday (18) following the football game. Dinah Shore and cast stars, Paul Lukas, Russell Nype, and Galina Talva, will be interviewed by Howell.

## Chicago:

John McCormack, the former d. j. here, was injured in an auto accident last week near Phoenix, Ariz., while driving to the Coast. . . . Stan Broza Jr., brother of Elliott Lawrence, is acting as advance man for his frater during the recorder's current Midwest collegiate sweep. The Lawrence ork is set to cut a series of e. t. shows for the naval recruiting program. . . . The Iowa chapter of the National Ballroom Operators' Association will meet November 20 in a special meeting at Danceland Ballroom, Cedar Rapids, Ia. C. A. Wenkstren will be host.

Bonnie Baker has announced her marriage to Billy Rogers, late last spring. Rogers, who is a material writer, is currently working out a new act for the "Oh, Johnny" chirp, in which he'll work bits and play guitar. . . . The George Sterney Quintet, just inked by McConkey Artists, has opened at the Congress Hotel. . . . Buddy Moreno and his frau-chirp, Perry Mitchell, will take four weeks off, following their seven-month stand at the Chase Club, St. Louis, to visit the Coast and Mexico City.

Gay Claridge, who has inked with MCA, goes into the Martinique November 13. . . . Orrin Tucker goes into the Edgewater Beach Hotel November 26 until December 28. Xavier Cugat may follow for four weeks. . . . Al Trace will head a small novelty band for a new local TV show for a TV set sponsor over WGN-TV, starting in about 10 days. The Dinning Sisters are also set for the half-hour weekly seg, which replaces the Bill Farrell show.

## Philadelphia:

Maestro Joe Stern, who left local environs five years ago for the beachfront Brighton Hotel in Atlantic City, returns to the local scene. Apart from his own ork chores, Stern is opening a theatrical booking agency.

# Howard Cuts Capitol Date; Blames Mgt.

NEW YORK, Nov. 11.—As the result of a last-minute hassle, Eddy Howard canceled his engagement at the Capitol Theater here on grounds that the theater management didn't give him sufficient notice to make the date. Howard and ork were skedded to go into the theater November 15 with a week's leeway on either side of that date.

The theater didn't notify Music Corporation of America (MCA), which books Howard, until Monday (6) that the Howard show would open Thursday (9). Meanwhile the agency had booked Howard into the Lake Club, Springfield, Ill., for a week beginning Tuesday (7) and the cancellation clause in the nitery pact had elapsed by Monday. Result was that Howard opened at the Lake Club Tuesday and that Tommy Dorsey, who has been vacationing around town, was slotted into the theater job as a last-minute substitution. Dorsey will work the theater for two weeks with options and will probably go back on vacation after the job. T.D.'s plans reportedly called for him to lay off until around the first of the year.

Meanwhile MCA geared its reps to re route the Howard band. Band, in addition to the Capitol, was skedded for a group of one-nighters in the East heading back West. These one-nighters have been canceled and the agency has begun picking up Midwestern one-night work for the orkster to fill in his itinerary out of the Lake Club.

# 'B' Tour Ending In Carnegie, DC

NEW YORK, Nov. 11.—The Billy Eckstine concert tour, which features the George Shearing Quintet, will wind up with a flourish over the week-end, playing to sellout houses in a pair of presentations in Carnegie Hall here today (11) and in Uline Arena in Washington tomorrow (12).

The three concerts should gross between \$35,000 and \$40,000, it is estimated. Carnegie is scaled to \$9,062 for each show, with tickets running between \$4.80 and \$2, and by Friday evening (10) the house was 95 per cent sold out for the combined concerts. Preparations were being made for stage seating of some 250 persons per show as well as standees.

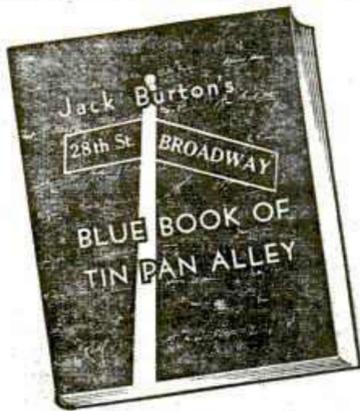
The Washington concert is close to sold out. Uline Arena has been scaled to gross about \$20,000 at capacity. The combined potential grosses of the Carnegie and Uline's concerts will bring the Eckstine-Shearing concert tour gross figures (The Billboard, November 4) to over \$270,000.

The Eckstine-Shearing tour was booked by Shaw Artists Corporation, which split commissions with the William Morris Agency, which represents the crooner. Dates were sold at between \$2,500 and \$3,000 per night depending on the day of the week and capacity of hall for the 37 play dates, against 50 per cent of the gross.

# MUSIC SHOPS HAD BIG SEPT.

WASHINGTON, Nov. 11.—Sales volume in the country's music stores hit a 1950 peak in September, soaring 22 per cent above the mark of a year earlier, Commerce Department stated this week. Sales were 14 per cent above August, and the cumulative increase over the first nine months of 1949 mounted to 18 per cent. All of these increases were far above the national retail store average. Music stores cover are those which derive their main incomes from the sale of musical instruments, sheet music and disks.

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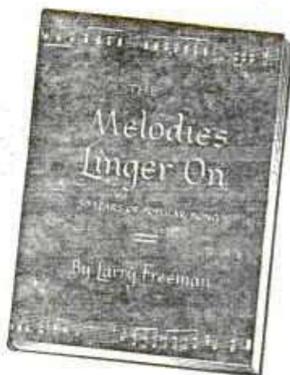
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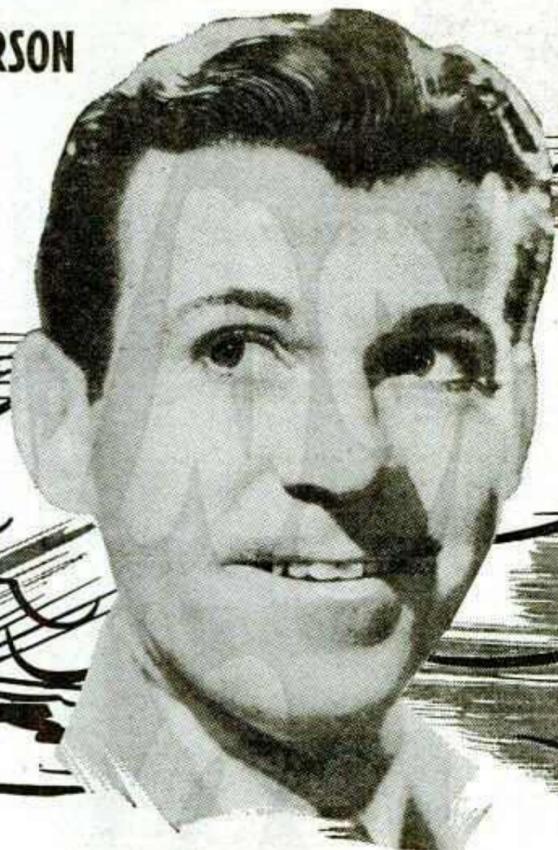
*A Ballad of Love  
Inspired by Faith...*

# *I'm Praying to Saint Christopher*

Music by **ALBERT VON TILZER**

Lyric by

**HARRY M'PHERSON**



64

## **Dennis Day**



**RCA VICTOR Records**



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NIAGRA MIDLAND COMPANY
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LONDON RECORD SALES INC.
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OREGON RECORD DISTRIBUTING CO.
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KAYLER COMPANY
- Pennsylvania, Pittsburgh  
STANDARD DISTRIBUTING CO.
- Tennessee, Memphis  
GLENN ALLEN COMPANY
- Tennessee, Nashville  
COAST LINE DISTRIBUTING CO.
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STANDARD SUPPLY COMPANY
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LONDON  
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THE BILLBOARD Music  
Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

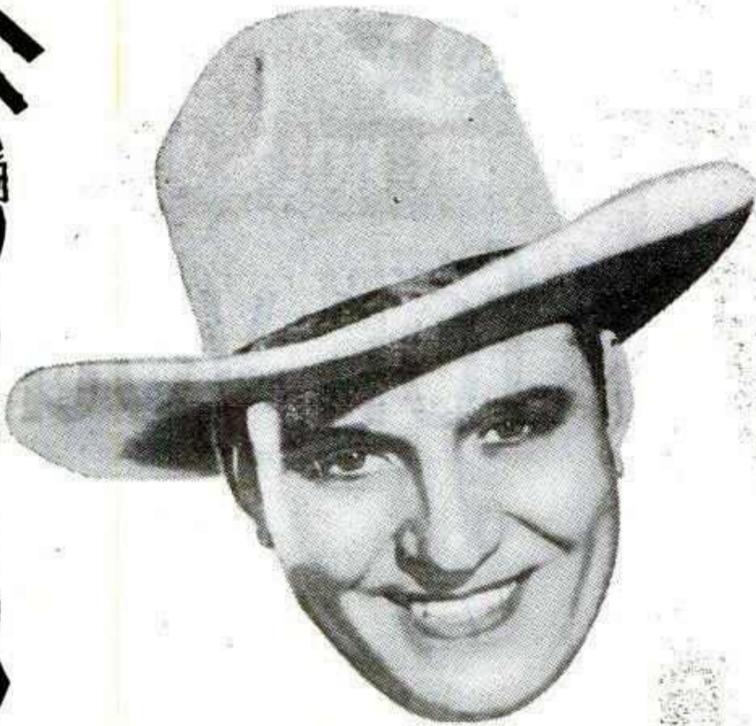
The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received November 8, 9 and 10.

Last Week | This Week

1. **1. Harbor Lights**  
By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963, (4516-784, (3311-784; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5468; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Caly-S. Fisher, Hi-Tone 315.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.
2. **2. All My Love**  
By Paul Durand, Mitchell Parrish and Henri Contel—Published by Mills (ASCAP)  
RECORDS AVAILABLE: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V Young Ork, Dec 27117; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792; J. Smith, Col 39006; J. Francois, Polydor-Vox 560.095.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Corvo, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman, Muzak; Henry Jerome, Lang-Worth.
4. **3. Nevertheless**  
By Harry Ruby and Bert Kalmer—Published by Chappell (ASCAP)  
From the MGM film, "Three Little Words"  
RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan Ork, V(78)20-3904, (45)47-3904; F. Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; Mills Brothers, Dec 27253; P. Weston Ork, Col 38982; F. Sinatra, Col 39044.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus.
3. **4. Goodnight, Irene**  
By Huddie Ledbetter and John Lomax—Published by Spencer (BMI)  
RECORDS AVAILABLE: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee, Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Autry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3281.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony, Lang-Worth; Claude Gordon Ork, Capitol; Phil Brito, Associated.
6. **5. Thinking of You**  
By Harry Ruby and Bert Kalmer—Published by Remick (ASCAP)  
From the MGM film, "Three Little Words"  
RECORDS AVAILABLE: Bobby Byrne Ork, Coral 60298; D. Cherry, Dec 27128; A. Morton-P. Weston Ork, Capitol 1106; M. Tilton, Coral(78)60279, (45)9-60279; S. Vaughan, Col 38925; E. Fisher, V 20-3901.  
ELECTRICAL TRANSCRIPTION LIBRARIES: The Satisfiers, Associated; Richard Liebert, Thesaurus.
7. **6. Bushel and a Peck, A**  
By Frank Loesser—Published by Susan (ASCAP).  
From the musical "Guys and Dolls"  
RECORDS AVAILABLE: P. Como-B. Hutton-M. Ayres Ork, V 20-3930; D. Day, Col 39008; J. Desmond-T. Mottola Ork, MGM 10800; C. Haines, Coral 60309; Kitty Kallen-R. Hayes, Mer 5501; M. Whiting-J. Wakely, Cap 1234; Andrews Sisters-V. Schoen Ork, Dec 27252.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Welk, Standard; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus.
5. **7. Mona Lisa**  
By Jay Livingston and Ray Evans—Published by Famous (ASCAP)  
From the Paramount film, "Captain Carey, U. S. A."  
RECORDS AVAILABLE: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514; F. Cullley Ork, Atlantic 918; S. Jaworski-Harmony Bells Ork, Dana 706.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.
- **8. La Vie En Rose**  
By Pierre Louiguy and Mack David—Published by Harms, Inc. (ASCAP)  
RECORDS AVAILABLE: L. Armstrong, Dec 27113; O. Broadley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; B. Green, Jubilee 5032; C. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachro Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col 38948 and 38912; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap 1153 and 890; V. Young, Dec 24816; J. Francois, Polydor-Vox 560.062.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Novatime Trio, Thesaurus; Claude Gordon Ork, Capitol; Glenn Osser Ork, Thesaurus; Skinnay Ennis, Standard.
9. **9. An Orange Colored Sky**  
By Milton DeLugg and William Stein—Published by Frank (ASCAP).  
RECORDS AVAILABLE: B. Hutton, V 20-3908; Nat "King" Cole-S. Kenton Ork, Cap 1184; Page Cavanaugh Trio, Col 38980; J. Brace, King 15061; R. Quinlan-J. August Ork, Mer 5504; J. Lester, Coral 60325; D. Kaye-P. Andrews-V. Schoen Ork, Dec 27261.  
ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachelors, Standard.
- **10. Can Anyone Explain?**  
By Bennie Benjamin and George Weiss—Published by Valando (ASCAP)  
RECORDS AVAILABLE: Ames Brothers, Coral 60253; R. Anthony Ork, Cap 1131; S. Churchill, Arco 1259; V. Damone, Mer 5475; E. Fitzgerald-L. Armstrong, Dec 27209; L. Green-Honeydreamers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 766; H. Ranch Ork, MGM 10777; D. Shore-H. Zimmerman Ork, Col(78) 38927, (33)1-759; Soft Notes, Mer 5464.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony Ork, Lang-Worth; Phil Brito, Associated; Bette Chapel-Manhattan Nighthawks, Thesaurus; Bob Crosby-Modernaires, Standard.

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**COLUMBIA**



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

**GENE  
AUTRY'S**

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

with "IF IT DOESN'T SNOW ON CHRISTMAS"

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

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

with "FROSTY THE SNOW MAN"

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

**BEST SELLERS!**

**popular**

	78 RPM	33 1/3 RPM	45 RPM
"RUDOLPH, THE RED-NOSED REINDEER" and "IF IT DOESN'T SNOW ON CHRISTMAS" Gene Autry .....	38610	1-375	6-375
"HARBOR LIGHTS" and "SUGAR SWEET" Sammy Kaye.....	38963	1-784	6-784
"FROSTY THE SNOW MAN" and "WHEN SANTA CLAUS GETS YOUR LETTER" Gene Autry .....	38907	1-742	6-742
"A BUSHEL AND A PECK" and "THE BEST THING FOR YOU" Doris Day .....	39008	1-838	6-838
"BELOVED, BE FAITHFUL" and "NEVERTHELESS" Paul Weston .....	38982	1-813	6-813

**folk**

"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS" Lefty Frizzell .....	20739	2-770	9-770
"I'LL FIND YOU" and "(REMEMBER ME) I'M THE ONE WHO LOVES YOU" Stuart Hamblen.....	20714	2-882	9-882
"AN OLD-FASHIONED TREE" and "HERE COMES SANTA CLAUS" Gene Autry .....	20377	2-382	

**NEW RELEASES!**

**popular**

"TENNESSEE WALTZ" and "IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" Jo Stafford .....	39065	1-916	6-916
"THE THING" and "YEA-BOO" Arthur Godfrey.....	39068	1-919	6-919
"MY HEART CRIES FOR YOU" and "THE ROVING KIND" Guy Mitchell .....	39067	1-918	

**folk**

"FIDDLIN' BOOGIE" and "SHY BABY" Curley Williams .....	20757	2-858	
"YOU'RE MY LAST SWEETHEART DARLIN'" and "BEER BOTTLE MAMA" The 101 Ranch Boys .....	20760	2-895	
"I WANNA DO SOMETHING FOR SANTA CLAUS" and "JINGLE BELLS BOOGIE" Johnny Bond.....	20756	2-857	

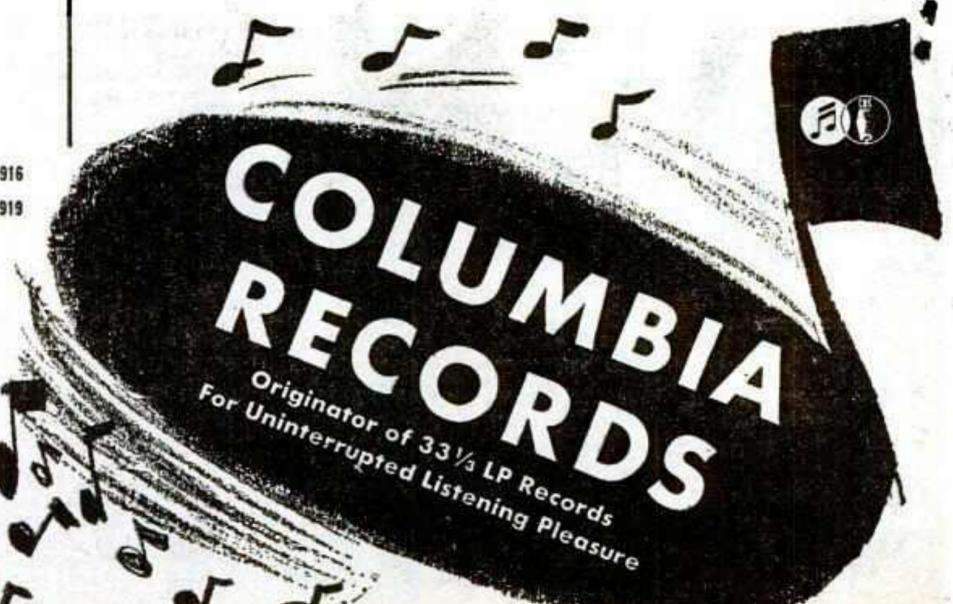
**NEW RELEASES!**

**race**

	78 RPM	33 1/3 RPM	45 RPM
"TIME TAKES CARE OF EVERYTHING" and "DON'T LOOK NOW" The Ravens .....	39050	1-903	6-903
"YOUR WONDERFUL LOVE" and "SMOOTH SAILING" Arnett Cobb .....	39040	1-871	
"A GOOD MAN IS HARD TO FIND" and "THIS IS THE LAST TIME" Wini Brown .....	39041	1-872	

**BEST SELLERS!**

"TEA FOR TWO" Doris Day.....	C-215	CL 6149	B-215
"CHRISTMAS CAROLS" Ken Griffin .....	C-210	CL 6130	
"HARMONY TIME" The Chordettes.....	C-201	CL 6111	
"YOUNG MAN WITH A HORN" Harry James & Doris Day.....	C-198	CL 6106	
"SARAH VAUGHAN" Sarah Vaughan.....	C-211	CL 6133	



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

“My heart cries for you”

and

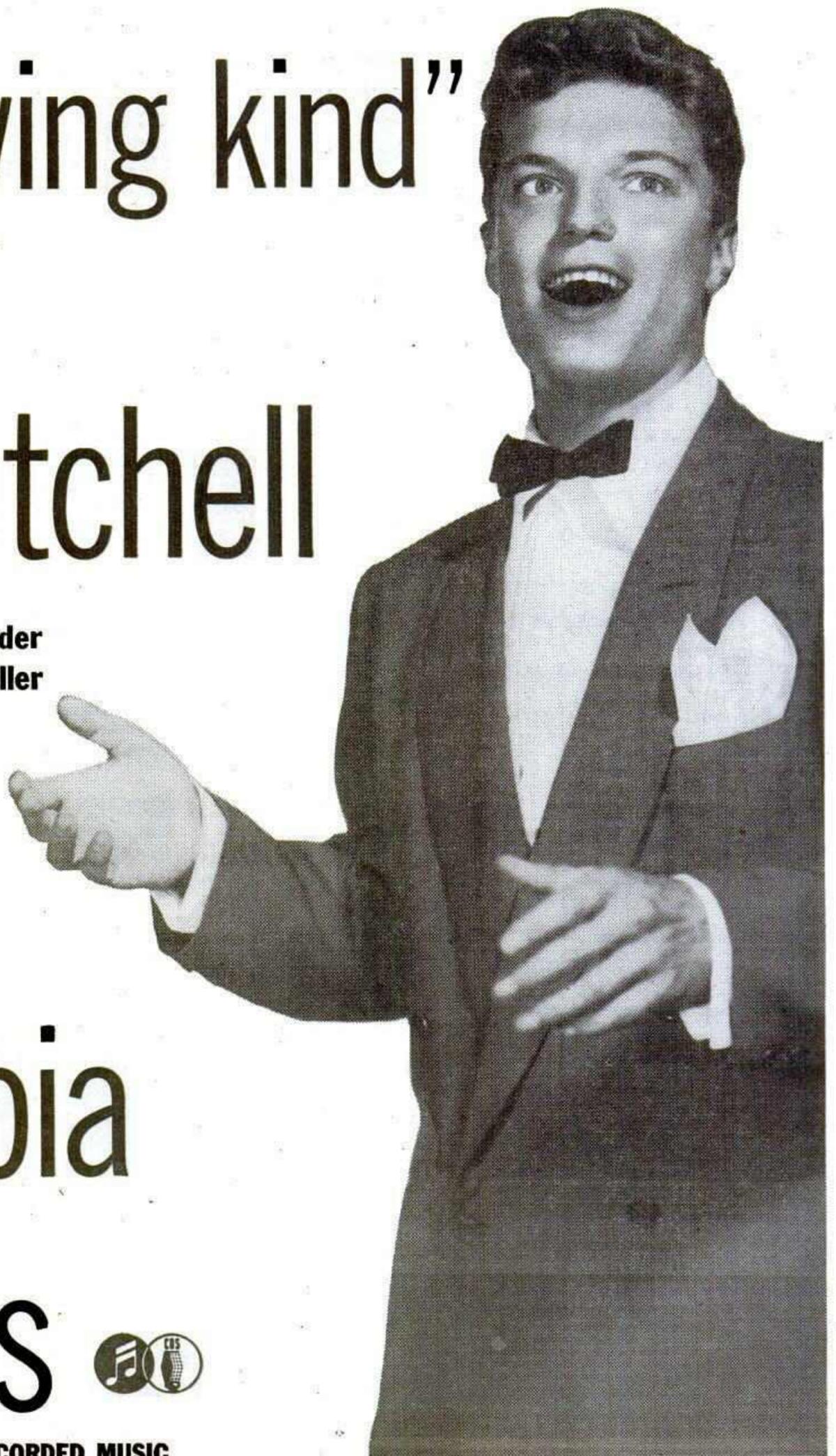
“The roving kind”

sung by

**Guy Mitchell**

Orchestra and chorus under  
the direction of Mitch Miller

Columbia Record 39067  
or 7-inch LP 1-918



**Columbia**

**Records** 

**FIRST, FINEST, FOREMOST IN RECORDED MUSIC**

THE BILLBOARD

Music Popularity Charts

Records Most Played by Disk Jockeys

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

Table with columns for rank, week, record title, and artist. Includes records like 'ALL MY LOVE', 'HARBOR LIGHTS', 'NEVERTHELESS', etc.

Songs With Greatest Radio Audiences (ACI)

Table with columns for rank, song title, and artist. Includes songs like 'All My Love', 'Autumn Leaves', 'Beloved Be Faithful', etc.

VOX JOX

Preems

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

Bobbie Lee Davis tagged first fem d. j. for WCOY, Santa Maria, Calif. Her daily afternoon show is called "Yours Recordially—Bobbie Lee." ... Jay Giles, WSOY, Decatur, Ill., has snagged new across-the-board 15-minute disk spot "Decatur Hit Parade"...

Sponsor Stuff

Don Peterdon, KRGV, Weslaco, Tex., has landed Dentene. ... Paul Bartell, WFOX, Milwaukee, reports sale of one

Best Selling Sheet Music

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

Table with columns for position, weeks, last, this, record title, and publisher. Includes records like 'GOODNIGHT, IRENE', 'HARBOR LIGHTS', 'ALL MY LOVE', etc.

England's Top Twenty

Table with columns for position, weeks, last, this, record title, English publisher, and American publisher. Includes records like 'GOODNIGHT, IRENE', 'MONA LISA', 'SILVER DOLLAR', etc.

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner...

Table with columns for rank, song title, and total points. Includes songs like 'Orange Colored Sky', 'Harbor Lights', 'It's a Lovely Day Today', etc.

half-hour daily to Muntz TV and a 15 minute daily spot to Robert Hall Clothes. Both on 52 week contracts. ... Chevrolet and Muntz TV buying slice of Robin Seymour's show on WKMH, Dearborn, Mich. ... Chuck Elliott, WMGY, Montgomery, Ala., is plugging La France for General Foods. ... Bob Respass, WHOK, Lancaster, O., has snagged National Auto Dealers. ... Jon Farmer, WAGA, Atlanta, has landed contracts with Chevro-

let and Four-Way Cold Tablets. ... Herb Fontaine, WCOY, Lewiston, Me., has tagged 26 weeks with Kellogg and 13 weeks with Chamberlain Products. ... Goetz Brewery is plugging Country Club Beer for 26 weeks, via Frank Allan, WREN, Topeka, Kan. ... John McCone, KYSM, Mankato, Minn., landed Chevrolet. ... General Electric has purchased five minutes of every Thursday for one year on Perry Brown's d. j. show, Syracuse.

# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

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

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Weeks Last	This to date	Rank	Title	Artist	Label
11	2	1	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784; (45)6-784-ASCAP
20	1	2	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077; (45)9-27077-BMI
13	4	3	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124-ASCAP
6	8	4	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208-ASCAP
12	5	5	ALL MY LOVE	P. Page	Mercury(78)5455; (45)5455X45-ASCAP
9	9	6	THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128-ASCAP
8	24	7	PATRICIA	P. Como	V(78)20-3905; (45)47-3905-ASCAP
17	6	8	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112; (45)9-27112-ASCAP
4	13	9	NEVERTHELESS	P. Weston	Col(78)38982; (33)1-813-ASCAP
24	3	10	MONA LISA	Nat "King" Cole	Cap(78)1010; (45)F-1010-ASCAP
6	21	10	THINKING OF YOU	E. Fisher-H. Winterhalter	V(78)20-3901; (45)47-3901-ASCAP
17	7	12	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112; (45)9-27112-ASCAP
8	14	12	ORANGE COLORED SKY	King Cole Trio-S. Kenton	Cap(78)1184; (45)F-1184-ASCAP
12	16	14	I'LL ALWAYS LOVE YOU	D. Martin	Cap(78)1028; (45)F-1028-ASCAP
3	15	15	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930-ASCAP
15	11	16	CAN ANYONE EXPLAIN?	Ames Bros.	Coral(78)60253; (45)9-60253-ASCAP
11	12	17	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury(78)5466; (45)5466X45-ASCAP
6	16	18	ALL MY LOVE	G. Lombardo	Dec(78)27118; (45)9-27118-ASCAP
23	10	19	BONAPARTE'S RETREAT	K. Starr	Cap(78)936; (45)F-936-BMI
1	—	19	OH BABE	L. Prima	Robin Hood 101-ASCAP
4	24	21	HARBOR LIGHTS	R. Anthony	Cap(78)1190; (45)F-1190-ASCAP
6	19	22	ALL MY LOVE	B. Crosby	Dec(78)27117; (45)9-27117-ASCAP
2	26	23	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253-ASCAP
4	28	23	NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904-ASCAP
16	22	25	LA VIE EN ROSE	T. Martin	V(78)20-3819; (45)47-3819-ASCAP
3	16	26	NEVERTHELESS	R. Anthony	Cap(78)1190; (45)F-1190-ASCAP
1	—	27	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
3	—	28	BUSHEL AND A PECK	M. Whiting-J. Wakely	Cap(78)1234; (45)F-1234-ASCAP
3	—	29	LA VIE EN ROSE	E. Piaf	Col(78)38938; (33)1-776-ASCAP
2	—	30	OUR LADY OF FATIMA	P. Spitalny	V(78)20-3920; (45)47-3920-ASCAP

## Best Selling Pop Albums

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

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

Last Week	This Week	Rank	Title	Artist	Label
1	1	1	THREE LITTLE WORDS	Original Cast	MGM(78)53; (33)E-516
2	2	2	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
3	3	3	TEA FOR TWO	Doris Day	Col(78)C-215; (33)CL-6149
4	4	4	YOUNG MAN WITH A HORN	Doris Day-H. James	Col(78)C-198; (33)CL-6106
5	5	5	ANNIE GET YOUR GUN	B. Hutton-H. Keel	MGM(78)50; (33)E-509
6	6	6	SUMMER STOCK	Original Cast	MGM(78)56; (33)E-519
7	7	7	AL JOLSON, VOL. I	A. Jolson	Dec(78)A-469; (33)DLP-5030
8	8	8	JOLSON SINGS AGAIN	A. Jolson	Dec(78)716; (33)DLP-5006
9	9	9	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
10	10	10	YOU'RE HEARING GEORGE SHEARING	G. Shearing Quintet	MGM(78)55; (33)E-518
2	1	1	THREE LITTLE WORDS (Four Records)	Original Cast	MGM(78)53; (45)K-53
1	2	2	ANNIE GET YOUR GUN (Four Records)	B. Hutton-H. Keel	MGM(78)50; (45)G-1001
7	3	3	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)716; (45)9-4
3	4	4	SUMMER STOCK (Four Records)	J. Garland-G. Kelly	MGM(78)56; (45)K-56
—	5	5	AL JOLSON, VOL. I (Four Records)	A. Jolson	Dec(78)A-469; (45)9-9
4	6	6	GUY LOMBARDO-THE TWIN PIANOS (Three Records)	G. Lombardo	Dec(78)A-512; (45)9-11
6	7	7	TOAST OF NEW ORLEANS (Two Records)	M. Lanfa	V(45)WDM-1417
5	8	8	OKLAHOMA (Six Records)	J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon-J. Blackton, director	Dec(78)DA-359; (45)9-6
—	9	9	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
—	10	10	AL JOLSON SOUVENIR (Four Records)	A. Jolson	Dec(78)A-575; (45)9-8

## DEALER DOINGS

### Tune Touting

"Going To Tell My Mama" by Amos Milburn is going to be the biggest rhythm and blues record ever made—watch it!—Cole's Records, Muskegon, Mich. . . . "Hank Snow's 'Golden Rocket' will be another big selling record for him."—House of Music, Stockton, Calif. . . . "The trend here is more and more toward sacred songs recorded by folk and country bands."—WNC Book Store, Canton, N. C. . . . "Our spiritual business has increased 70 per cent."—Archie's Record Shop, Richmond, Va. . . . "Would like to see more semi-classical organ music on 45 r.p.m."—Index Radio & Appliance Company, Los Angeles.

### New Self-Service

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

### Monthly Sale

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

### Atlanta Angles

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

### Trade Talk

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

## Best Selling Children's Records

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

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

Position	Weeks Last	This to date	Title	Artist	Label
40	1	1	CINDERELLA (Two Records)	I Woods and Others	V(78)Y-399; (45)WY-399
10	4	2	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
7	2	3	TWEETIE PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
5	5	4	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
36	3	5	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
4	8	6	FROSTY THE SHOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER (One Record)	G. Aultry	Col(78)MJV-75; (33)4-750
13	6	7	TREASURE ISLAND (Two Records)	B. Driscoll	V(78)Y-416; (45)WY-416
2	9	8	RUDOLPH, THE RED-NOSED REINDEER (One Record)	G. Aultry	Col(78)MJV-56
5	7	9	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
126	11	10	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
1	—	11	HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	B. Smith	V(78)Y-414; (45)WY-414
6	10	12	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap(78)CAS-3073; (45)CAS-3073
46	12	13	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene	V(78)Y-397; (45)WY-397
1	—	13	ROY ROGERS RODEO (Two Records)	Roy Rogers	V(78)413; (45)WY-413
126	—	15	BOZO AT THE CIRCUS (Two Records)	A. Livingston-P. Colvig	Cap(78)BBX-34, DBX-114; (45)CBXF-3030
1	—	15	BOZO'S CIRCUS BAND (Three Records)	B. May	Cap(78)DC-253; (45)CCF-253; (33)H-253

## Best Selling Classical Titles

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

Best Selling 33 1/3 R.P.M.	
Last Week	This Week
1	1
2	2
—	4
—	4

Best Selling 45 R.P.M.	
Last Week	This Week
1	1
4	2
5	2
3	4
2	4
—	4

## Advance Classical Releases

Bach: St. John Passion Album—Vienna Symphony Ork-F. Grossman, Cond. (3-12") Vox(33)PL-6550  
 Benjamin Britten: Four Sea Interludes From Opera Peter Grimes Album—London Symphony Ork-Sir M. Sargent, Cond. (Sittwell-Lambert: The Rio Grande) (1-10") Col(33)ML-2145  
 Copeland: Sonata for Violin and Piano Album—Joseph Fuchs-Leo Smit (Stravinsky: Duo Concertant) (1-10") Dec(33)DL-8503  
 Couperin: Imperiale and Apotheose De Lullu Album—Hewitt Chamber Ork-M. Hewitt, Cond. (1-12") Vox-Les Discophiles Francais (33)DL-6430  
 Gilbert and Sullivan: The Mikado Album—Al Goodman Ork-J. Carroll-A. Marsh-J. Percival-S. Sweetland-M. Wright-E. Wrightson-Guild Choristers (5-7") V(45)WK-23  
 Mozart: Quartet in G Major, K-387, and Quartet in A Major, K 464 Album—Calvert Quartet (1-12") Capitol-Telefunken(33)P-8106  
 Sachererell Sittwell-Lambert: The Rio Grande Album—Philharmonia Ork-C. Lambert, Cond. (1-10") (Written: Four Sea Interludes) Col(33)ML-2145  
 Stravinsky: Duo Concertant Album—Joseph Fuchs-Leo Smit (Copeland: Sonata) (1-10") Dec(33)DL-8503

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 • EVERY Week!  
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# 2 SONGS "OUT OF THIS WORLD"

by VAUGHN MONROE

## "USE YOUR IMAGINATION"

and

## "I AM LOVED"

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

This week's

### New Releases ... on RCA Victor

Release 50-46

Ships Coast to Coast, Week of November 19

#### POPULAR

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

#### COUNTRY

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

#### BLUES

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

#### POP-SPECIALTY

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

\*45 rpm Nos.



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

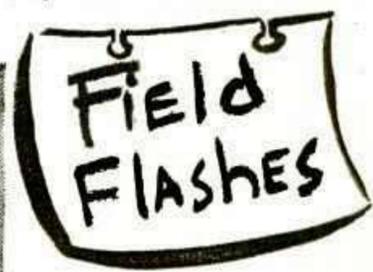
- The Thing**  
Phil Harris and His Orchestra . . . . . 20-3968—(47-3968)\*
- Mommy, Won't You Buy a Baby Brother?**  
Spike Jones and His City Slickers . . . . . 20-3934—(47-3934)\*
- The Golden Rocket**  
Hank Snow and His Rainbow Ranch Boys . . . . . 21-0400—(48-0400)\*
- A Bushel and a Peck**  
Perry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



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

- MARRYING FOR LOVE**  
Perry Como . . . . . 20-3922—(47-3922)\*  
Picked by Coin Operators and Retailers, Billboard, Nov. 4. Operators Pick, Billboard, Nov. 11.
- CROSS MY HEART I LOVE YOU**  
Hugo Winterhalter 20-3943—(47-3943)\*  
Disk Jockeys Pick, Billboard, Nov. 11.
- I'VE NEVER BEEN IN LOVE BEFORE**  
Ralph Flanagan  
Disk Jockeys Pick, Billboard, Nov. 11.
- BE MY LOVE**  
Mario Lanza . . . . . 10-1561—(49-1353)\*  
Disk Jockeys Pick, Billboard, Nov. 11.
- COULD BE**  
Vaughn Monroe  
Disk Jockeys Pick, Billboard, Nov. 11.

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



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

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

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

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

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

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

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

The stars who make the hits are on

# RCA VICTOR Records



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

# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Records

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

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

POSITION	Weeks   Last   This	Record	Artist
to date	Week/Week		
11	2	1. HARBOR LIGHTS	S. Kaye Col(78)38963; (33)1-784; (45)16-784—ASCAP
19	1	2. GOODNIGHT, IRENE	G. Jenkins-Weavers Dec(78)27077; (45)19-27077—BMI
12	4	3. ALL MY LOVE	P. Page Mercury(78)5455; (45)5455X45—ASCAP
23	3	4. MONA LISA	Nat "King" Cole Cap(78)1010; (45)F-1010—ASCAP
15	6	5. CAN ANYONE EXPLAIN?	Ames Bros. Coral(78)60253; (45)9-60253—ASCAP
6	9	5. HARBOR LIGHTS	G. Lombardo Dec(78)27208; (45)9-27208—ASCAP
13	7	7. I'LL NEVER BE FREE	K. Starr-Tennessee Ernie Cap(78)1124; (45)F-1124—ASCAP <small>(E. Fitzgerald-L. Jordan, Dec 27200; J. Indig-J. Pleis Ork, London 454; P. Gayten Ork, Regal 3258; D. Washington, Mer 8187; O. Bradley, Coral 60293; L. Hampton Ork, Dec 24911; L. Millinder Ork, V 20-3622; Art Mooney Ork-Skylarks, MGM 10829)</small>
25	8	8. BONAPARTE'S RETREAT	K. Starr Cap(78)936; (45)F-936—BMI <small>(E. Grant, Cap(78)1158; (45)1158; Tommy Jackson, Mer 6280; P. Napoleon, Col 38891; L. McAuliffe, Col(78)20706; (33)2-664; G. Krupa, V(78)20-3766; (45)47-3766)</small>
17	5	9. SIMPLE MELODY	Gary-Bing Crosby Dec(78)27112; (45)9-27112—ASCAP <small>(J. Stafford-Starlighters-P. Weston's Dixie 8, Cap 1039; D. Shore-H. Zimmerman Ork, Col(78)38837; (33)1-654; J. Cortez Ork-R. Paige-R. Charles Quartet, Admiral 1016; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781)</small>
7	11	10. ALL MY LOVE	G. Lombardo Dec(78)27118; (45)9-27118—ASCAP
6	13	11. ALL MY LOVE	Bing Crosby Dec(78)27117; (45)9-27117—ASCAP
3	13	11. BUSHEL AND A PECK	M. Whiting-J. Wakely Cap(78)1234; (45)F-1234—ASCAP
2	19	11. NEVERTHELESS	Mills Brothers Dec(78)27253; (45)9-27253—ASCAP
7	15	14. HARBOR LIGHTS	K. Griffin Col(78)38889; (33)1-710—ASCAP
4	16	15. HARBOR LIGHTS	R. Anthony Cap(78)1190; (45)F-1190—ASCAP
8	16	16. PATRICIA	P. Como V(78)20-3905; (45)47-3905—ASCAP <small>(D. Jurgens Ork, Col 38965; E. Howard Ork, Mer 5491; Russ Morgan, Dec 27258; S. Kaye-Kaydets, Col 39630; D. Vaughan Ork, Coral 60316; L. Lawrence, London 821)</small>
7	10	17. ORANGE COLORED SKY	King Cole-S. Kenton Cap(78)1184; (45)F-1184—ASCAP
2	19	17. BUSHEL AND A PECK	B. Hutton-P. Como V(78)20-3930; (45)47-3930—ASCAP
17	12	19. SAM'S SONG	Gary-Bing Crosby Dec(78)27112; (45)9-27112—ASCAP <small>(V. Young Ork, Dec 27033; I. Harper-M. Klein's Dixieland Band-4 Hits and a Miss, Col(78)38876; (33)1-695; Melodeons, MGM 10743; F. Martin Ork, V(45)47-3798; H. Geller Ork-Tune-Timers, Mer 5450; L. Noble, Coral 60250; "C. Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; J. "Fingers" Carr, Cap 962)</small>
4	24	19. NEVERTHELESS	P. Weston Col(78)38982; (33)1-813—ASCAP
4	19	21. THINKING OF YOU	D. Cherry Dec(78)27128; (45)9-27128—ASCAP
2	24	21. OH BABE	L. Prima Robin Hood 101—ASCAP <small>(J. Preston-B. Evans, Derby 748; K. Starr-F. DeVol Ork, Cap 1278; B. Williams, Rainbow 30033; R. Flanagan, V20-3954; B. Goodman, Col 39045; Kay Brown, Mer 5538; L. Hampton Ork, Dec 27305)</small>
3	22	23. NEVERTHELESS	R. Flanagan V(78)20-3904; (45)47-3904—ASCAP
7	22	23. I'LL ALWAYS LOVE YOU	D. Martin Cap(78)1028; (45)F-1028—ASCAP <small>(D. Shore, Col 38848; M. Tilton, Coral 60258; E. Wilson-D. Cherry, Dec 27244)</small>
10	18	25. I'M FOREVER BLOWING BUBBLES	G. Jenkins-A. Shaw Dec(78)27186; (45)9-27186—ASCAP <small>(J. Lee, Cap 1149; The Palmers, Tone 502; E. Howard Ork, Mer 5490; Mr. Goon Bones-B. Lantz-H. Fisher, Mer 5498; Shep Fields Ork, MGM 10823; Tune-Timers-R. Arthur Ork, Hi-Tone 317; G. Krupa &amp; His Chicago Jazz, V 20-3965)</small>
2	27	26. THIRSTY FOR YOUR KISSES	Ames Brothers Coral(78)60300; (45)9-60300—ASCAP <small>(Mills Bros., Dec 27253)</small>
1	—	27. HARBOR LIGHTS	Bing Crosby Dec(78)27219; (45)9-27219—ASCAP
2	27	28. NEVERTHELESS	F. Laine Mercury(78)5495; (45)5495X45—ASCAP
2	29	29. TO THINK YOU'VE CHOSEN ME	E. Howard Mercury(78)5517; (45)5517X45—ASCAP <small>(S. Kaye Ork, Col 39036; A. Mooney Ork-B. Manning-Skylarks, MGM 10839; S. Oliver Ork-R. Young, Dec 27262; J. Stafford-Gordon Mac-Rae, Cap 1307)</small>
1	—	30. CAN ANYONE EXPLAIN?	E. Fitzgerald-L. Armstrong Dec(78)27209; (45)9-27209—ASCAP



# The Christmas Symphony

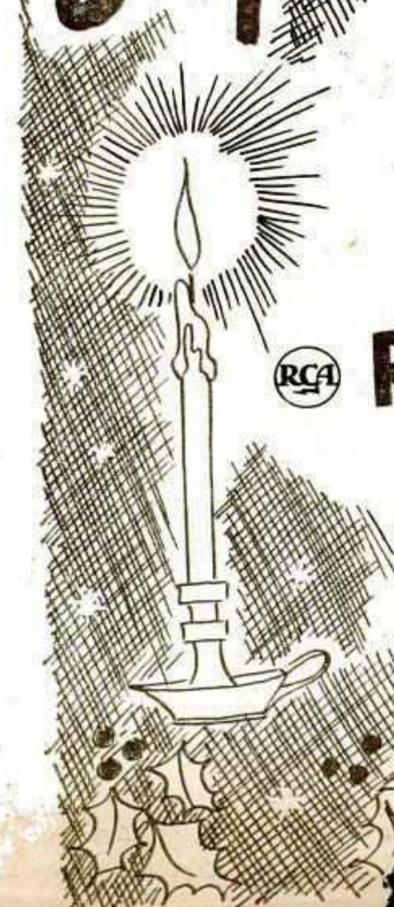
as sung by...

## Perry Como

on...

### RCA VICTOR Records

45 rpm—47-3933  
78 rpm—20-3933





*The Musical Magic of*

# les brown

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showbusiness march into  
one of the most rhythmic  
danceable disks  
of the year!*

## THE BILLBOARD MARCH

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

Columbia  Records

# THE BILLBOARD Music Popularity Charts

**If you want HOT ROD RACE!**  
by: Arkie Shibley—GE-5021  
and these new **GILT EDGE records**  
**Slim Rhodes GE-5015**  
**Save a Little Love for Me**  
**SKUNK HOLLOW BOOGIE**  
**Curley Cole GE-5016**  
**I'm Leavin' Now**  
**FOR NOW I'M FREE**  
**Grady Cole GE-5017**  
**I'll Follow Jesus All the Way**  
**I'M GETTING READY FOR HEAVEN**  
**Buccaroo Billy GE-5018**  
**Shake Hands With the Devil**  
**YOU DONE DADDY DIRTY**  
**Cotton Nash with Joe Morris GE-5019**  
**I Wonder If You Care**  
**CHATTANOOGA MOON**  
**Big Jim DeNoone E Ramble GE-5020**  
**DREAM WALTZ**  
*Here is our list of Gilt Edge distributors:*  
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Charlotte—Oriole Record Dist., 232 No. College St.  
Chicago—Frumpink Sales Co., 2934 Fullerton Ave.  
Cincinnati—Hit Record Dist. Co., 1043 Central Ave.  
Cleveland—Benart Record Dist. Co., 327 Frankfort  
Detroit—Cadet Record Company, 3766 Woodward Ave.  
Indianapolis—Indiana State Record Dist. Co., 1511 E. Michigan  
Kansas City—Milnor Sales Co., 1704 Main St.  
Los Angeles—Norbert Sales Co., 5523 E. Stauson  
Memphis—Glenn Allen Co., 1146 Union Ave.  
Miami—Mercury Dist. Co., 311 N.W. 2nd Ave.  
Nashville—Tennessee Music Sales, 415 Main St.  
New Orleans—Wm. B. Allen Supply Co., 1601 Orleans Ave.  
Philadelphia—David Rosen, Inc., 355 No. Broad  
Portland—Richter Record Dist., 2115 N.W. Northrup  
St. Louis—Milnor Sales Co., 110 N. 18th St.  
San Francisco—Elite Calif. Dist. Co., 1190 Folsom St.  
Seattle—North West Tempo Co., 2307 1st Ave.  
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PASADENA 1, CALIF.

**ANOTHER HILL BILLY HIT**  
by  
**JIMMIE SKINNER**  
Radio Artists Record #257  
**I'M A REGULAR DADDY**  
BACKED BY  
**IF THERE WAS NO YOU**  
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backed by  
**"TROUBLES KEEP HANGING AROUND MY DOOR"**  
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Distributors' territory open

**GIVE TO THE RUNYON CANCER FUND**

## Country & Western Records Most Played by Folk Disk Jockeys

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

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
21	1	1.	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
8	3	2.	2.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
16	2	3.	3.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692—BMI
10	4	4.	4.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
2	8	5	5	IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770—BMI
3	5	6.	6.	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)2-770—BMI
1	—	6.	6.	DADDY'S LAST LETTER	Tex Ritter	Cap(78)1267; (45)F-1267
6	6	8.	8.	THEY'LL NEVER TAKE HER LOVE FROM ME	H. Williams	MGM(78)10760; (45)K-10760—BMI
1	—	9.	9.	MOANING THE BLUES	Hank Williams	MGM(78)10832; (45)K-10832
1	—	10.	10.	NOBODY'S LONESOME FOR ME	H. Williams	MGM(78)10832; (45)K-10832

## Most Played Juke Box Folk (Country & Western) Records

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

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
18	1	1.	1.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
7	2	2.	2.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
6	3	3	3	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
10	6	4.	4.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692—BMI
33	5	5.	5.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
2	8	6.	6.	IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
11	7	7.	7.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261; (45)9-46261—ASCAP
1	—	7.	7.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb	Dec(78)46269; (45)9-46269—BMI
15	4	9.	9.	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255; (45)9-46255—BMI
2	—	10.	10.	YOU DON'T HAVE TO BE A BABY TO CRY	E. Tubb	Dec 46257

## Country & Western (Folk) Record Reviews

ARTIST	TUNES	COMMENT	POPULARITY
<b>MERVIN SHINER</b>	<b>I Overlooked An Orchid</b>	DECCA 46274—Shiner gets plenty of torch into his rendition of this ballad. What reality orchids will have for country listeners is most, however.	66--66--66--66
	<b>If You've Got the Money I've Got the Time</b>	Potent coverage job on the Lefty Frizzell ditty. Shiner sells strong, combo swings hard.	80--80--80--80
<b>DICK STRATTON-NITE OWLS</b>	<b>I Wouldn't Have You On a Christmas Tree</b>	DIXIE JAMBOREE 517—Lightweight hillbilly Christmas novelty gets okay warble from Stratton and typical up-tempo fiddle-guitar backing.	58--58--58--58
	<b>Poison Love</b>	Stratton gets vocal aid from a male trio on hard-hitting back-country rendition of a real country torcher.	70--70--70--70
<b>RED FOLEY-ANITA KERR SINGERS</b>	<b>I Won't Be Home</b>	DECCA 46277—Statin is the villain once more in a Yule time throbber. Material is sub-par for Foley, however.	73--75--73--72
	<b>Dear Little Girls</b>	Tex Ritter's "Letter" has been set to music and provides an effective vehicle for the kingpin warbler, tho the edge may have already been dulled by the original.	78--80--78--77
<b>CARSON ROBISON</b>	<b>The Devil Calls a Meeting</b>	MGM 10837—Carson recites a topically slanted jingle while combo plays a spook-phrase in back. Theme is the war-and-peace subject, but the message isn't clear.	69--71--69--67
	<b>Texas Dan</b>	Tune here is a Western in the old folk tradition. More a cult than popular item.	60--60--62--58

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

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

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
20	1	1.	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
8	2	2.	2.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
12	3	3.	3.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692—BMI
9	4	4.	4.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
15	10	5.	5.	GOODNIGHT, IRENE	E. Tubb-R. Foley	Dec(78)46255; (45)9-46255—BMI
1	—	6.	6.	BUSHEL AND A PECK	M. Whiting-J. Wakely	Cap(78)1234; (45)F-1234—ASCAP
4	6	7.	7.	IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME	L. Frizzell	Col(78)20739; (33)2-770—BMI
11	4	8.	8.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261; (45)9-46261—ASCAP
21	—	8.	8.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
1	—	8.	8.	DADDY'S LAST LETTER	Tex Ritter	Cap(78)1267; (45)F-1267

## Advance Folk (Country & Western) Record Releases

Arizona Star—Bob Walters (Birdie in) Smart 1005	I'll Never Get You Out of My Mind—L. and T. Thompson (Frost Is) Col 20758
Birdie in the Cage—Bob Walters (Arizona Star) Smart 1005	Land Where Living Waters Flow—W. Fowler-Dak-ridge Quartet (I Wanna Bullet 118
Boil Them Cabbage Down—"Slim" Forbes (Missis-sippi) Smart 1004	Leather Britches—Sheldon Gibbs (Santa Claus) Smart 1002
Broken Heart and a Glass of Beer, A—Alan Platt Ork (Scrapbook of) Jamboree 515	Lovebug Itch, The—Ernest Tubb-Red Foley (Texas vs.) Dec 46257
Buckeye Polka—Buckeye Boys (Washington & Lee) London 798	Medley (Dooey Doe)—Bob Walters (Sutters Mill) Smart 1006
Chinese Breakdown—Sheldon Gibbs (Wakeup, Susan) Smart 1001	Mississippi Sawyer—"Slim" Forbes (Boil Them) Smart 1004
Dish-Cal-a-Boo-Bo—Doyle Sams (Fried Potatoes) Mutual 202	Oh, Babe—Jack Hardy (I Don't) Tennessee 728
Driftwood on the River—Rex Allen (That Little) Mer 6278	Poison L.—Dick Stratton (I Wouldn't) Jamboree 517
Fried Potatoes—Doyle Sams (Dish-Cal) Mutual 202	Price of a Broken Heart, The—John Talley (If You've) Jamboree 514
Frost Is on the Trees—Lenie and Tomie Thompson (I'll Never) Col 20758	Ragtime Annie—"Slim" Forbes (S: Goodin') Smart 1003
I Don't Have the Time for You—Jack Hardy (Oh, Babe) Tennessee 728	St. Louis Blues—Jerry Byrd (South) Mer 6291
I Miss You Already—S. Cooley Ork (Someone Left) V 20-3969	Sally Goodin—"Slim" Forbes (Ragtime Annie) Smart 1003
I Wanna Rest—W. Fowler-Dakridge Quartet (Land Where) Bullet 118	Santa Claus Breakdown—Sheldon Gibbs (Leather Britches) Smart 1002
I Wouldn't Have You on a Christmas Tree—Dick Stratton (Poison Love) Jamboree 517	Scrapbook of Dreams—Alan Platt (A Broken) Jamboree 515
If You've Got the Money, I've Got the Time—John Talley (The Price) Jamboree 514	Someone Left the Golden Gate Open—S. Cooley Ork (I Miss) V 20-3969

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**DANNY SCHOLL'S**  
Original Hit Rendition of  
**"I'M GOIN' A LIVE TILL I DIE"**  
NATIONAL NO. 9119

# FOLK TALENT AND TUNES

By Johnny Sippel

## ARTISTS' ACTIVITIES:

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

**Hank Thompson** (Capitol) reports that he and his manager, **Johnny Hitt**, and drummer, **Kermit Baca**, escaped serious injury recently when the plane which Thompson was piloting suddenly hit a down draft and plummeted

to the ground. The trio escaped with minor cuts and bruises. Thompson's regular steel man, **Lefty Nason**, has returned, with **Chuck Hatfield** leaving to go with the **Rowe Brothers** at their Bridgeport Club, Dallas. Thompson has replaced fiddler **Wade Wood** with **Red Hayes**. . . . **Bob Wills** (MGM) is leaving Oklahoma City to establish in Dallas. He has built his own place in Dallas.

**Bradley Kincaid**, rustic music pioneer, has been waxed by Capitol. He is currently a station exec at WWSO, Springfield, O. . . . **Boots Woodall** and the **Radio Wranglers**, **Paul Rice** and the **Smith Brothers**, **Smitty** and **Tennessee**, all of WSB, Atlanta, cut their first sessions for Bullet October 22. Woodall's band, plus **Cotton Carrier**, also at WSB, are working three nights per week at the local Sports Arena cutting

round and square dancing. **Jon Farmer**, d. j. at WAGA, Atlanta, is plugging the dances daily on his shows and handles the emceeing. **Warren Roberts**, WEAS d. j., also worked the opening dance October 25. . . . A one-hour color film of **Wally Fowler's** gospel sing November 25 at Atlanta's City Auditorium will be made. The **Chuck Wagon Gang** (Columbia) will guest at this session.

**Bob and Jim** and their **Blue Ridge Rangers** are now at WAKE, Greenville, S. C. . . . **Charlie Lamb** reports that **Salty Holmes** and his frau, **Mattie O'Neil**, both on London disks, have joined WNOX, Knoxville, along with **Kelly Shanks**, who fronted Western units in Chicago cocktail lounges. . . . The **Johnson Brothers**, **Hack** and **Clyde**, and **Ray Myers** have moved from Knoxville to WPAQ, Mount Airy, N. C. . . . **Nancy Lee** and the **Hilltoppers**, WWOV, Fort Wayne, Ind., are making sound track commercials for TV. Material is worked out by **Sam DeVincent**, manager of the group.

## DISK JOCKEY DOINGS:

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

is now doing the country disking at WHHM, Memphis. . . . **Cuzzin Don**, in real life **George McGraw**, heard daily over WOPI, Bristol, Tenn., has come up with the top promotion gimmick of the year thus far. McGraw made a pitch to his listeners to send along gifts and foodstuffs for the local boys of Company G of the 278th regimental combat team. These boys were national guardsmen and are now stationed at Fort Devens, Mass. Response was so big that McGraw left Bristol October 26 to do a non-stop driving stint to Fort Devens, with his car and a trailer packed with goodies and gifts. While with the local troops, McGraw will cut tape messages to the folks back home.

**Sleepy Bob Everson**, KLEE, Houston, reports that **Slim Williams** has settled in Houston. Everson is emceeing the Houston Barn Dance, held Wednesday nights at the Texas Corral there. **Harry Choates**, **Pete Hunter**, **Tommy Sands**, **Hank Lochlin**, **Jerry Jericho**, **Hub Sutter** and **Jimmy Heap** are featured.

*RED FOLEY sings*

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 1484—CROSS MY HEART  
 THERE'S A VACANCY

**TOP TEN SELLERS**  
**Hank Locklin**  
 1530—NO ONE IS SWEETER THAN YOU  
 THO I'VE LOST  
**Cactus Pryor**  
 1529—PACKING UP MY BARRACKS  
 BAG BLUES  
 EXCUSES  
**T. Texas Tyler**  
 1539—TROUBLE THEN SATISFACTION  
 SOLITAIRE  
**Ivory Joe Hunter**  
 1535—JUMPING AT THE DEW DROP  
 WE'RE GONNA BOOGIE  
**Happy Joe Lewis**  
 1528—PARTY LINE  
(Not recommended for radio broadcast)  
**HE'S A MEAN, MEAN MAN**  
**Cecil Gant**  
 1526—MY BABY'S CHANGED  
 CAN'T GET YOU OFF MY MIND  
**Terry Preston**  
 1516—GUILTY FEELING  
 ROAD TO HEAVEN  
**Maddox Brothers & Rose**  
 1400—SILENT NIGHT  
 JINGLE BELLS  
 1527—OKLAHOMA SWEETHEART  
 SALLY ANNE  
 IT'S ONLY HUMAN NATURE  
**Don Whitney**  
 1531—GIVE YOURSELF TO ME FOR CHRISTMAS  
 SANTA CLAUS VALLEY

**Jesse James**  
 1520—I'VE GOT THE CRAZIEST FEELING  
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"FOREVER FAITHFUL"  
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- FLORENCE WRIGHT**  
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WITH THE BLUES"  
"I'LL NEVER LET A DAY  
PASS BY"  
NATIONAL No. 9124
- LYNNE HOWARD**  
"OH MAMA, I'M SO IN  
LOVE"  
"PIANO LESSON BLUES"  
NATIONAL No. 9126
- CHRIS COLUMBO**  
"DON'T SAY YOU CARE"  
"ROSIE, THE  
ELEPHANT"  
NATIONAL No. 9128
- GALLI SISTERS**  
"BECAUSE HE'S SANTA  
CLAUS"  
"SANTA, SEND SOME-  
ONE TO ME"  
NATIONAL No. 9133
- THE RAVENS**  
"WHITE CHRISTMAS"  
"SILENT NIGHT"  
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## Best Selling Retail Rhythm & Blues Records

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

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
7	1	1	ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
4	3	2	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
13	4	3	BLUE SHADOWS	L. Fulson	Swingtime 226
9	8	4	LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306-BMI
15	5	5	BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec(78)27114; (45)9-27114-BMI
3	—	5	SHOTGUN BLUES	Lightnin' Hopkins	Ataddin 3063
2	6	7	WEDDING BOOGIE	M. Walker-Little Esther-J. Otis	Savoy 764-BMI
4	2	8	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919
4	—	9	I'LL NEVER BE FREE	D. Washington	Mercury(78)8187; (45)8187X45-ASCAP
2	—	10	CADILLAC BABY	R. Brown	DeLuxe 3308

The "SAX SHACK BOOGIE" Kid  
is up there again!!

**AMOS MILBURN**  
BAD, BAD WHISKEY  
I'M GONNA TELL MY MAMA  
AL 3068

NOW AVAILABLE ON ALADDIN  
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## Most-Played Juke Box Rhythm & Blues Records

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

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
15	1	1	BLUE SHADOWS	L. Fulson	Swingtime 226
4	3	2	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
7	2	3	ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
13	4	4	BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec(78)27114; (45)9-27114-BMI
1	—	5	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
7	6	6	LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306-BMI
4	—	6	EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	Dec(78)27176; (45)9-27176
4	5	8	I'M GOING TO HAVE MYSELF A BALL	T. Bradshaw	King 4397-BMI
24	7	9	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
1	—	9	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237-BMI

## Rhythm & Blues Record Reviews

ARTIST	TUNES	COMMENT	AL	DE	DI	DM
<b>BILL COOK</b>	<b>Christmas in Heaven</b>	REGAL 3247—Cook, the Jersey deejay, does a clean job with this simple, corny, country flavored seasonal item. Profits from this disk are for charities including the Cerebral Palsy League.	78--80--75--75			
	<b>A Letter to Santa</b>	Cook delivers an effective narrative against a "Silent Night" background. It's a bit for the soldiers who won't be home for Christmas. Could catch in other markets as well as r & b.	81--84--80--80			
<b>THE FOUR FRESHMEN</b>	<b>Mr. B's Blues</b>	CAPITOL 1293—A spirited new group makes a promising disk debut with a sock reading of this blues written by Billy Eckstine. Rocking beat and fine tram bit help.	80--81--79--81			
	<b>I Wanna Go Where You Go, Then I'll Be Happy</b>	Pleasant, easy rhythm reading of the standard by this fly group.	66--69--65--65			
<b>THE COLEMANS</b>	<b>You Know I Love You, Baby</b>	REGAL 1368—A fine group delivers a slow, rocking blues in convincing fashion. Figures to attract coin mainly in city locations.	78--80--76--78			
	<b>I Don't Mind Being All Alone</b>	The group sparks a live, ever-moving reading of this revived oldie. Could pick up strong play on strength of the fired performance.	84--84--84--84			
<b>LEE RICHARDSON</b>	<b>Don't Be That Way</b>	DELUXE 3309—Richardson's more relaxed than usual in his Eckstined delivery of the rarely heard lyric to this classic jazz piece.	75--77--73--75			
	<b>I'm Gettin' Sentimental Over You</b>	Richardson falls into a Bill Farrell groove for a warm reading of T. D.'s theme. Could bring in coin and attract spinner action.	82--83--81--82			
<b>"LITTLE WILLIE" LITTLEFIELD</b>	<b>Merry Xmas</b>	MODERN 20-785—Willie chants a slow Yule blows with languorous feeling, nicely backed by trio. Tune's much like the Blazer's "Merry Christmas Baby."	74--74--74--74			
	<b>Come On, Baby</b>	Bigger combo on this up blues drowns out chanter in badly balanced side.	55--55--55--55			
<b>THE RAY-O-VACS</b>	<b>A Kiss in the Dark</b>	DECCA 48181—Combo stays on a light, double-time riff in back while Lester Harris warbles lyric in throaty style. Same general effect of group's "Besame Muncho" click prevails.	84--84--84--84			
	<b>Got Two Arms</b>	Similar treatment's applied to a smartly tailored rhythm ballad. Tune has similar feel to Cole Porter's "Too Darn Hot."	80--80--80--80			

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# THE BILLBOARD Music Popularity Charts

## Advance Record Releases

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

### POPULAR

- Always You—H. Rene Ork (Bubble) V 20-3975
- American Victory March—Tom Perkins-C. Fuhrman Ork (Let) Top Tune 426
- And You'll Be Home—Dennis Day-C. Dant (Place) V 20-3953
- And You'll Be Home—Tony Fontaine (Stranger) Mer 5536
- Ask Anyone Who Knows—A. Ellis-H. Geller Ork (I'm Yours) Mer 5330
- Autumn Leaves—Artie Shaw (Serenade) Dec 27270
- Ave Maria—Fred Lowery (Liebesfreud)
- Baby Me—Kay Brown (Oh, Babe) Mer 5538
- Bar-B-Que—B. Mitchell Ork (Landlady) Mer 8204
- Best Thing for You, The—E. Merman-G. Jenkins Ork (Marrying) Dec 27316
- Big Fat Man, The—Clark and McMullen (Christmas) Abbey 15031
- Bubble, Bubble, Bubble—Henri Rene Ork (Always) V 20-3975
- Can't We Be Friends—Meggy Spanier (Chicago) Brunswick 80158
- Caravan—Jack Pleis (I'll Always) London 853
- Chi Bim Bam Bam—Xavier Cugat Ork (Chiquita) Col 39037
- Chicago—Meggy Spanier (Can't) Brunswick 80158
- Chiquita Banana—X. Cugat Ork (Chi) Col 39037
- Christmas Carols (Parts 1 and 2) Henry Weber Ork Mer 5514
- Christmas in Killarney—Dennis Day-H. Rene Ork (I'm Praying) V 20-3970
- Christmas Roses—Clark and McMullen (The Big) Abbey 15031
- Christmas Serenade—Nick Paone-Neal Hefti Ork (New Year) Etna ET 1310
- Cool Water—The Four Tunes (How) V 20-3967
- Dream of Olwen, The—Victor Young Ork (The Isle) Dec 27282
- Girl I Left Behind, The—The Marlin Sisters-D. Miles (Mockin' Bird) London 851
- Goofus—Phil Harris (The Thing) V20-3968
- Hold Me, Hold Me—Jo Stafford-G. MacRae (To Think) Cap 1307
- How Can You Say That I Don't Care—The Four Tunes (Cool) V 20-3967
- How Many Days Till Christmas?—Charlie Dodson-T. De Simone Ork (In an Old) Top Tune 429
- Humpty Dumpty Heart—Jan Garber (I've) Cap 1292
- I Am Loved—E. Knight (Nobody's) Dec 27281
- I Need Thee Every Hour—Mills Brothers (Wonder-Tune) Dec 14536
- I Want a Xmas Drum—Ole Svenson (Yingle) Crystal 305
- I'll Always Be in Love With You—Jack Pleis (Caravan) London 853
- I'll See You After Church on Sunday Mornin'—P. Spitalny Hour of Charm Ork (It May) V 20-3966
- I'll Tell the World—Fairfield Four (In the) Dot 1015
- I'm Forever Blowing Bubbles—G. Krupa and His Chicago Jazz (Walking) V 20-3965
- I'm Praying for St. Christopher—Dennis Day-Henri Rene (Christmas in) V 20-3970
- I'm Yours—A. Ellis-H. Geller Ork (Ask) Mer 5530
- In a Little Gypsy Tea Room—Ken Griffin (Petite) Col 39047
- In an Old Antique Shop—Lee Morgan-Tony De Simone Ork (How) Top Tune 429
- In the Upper Room—Fairfield Four (I'll Tell) Dot 1015
- It's a Lovely Day Today—The Victor Young Ork (The Dream) Dec 27282
- It May Be on Sunday—P. Spitalny Hour of Charm Ork (I'll See) V 20-3966
- It's a Lovely Day Today—D. Haymes-Eileen Wilson (Once) Dec 27318
- 1. It's a Lovely Day Today; 2. You're Just in Love—G. Jenkins Ork (The Scarina) Dec 27319
- I've Been Waiting Too Long—Jan Garber (Humpty) Cap 1292
- Jealously I Fell in Love—M. Pedicin (What) Top Tune 428
- Landlady—B. Mitchell Ork (Bar-B-Que) Mer 8204
- Let Them Have It—T. Perkins-C. Fuhrman Ork (American) Top Tune 426
- Letter to My Mother, A—L. Fuld-L. Stone Ork (You're) London 827
- Liebesfreud—Fred Lowery (Ave Maria) Col 39039
- Life Begins Today—Nick Paone (Mamma) Etna ET 1309
- Mama's Gone, Good Bye—Ray McKinley Ork (Sam) V 20-3973
- Mamma Maria—Nick Paone-Neal Hefti Ork (Life) Etna ET 1309
- Marrying for Love—E. Merman-G. Jenkins Ork (The Best) Dec 27316
- Mockin' Bird Hill—The Marlin Sisters-D. Miles (Girl) London 851
- My Own United States—T. Perkins-C. Fuhrman Ork (Somebody) Top Tune 427
- New Year Song—Nick Paone-Neal Hefti Ork (Christmas) Etna ET 1310
- Nobody's Chasing Me—E. Knight (I Am) Dec 27281
- Notre Dame Victory March—The Buckeye Boys (Sharp-Shooter) London 799
- Ocarina, The—G. Jenkins Ork (It's) Dec 27219
- Oh, Babe—Kay Brown (Baby) Mer 5538
- Oh, Babe—L. Hampton Ork (Who) Dec 27305
- Once More the Blue and White—Bing Crosby-Vic Young Ork (Wouldn't) Dec 27263
- Once Upon a Rhumba—Tony Martin-Freddy Marlin Ork (Tamarina) V 20-3972
- Once Upon a Time Today—Dick Haymes (It's a) Dec 27318
- One Man Woman—Gwen Tynes-Sid Bass Ork (Whippa) Jubilee 5039
- Petite Waltz, The—Ken Griffin (In a) Col 39047
- Place Where I Worship, The—Dennis Day-H. Rene Ork (And You'll) V 20-3953
- Sam, Don't Slam the Door—Ray McKinley Ork (Mama's) V 20-3973
- Santa's Dreamland—Lee Morgan-T. De Simone Ork (Santa's) Top Tune 430
- Santa's Parade—Lee Morgan-Tony De Simone Ork (Santa's) Top Tune 430
- Serenade in Blue—Artie Shaw (Autumn) Dec 27270
- Sharpshooter Polka—The Buckeye Boys (Notre) London 799
- Somebody Mentioned Your Name—Lee Morgan-C. Fuhrman Ork (My Own) Top Tune 427

- Something to Dance About—E. Merman-G. Jenkins Ork (You're) Dec 27317
- Stranger in the City, The—Tony Fontaine (And You'll) Mer 5536
- Tamarina—Tony Martin-Freddy Marlin Ork (Once) V 20-3972
- Tennessee Waltz—Anita O'Day (Yea Boo) London 867
- Thing, The—Phil Harris (Goofus) V 20-3968
- To Think You've Chosen Me—Jo Stafford-Gordon MacRae (Hold) Cap 1307
- Use Your Imagination—G. MacRae (I Am) Cap 1289
- Virgin's Slumber Song, The—D. Dame (Cradle) MGM 30265
- Walking With the Blues—G. Krupa and His Chicago Jazz (I'm Forever) V 20-3965
- What Do You Want To Make Those Eyes at Me For—M. Pedicin (Jealously) Top Tune 428
- What'cha Gonna Get Me for Christmas—J. Garber (Blue Christmas) Cap 1257
- Whippa, Whippa, Woo—Gwen Tynes-Sid Bass Ork (One Man) Jubilee 5039
- Who Cares—L. Hampton Ork (Oh, Babe) Dec 27305
- Who Goes There?—M. Marcellino Ork (Dixieland) Society 7
- Winter Waltz, The—T. Richards (I'm Afraid) MGM 10831
- Wonderful Words of Life—Mills Brothers (I Need) Dec 27263
- Wouldn't It Be Funny—Bing Crosby-V. Young Ork (Once) Dec 27263
- Worm Song, The—Harry "The Hipster" (Baby and) MacGregor 1022
- Yea Boo—Anita O'Day (Tennessee) London 867
- Yingle, Yingle, Yumping Beans—Ole Svenson (I Want) Crystal 305
- Your Birthday Song—Jim Morris (Alaska) Horace Heidt MS-1053
- Your Favorite Christmas Selections Album—Lawrence (Piano Roll) Cook (1-10") Abbey(33) LPG-822
- You're Just in Love—P. Como-Fontane Sisters (It's) V 20-3945

- You've Got Me Crying Again—C. Hawkins (I'll Know) Royal Roost 519
- You've Got Me Crying Again—S. Kaye (Music, Maestro) Col 39015
- You're Just in Love—E. Merman-Dick Haymes-G. Jenkins Ork (Something) Dec 27317
- You're the Sweetest in the Land—L. Fuld-The Mitchell Men-B. Campbell Ork (Letter) London 827

- CHILDREN**
- A-B-C Fun—Cliff Edwards-Three Beaus and a Peep-Henri Rene Ork (1-2-3 Fun) V(45)47-0216
- Box on the Farm Album—Pinto Clovig-Billy May Ork (2-10") Cap DBX-3076
- Bugs Bunny Sings Album—Mel Blanc-Billy May Ork (2-10") Cap DBS-3077
- Genie's Magic Trick—Peter Lind Hayes (Wild) Dec 88065
- Genie's Wild West Show—Peter Lind Hayes (Magic) Dec 88055
- Little Toy Town Parade, The—Rufe Davis-C. Brandt Ork (Song) Col MJV-87
- 1-2-3 Fun—Cliff Edwards-Three Beaus and a Peep-Henri Rene Ork (A-B-C Fun) V(45)47-0216
- Pat and the Pixies Album—Jerry Bartell-Joyce Bartell-R. Hermann Ork (2-10") MGM L-14A
- Poppo—the Puppet—Danny Kaye (The Tubby) Dec 88058
- Song of the Little Red Hen—Rufe Davis-C. Brandt Ork (Little) Col MJV-87
- Tubby—the Tubby Song, The—Danny Kaye (Poppo) Dec 88058

- LATIN AMERICAN**
- Bolero—Pedro Vargas (Lagrimas) V 23-5253
- Ciento Por Ciento Boricua—Johnny Rodriguez Trio (El Arrebató) Dec 21324
- Cualquiera Se Equivoca—Servando Diaz Trio (Maria) V 23-5277
- Donde Estabas Tu—Tito Puente (Swinging) V 23-5254
- El Airoplano—F. Fernandez (Que Me) V 23-5257
- El Arrebató—Johnny Rodriguez Trio (Ciento) Dec 21324
- Estoy a Solas—Maria Victoria (Todavía) V 23-5265
- Lagrimas De Novia—Pedro Vargas (Bolero) V 23-5253
- Lo Manda El Corazon—Orestes Santos Ork (Rumba) V 23-5253
- Maria Cristiana—Servando Diaz Trio (Cualquiera) V 23-5277
- Negrito Sandia—Francisco Soler (Raton) V 23-5251
- Pancho Caridad—Luisito Pia (Por) V 23-5256
- Por Una Madre—Luisito Pia (Pancho) V 23-5256
- Que Me Duras Corazon—F. Fernandez-L. Palomera (El Airoplano) V 23-5257
- Raton Vaquero—Francisco Soler (Negrito) V 23-5251
- Rumba En Pa—Orestes Santos Ork (Lo Manda) V 23-5255
- Swinging the Mambo—Tito Puente (Donde) V 23-5254
- Todavía No Me Muero—Maria Victoria (Estoy) V 23-5265
- Tonto Corazon—Pedro Vargas (Tu Castigo) V 23-5270



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## THE AMES BROTHERS

Vocal With Choir And Orchestra  
Directed By Roy Ross




AND

# THE THING

Vocal With Orchestra Directed  
By Roy Ross




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**THE BILLBOARD Music**  
**Popularity Charts**

• **Record Reviews**

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

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation record adv't's—promotion film, legit and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>					
<b>NAT "KING" COLE-His Trio-Pete Rugolo Ork</b>	<b>Time Out for Tears</b> CAPITOL 1270—With support of chorus and lush string-augmented ork, Cole does a romantic, compelling job on the lovely r & b click of two seasons ago. Has the makings of a straight pop ballad success.	86--86--86--86			
<b>Get to Gettin'</b> Ditty's a riff blues at medium-fast tempo; lyric's a count-off number bit. Slight but pleasant in a jivey way.	73--73--71--75				
<b>DENNIS DAY (Henri Rene Ork)</b>	<b>The Place Where I Worship</b> VICTOR 20-3953—Sacred-flavored pop is showing signs via Al Morgan's etching on London; Day's semi-longhair version with recitation should find favor among his fans.	75--75--75--75			
<b>And You'll Be Home</b> (Charles Dant Ork) A lovely ballad from the "Mr. Music" flick gets a fair go from Day and chorus.	73--73--74--72				
<b>LEO FULD-The Mitchell Men-Bruce Campbell Ork</b>	<b>You're the Sweetest in the Land</b> LONDON 827—Fuld and chorus do a plodding job on a slow-going mother song.	47--49--47--45			
<b>A Letter to My Mother</b> A better tune and better projection by Fuld here. Ditty's an old Yiddish tune, chanted here in English and Yiddish.	66--66--70--63				
<b>THRILLWOOD ORK</b>	<b>My World Is Made of Music</b> THRILLWOOD 104—Unbilled warbler does a fine Buddy Clark vocal on a pretty waltz ballad with organ and rhythm backing.	65--65--65--65			
<b>My Sugar Lump</b> Tune here is cliché ridden hunk of nothing.	38--38--38--38				
<b>JANETTE DAVIS-BILL LAWRENCE (Archie Bleyer Ork)</b>	<b>Li'l Ol' You</b> COLUMBIA 39025—Charming little ditty here, but Miss David and Lawrence miss the boat for lack of ginger and drive.	66--66--64--68			
<b>Longing</b> Duo do so-so with this hillbilly flavored torcher.	64--64--62--66				

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>					
<b>MEL TORME</b>	<b>Makin' Whoopee</b> MGM 10844—Reissue of one of The Fog's finest platters. He sings with rare feeling and phrasing, backed by a razor-sharp ork.	84--85--83--84			
<b>Dream Awhile</b> (Ray Linn Ork) Mel and his fine group, the Mel-Tones, do a good but too-subdued job on the pretty ballad. Also a reissue, of course.	72--72--74--70				
<b>PERCY FAITH (The Shilelagh Singers)</b>	<b>Norah</b> COLUMBIA 39048—Faith and chorus do a community sing job with a fitting little Irish styled waltz. Could get some play in Gaelic nabs.	72--70--72--74			
<b>Christmas in Killarney</b> This one is a real hunk of Erin. Gang treatment should go over big with the Irish, especially in taverns around Christmas.	81--80--80--83				
<b>BILL FARRELL (Russ Case Ork)</b>	<b>Love Locked Out</b> MGM 10840—Fairly impressive warble of the heavy ballad oldie is still unlikely to reactivate the song.	73--75--73--72			
<b>Don't You Know Or Don't You Care?</b> Fine tune by the clefters of "I Can Dream, Can't I?" is sold strongly here for both pop and rhythm-blues markets.	83--84--83--82				
<b>JULIAN GOULD QUARTETTE</b>	<b>Before You Fall In Love</b> FRANWIL F 100—Thrush Marilyn Towne does a sprightly job with this bit of novelty fluff. Gal has a Dinah Shore sound, is superior to her material here.	58--58--58--58			
<b>I'm To Blame</b> Gal does fine with a really creditable ballad here.	72--72--72--72				
<b>ART MOONEY ORK (The Skylarks)</b>	<b>I'll Never Be Free</b> MGM 10839—Vocal group does a solid job with the blues ballad, with ork in form for a sophisticated blues backing. Release is late.	73--73--73--73			
<b>To Think You've Chosen Me</b> Warbler Bob Manning shares vocal chores with the Skylarks for a smartly arranged and executed rendition of the promising new ballad.	79--80--78--80				
<b>LAWRENCE WELK &amp; HIS CHAMPAGNE MUSIC</b>	<b>Military Polka</b> MERCURY 5529—Altho marked "instrumental," there's a good gal vocal on this somewhat fancy polka production. For Welk regulars.	68--68--68--68			
<b>Tiger Rag</b> Welk features his flashy accordion in a lively, well-recorded revival. Should do strong steady business in the Midwest.	78--78--77--80				
<b>VERA LYNN-BOB FARNON ORK</b>	<b>And You'll Be Home</b> LONDON 745—British thrush sings beautifully on this pretty "Mr. Music" ballad, but British ork setting doesn't showcase to advantage.	75--75--75--75			
<b>Accidents Will Happen</b> Another attractive job on a less pretty ballad from same pic.	70--70--70--70				
<b>GEORGE CATES ORK (Ralph Blaine)</b>	<b>Remember Me In Your Dreams</b> CORAL 60328—Routine ballad vocal and orking; has nothing special to offer.	65--65--65--65			
<b>The Winter Waltz</b> Here's one of the brightest treatments of the "Skater's Waltz" adaptation. If tune registers this disk should be the leader.	82--82--81--83				
<b>JUDY VALENTINE-THE QUARTONES-SID RAMIN ORK</b>	<b>Dance to the Music of the Ocarina</b> MGM 10828—Novelty from "Call Me Madam" rendered competently in little-girl voice, has received more potent waxing by Freddy Martin and Jan Garber.	70--72--70--68			
<b>Rowdy-Dow</b> Novelty with a bucolic flavor is too self-conscious in this rendition.	62--64--62--60				

**"TENNESSEE WALTZ"**

MGM #10864

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



*Tommy Tucker*

**CHRISTMAS SPECIAL**

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

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



*Hank Williams*

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*Al Rogers*

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DANCE	POPULAR	RETAILER	CHART
<b>POPULAR</b>						
<b>FRANKIE YANKOVIC &amp; HIS YANKS</b>						
<b>The Polkarina</b> COLUMBIA 39046—Yankovic and Carl Paradiso close harmonize a charming, lively polka novelty. Should draw response from the polka trade.		76	75	75	77	
<b>The Petite Waltz</b> (Anne & Jimmy Lloyd) Ditty, which has been scoring as an instrumental, is decked out with a vocal. Boy-gal team do it with real charm.		81	81	81	81	
<b>JOHNNY MERCER-THE PIED PIPERS (Paul Weston Ork)</b>						
<b>Winter Wonderland</b> CAPITOL 1285—Mercer and the Pipers take the Yule standard at a slow, dreamy pace. Interpretation's charming; should get play come Christmas.		79	79	75	81	
<b>Coofus</b> (Johnny Mercer) Tune is perfect for the Mercer pipes. He and the ork do a happy, corny job with it.		84	84	84	84	
<b>PAUL NEIGHBORS ORK</b>						
<b>I'm Gonna Hang Your Picture in the Post Office</b> CAPITOL 1250—Crisp, promising Coast band is most impressive with this dancy novelty, an intriguing bit of pop-corn.		78	78	78	78	
<b>Lovely</b> Neighbors and trio handle the vocal in moderately effective style on pretty, sentimental tune.		71	72	70	70	
<b>RALPH FLANAGAN ORK (Harry Prima)</b>						
<b>Halls of Ivy</b> VICTOR 20-3954—Smooth, danceable diskings of the universal Alma Mater could do some business with the college crowd.		74	76	74	73	
<b>Oh, Babe</b> (Steve Benetic) Danceable version of the rhythm novelty, while lacking the spirit of several earlier waxings, should get around.		84	85	83	83	
<b>EDDIE FISHER (Hugo Winterhalter Ork)</b>						
<b>You Love Me</b> VICTOR 20-3955—Cahn-Styne tune from "The West Point Story" is pretty ballad fare, well-interpreted but will need heavy pushing.		74	75	74	72	
<b>When You Kiss a Stranger</b> Bolero, with strong gypsy flavoring, gets its most impressive rendition here.		77	78	76	76	
<b>DON CORNELL (Bob Dewey Ork)</b>						
<b>Take Me in Your Arms</b> VICTOR 20-3950—Warbler Cornell essays a Columbo, while Dewey is more successful as Sammy Kaye in a generally impressive production of a dramatic oldie.		74	77	72	72	
<b>The Breeze</b> Another infectious oldie, this one with a bouyant rhythm, has more appeal to dancers. Two-piano bit, a la Lombardo enhances coin pull.		80	81	78	80	
<b>RUSS MORGAN ORK</b>						
<b>Longing</b> DECCA 2725—Morgan and the Heartbeats blend to highlight another of those smooth, polished mood ballad dance sides by this band. Ditty's a pleasant and catchy sentimentalizer.		85	85	85	85	
<b>Timeless</b> An attractive schmaltz ballad with a simple, retentive quality is done up handsomely by Morgan and his organization. Could rack up slow but growing action.		81	82	81	80	
<b>PHIL HARRIS (Walter Scharf Ork)</b>						
<b>Coofus</b> VICTOR 20-3968—Cornball revival, which got its new impetus from Les Paul's guitar waxing, gets a pleasing vocal plus period orking here.		71	72	70	72	
<b>The Thing</b> Mystery gimmick novelty could easily become the season's No. 1 nuisance hit. Has the earmarks.		89	89	89	89	

(Continued on page 78)

**WEEK AFTER WEEK!**

**HIT AFTER HIT!**

BY  
**TERESA BREWER**

**NOW...**

**"The THING"**

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

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

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

**BE MY LOVE.  
ONLY A MOMENT AGO**  
Available 2 Record Speeds  
78 RPM—MGM 10799 • 45 RPM—MGM K10799

**I'LL KNOW  
I'VE NEVER BEEN IN LOVE BEFORE**  
Available 2 Record Speeds  
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THE POPULAR MR.



## BLUE BARRON

and his Orchestra play

**YOU ARE THE IDEAL OF MY DREAMS  
THAT'S THE WAY IT GOES WITH LOVE**  
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JOLLY JOLLY JINGLE**  
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ART MOONEY and his Orchestra	I'LL NEVER BE FREE • TO THINK YOU'VE CHOSEN ME!	MGM 10839*
JOHNNY DESMOND	SLEIGH RIDE • A MARSHMALLOW WORLD	MGM 10827*
MONICA LEWIS	NEVERTHELESS • LET'S DO IT AGAIN	MGM 10772
RUSS CASE and his Orchestra	MARRYING FOR LOVE • IT'S A LOVELY DAY TODAY	MGM 10833
DAVID ROSE	YOU'RE JUST IN LOVE • THE BEST THING FOR YOU	MGM 10845
HANK WILLIAMS	WONDERFUL ONE • THE TINA-LINA	MGM 30279*
	MOANIN' THE BLUES • NOBODY'S LONESOME FOR ME	MGM 10832*

\* also available on 45 RPM



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# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

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

TENNESSEE WALTZ..... Jo Stafford..... Columbia 39065  
Miss Stafford gets the muted mood in a warming job of the lovely waltz revival. Able backing from Paul Weston's ork.

MUSIC BY THE ANGELS AND LYRICS BY THE LORD  
THE THING..... Ames Brothers..... Coral 60333  
Brothers get an ethereal effect with "Angels," a high-octane hunk of drama in ballad form. Their coverage on "The Thing" should cop heavy play, especially in the juke.

MY HEART CRIES FOR YOU..... Dinah Shore..... RCA Victor 20-3978  
La Shore debuts on Victor with a heart-warming rendition of a lovely new waltz ballad with recurrent refrain in the "Goodnight, Irene" pattern. Henri Rene leads ork and chorus in a provocative backing job.

OH, BABE..... Ralph Flanagan Ork..... RCA Victor 20-3954  
The now familiar neo-Miller-Flanagan dance styling is neatly applied to the rhythm rocker for a sock side.

## • The Disk Jockeys Pick

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

1. THE THING..... Phil Harris..... Victor 20-3968
2. OH, BABE..... Ralph Flanagan Ork..... Victor 20-3954
3. TENNESSEE WALTZ..... Patti Page..... Mercury 5535
4. AUTUMN LEAVES..... Ray Anthony Ork..... Capitol 1280
5. CROSS MY HEART I LOVE YOU..... Hugo Winterhalter Ork..... Victor 20-3943
6. AUTUMN LEAVES..... Jo Stafford..... Capitol 1248
7. THE PLACE WHERE I WORSHIP..... Al Morgan..... London 784
8. LETTER TO MY MOTHER..... Leo Fuld..... London 827
9. CROSBY CHRISTMAS..... Crosby Clan..... Decca 27249
10. OH, BABE..... Benny Goodman Ork..... Columbia 39045

## • The Retailers Pick

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

1. OH, BABE..... Kay Starr..... Capitol 1278
2. TO THINK YOU'VE CHOSEN ME..... Eddy Howard..... Mercury 5517
3. THE THING..... Phil Harris..... Victor 20-3968
4. CROSS MY HEART I LOVE YOU..... Hugo Winterhalter Ork..... Victor 20-3943
5. OH, BABE..... Ames Brothers..... Coral 60327
6. AUTUMN LEAVES..... Mitch Miller Ork..... Columbia 38971
7. YOU'RE JUST IN LOVE..... Perry Como..... Victor 20-3945
8. MOLASSES..... Teresa Brewer..... London 794
9. MARSHMALLOW WORLD..... Vaughn Monroe..... Victor 20-3942
10. AUTUMN LEAVES..... Jo Stafford..... Capitol 1248

## • The Operators Pick

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

1. OH, BABE..... Kay Starr..... Capitol 1278
2. PETITE WALTZ..... Sammy Kaye..... Columbia 39036
3. THE THING..... Phil Harris..... Victor 20-3968
4. LUCKY, LUCKY, LUCKY..... Evelyn Knight..... Decca 27182
5. THE PLACE WHERE I WORSHIP..... Al Morgan..... London 784
6. OH, BABE..... Ames Brothers..... Coral 60327
7. TENNESSEE WALTZ..... Patti Page..... Mercury 5535
8. I DON'T MIND BEING ALL ALONE..... Ames Brothers..... Coral 60300
9. STRANGERS..... Sammy Kaye..... Columbia 39007

## • The Country and Western Disk Jockeys Pick

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

1. GOLDEN ROCKET..... Hank Snow..... Victor 21-0400
2. THREE LITTLE DWARFS..... Stuart Hamblen..... Columbia 20754
3. LOVEBUG ITCH..... Ernest Tubb and Red Foley..... Decca 46278
4. IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME..... Ernie Lee..... Mercury 6289
5. K. P. BLUES..... Montana Slim..... Victor 21-0397
6. MY HULA BABY..... Cowboy Copas..... King 895

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Backed with "MEAN AND EVIL BLUES"  
By Skeets McDonald and Johnny White's Band  
SOME TERRITORIES STILL OPEN  
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PHIL HARRIS  
made it?...  
"THE THING"

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

PHIL HARRIS  
made it?...  
"THE THING"

an overnight

Sensation

This Guy did it...

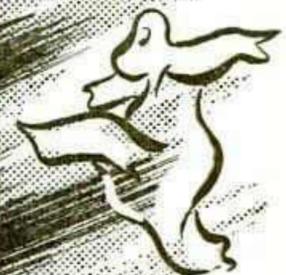


PHIL  
HARRIS  
has it...

PHIL HARRIS made it...  
"THE THING"



PHIL DID IT?...  
"THE THING"



THE  
THING

45 RPM—47-3968  
78 RPM—20-3968

RCA VICTOR Records

# THE BILLBOARD Music Popularity Charts

## Album and LP Reviews

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

The large boldface number in each review is on the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

### The Categories:

Production Idea (grouping of selection continuity), 15 points; "Name Value," 15; Caliber of Material, 15; Manufacturers' Distribution Power, 10; Exploitation Aids (record company and other advertising promotion, film, legit and other plugs), 10; Interpretation, 15; Record Quality, 5; Manufacturers' Production Efficiency, 5; Packaging (art work, binding, wrapping), 10.

### POPULAR

**CHRISTMAS CHORISTERS—The St. Luke's Choristers—William Ripley Dorr, Cond. 77**  
(1-10")  
Cap (33) H-9012

Cantique de Noel; Carol of the Bells; I Saw Three Ships; Geau Bambino; Good King Wenceslas; Sleeps Judea Fair; We Three Kings; Sing Noel; Masters in the Hall; Sleep of the Child Jesus; Noel King; Good News.

This is the second volume of Christmas hymns and carols by the St. Luke's choir, a noted group of 60 boys remembered from movie and concert appearances. The current volume contains 11 pieces, most of which are familiar seasonal religious works. The excellent choir sings them beautifully and with appropriate reverence. The pair of St. Luke's Christmas albums are good enough to stand up against all comers in the standard seasonal hymnal and carol competition.

**JUKES** Not suitable. **JOCKS** Well done hymns and carols suitable for the Christmas season segs.

**SING AND DANCE WITH FRANK SINATRA (1-10") 76**  
Columbia (33) CL-6143

Lover; It's Only a Paper Moon; My Blue Heaven; It All Depends on You; You Do Something to Me; Should I; The Continental; When You're Smiling. Sinatra, whose previous and successful packages have concentrated on romantic standards, pulls a switch for his latest and knocks out eight standard pieces in jump time. The Voice was one of the subtlest and finest rhythm warblers in the business and the remnants of his mastery of phrasing and beat are present in the new set. But generally his efforts here are forced. George Siravo's arrangements are superb swing stuff, some of it too heavy in support of the small Sinatra tonsils. But there's plenty drive and spirit in the orkster's work, and this almost steals the album from Sinatra. "Paper Moon," "Heaven," "Depends" and "Smiling" are the best samples. Sinatra's still large following will want this set.

**JUKES** The four sides mentioned above will make good fare on the 78 singles. **JOCKS** Good swinging stuff for change-up slots on pop shots.

**SAMMY KAYE'S SUNDAY SERENADE (1-10") 84**  
Columbia (33) CL-6155

Music, Maestro, Please; Honey; Blue Prelude; Just a Gigolo; You've Got Me Crying Again; As Time Goes By; No Greater Love; You Oughta Be in Pictures. A package of eight sturdy evergreens, several of which of late have undergone revival treatment, here are sold as a typical selection of stuff from Kaye's long-time Sunday radio program. It's ready-made stuff for the guy's large following and his renditions of the tunes fall easy enough on the ear to expand the potential beyond the fan following. Tony Alamo rates bows for his several fine vocal contributions with Judy Johnson turning in a few choice moments. Fine dance music in a romantic vein . . . should have little trouble in picking up fast sales currently while the Dear Boy is hot as a pistol on wax.

**JUKES** Individual sides on 78 are all good especially current tunes like "Maestro," "Crying." **JOCKS** All mild, topnotch pop and dance mater.

**SUNDAY EVENING SONGS—Jo Stafford-Gordon MacRae-Paul Weston. Ork 81**  
(1-10")  
Capitol (33) H-247

Now the Day Is Over; In the Gloaming; Juanita; Long, Long Ago; Love's Old Sweet Song; Sweet and

Low; Last Night; Stars of the Summer Night. The fine, warm close harmony blend of Stafford and MacRae has proven a successful formula for popular sales dating back to their imminently profitable "Whispering Hope." Here the couple do eight songs, each an evergreen, all loaded with the same honey and semi-religious feel of "Hope." The results, produced with extremely good taste by the singers with Paul Weston's orking, should prove a sturdy family trade standard package. Will make solid Christmas gift stuff, too.

**JUKES** Not suitable. **JOCKS** When homey sentiment is called for, these sides fill the bill to a "T."

**PIANO MOODS—DARDANELLE (1-10") 65**  
Columbia (33) CL-6142

I'm in the Mood for Love; Over the Rainbow; Laura; Memories of You; I Get a Kick Out of You; 'S Wonderful; Tabu; Them There Eyes. This addition to the Columbia series of pop keyboard styles and stylists spotlights one of the few femme performers of note on the BB. This versatile miss also is quite fluent on the vibes and can warble a tune neatly when the lyric is called for. Here she makes a demonstration of a graceful, delicate, melodic keyboard style which is just the proper thing for the cocktail lounge. Done up in two continuing medleys of four familiar evergreens each, this package has the musical and song content to please the piano style customer but will have to ultimately depend on the draw of the gal's name, which currently is limited.

**JUKES** Not suitable. **JOCKS** For piano segs and cocktail hour spins where the time is available for the 15-minute sides.

**CHRISTMAS BELLS—Cathedral Organ 50**  
with Chimes (1-10")  
Capitol (33) H-9013

Adeste Fideles; Cantique de Noel; Joy to the World; It Came Upon the Midnight Clear; O, Little Town of Bethlehem; Hark, the Herald Angels Sing; Ring Out Wild Bells; Jesus, Joy of Man's Desiring; The First Noel; God Rest Ye Merry Gentlemen. If anybody must have a recording of Yule hymns and carols featuring carillons and organ, this is his meat. Performances are grave and stately, and definitely have that old Christmas tingle of the "roasty morning, sleighs and a trimmed tree before a warm fireplace. Churches and other institutions should make the biggest part of the market for this LP.

**JUKES** Not suitable. **JOCKS** Might be used for the holiday feeling on and before Christmas day.

**KID ORY—Kid Ory and His Creole 45**  
Dixieland Band (1-10")  
Columbia (33) CL-6145

Savoy Blues; Creole Song; The Glory of Love; Mahogany Hall Stomp; Blues for Jimmy; At a Georgia Camp Meeting; Go Back Where You Stayed Last Night; Yaaka Hula Hickey Dula. This is a sad disappointment after the fine Kid Ory album of several years ago. Three of the original performers have died since the first album was cut. They were trumpet, Mutt Carey; guitar, Bud Scott, and piano, Buster Wilson. Bassist Ed Garland has been replaced, as has clarinetist Barney Bigard. Their replacements are capable jazzmen, but most of them lack the bred-in-the-bone New Orleans musical sense. Result: The beat is weak and 1940-ish instead of strong and 1920-ish. Vocal sides are so much dead air. The punching Carey horn has been replaced by Teddy Buckner's swing

(Continued on page 76)

# RCA VICTOR Records

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### his HOUR OF CHARM

#### ALL GIRL ORCHESTRA and CHORUS



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## "I'M GONNA LIVE TILL I DIE"

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# THE BILLBOARD Music Popularity Charts

## • The Honor Roll of Popular Songwriters

By Jack Burton

### No. 78—MILTON AGER

It was the World's Fair year of 1893, and Chicago, bursting with pride and hospitality, was a wide-open town. Down in the Loop the musical extravaganza, 1492, was a nightly sell-out and Florenz Ziegfeld was making his debut as an impresario by glorifying Sandow, the strong man, instead of beautiful girls. On the famed midway, John Philip Sousa's band was featuring Charles K. Harris's *After the Ball* and Little Egypt was dancing to the exotic strains of an Oriental melody composed by Sol Bloom, who later was to become a patriarch among the nation's congressmen. And about five miles to the west, as the stork flew, Milton Ager was born on an October day of this epochal year.

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

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

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

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

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

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

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

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

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

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

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

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

# SMASHING THROUGH TO NEW TOP SALES!

## "Tennessee Waltz" by Patti Page

5534-5534X45

### Flipside—"Boogie Woogie Santa Claus"

## MORE MERCURY MONEY MAKERS!

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

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

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

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

#### "Stranger in the City"

Tony Fontaine with Lou Douglas' Orch.  
("And You'll Be Home")  
5536-5536x45

#### "Our Lady of Fatima"

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

#### Also Available

#### "Our Lady of Fatima"

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

#### "Frosty the Snowman"

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

#### "Time Out for Tears"

Dinah Washington  
("Only a Moment Ago")  
5503-5503x45

#### "Nevertheless"

Frankie Laine  
("I Was Dancing with Someone")  
5495-5495x45

#### "Moonlight and Roses"

Herb Jeffries  
("The One Rose")  
5541

#### "The Medicine Show"

Buz Butler  
("The Rubber Ball Bounce")  
6281

#### "The Thing"

Two Ton Baker with David LeWinter & His Orch.  
("Autumn Leaves")  
David LeWinter & His Orch.  
5548-5548x45

#### "Hey Keesideetch"

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

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

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

#### "Xmas in Killarney"

Ralph Marterie & His Orch.  
("Rainbow Guy")  
Bette Chapel with Ralph Marterie's Orch.  
5549

#### "All About Eve"

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

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

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

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

Richard Hayes with Jerry Murad's Harmonicats  
("Silver Bells")  
Richard Hayes and Kitty Kallen  
5532

#### Also Available

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

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

#### "Basin Street Blues"

Herb Jeffries  
("Flamingo")  
5542

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

Ernie Lee & His Southerners  
("No, No, Joe")  
6289

#### "Hot Rod Race"

Tiny Hill and His Orchestra  
("Love Bug (ch)")  
5547

#### "All My Love"

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

#### "Oh Babe"

Kay Brown  
("Baby Me")  
5538

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

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

#### "Handcuffed to Love"

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

#### "Back in Your Own Backyard"

Tiny Hill and His Orchestra  
("I'll Sail My Ship Alone")  
5508-5508x45

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

Tiny Hill and His Orchestra  
("Just a Girl That Men Forget")  
5524

#### "Beyond the Reef"

Jerry Byrd  
("Pagan Love Song")  
5531

#### "How Deep Is the Ocean"

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

#### "These Foolish Things"

Herb Jeffries  
("Solitude")  
5539

#### "Hadacol Bounce"

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

#### "Teardrops From My Eyes"

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

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**MOORE**

(and the Moore Men)

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NEW  
STAR

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

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

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

MGM  
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Continued from page 37

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

**Jack Yellen**

Like Milton Ager, Jack Yellen came into Tin Pan Alley the hard way. Born in Poland July 6, 1892, and brought to America five years later when his parents settled in Buffalo, Yellen started writing songs while attending the University of Michigan in order to pay his way thru college. Yellen sold these songs to a Buffalo photographer, who ran a song publishing shop as a sideline, and was paid in certificates for cabinet photographs that Jack peddled from house to house, averaging \$5 per song on the deal.

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

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

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

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

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

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

**PERTINENT DATA ON SONGS AND SONGWRITERS**

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

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

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

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

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

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

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

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

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

(Continued next week)

**SONGWRITERS COMING UP!**

MILTON AGER (Part II)  
In Subsequent Issues The Billboard Will Present

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

**Block Plugging**

Continued from page 11

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

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

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

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

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

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

Billy Eckstine's  
**BE MY LOVE**

OUTSTANDING RECORD SMASH

# BE MY LOVE

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

MGM #10799  
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**'Deep Within My Heart'**

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# Is Disk Business Changing?

• Continued from page 11

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

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

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

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

### Slow Growth of Trend

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

Degree to which it might cut in on disk opportunities for outside writers is perhaps more strongly pointed up at the moment than at any time in recent history because—on top of the staff movement in this direction—three big show scores are currently being etched or released. These as is known, are the Irving Berlin *Call Me Madam*, the Frank Loesser *Guy and Dolls*, and the Cole Porter *Out of This World* cleffings.

With 15 to 25 tunes from such productions virtually recording

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

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

## New Rex Records To Accent Kidisks, American Classics

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

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

### Exec Experience

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

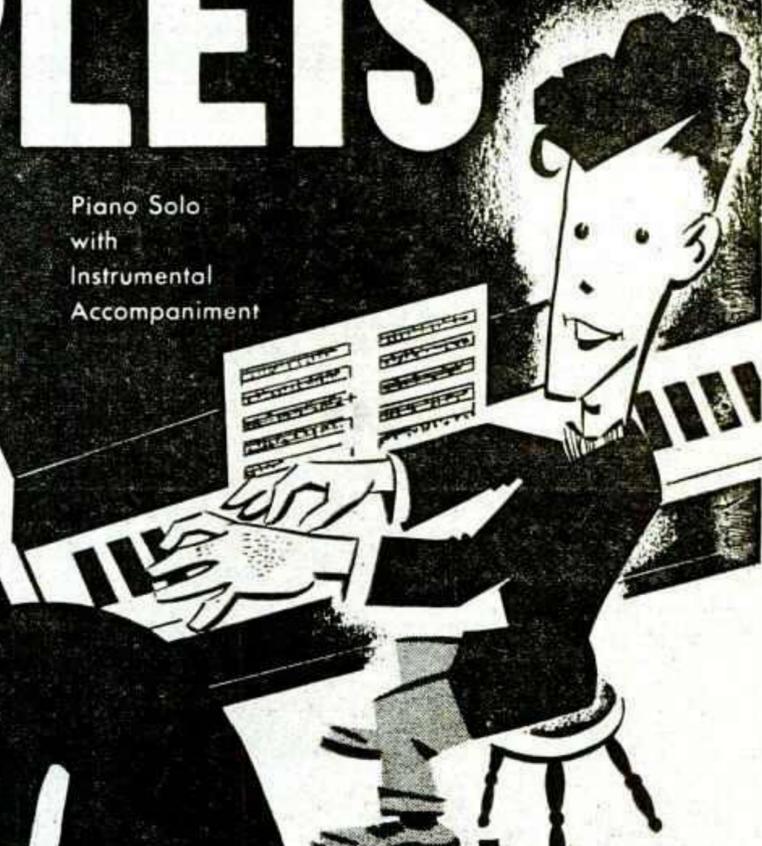
Three distributors have been set, and others are currently being lined up. To date the line is represented by Mutual Distributors, Boston; Marnel Distributing Company, Philadelphia, and Mangold Distributors, Baltimore.

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Piano Solo with Instrumental Accompaniment



"I'LL ALWAYS BE IN LOVE WITH YOU"

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backed by "CARAVAN"

# LONDON RECORDS

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### 10 AMERICANS COLLECT FROM FRENCH 'ASCAP'

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

The French society is celebrating its 100th anniversary this year. It was the first, and is considered the model writers' society (see other story). For one, it pays writers two-thirds and publishers one-third of moneys collected.

SACEM, it is said, is eager to admit important writers from all companies, in the interest of international prestige and strength. ASCAP, on the other hand, prefers to restrict membership to Americans, and rarely admits writers of other nationalities.

### S&S Speeds Sked

Continued from page 16

terial from Tin Pan Alley and from cartoon flicks. The new release includes such titles as *Who's Afraid of the Big Bad Wolf*, *Ferdinand*, *Little Lulu* and *Funny Little Bunnies*—all from cartoons.

Other sides carry such pop matter as *Peter Cottontail*, *Jing-a-Ling*, *The Noise Song* and *Icka Backa Soda Cracker*. The new releases will be especially grouped on a large-size transcription for spinning by the nation's 250 kidisk jocks.

#### Publishing Field

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

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

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

### Music-TV-Film

Continued from page 16

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

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

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

## Dailey Sets Flanagan on College Segs

NEW YORK, Nov. 11.—When Ralph Flanagan opens his return engagement at Frank Dailey's Meadowbrook December 19 for two weeks thru the Christmas and New Year's holidays, the fast-stepping orchestra will be assured of playing to no less than a thousand people each night for the length of the engagement.

Dailey, who has successfully been selling private parties as a special service, to date has lined up deals with students of 19 colleges for the Flanagan engagement and expects to seal deals with at least three more schools before the playing time. Flanagan is currently busy expanding his library to include the anthems of the schools due to be represented at the Meadowbrook.

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

### "Wanderer" Wanders Thru East Club Route

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

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

## AUTRY ON COL. COMBO KIDISK

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

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

## Tour To Star Hackett, Wiley

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

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

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

# DOT'S AHEAD!

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"CRYIN' TO MYSELF"

b/w "NOBODY LOVES YOU"

Dot #1016

By Cecil Gant

SPIRITUAL

"I'LL TELL THE WORLD"

"IN THE UPPER ROOM"

Dot #1015

By The Fairfield Four

STILL GOING STRONG

"STREET WALKIN' DADDY"

"RIFFIN WITH GRIFFIN"

Dot #1010

By Margie Day

By The Griffin Brothers

OTHER DOT STANDARDS

(John Maddox)

DOT #1015 "CRAZY BONE RAG"

DOT #1012 "ST. LOUIS TICKLE"

"HULA BLUES"

"I GET THE BLUES WHEN IT RAINS"

(The Fairfield Four)

DOT #1003 "TREE OF LEVEL"

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

"IN THE WILDERNESS"

DOT #1006 "LET ME TELL YOU ABOUT JESUS"

"DEAR LORD, LOOK DOWN UPON ME"

"SAVIOR, DON'T PASS ME BY"

By Big Jeff

DOT #1004 "JUKE BOX BOOGIE"

DOT #1007 "YOU TALK IN YOUR SLEEP"

"LOVE OR INDIGESTION"

"CHATTANOOGA STOMP"

By Cuzzin Clem

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## OUCH! AVERAGE ACTOR MAKES ONLY 2G YEARLY

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

By Bill Smith

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

Club dates in the New York area are fairly good, tho the life of a club date performer is seldom more than two years. By that time he's been seen so often that his value drops. Incidentally, breaking into the club date field is a

tough proposition. Those who make the grade make enough each week to bring their earnings to livable standards. This doesn't include the standard acts and names who make as much money out of club dates on one week-end as they make on full week jobs in cafes or theaters.

A Sam Levinson, for example, gets \$1,000 a shot and can do five to 10 a week.

A minimum of \$125 weekly around Chicago apparently makes that area a good place to work. Actually, that is far from the truth. Chi is top-heavy with strip joints, some using as many as 10 strips on each bill and each one gets \$125. With some 60 strip spots in action against only about eight non-strip clubs, the average seems to be higher than the national figure. There are six or seven theaters around Chi which include week-ends. Salary there is about \$350 for full weeks. City is a big club date zone, but the

customs applying in New York also apply in Chicago.

The St. Louis area is considered by AGVA the "worst show town in the country." It claims that most of the clubs are "joints," but even there the average is about \$80. The Municipal Opera running at fresco in Forest Park gives work to about a 100-person chorus plus principals. A couple of hotels in town pay well but not enough to bring up any regional average.

The poorest playing time on the West Coast is the San Francisco area. Town itself is dead, tho club dates are fairly good. Incidentally, the best club date area in the country is the Pacific Northwest. Minims are about \$20, but there's plenty of work. Jumps, however, are tough. Acts need cars to get around.

The Coast proper, including L. A. and Hollywood, has about 45 cafes paying an average of \$90 at the better spots and around \$60 for

(Continued on page 48)

## FOR WHOM THE AD LIB TOLLS

PHILADELPHIA, Nov. 11.—B. S. Pulley, who has been doubling between the *Guys and Dolls* musical revue and the Little Rathskeller nitery, finally attracted the show's producer, Ernie Martin, to the ringside to catch his after-show performances without the inhibitions and restraint of the legit theater.

When Pulley came over to the table after his act, Producer Martin gulped out: "You're great, Pulley, but please, don't ever ad lib in my show!"

## Buying Ups Receipts

WASHINGTON, Nov. 11.—Higher purchasing power is finally hiking nitery receipts, it was indicated this week as Commerce Department announced a 5 per cent September jump in the take of the nation's drinking places. The gain over August was five times that scored by eating-drinking places lumped together.

The September gain over a year earlier for drinking places was 3 per cent, but for the first nine months of 1950 total receipts were off 4 per cent from the comparable 1949 period.

## FLESH COMING BACK TO TWO OLDER HOUSES

### Boston Scollay, Detroit Capitol Into New Shifts

NEW YORK, Nov. 11.—Two houses which have been without stagework for periods ranging up to 20 years will put back flesh on a spot basis.

Scollay Square Theater, a nabe house in Boston, which hasn't had any live shows for nearly two decades, will open November 22 with a package headed by the Duke Ellington band. Show will carry four-five acts; Howell and Bowser the only one lined up so far.

Capitol Theater, Detroit, will also give shows a whirl when it opens November 17 with Illinois Jacquet and band plus acts for a week. Two weeks later the house will play Duke Ellington.

Both the Scollay Square and the Capitol, tho independently owned, are booked by Harry Levine, of the Paramount chain. Paramount shares ownership with the Scollay Square.

Paramount also planned to reopen the Olympia, Miami, shortly after Thanksgiving Day. But so far no notice of reopening has been received at the booking office.

## Casablanca Sets 1st Show

MIAMI, Nov. 11.—The new Casablanca Hotel, now being erected on the beach, will start off the season with Gloria DeHaven January 17. Next act to follow will be Patti Page, who's opening date is January 31.

Hotel, one of the lushest on the gold coast, tried to get Judy Garland for the preem, offering \$15,000, but there was no deal. Spot will have one of the biggest cafes in the area, a 400-seater called the Moroccan Room, and is expected to be one of the biggest talent buyers in the area.

Casablanca, a member of the local hotel association, has been included in the American Guild of Variety Artists' (AGVA) unfair list. It is expected, however, that hotel will clear itself before the opening date.

## AGVA Again Puts Axe to Celeb Nights

NEW YORK, Nov. 11.—Celebrity nights at cafes have again been outlawed by the American Guild of Variety Artists (AGVA). The clamp-down will go into effect November 19.

The latest halt was the result of a hassle between Dario, of La Martinique, and AGVA over a celeb night show put on at the spot Sunday (5) night. AGVA insisted that all acts get one-seventh of their established salary, and Dario demurred. If Eddie Davis, of Leon and Eddie's, can have Sunday night celeb nights, Dario asked, why couldn't he?

Final Upshot

The final upshot was that neither Leon and Eddie's, La Martinique nor any other club will be permitted to have acts work for free any longer. In the case of Leon and Eddie's, however, spot payed acts a one-show minimum. But even that has been ruled out by the talent union.

Where acts do go on and get one-seventh of their established weekly salary, AGVA insists that the money be turned over to them. It will then issue its own check to the performer for the amount due them.

## DEEP HOLE DOWN DEEP SOUTH

# Beach Clubs in Miami Book Negro Artists for Season

MIAMI BEACH, Fla., Nov. 11.—The long existing barriers against Negro performers working or living on the Beach will be lowered another notch the coming season when at least two clubs will start rolling.

Alan Gale, with his new room on Collins Avenue, will start off with Sarah Vaughan, Timmie Rogers and the Berry Brothers. Following show will have Peg-Leg Bates and Thelma Carpenter, with additional acts now being dickered for.

The biggest name so far, Billy Daniels, was bought by the Copa City, and various fishing trips are being attempted to get Lena Horne, Billy Eckstine and similar attractions to come down.

So far, with the exception of Daniels, the other names have refused the Beach offers. In some cases it is unavailability; in others it is a reluctance to work in discriminating areas.

The first breach in the local discrimination laws was made by Barry Gray, in the season of 1947-'48, when he disk-jockeyed out of the Copa. He brought the late Bill Robinson to the mike, and followed it with a chit-chat with Bill (Ink Spots) Kenny. The first Negro act to actually work in a Beach club were the Step-Brothers, who appeared at the Beachcomber with the Martin and Lewis show in 1949.

The problem of housing Negro

## Extra Added

Brief but important night club-vaudeville news

### New York:

Frankie Laine goes into the Copa some time in January. . . . Paradise, latest to start bidding for names. . . . Lena Horne is probably out of the Copa; refuses to do three shows. . . . Herman Hover (Ciro's, Hollywood) has a new gimmick—a "Ciro hall of fame awards." Newspapermen will be judges. . . . Al Kelly, now d.d.t.—doctor of double talk—awarded him by Gagwriters' Institute. . . . Contract between Martin-Lewis and MCA has a rider that if AGVA rules against MCA in contract hassle the money advanced to the team will revert to the agency. . . . Paul Brady (ex-Barton and Brady) and Roberta Wynn have teamed up as a new act, "Paul and Roberta Brady," working around Detroit. . . . Martin Natale, now operates Barney Gallan's club. Opened a new Rose Room, booked by Jean

(Continued on page 48)

## Danny Davis Dead at 53

MIAMI, Nov. 11.—Danny Davis, joint op of Kitty Davis's theater-restaurant, died in his sleep Wednesday night (8) of a cerebral hemorrhage.

Davis, who was 53 years old, had a varied career on Miami Beach. Coming from Chicago before World War II, he and his wife, Kitty Davis, opened the Kitty Davis Airliner and made it an immediate success. During the lush days of the spot, Davis played acts who, subsequently, became the biggest names in showbiz.

Davis was a firebrand. He tangled with acts and competitors. His rep was such that many comics

(Continued on page 48)

## 2 New Shows Lift Stem Gross to 378G

NEW YORK, Nov. 11.—New shows at two of the first-run presentation houses lifted the total grosses for last week to \$378,000 against the previous week's \$361,000. The theaters responsible for the rise were the Paramount and the Strand. The Roxy, however, is still the champ. It keeps on rolling along racking up the king-sized grosses.

Radio City Music Hall (6,200 seats; average \$123,000) exited with a poor \$98,000 for the *Miniver Story*, Walter Dare Wall and other acts. New show, reviewed this issue, has *King Solomon's Mines*, Phil Foster, Bobby Brandt and Virginia Somers.

Roxy (6,000 seats; average \$68,000) rolled into its fifth week still going strong. With *All About Eve* and *Martha Stewart* and the *Blackburn Twins*, the show pulled in a juicy \$99,000 for its fourth frame after already racking up \$90,000, \$115,000 and \$100,000 respectively for the preceding weeks.

### Capitol Up 5G

Capitol (4,627 seats; average \$43,000) went out with \$48,000 after two weeks of *To Please a Lady* plus Billy Daniels, Luba Malina and Pupi Campo's band. New show has Tommy Dorsey band, Rory Calhoun, Jackie Gleason and *Devil's Doorway*.

Paramount (3,654 seats; average \$78,000) opened in good style with \$70,000 for its first period with Ames Brothers, George Kaye, Tex Beneke's band and *I'll Get By*.

## PHIL. AGVA ASKS AID VS. DUNN

### Levels Charge at National For Dropping Buyer Levies

NEW YORK, Nov. 11.—Another ring-around-the-rosy involving the upper echelon of the American Guild of Variety Artists (AGVA) developed last week as the result of AGVA's dropping the \$5-\$25 bite on talent buyers and substituting for it a 1 per cent salary bite on members.

Dick Jones, Philadelphia AGVA rep, whose branch proposed the talent buyer tax, charged Henry Dunn, union topper, and others of "deliberately and maliciously . . . sabotaging the wishes of the convention by a 'dereliction of duty' for not following thru the 'convention's directive.'" The charges were placed before the Associated Actors

## Liquor Ops Ready To Rap Speaks

PHILADELPHIA, Nov. 11.—Retail Liquor Dealers Association of Pennsylvania served notice on speakeasies and the one-man private club operations that it intends to use all its power in an all-out war on the illegal outlets in 1951. When State Legislature convenes in January, licensed dealers taking in the tavern, restaurant and nitery owners will ask for new measures to cut down on the number of speaks and one-man clubs which operate after-hours and Sundays.

and Artistes of America (Four A's) in a registered letter to that body, with a request for a formal hearing.

### Philly Request

Jones also asked the Four A's to appoint a committee to supervise AGVA's administration pending hearings and to protect the Philly branch from any reprisals for its action. The letter was signed by the Philly board in addition to Jones.

The Four A's met Thursday (9) and notified Jones that since AGVA had complete autonomy, Jones must seek his remedy within that union. Only after he's exhausted the customary channels can he appeal to the Four A's.

Jones also charged that he was being deprived of his "civil rights" by a request that he and all other paid AGVA employees surrender their membership cards in that union.

AGVA's reply to Jones's charges were: (1) The original resolution passed by 2½ votes. According to the constitution the board "may not take action . . . unless a resolution is passed by two-thirds of the convention"; (2) the board repealed it because it was unworkable based on reports from the field, and (3) the 1 per cent tax would aid all the welfare funds set up by AGVA.

## Due Bills Hit Philly Scene

PHILADELPHIA, Nov. 11.—Due bills, issued to cover advertising charges, have invaded the night club field for the first time here. Dave Lodge Poster Advertising Company here announced, "We are now able to offer you due bills for two of the largest night clubs in the city, the Latin Casino and the Little Rathskeller."

Both rooms are center-city spots and both have placed their sales appeal on outdoor billboards of the Lodge Poster Company, which has sold boards to many niteries in the past. It was the Lodge firm which sold nitery owner Frank Palumbo on the idea of using the outdoor billboard in New York to advertise his Click nitery here.

# Night Club Reviews

## Empire Room, Palmer House, Chicago

(Thursday, November 2)

Capacity, 500. Price policy, \$1-\$1.50 cover with \$2 minimum. Shows at 8:30 and 11:30. Publicity, Freddie Townsend. Production and exclusive booker, Merriell Abbott. Estimated budget last show, \$7,300. Estimated budget this show, \$8,300.

House has a good package, headed by Liberace, who's reached the perennial fave class here. Liberace has molded new bits like a sock pianistic medley from *South Pacific* and a punkish *What's Better Than Love* into his classy presentations. Unfortunately, he still insists on singing difficult melodies like *September Song* when his thin voice is suited only to light material. As was the case his last time in, diners saluted his offerings with salvos.

Martha Wright, making her Chi debut, doesn't measure up to par of fem warblers booked here. Her voice falls between the standards of opera and pops. A strawberry blonde, her looks are strong enough to carry her if she gets better material than her *Lovely Town* and *Kiss Me Again* offerings. Earned okay response.

### Presents Strong Novelty

Merriell Abbott has come up with another strong novelty in Laurette and Clymas. Pair does some biting satires, explaining fully what they are attempting before their numbers. The blond fem has a low voice that carries a bossy intonation, which should be removed to make her patter more effective.

The Merriell Abbott Dancers could use some new production numbers. They are going into their second four-week show, using a pair of revivals. Eddie O'Neal's ork cut a good show.

Johnny Sippel.

## Tabarin, Paris

(Tuesday, October 24)

Capacity, 1,000. Price policy, \$1.20 admission. Operator, Auguste Bosc. Publicity, M. Moirinat.

Tho the tourist season is over, the Tabarin had plenty of Americans and locals in the house as well, at the show caught. Its two-hour show by Pierre Sandrini has been running for over a year.

Tagged *Reflections*, packaged mixes sentimentality with top performances and plenty of nearly nude girls. First half is called "Home" using a bedroom, bathroom, garden, living room, and library sets. Marcel DuPont, director, and Erte, who designed sets and costumes, did a good job. Fabulous costumes are usually more breath-taking than the kids who wear them.

In the garden scene a young girl danced around three husky male statues in the moonlight. The statues must be made of cement because she climbs all over them without knocking them down. The figures are nude except for strategically placed fig leaves.

### Woodrow Clicks

One of the best is the balancing act by Woodrow, who juggles a top hat, cane and cigar, then clamps the cigar between his teeth and balances the hat on it. Next he tosses away the cigar and juggles three top hats with machine-gun speed, moving them so fast from his head into the air that they seem to be floating. He got the biggest hand of the show.

The library number is the most expensive-looking part of the show. In it there is also a little dance by Leila, called *Alcohol*, depicting a French version of a lost week-end.

The second half of the show featured more singing and dancing with ample display of costumes and bosoms. It wound up with a circus production built around an animal trainer and girls dressed like panthers, tigresses and ponies.

Arthur Rosett.

## Paradise, New York

(Wednesday, November 8)

Capacity, 750. Price policy, \$2.50-\$3.00 minimum. Shows at 8:30; 12:30 and 2:30. Operator, Paul Schlosser. Booking, non-exclusive. Publicity, Ed Weiner. Estimated budget current show, \$1,750.

New show did a sneak opening Wednesday (8) night to obviously small biz, tho it shapes up as a fair commercial bet once it starts rolling. Actual preem is set for Friday (10) when better biz is anticipated.

Show has Hal Fisher on top with Frank Stevens, Bobby (Tables) Davis and a Jeanette Hackett line (8) giving it body, stretch out and sight value. Fisher, who hasn't been caught in many years, comedy emsees in the traditional manner. In his own spot (he works with his wife, Laura), he works slow and easy, with good results. His panto bits are little gems, particularly his drunk and lighthouse things.

Stevens, a wavy-haired, good looking tenor, showed a pleasant voice and selling style with his choice of standards, ending with *Sorrento*. The audience warmed quickly to him.

Tables Davis started with his hoofing routine, then went into his chair-table teeth-lifts. As usual, the short lad got the oohs and ahs, plus rousing mits.

The Hackett line was surprisingly good for a ready-made package. The kids, most of them lookers, did three numbers, each with sufficient precision and appropriate costumes to hold attention.

Show was cut in okay fashion, considering talk-over rehearsals, by Ned Harvey's band.

Bill Smith.

## Club Lido, Paris

(Monday, October 30)

Capacity, 1,000. Producer-director-operator, Pierre Louis-Guerin. Booking, William Morris Agency, thru Rene Fraday, of the Lido. Price policy: No cover or admission. Estimated cost, this show, 35,000,000 francs.

The Lido is one of those places that ops dream about. It is jammed all week, with almost everyone a champagne buyer. Current show, *Enchantment*, runs two hours. It opens with the Bluebell Ballet Dancers, followed by Bela Kremono, who does a juggling act with three hats and a cane, closing with the three wooden blocks. He looks and works well and gets a good hand. The production, *Rhapsodie in Gold*, is one of the best ever caught

(Continued on page 44)

# Vaudeville Reviews

## Capitol, New York

(Thursday, November 9)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily; five, Saturdays. Loew's chain booker, Sid Piermont. Producer, Allan Zee. Show played by Tommy Dorsey ork.

Marquee-wise, the current layout figures to draw well. Once inside the crowds won't be disappointed, but they won't see a sock show, either. Sporting a new band (three rhythm, five trumpets, five reeds two trombones), Tommy Dorsey is still a crowd pleaser. Opening with Berlin's new *It's a Lovely Day Today*, Dorsey introed trumpeter-vocalist Johnny Amoroso, a good looking youngster with a fine, big voice. Latter did *So Long Sally* and *The Song Is You*, getting fem oohs and aahs and a real big mitt. Number 2 spot went to Serge Flash with his standard rubber-ball juggling that never fails to amaze and sell.

On next was the sexiest-looking hunk of whistle-bait that either the Dorsey band or the Capitol stage has seen in a long time. T. D.'s latest chirp, Frances Irvin, is a tall, bosomy, red-head who doesn't have to sing a note to get a hand. That she can actually stay in tune and tempo with the band is strictly an extra added. Singing *Everybody Wants To Go To Heaven* and *It's So Nice To Have a Man Around the House*, she stopped 'em. Dorsey followed with a Charlie Shavers trumpet solo on *Dark Eyes* that displayed some fine horn technique and built to a sock finish.

### Calhoun Next

Rory Calhoun, brought on by ex-Cugat chirp, Lita Baron, in a duet failed to impress with patter or vocalizing. Gal warbled *All My Love*, bringing in Calhoun for duets on *El Cumbanchero*, *I Didn't Slip and Pass that Peace Pipe*. The gal looked fine; Calhoun's manly stature intrigued the fems, but film names need more than rep to sell here.

Closing the show was Jackie Gleason, who worked with Dorsey, Clarence Stroud and four other guys playing straight. His "split an infinitive" routine with Stroud was slow in building, but finished with yocks. The bit with Dorsey didn't get across even if the band yocked it up good. Best of Gleason's routines was the *French Foreign Legion*, tho it's better suited to clubs. The Dorsey band, hastily assembled for this date, did a fine job of show backing, displaying a good beat and clean section work.

Pic: *Devil's Doorway*.

Joe Martin.

## Radio City Music Hall, New York

(Thursday, November 9)

Capacity, 6,200 seats. Price range, 80 cents-\$2.40. Four shows daily. House booker, Leon Leonidoff. Producer, Russell Markert. Show played by Radio City Symphony Ork, directed by Raymond Paige.

The current stagershow is full of the customary Music Hall production tricks, plus an ingeniously devised opening ballet, with choreography by Florence Rogge, that was as magnificent as it was delightful. Cast included a moving performance by Robert DeVoye, who played a sensitive Pierrot to Patricia Bowman's flirtatious jeune fille. Scene was an outdoor garden, set to Schumann's *Les Papillons*. The entire corps de ballet, costumed appropriately as butterflies, moved thru the number with eye-filling grace. The scrim was effectively used in the number.

The second, set to Rubinstein's *Romance*, was replete with 18th century rainbow-hued costumes, with choral backing by the house glee club and duet work by June Gardner, soprano, and Michael Guida, tenor.

### Foster Comes On

Out of this splendor the pace made a rapid switch when Phil Foster, lugging a mike, came on in one. His Brooklynian reminiscences startled the jammed house. It gradually warmed up to pay off in scattered yocks, tho it seemed apparent that much of the audience was bewildered. (Since last caught Foster has left and George Conley filled in.)

Show returned to traditional lines, tho the big finale with the always satisfying Rockettes was used as a tail to the two acts who preceded them. First on in this

(Continued on page 44)

## Chicago, Chicago

(Friday, November 3)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows weekdays, six shows week-ends. House booker, Harry Levine. Show played by Jerry Bresler and the house band.

Arthur Godfrey's second edition of *Talent Scouts* stands way over No. 1 for two reasons: Billy Gilbert and Bill Lawrence. Gilbert is the major difference. He does a better emsee job and his in-between patter tops the late Col. Stoopnagle. Gilbert should do more personals. He's strictly a homefolks guy with plenty on the ball, his fluent comedy intros molding show into a smooth unit.

The ovation given Lawrence indicates his solid draw. Only hitch in his stint was his rigid walkon, which may be eliminated with more experience. However, he socked across standards and pops.

### Show Opening Slow

Show opened slowly with two sub-par acts. Banjoist Johnny Gergler needs better format to match his good plucking. He was noticeably nervous. Statuesque Jessica Haist has a voice, better suited to music halls and concerts than a vaude house. Her selection and treatment of two standards was over patron's heads.

Show went into high gear with Joe Foreman, ace impressionist.

(Continued on page 44)

## Palace, New York

(Thursday, November 9)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five week-ends. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show cut by Don Albert house ork.

Current show has a couple of good spots, tho the poorly paced others made the entire show suffer. It opened good with the Four Angels (two girls; two boys) in some fancy balancing and hand-to-hand work. Act was dressed very nicely; the girls in black velvet tights, the boys in white mess jackets. Group went thru some sensational holds, consisting of three high-balancing, double bridges and ingenious harness holds, finishing to appreciative hands.

The Turner Twins kept up the pace with some listenable two-part warbling, plus a well conceived routine. Gals, both blond and with eye-appeal, opened with *Big Brass Band From Brazil* and then into a medley from *Annie Get Your Gun* in rapid-fire fashion. Their comedy closer with bits earned them solid mitting.

### Morey and Eaton Okay

Morey and Eaton worked smoothly and well. Harry Eaton straighted for Dorothy Morey's (Mrs. Eaton) comedy for good laughs. They added plus values with the aid of their two Mexican Chihuahuas, finishing well ahead. Duval's magicianry also kept the

(Continued on page 44)

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Hocus-Pocus of Magic and Magi by Bill Sachs HARRY BLACKSTONE tossed a surprise bombshell into the ranks of his numerous magic friends in Chicago last Tuesday afternoon (7) when, with little fanfare and virtually unheralded, he marched down the aisle of Chicago Temple, Chicago, to take unto himself a new bride in the person of Mrs. Elizabeth (Betsy) Ross, widow of Tucumcari, N. M. The pair met two months ago while taking treatment for an asthmatic condition at the same Southern health spot. When Blackstone arrived in Chicago early Tuesday (7) with his prospective bride, he called his good friend, Dr. Harlan Tarbell, to announce that he would be married that morning in a Chicago judge's chamber. Dr. Tarbell begged Harry to postpone the event to permit arrangements for a church wedding that afternoon. Blackstone acquiesced, and Doc Tarbell went to work on arrangements, calling up the Chi newspapers and contacting all magi in town to be present for the ceremony. Everything went off like clockwork, with the Rev. Charles Foy Goff, of Chicago Temple, officiating. Dr. Tarbell was best man, and Kay Giem, maid of honor. A host of magicians and their wives, residing or playing in the Windy City, were present for the ceremony, which Tarbell described as "truly beautiful and impressive." Doc Tarbell tendered the newlyweds a dinner and theater party, after which they left for Mexico City for their honeymoon.

Club Lido, Paris Continued from page 43 here. The models, from the waist down, wear golden costumes trimmed with red plush. As they parade around, Ted Lawrie, American singer, comes on as a gypsy, backed by 20 gypsy fiddlers. Number uses two covered wagons drawn by burros. Throughout the production Bill Weber, George Reich, Michel Volinoff and Jack Miller, ballet boys, do a wild dance around Annie Cordy, production singer. As the lights dim, the wagons filled with gorgeous nudes with just enough showing pass thru for big hands. The Four Step Brothers were outstanding here. Another highlight was the Texas number, with Ted Lawrie and Annie Cordy. The first half showed the Parisian version of what the Texans are like. Number was supported by the Arden-Fletcher Ballet Boys as cowboys. Lawrie sang Wagon Wheels. Second half of the number portrayed Paris as the average American sees it. It consisted of a chamber of deputies backdrop, a tremendous water fountain down front and a plane take-off from the back of the house to the stage. This faded into a sidewalk cafe with lots of girls. Boulevardier and waiter sang a duet, and Les Cinci, a fine apache team, do a dance. Big hit in this was Carrie Finnell's French singing and chest tosses. Scene ended with all the girls in the latest Paris gowns (abbreviated), and Ted Lawrie and Annie Cordy in vivid pink, leading a French poolee also dyed pink. First act of second half was Ted Lawrie as croupier and Annie Cordy joining him in song. The Newman Twins, contortionists, received a good hand. Carrie Finnell on again with her standard I Gotta Twitch in English with gestures clear enough for even the French. Her chatter about "giving lessons to the ladies on how to shake those things," was a riot. The finale, Rumbalero, a Latin-American number, had the kids in feathers as the principals made their exits. There is no emcee in the show. Each act is brought on and off with lights and music, eliminating stage waits. Art Rosett.

MRS. HARRIET DOWNS, wife of the late King of Coins, T. Nelson Downs, is in St. Thomas Mercy Hospital, Marshalltown, Ia., with complications, according to word from Harry E. Cecil, Detroit magic enthusiast, who urges that old magic friends drop her a line. Cecil also reports that E. W. Showe, veteran member of the International Brotherhood of Magicians, is mending from a recent heart attack at his home, 541 North Detroit Street, Kenton, O. Another recent heart attack victim, according to Cecil, was Paul Siegal, Chicago trixster, who is resting at his home, 10553 South Sangamon Avenue, that city. . . . Laurie Ireland, Chi magician and magic dealer, after three weeks in a hospital, is recuperating at his home, 804 South Wesley Avenue, Oak Park, Ill. . . . Sir Edwards (Ramon LaRue) has again signed with the International Harvester Company to present his magic-mental turn out of Memphis starting January 3, 1951. . . .

LUCILLE AND EDDIE ROBERTS this week hop back to the Lounts Royal Hotel, Montreal, for their eighth return engagement there. They follow with the Schroeder Hotel, Milwaukee, December 27-January 15; Radio Club, Fort Lauderdale, Fla., until February 15; Mayflower Hotel, Palm Beach, Fla., until March 1, all return engagements. . . . Jean

Radio City, N. Y. Continued from page 43 one was Virginia Somers, piano and voice. Gal, dressed in flaming red, used a low-register voice to sell a couple of standards. The revolving stage moved around again to bring on Bobby Brandt, who's played the house before. Brandt showed a pleasantly paced hoofing act combined with mild tumbling for solid applause. As Brandt danced off the Rockettes came on for their big one. Picture, King Solomon's Mines. Bill Smith.

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Chicago, Chi Continued from page 43 Youngster uses celebs like John Garfield, Lugosi and Karloff, the Dead End Kids and Pete Smith to score easily. His fine audience milking was only sour note. Time Short Maria Neglia, young Italian fiddler, who's worked here before, did only two numbers but hands indicated she could have done another pair. The Beachcombers, with Natalie, formerly with Johnny Long, have a harmony singing group that should get video brass ogling. Three boys and glamorous Polynesian gal are tops visually and musically. Marshall Eisen, local cocktail single, needs a simpler bit than his New Yorker-ish burlesque of a Wagnerian opera. Altho stint went over the heads of about 80 per cent of the audience he walked off to fair mitt. His trick bosom and funny hat bit is good for vaude. Pic, The Toast of New Orleans Johnny Sippel.

Burlesque Bits by Uno VICKE LESTER is convalescing in Milwaukee from a recent eye operation. . . . Grace Reed has joined her husband, Billy (Zoot) Reed, at the White Swan, East St. Louis, Ill., after doing straights on the circuits. . . . Stanley Montfort and Murray Briscoe, straight men; Joe DeRita and Bobby Morris, comics; Allen Cole, vocalist, and Dardy Orlando, feature, have closed at the Rialto, Chicago, to open at the Desert Inn, Las Vegas, Nev., with "Minsky's Follies" November 14. Montfort is also doubling as stage manager. . . . Attending the funeral services for Fred Block, former Mutual Circuit exec, November 3 at Riverside Chapel, New York, were Dave Ferguson, William Degen Weinberger, Abe Lastfogel, William Morris Jr., Al Jaller and Ruth Bernstein, representing the Jewish Theatrical Guild of which Block was one of the founders; Bill Brandell, Sam M. Lewis, Sig Scherer, Harry Delf and Sam Lewis, of the Friars; Harry Hershfield, Joe Browning and George Leffer, of the Lambs; Arthur Rosenfeld, Cy Seymour and Morton Beck, of the Variety Club, and Johnny LeFevra, Mrs. Tillie Schlechter, Mandy Kay, Phil Coscia, Mac Koler, Leon Kramer, Lou Hearn, Harland Dixon, Emmett Callahan, Andy Rice, Jean Bedini, Lou Grosner, Max Wilner, Frankie Wheeler, Sam Wachtel, George Mayo, Eddie Fox, Harry Jackson, Eddie Parks, and the deceased's nephews, Jack, Sid, Lester, Haskell and Sam Block. CANDY BARR, after eight weeks at the Gayety, Columbus, O., has moved to the Fox, Indianapolis, for Milt Schuster. Her husband, Tom Fern, concessionaire for Oscar Markovich, continues for his second season in Columbus. . . . Abe Gore has opened on the Kane Circuit at the Mayfair, Dayton, O. . . . Tom Phillips, B.A.A. prexy, is mourning the loss of his granddaughter, Barbara Mallon, 9, killed October 29 in an auto accident while driving to church with her dad in Berea, O., near Cleveland. Her father escaped injury. . . . Trudine, long a featured strip on the circuits, leaves the Moulin Rouge, New Orleans, after eight weeks

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## Sides and Asides

Brief but important legit news

### Tix Fight in Flux

The hassle between local ticket brokers and the Show-of-the-Month Club remains in the crucible stage. The Committee of Theatrical Producers (CTP) recessed a meeting last week until Thursday (16) before making recommendations to the League of New York Theaters (LNYT) for final approval by the Ticket Code Enforcement Authority. Reports to date have some producers favoring the allotment of 25 per cent of orchestra pews to brokers for the first eight or 10 weeks of a show, with a subsequent increase to 50 per cent. The tickets would have to be bought by brokers in advance and would carry no return privilege. Actors Equity reps on the code authority might not go along with this notion, unless such an agreement included sharp teeth for rigid enforcement. The primary object of all concerned is a system fair to everybody, without bringing back the old evils of "buy" system, although some feel that a return of the latter with proper modification wouldn't be so bad.

### "Long Days" Near

Davis W. Snow's play, "The Long Days", which had a silt try-out at Westport, Conn., will be sponsored for Broadway by a new producing team, Peggy Tait and Temple Buell. Rehearsals are scheduled to start in December under direction of Martin Manulis. Florence Reed will repeat her tryout role in the New York production.

### "High" News

Powers Moulton, Daily News staffer, has written a comedy titled "Sky High," which will be unveiled by the Journeymen, a co-operative drama group made up of working newsmen and women, at the Provincetown Playhouse, January 2-7. George Pillel will stage it.

### BROADWAY SHOWLOG

Performance Thru November 11, 1950

Affairs of State.....	9-25, '50	55
(Music Box)		
Angel With Red Hair.....	10-19, '50	28
(Blackfriars' Guild)		
Arms and the Man.....	10-19, '50	28
(Arena)		
Black Chiffon.....	9-27, '50	37
(48th Street)		
Death of a Salesman.....	2-1, '49	732
(Morosco)		
Hilda Crane.....	11-1, '50	13
(Coronet)		
Mister Roberts.....	2-18, '48	1093
(Alvin)		
Mrs. Warren's Profession.....	10-25, '50	21
(Bleecker St. Playhouse)		
Season in the Sun.....	9-28, '50	52
(Cort)		
The Cocktail Party.....	1-21, '50	340
(Henry Miller)		
The Country Girl.....	11-10, '50	3
(Lyceum)		
The Curious Savage.....	10-24, '50	23
(Martin Beck)		
The Giocanda Smile.....	10-7, '50	41
(Fulton)		
The Happy Time.....	1-24, '50	135
(Plymouth)		
The Lady's Not for Burning.....	11-8, '50	6
(Royale)		
The Members of the Wedding.....	1-5, '50	356
(Empire)		
<b>MUSICAL</b>		
Call Me Madam.....	10-12, '50	36
(Imperial)		
Gentlemen Prefer Blondes.....	12-8, '50	388
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	778
(Shubert)		
Les Ballets de Paris.....	10-8, '50	39
(National)		
Michael Todd's Peep Show.....	6-28, '50	157
(Winter Garden)		
Pardon Our French.....	10-5, '50	44
(Broadway)		
Peter Pan.....	4-24, '49	232
(St. James)		
South Pacific.....	4-7, '49	660
(Majestic)		
Tickets, Please.....	3-15, '50	228
(Hellinger)		
<b>COMING UP</b>		
(Week of November 13)		
Bell, Book and Candle.....	11-14, '50	
(Barrymore)		
A Story for a Sunday Evening.....	11-17, '50	
(Playhouse)		
<b>CLOSED</b>		
The Day After Tomorrow.....	11-4, '50	12
(Booth)		
(Opened 10-26, '50)		
The Barrier.....	11-4, '50	4
(Broadhurst)		
(Opened 11-2, '50)		

### Million "Time"

Total gross for "The Happy Time" passed the million-dollar mark last week. In a forty-week run, the comedy in addition to paying off its production nut of \$38,000, has racked up profits of something over 150G, or about five times the original investment. With a pic sale still in the offing, "Time" should keep backers as happy as the play.

### "17" Cleffers

Walter Kent and Kim Gannon are whipping up the tunes and lyrics for the Sammy Lambert-Milton Berle musical version of "Seventeen." The team promises to make complete delivery by December 15. The producers want to get into rehearsal by the first of the year. Alec Templeton had been holding down the composer's slot, but extensive concert commitments interfered.

### 210G "Wedding"

"The Member of the Wedding" cost \$75,000 to unveil last January. To date its pay-off has reached a total of \$210,000. Coproducer Robert Whitehead announced last week the most recent melon, a split of \$22,500.

### Cullman in ANTA

Howard Cullman was added to the directorate of the American National Theater and Academy (ANTA) at a board meeting Monday (6). Cullman replaces Times critic Brooks Atkinson, who resigned because he must review ANTA productions.

### No TV in Fulton

The City Investment Company, which operates the Fulton Theater, New York, wishes to deny recent reports that the house will be leased to TV. The Fulton will continue to be dedicated to legit.

### Paris Terd Stars Play de Chaillot

PARIS, Nov. 11.—Nuits de Ballets, a program of solos and duos by local terping stars, presented by Jean-Marie Grenier and arranged by Jean Laurent, played at the huge Palais de Chaillot October 31 and was repeated Tuesday (7). Seats sold from \$1 to \$2.

The production is one of a series of presentations of classical music and dance by serious artists in Paris who pool their talents for the occasions. Their work is so well-known that any production by Grenier is usually a sellout in advance.

The first part of the program, called *Homage to Tchaikowsky*, consisted of four pas-de-deux and one solo. Boris Trailine soloed selections from *Swan Lake*, and paired with Genevieve Lespagnol in an item from the *Nutcracker Suite*. Nikita Talin appeared in two duets, the first from *Nutcracker* with Andree Degas, and

### BREAK-IN SCORES CHICAGO

Play	Yes	No	Per Cent
Angel in the Pawnshop	1	3	25
Selwyn Theater	1	3	25
(Opened Saturday, November 4)			
Herald-American, Ann Marsters			
Carried blithely along on wings of delightful provocative dialog.			
Tribune, Claudia Cassidy			
They will either have to take it out and shoot it or call a smart blue pencil in surgical consultation.			
Sun-Times, Robert Pollak			
Adds up to so much flim-flam in spite of the almost miraculous quality of the production.			
News, Sydney Harris			
He (A. B. Shiffrin) has not quite written it (a good play) but dangles enough tantalizing talent before our eyes to make a pleasant, if not memorable experience.			

### PHILADELPHIA

Play	Yes	No	Per Cent
The Golden State	1	1	50
Walnut St. Theater	1	1	50
(Opened Tuesday, November 7)			
Bulletin, R. E. P. Sensesenderfer			
While pleasantly amusing is overly contrived.			
Inquirer, Henry Murdock			
Once started, his people are entertaining and his denouement has a certain kindness.			

## Stagehands' Row Still Unsettled

NEW YORK, Nov. 11 — Some progress in two out of three sectors was made this week toward a settlement of the stagehands' demands on employers in legit, operatic and TV fields. The union met Wednesday (8) with Metopera Association reps and followed thru Thursday (9) with similar preliminary negotiations with TV network execs. Further meetings are scheduled for next week, Wednesday (15) with Metopera and Thursday (16) with video.

No direct contact has been made to date between the union and the League of New York Theaters, the legit managers org, since the strike vote was taken last October (22).

### DRAMATIC ROUTES

Angel in the Pawnshop (Selwyn) Chicago. Brigadoon (Cox) Cincinnati. Bless You All (Shubert) New Haven, Conn. Blossom Time (Shubert-Lafayette) Detroit. Consul, The (Shubert) Boston. Come Back, Little Sheba (Orpheum) Kansas City, Mo. Carle, D'Oyly, Opera Co. (Ford) Baltimore. Edwina (Majestic) Boston. Golden State (Walnut St.) Philadelphia. Hepburn, Katharine (American) St. Louis. International Opera Co. (Erlanger) Buffalo. Innocents, The (Harris) Chicago. Kiss Me, Kate (Davidson) Milwaukee. Lost in the Stars (Great Northern) Chicago. Lunt & Fontanne (Royal Alexandra) Toronto. Lend an Ear (Gayety) Washington. Mr. Roberts (Playhouse) Wilmington, Del. Medium, The (Curran) San Francisco. Oklahoma (Hanna) Cleveland. Out of This World (Shubert) Philadelphia. Relapse, The (Casa) Detroit. Ring Around the Moon (Colonist) Boston. Street Car Named Desire (Plymouth) Boston. South Pacific (Shubert) Chicago. Two Blind Mice (Memorial Auditorium) Louisville 15; (Ryman Aud.) Nashville 16; (Auditorium) Memphis 17-18. West, Mae (Blackstone) Chicago.

the second the *Blue Bird* with Marie-Louise Didion. Two newcomers, Claire Som-

(Continued on page 46)

## Downing Accepts Post On ANTA Fund Drive

NEW YORK, Nov. 11—Helen Hayes, president of the American National Theater and Academy (ANTA), announced at a press conference Wednesday (8) that Robert W. Downing, president of the City Investigating Company, has accepted the chairmanship of the organization's major fund-raising campaign. ANTA is chartered by Congress to promote interest in legitimate theater on a national basis; it is not subsidized by federal funds, and the money for its projects must be raised via private and public appeal.

There are three major objectives. First come funds for the purchase and equipment of the country's first voluntarily supported theater, the ANTA Playhouse (formerly the Guild Theater). Earlier this year ANTA was able to take title to the building via \$70,000 which was privately advanced. The advance was made with the understanding that a subsequent public campaign would be instituted to complete the purchase and make necessary improvements. This will entail a capital investment of some \$780,000. Next is the establishment of a national post-graduate theater - academy, which calls for 25 scholarships for post-graduate students at \$3,000 a year each, or a total \$225,000 investment over a three-year period. Thirdly, to extend ANTA's special services to theaters over the country. This would include funds for the sponsoring of professional touring troupes, creating new audiences, technical advice on new theater projects, etc.

### No Prediction Yet

In accepting the assignment, Downing said that he could not predict exactly how much money would be needed. The first step, he said, is to pay off the mortgage on the theater, since the property is fully worth the price, and the move will enable ANTA to get on a permanent self-supporting basis.

The public launching of the drive will be made at the ANTA Theater ball on New Year's Eve at the Plaza Hotel, but bids for advance gifts will be made to individuals and corporations thru December to defray costs of specific improvements to the Playhouse. New rehearsal and audition stu-

## Westport Appeals Assessment Action

BRIDGEPORT, Conn., Nov. 11 —Westport Season of 1950, Inc., operator of the Westport Country Playhouse, filed a Superior Court appeal this week from an employer's contribution assessment, levied against it by John J. Egan, administrator of the Connecticut unemployment compensation law.

The assessment was issued, according to the complaint, last September, for the second quarter of 1950. It was based, the corporation says, upon wages of \$11,998.06, showing an employer's contribution of \$323.95, with interest of \$4.86 due. The appellant claims that the assessment was based upon a mistake on the facts.

## "Out of World," "Guys-Dolls" Hug Philly, Rake Big Takes

PHILADELPHIA, Nov. 11 — Although it's a sellout for its three preem weeks here with s.r.o. for this its second frame, reports have it that producers Lemuel Ayers and Saint Subber are not going to take Cole Porter's *Out of This World* into New York just yet.

*World* opened Saturday (4) at the Shubert, after canceling one benefit performance at a late hour Thursday night, but going thru with benefit previews on Friday night and Saturday matinee before the official premiere (see review in this issue). The musical is slated to stay on until November 25. Three-week sales, before opening curtain, reached about \$100,000, to make it a virtual sellout sight-unseen.

However, despite the scramble for tickets and the newspaper reviews, reports have it that the pro-

ducers plan to stay around for at least one more week, moving to the Erlanger Theater, before tempting the Stem, where it is also pulling a heavy advance sale.

In the three daily papers, *World* drew a rave from Henry T. Murdock of the *Inquirer*, a favorable appraisal from R.E.P. Sensesenderfer of the *Bulletin*, and a genuine paning from Jerry Gaghan of the *Daily News*. However, the word-of-mouth of those taking in the early performances has not been in keeping with two of the three critics' comments. That it leaves much to be desired is fairly recognized by all concerned.

### "Guys" Need Doc

*Guys and Dolls*, with raves from the three papers and an advance of similar sellout proportions, is also remaining hereabouts, principally to doctor the first of its two

acts. *Dolls* originally opened October 14 for a fortnight at the Shubert Theater, and moved over to the Erlanger for two more weeks October 30. Now it announces that it is staying on a third extra week, to make it five weeks in all. *World* must get out of the Shubert playhouse November 25 to make way for the D'Oyly Carte Opera Company coming in for a fortnight November 27.

Two more bookings for this month has the *Bless You All* revue coming to the Forrest November 21 for a three-week preem, and a return of *Death of a Salesman* to the Locust Street Theater November 20. Walnut Street Theater, the town's fifth legit playhouse, has the preem of *The Golden State* currently for a fortnight ending November 18, but no follow-up as yet.

dios, a casting room, wardrobe room and individual orchestra chairs or sections will be marked as memorials in the name of such donors or in memory of whomever they designate.

Miss Hayes pointed out that "every public cause in the past has depended heavily on those of us who work in the theater. Now we are asking co-operation for a campaign of our own. It is the first time we have passed the hat."

Current plans call for the use of the Playhouse for a maximum number of hours. Mornings will be given over to children's plays, afternoons to lectures and concerts, and evenings will be devoted to new plays and revivals by outstanding talent.

## Miss Richmond Leaving Equity

NEW YORK, Nov. 11—Equity Council has prevailed upon Ruth Richmond, veteran executive secretary of Chorus Equity, to take a three-month leave of absence with pay in lieu of accepting her immediate resignation. Miss Richmond has had doctors' orders to stop work entirely, or at least take a long rest. A spokesman for Equity said yesterday (10) that the interim would be used to break in a suitable assistant in her duties and that he was sure that Miss Richmond would return to at least complete such training at the end of her leave.

Council also voted an appropriation of \$500 annually for 10 years to establish a hospital bed as a memorial to the late Paul Turner, Equity's first attorney. The actors' fund will administer the gift.

## "S. P." Still Stem's Best

NEW YORK, Nov. 11—After a year and a half, it is a pleasure to report all things as right as rain at the Majestic. As of last Tuesday (7) night the house was packed to its ultimate quota of standees and everybody appeared to be having as fine a time as when the first curtain raised on *South Pacific* back in April, 1949. The cast seemed to be having just as fine a time, too, which is likely a reason that *Pacific* always appears to come up to every pew-sitter's expectations. Also, it is evident that Messrs. Rodgers, Hammerstein, Hayward and Logan keep a wary and watchful eye on the Stem's prize musical baby and check continuously against the possibility of the slightest let-down in production. Obviously, such attention pays off. The show runs like clockwork and every piece of original business is meticulously maintained.

It would be gilding the lily to beat the drum again for Mary Martin. The Donaldson Award voters picked her as the Stem's best musical comedy actress for the 1948-'49 season, and as far as this reporter is concerned she still is. It will be a sad day when she calls it one on that South Sea island. It is also hard to think of a better replacement for Ezio Pinza's planter than Ray Middleton. His performance is patterned on his predecessor's and yet completely his own. He manages to project the robust middle age the character calls for and has developed a splendid French accent, and neither on acting or vocal qualifications does he leave anything to be desired.

In support there are still splendid contributions from two other Donaldson Award winners, Juanita Hall and Myron McCormick. William Tabbert and Betta St. John still charm as the tragic lovers. Martin Wolfson and Harvey Stephens continue to uphold the honor of navy brass. And in the pit Salvatore Dell Isola still batons the ultimate thrill melody out of the wonderful Rodgers score.

Things are very bright indeed at the Majestic. A reporter almost wishes something would slip, so that he might have something to carp about.

Bob Francis,

# Out-of-Town Reviews

## THE GOLDEN STATE

(Opened Tuesday, November 7)

Walnut Street Theater, Philadelphia

A comedy by Samuel Spewack. Staged by the author. Setting and lighting by Lester Polakov. Costumes by Grace Houston. Press representative, Sol Jacobson. Presented by Bella Spewack.

CAST: Josephine Hull, Jocelyn Brando, Frank Tweddell, Henry Beckman, Polly Rowles, Ben Lackland, John Randolph, Lou Polan, Ernest Truex, John Hudson and Robert Pike.

Partial to Philadelphia in preeminent their individual or collective efforts, the Spewacks have pressed their local luck a little too far in this instance. As a result, there's that feeling of emptiness engendered by *The Golden State* which is similar to the emptiness which the characters on stage must have experienced when the back-yard gold bubble created by the author bursts both face and hope. And like the stage players whose hopes are raised so high by the finding of gold under foot, perhaps the playgoer is too hopeful where the Spewacks are concerned.

In substance, *State* is a characterization, rather than a comedy, of people and manners. All are real and certainly plausible. Spewack puts plenty of words in their mouths—too many words in the first act—but his people never get around. As a result, his play is rather devoid of action, which makes it stiff and stilted when building to a comedy situation. And while Spewack falls far short from his intention, *State* has plenty of reason for being if the author can give it the right words and proper movement. For, instead of finding their fortune in that "golden State" of California, his people find themselves. They prove that to their own satisfaction. And if they can ever convince the pewholders, *State* may have more reason for survival.

### Cast Stimulating

While there is little in the play and its playing to stimulate any real run, it's the cast that makes it possible to carry on beyond the slow and tedious first act. Any warmth and chuckles projected are due solely to the capabilities of its players.

Foremost, of course, is the lovable Josephine Hull, who well earns her sobriquet of "first lady" among comedienne. As a native daughter of California who runs a rooming house for Hollywood hopefuls, while waiting for her phony Spanish claim to the land to be adjudicated, Miss Hull's perennial optimism in the goodness of mankind makes all her blundering and imaginative excesses easy to take. Just as heart-warming is Ernest Truex as the desert rat gold prospector, who is just as optimistic that he'll strike pay dirt.

While both dominate the doings, there are plenty of other likable odd denizens living in the household, and all fare well with the wordage at hand. Jocelyn Brando is a car-hop wedded to John Randolph, a bottled-water salesman. Lou Polan is the bankrupt manufacturer turned would-be songwriter, and Polly Rowles is his wife, who helps the tough sledding by selling hand-painted ties. Ben Lackland is a paroled embezzler whose new mining company falls foul of the law because it is illegal, apart from being dishonest.

The Spewacks are set on bringing *State* to the Stem following its local run. But such haste is more than risky, unless yeoman effort meanwhile is put on script repairs.

Maurie Orodenerker.

## Legit Kicks Off

Continued from page 1

eight-week series of 30-minute documentaries on the theater, probably featuring name stars.

Spearheading the campaign will be an organization called the Theater Council of America, headed by playwright Robert E. Sherwood, which will function on a national basis, with regional groups participating in key cities. Figures in government, industry, social agencies and the arts will participate in the program.

The campaign will be financed by LNYT, with its new public relations director, Gerald Goode, in executive charge. Other details of the program will be announced next week.

## OUT OF THIS WORLD

(Opened Saturday, November 4, 1950)

Shubert Theater, Philadelphia

A musical comedy. Score and lyrics by Cole Porter. Book by Dwight Taylor and Reginald Lawrence. Dances by Hanya Holm. Settings and costumes by Lemuel Ayres. Dance music arranged by Genevieve Pitot. Press representatives, George and Dorothy Ross. Musical director, Pembroke Davenport. Overall direction by Agnes de Mille. Presented by Lemuel Ayres and Saint Subber.

CAST: William Redfield, Priscilla Gillette, William Eythe, Frank Milton, George Jongeyans, Janet Collins, Peggy Rea, Charlotte Greenwood, Barbara Ashley, David Burns, Ray Harrison, singing ensemble and dancing ensemble.

It must have been purely faith in the strength of a Cole Porter score and the recollection of the Saint Subber-Ayers hit *Kiss Me, Kate* that hypoed the record advance sale their newest ops enjoyed here. On paper, when you add a Charlotte Greenwood as the leading light, it is easy to understand an unsuspecting public mobbing of the box-office for *Out of This World*.

It's also easy to understand the overworked Amphyrion legend about celestial Jupiter teaching a mortal bride that the physical presence of a husband in bed may be improved upon—which just about sums up the book, if it can be called such. But what is difficult to understand is that it shouldn't take the combined genius of a Cole Porter, plus a Saint Subber, plus a Lemuel Ayers to know better.

If *World* is intended to be the male gender's answer to Mike Todd's *Peep Show*, then it may be recorded that the mission has been accomplished admirably. *World* is certainly overloaded with half-dressed and almost undressed males, and just as many females who are just as much over-dressed.

However, Porter has welded spicy and sophisticated words to tunes both stumpy and sultry. Score is embellished with some 20 items which are either teetering or smart to the ear. However, their effectiveness is gained chiefly from the efforts of the band in the pit rather than from the stage. For while all the players are most personable in their stints, they are actors first and not nearly as strong on the song selling. Chalk up *Use Your Imagination* as the show's No. 1 hit, altho the lyrics preclude the possibilities of many tune cuties from reaching your radio sets.

Not only is the book devoid of a story that can be satisfactorily spread over two acts, but it literally cries for comedy relief. David Burns, as a fugitive reefer king hiding out in an Athens suburb, tries nobly but in vain in face of no material: Miss Greenwood also has little to play around with as Juno, wife of the cheating Jupiter, but finally steps into her own late in the proceedings with a *No-body's Chasing Me* lyrical soliloquy. For once she's on her particular long-armed and long-legged beam again—a saving grace for all concerned.

In the lavish settings provided, the only sparkle created is in the dance patterns of Hanya Holm, with a special nod in the direction of tiny Janet Collins, a sepia maid whose exotic and sensuous interpreting of "l'amour" between the man-god and the maid-mortal is something to behold and stop a show.

William Redfield as the prankish Mercury; Priscilla Gillette as the lovely Helen who gets her dreams mixed up in best Freudian fashion while honeymooning in Greece; William Eythe, the honeymooning husband more concerned about his newspaper reporting chores; George Jongeyans as Jupiter, and Barbara Ashley as the lovelorn Chloe, all appear to be plenty capable for what is asked of them as long as too much singing isn't involved.

In sum, sumptuous staging and dressing can never make up for bad balance and pacing. *World* packs what it's got into a first act which boils up to a torridly sexy prance finale, which touches the borderline of sheer offensiveness. All thereafter is anti-climactic. The show will doubtless be big business on the Stem, but unless radical adjustments are made here, it will be a big disappointment.

Maurie Orodenerker.

## THE MAGISTRATE

(Opened Wednesday Evening, November 1)

Brattle Theater, Cambridge, Mass.

Farce by Arthur Wing Pinero. Directed by Peter Temple. Assistant director, Richard Baldrige. Settings by Robert O'Hearn. Costumes by Penelope Gardner. Lighting by Carson Randall. General manager, Peter Temple. Press representative, George Campbell. Stage manager, Carson Randall. Presented by the Brattle Theater Company.

Beatie Tomlinson ..... Doris Hackney  
Cliff Farrington ..... Wilson Hall  
Wyke ..... Charles Polk  
Popham ..... Cavada Humphrey  
Agatha Fosket ..... Sylvia Stone  
Mr. Posket ..... Arthur Treacher  
Mr. Bullamy ..... Ed Finnegan  
Charlotte Verrinder ..... Margaret Sheehan  
Issidore ..... David Bowen  
Achille Blond ..... Al Ducios  
Colonel Lukyn ..... Paul Ballantyne  
Captain Vale ..... Peter Temple  
Inspector Messier ..... Paul Sparrer  
Sgt. Harris ..... John Lasell  
Wormington ..... Richard Baldrige

While Brattle Theater Company is lending the talents and some of its players to the Theater Guild for *The Relapse*, currently wending its way toward Broadway, another squad is having a comical local romp in Pinero's creaky old farce, *The Magistrate*. None other than Arthur Treacher, England's gift to high comedy in America, is adding his adroit skill in the title role.

The adjective "Victorian" has become an epithet, rather than a compliment. But calling *Magistrate* a Victorian farce by no means belittles its antic humors. Rusty it may be, but it offers a wonderful kind of haphazard entertainment for those who enter into its spirit.

### High Fun

It is all highly improbable fun. Treacher plays the title role of an English judge who marries late in life and only belatedly learns that his stepson is hardly the moppet he expected. The young blade leads him into a night of sport. And at the same time his wife becomes involved in an effort to keep the secret of her age. All, including the judge, wind up in court early on a gray morning, and the judge sentences his wife to a week's imprisonment. The complications continue, varied and intricate, until only a playwright's license can extricate any of his players.

In the interim everyone's had a lot of fun, and Treacher has had an acting field day. He runs away with all honors. The Brattle company give him solid, if pedestrian, support. But his comic turns—a flip of a leg, a double take, a long-drawn face—send the audience into convulsions.

The production, ably staged by Peter Temple, who also plays a major supporting role, is another in the Brattle company's long list of unusual revivals. It's not much of a play, but it certainly is entertainment. Bill Riley.

## Paris Terps Star

Continued from page 45

bert and Jean-Pierre Martino, made their debut in *Premier Rendez-Vous* dance-patterned by Yves Brioux.

In addition to the tulle-and-tighters, a talented young violoncellist, Elaine Mangan, soloed Tchaikovsky's *Variations on a Theme*. The symphony orchestra was toned by Rene-Pierre Chouteau.

Best of the evening came in program's second stanza which boasted originality and color. Genevieve Lespagnol was called back to repeat her naive interpretation of *La Guarterana* by Gerra. The ballerina gave the satire on the awkward charm of country dancing a wonderfully skillful interpretation. Janine Charrat and Serve Peretti contributed a further excellent account of themselves in *Giselle*.

Two dance poems were likewise offered, Jean Laurent read La Fontaine's *The Young Widow* while Marie-Louise Didion interpreted the lines in dance without orchestral accompaniment. Laurent also read A. de Musset's *Advice to a Parisienne* while Andree Degas interpreted the lines. Degas has a pert projection and was especially good in this dance as well as in the comic *Cake-Walk* by Debussy.

The producers made use of no formal scenery. Curtain backgrounds, plus an occasional prop, served more than sufficiently for excellent atmosphere.

Arthur Rosett.

## Off Broadway Opening

### BROADWAY

(Opened Friday, October 27)

## Lenox Hill Playhouse

A play by Philip Sunning and George Abbott. Staged by Leon Askin. Sets by Patience Perry. Lighting, Charles Bellin. Costumes, Dorothy Croissant. Choreography, Ken Whelan. Stage manager, Bill Dancy. Press representative, Dorothy Storm. Production management, Steffen Zacharias, Al Hurwitz, Gene Walsk. Presented by the Equity Library Theater.

Nick Verdis ..... Ludwig Roth  
Roy Lane ..... Allan Stevenson  
Lil Rice ..... Elizabeth Moore  
Katie ..... Sylvia Plapinger  
Joe ..... Nicholas Alemanne  
Mazie Smith ..... Connie Cezon  
Ruby ..... Henrietta Moore  
Pearl ..... Pamela Duncan  
Grace ..... Cyprienne Gabel  
Ann ..... Elsie Hartman  
"Billie" Moore ..... John O'Hagan  
Steve Grandall ..... Patricia Shay  
Dolph ..... James Bender  
"Porky" Thompson ..... Leonard Yorr  
"Scar" Edwards ..... Paul Genze  
Dan McCorn ..... John Shay  
Benny ..... Edward Lane  
Larry ..... Bert Rensen  
2 Chicago Gangsters ..... Phil Scibilia  
Mike ..... Henry Neuman, Carl Anthony

The Equity Library Theater (ELT), kicks off its '50-'51 season with a fine, tongue-in-check production of Philip Sunning's and George Abbott's *Broadway*. The Prohibition-era dramatic smash hit has now become as tinnny as the old piano in the first act and is probably more amusing now than when it was done originally.

*Broadway* brings back the flapper chorus girl, the bootleggers and their wars and the corn of the old song and dance routines. A gangland chief plays around with a young innocent nitery chorine who is the comic's gal friend. The baddie murders the head of a rival gang, is accused by the comedian before a detective but gets off the hook when the innocent lies. But the gangster gets his comeuppance when another chorine, the murdered gangster's moll kills him with a trusty silencer. The comic and his gal get back together again, and everyone lives happily thereafter.

The cast go thru their paces with nary a hitch, but special credit for the smoothness of production is due to an excellent crew, which handles the fantastic number of light and sound cues to perfection. However, the on-stage team must not be slighted. Even with a high over-all batting average on good performances, the cast still has some stand-outs. Leading the league are Leonard Yorr, Patricia Shay and James Bender, all turning in excellent jobs. Others running close second with fine support are Ludwig Roth and Pamela Duncan. The rest give good readings and proper "Turbulent '20s" atmosphere.

There's been a lot of hard work on this initial ELT production, and most of it's to the good. However, a few missteps in casting, occasional static staging and some cast uneasiness mar an otherwise good directing job by Leon Askin. Pictorially speaking, Patience Perry's sets and Dorothy Croissant's costumes are excellent.

*Broadway* is a fine beginning for the ELT season. Past years have revealed some lull, but if future production units keep their eyes on this one and try to meet its mark, the record this year ought to be clean. Dennis McDonald.

## Private Label TV

Continued from page 10

to 14 per cent. One dealer advantage, however, lies in his ability to operate a profitable installation and service department. Most chains farm out their service, netting a much smaller profit.

### Constant Supply

While the shortage of components will undoubtedly affect the private label programs of many department stores, the larger chains are confident that they will be able to maintain a constant supply of video sets. Among the larger outfits using private labels are Allied Stores; Sears, Roebuck; Affiliated Retailers, Associated Merchandising Corporation, Montgomery Ward, Cavendish Buying, and Speigel. Some of the largest suppliers of private label sets are Philharmonic, Bendix, Wells-Gardner, Tele-King, Starrett, and Meck.

While private label costs are intriguing to the smaller TV dealers, most are convinced that they cannot merchandise sets under their own names except in rare cases. Department stores, with heavy ad budgets and holding strong public confidence, find it fairly simple to sell a set carrying the store name.

## Broadway Opening

## THE LADY'S NOT FOR BURNING

(Opened Wednesday, November 8)

Royale Theater

A comedy by Christopher Fry. Staged by John Gielgud. Setting by Oliver Messel. Company manager, Charles Mulligan. Stage manager, Alison Colvill. Press representatives, Willard Keefe and David Tebet. Presented by Atlantis Productions (The Theater Guild, Tennent Productions, Ltd., and John C. Wilson).

Richard ..... Richard Burton  
Thomas Mendip ..... John Gielgud  
Alison Elliot ..... Penelope Munday  
Nicholas Devise ..... David Evans  
Margaret Devise ..... Nora Nicholson  
Humphrey Devise ..... Richard Leech  
Hebble Tyson ..... George Howe  
Jennet Jourdemayne ..... Pamela Brown  
The Chaplin ..... Eliot Makeham  
Edward Tappercorn ..... Peter Bull  
Matthew Skippis ..... Esme Percy

The much-heralded *The Lady's Not for Burning* by England's current bright-boy-of-the-theater, Christopher Fry, has arrived at last. Let it be reported that it more than lives up to the promise predicted by a reading of its script. It unveils as a pretty special brand of delightful foolery, but by the same token it will require a pretty special kind of audience to savor its delights.

It is not that *Burning* is in any way pretentious or obscure—far from it. But its period is Elizabethan, and it is penned in soaring blank verse, a combination from which an average pew-sitter ordinarily shies away. Also it is strictly a conversation piece, embracing very little action, and woe betide the beholder who lets attention wander for a minute. *Burning* calls for the closest kind of attention. However, for those who appreciate wit and wisdom, doled out in nip-ups that range from ribaldry to stately verse, more broadly commercial fun-making, and Fry's satiric comedy is completely rewarding. What that man can do with the English language is a caution.

It must also be pointed out that while *Burning* concerns the affairs of a discharged 15th Century soldier-of-fortune, who is misanthropically bent on getting himself hanged, and a young lady condemned for witchcraft for no better reason than that she talks French to her poodle and invites her peacock in for Sunday dinner, Fry's approach is consistently modern. The highest flights of Elizabethan eloquence are criss-crossed with ridiculous contemporary twists, as the Ben Jonson had somehow called in Russell Crouse and Howard Lindsay for collaboration. The device asks for pew-sitting mental gymnastics, but has plenty of chucklesome charm.

John Gielgud has staged *Burning* with style, and the ex-soldier gives him an opportunity for half a dozen changes of pace—from bravura swaggering to the quintessence of high comedy. It is a splendid piece of work.

Co-star Pamela Brown's witch-who-really-isn't justifies all the nice things that were said of her when she was here three years ago. She is completely captivating, and her diction is a tonic for Fry's verse. In support, Eliot Makeham's chaplain is a gem, and so likewise is Esme Percy's drunken ragpicker. Actually, the whole cast is practically flawless. If there is a weak spot, it is in Nora Nicholson's delivery. Some very funny lines fall to her share, and they are not always audible.

With all the rest of its blessings, *Burning* has been beautifully backgrounded by Oliver Messel. With a tidy nest egg of over 110G via Guild subscribers, mail orders and theater parties, it should be able to get along nicely until its kind of audience hears about its virtues. There should be plenty who will beat the drum stoutly for it.

Bob Francis.

## New Tint Tube

Continued from page 10

was issued October 31, five years after Dr. Bramley applied to the patent office.

According to Dr. Bramley, the tube is particularly suited to CBS color and makes the system all-electronic. Altho it is a single cathode ray tube, the scientist described it as "a primary black-and-white tube plus a color analyzer tube." Immediately upon receiving the government okay, Dr. Bramley wrote to CBS director of research, Dr. Peter Goldmark. Goldmark, however, claims not to have heard about the Bramley patent.

## Pasadena Moonlight Operation To Neschkes; Biz Shows Rise

PASADENA, Calif., Nov. 11.—Moonlight Rollerway here, which had been scheduled to close for conversion into a bowling alley, has been taken over from owner R. E. Perkins by Clifford R. Neschke, its former manager, who

will operate it with Mrs. Neschke under a 10-year lease with renewal option, it was announced this week.

The rink closed, according to schedule, following the summer national championships of the United States Amateur Roller Skating Association, and was reopened by the Neschkes on September 10, the gala affair drawing a turnout of 500 skaters and the following night pulling a crowd almost equally as large. Since then, Neschke reported, business has shown small gains each week.

Two well-attended Halloween parties were held this year, one a Saturday (28) matinee for children and the other a Tuesday (31) affair for adults.

Class lessons have been resumed, with elementary instruction on Tuesday and intermediate sessions on Thursday. The 7 to 8 p.m. sessions go for 25 cents.

When the Neschkes took over the rink June Noss was signed as professional, but after the first week ill health forced her to relinquish the post. The Neschkes are now handling professional duties.

## "Vanities" Sets New York Date

NEW YORK, Nov. 11.—Skating Vanities, the roller extravaganza, will make its first postwar stand in metropolitan New York this season, it was announced by producer Harold Steinman. The engagement will be at Westchester County Center, White Plains, February 13-16, just before the cast shoves off for its European tour.

Steinman says that due to limited seating capacity of Westchester Arena, a sellout each night will be necessary to break even. Sentiment, numerous requests from residents of New York City and desire to crack a market which previously had not supported the show are reasons given by Steinman for his decision to add White Plains to the schedule.

## Roller Rumbblings

L. L. Stayton's Elms Skating Rink at Eaton, O., reopened October 22 with regular scheduled skating sessions scheduled for Sundays, Tuesdays and Thursdays. Remaining nights of the week will be devoted to parties, dancing or skating.

Barbara Alspaugh was one of the figure skaters to help in the Rollerland - WXLW Community Chest benefit at Rollerland, Indianapolis, October 30. Entertainment by rink regulars and by the WXLW staff was presented.

Flint Park Rollerade, Flint, Mich., operated by Mr. and Mrs. Earl King, held a Halloween party October 31. Event featured prizes for costumes. Rollerade recently drew 200 skaters with its annual outdoor wiener roast.

## Borrelli Arena Farewell Party

GLOUCESTER CITY, N. J., Nov. 11.—The hum of skate wheels will be heard for the last time at M. D. Borrelli's Rollarena Recreation Center here Monday (13) when the operator stages a farewell party for skaters who have patronized the rink since it began operation in 1937.

Borrelli, who also owns Sunset Beach Ballroom at Almonesson, N. J., where he contemplates construction of another rink at a later date, has sold the Rollarena to factory interests.

Food and refreshments will be served at the Monday party by Borrelli as a token of his appreciation for loyal patronage for 13 years. Borrelli has extended a special invitation, via advertisements in the local press, to old-timers who "met at the rink, married and have families today."

## Canton, O., Building Situation Is Up-Dated

CANTON, O., Nov. 11.—"Get off my back, please," Charles J. Hostetter, Canton Repository staffer, wrote *The Billboard* this week, explaining that a recent story stating that he was in charge of booking for the proposed new arena here had deluged him with letters.

"I don't mind a few letters like that, but I have a feeling that your wide readership will lead to a lot more of the same," Hostetter pointed out. "It wouldn't be so bad if I could refer the letters and letter-writers to someone else, but this is becoming ridiculous."

"Here's the situation: Our auditorium has no manager at present,

and the status of a three-man board is in doubt. No fee schedules or other policy decisions have been made, and the city hasn't even decided what facilities are to be included in the structure."

It was with an eye to helping the city decide about ice facilities that Hostetter wrote auds throughout the country, and this gave rise to the belief he was in charge of booking.

"At the moment there's probably nobody in town who can give any real answers about the booking or concessions. So, I'd appreciate your calling off the hounds," urged Hostetter in his letter, which he capped with the observation that the aud-arena business "looks interesting but I like being city hall reporter."

## Philadelphia Winter Events In Full Sway

PHILADELPHIA, Nov. 11.—Philadelphia Arena, managed by Pete Tyrrell, with a variety of attractions booked, promises to keep going strong for the remainder of the year. Season was launched in early October with the 11th annual return of the Hamid-Morton Circus sponsored by the LuLu Shrine Temple, followed by the run of *Icecapades* of 1950. The circus week, with full houses late in the week, made for a profitable booking.

Already booked for the remainder of the year at the 6,500-seat arena is the Gene Autry Rodeo, roller skating derby and the *Ice Follies* with a schedule of basketball, boxing and other athletic events making for solid bookings.

Altho operated as a separate enterprise, the Arena owned by *The Philadelphia Inquirer*, also houses the WFIL-TV studios.

## Von Hagen Norw'd Skatery Bought by Bakery; TV Hurts

CINCINNATI, Nov. 11.—Ed J. Von Hagen this week announced the sale of his near-by Norwood (O.) Roller Rink and surrounding premises for a "very attractive price" to the Pennington Bakery Company. The deal becomes effective December 8, ending a period of 14 years of operation for the rink which opened October 9, 1936. Von Hagen gave television's stiff competition as his reason for selling.

Von Hagen has no business plans for the future. First on the agenda, he said, will be a long vacation in Arizona. He does, however, intend to remain active in the United Rink Operators, and said he may be a candidate for the association's presidency when the group meets December 4 and 5 in the Sheraton Hotel, New York.

The Norwood property, including a parking lot, has a 725-foot frontage and is 153 feet deep. The building measures 116 by 238 feet and has a soundproof maple floor.

## N. Y. Icery-Rollery Slates Dec. Debut

NEW YORK, Nov. 11.—With construction approximately 90 per cent completed, New York Park Department officials say the Wollman Memorial Recreation Center, an outdoor ice-roller rink in Central Park, will bow in December 20.

The new skatery will be artificially frozen most of the year for blade devotees, with the roller variety going in during July and August. Funds for the project consist of \$600,000 donated by Kate Wollman as a memorial to her parents and extra moolah kicked in by Father Knickerbocker.

Paul von Gassner, head instructor for years at the Rye (N. Y.) Ice Club, has been named to head the ice and roller teaching staffs. Ice assistants selected by von Gassner are Muriel Pack, a veteran of blade revues, and former Olympic star Audrey Peppe. A summertime position for a roller instructor is open, plus several jobs as ice and roller attendants.

The rink will not affiliate with any operators' association.

## ARENAS AND AUDITORIA

### Okla. City Season Opens Strong, Bookings Heavy

By Daphne (Dee) Poli  
OKLAHOMA CITY, Nov. 11.—James C. Burge, former manager of Oklahoma City Municipal Auditorium, this summer was named promotion manager for the Oklahoma Publishing Company (*Oklahoman* and *Times*), and Dee Fuller, formerly with Criterion Theaters here, took over as aud manager.

This was a smart move, as the publishing company's new promotion manager will head up the promotion for the newspapers' big shows, such as Milk and Ice fund presentations, which are staged in the building.

The fall season is a heavy one. It opened October 28 with the Sadler's Wells Ballet, which was sold out after seven days of newspaper promotion. James Melton followed on October 30 with Xavier Cugat in next, November 2. Other bookings include *Grand Ole Opry*, November 5; Polack Bros.' Shrine Circus, November 7-11; Don Cossacks Chorus, November 14; *Red, White and Blue Revue*, November 17-18, and *Skating Vanities*, November 21-26.

The aud is the newest in the Southwest. It was built and equipped at a cost of more than \$1,260,000.

Designed for wide utility, the building has a Little Theater, committee rooms with stages, conference rooms, main auditorium, banquet hall and display mart. The main floor, which houses the auditorium, has a seating capacity of 6,000 and a completely equipped stage, 47 by 70 feet. Modern designing makes possible the removal of the elevated floor from the main part of the auditorium to clear 14,800 square feet of level floor space for exhibits (95 booths), dances or athletic events. Five hundred additional persons may be seated on the stage for basketball or boxing.

The Little Theater, equipped with small stage and double dressing rooms, occupies the second floor. It is used for conventions or gatherings not exceeding 1,000 persons, and is called the Hall of Mirrors because of the 300 square feet of mirrors on one wall. Oklahoma City's first complete television theater, operated by Station WKY, is also on the second floor.

## Dance Competition Tees Off at Empire

BROOKLYN, Nov. 11.—Empire Rollerrome, operated by Mike Durante, teed off with a series of Thursday evening amateur skate-dance contests November 9 with a glide waltz event.

Empire contests, like ones that have been running Sunday nights at Park Circle Rink, are open to RSROA amateurs and offer trophies each time to first-place winners and medals to runners-up. Like the Park Circle set-up, each contest will be a complete competition. A different dance will be posted well in advance every week.

Johnny James, pro at Park Circle, reports that skate-dance contests have hyped Sunday night biz considerably this season and most of last. Events draw an average of 20 teams (40 admissions that wouldn't be there otherwise) plus a sizable gallery of friends, and insure regular mention for the rink in the local skating press.

## Roanoke Skatery Sold for \$87,500

ROANOKE, Va., Nov. 11.—The skating rink on Williamson Road, which drew protests from near-by residents when it was in the planning stage, will go by the board in 30 days thru sale of the property. Raymond A. Ellis built the establishment.

E. P. Goodwin, president of Crystal Spring Land Company, which bought a large tract fronting on Williamson at the corner of Barkley Street, including the rink, said the building is being leased to Chesapeake & Potomac Telephone Company for a service garage.

The tract, which fronts 100 feet on Williamson, was bought for \$87,500 from Ellis, Goodwin stated.

## Floor Manager Wanted

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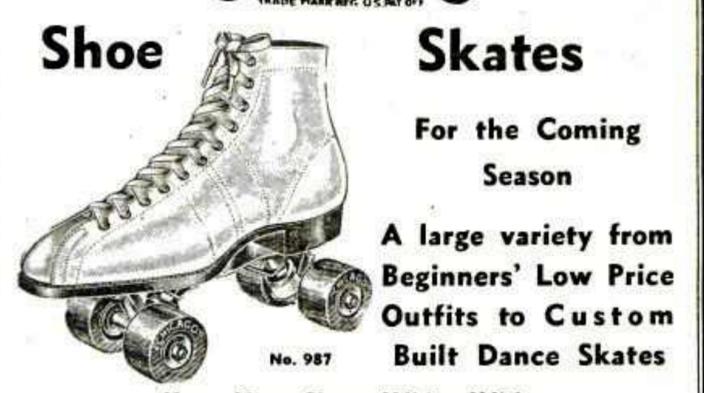
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# Roadshow-Rep

**F. W. WOOLCOTT**, who closed his Rabbit Foot Minstrel Show in Port Gibson, Miss., October 31, sold the title and all equipment to Earle Hendren, November 1 and will retire after 38 years in showbiz, **Mark L. Frisbie** reports. Hendren has made arrangements to winter the unit in Woolcott's Port Gibson quarters and will open his 1951 season there. . . . **A. T. Mendollos** writes from Moor, Nev., that he's still in that sector after a successful summer and fall tour with his platform show. He says that the jumps in that neck of the woods are long ones but that he has been going along okay playing halls. "I agree with recent reports that you've got to be a trouper to take on Western territory," he adds. "We have three people and can do changes of flesh bills for a week if necessary. The only show we've met was **Everett Andrew's** spook and novelty org. It's a good one and Andrews can sell merchandise." . . . **K. L. Jameson** is booking a solo show, with opening set for Sarnia, Ontario. He'll move westward from that point. . . . **Charles D. Turner** has 16mm. pix around Binghamton, N. Y., and has many showings booked in advance. He plans to present some religious pix in December. . . . **T. A. (Ted) Horning** writes from Woodville, Miss.: "We've had good business this summer with a platform show and we're currently playing halls and schools. Plan to take on some indoor fair dates soon." . . . **A. A. Cauley**, who has a museum show on a trailer, is in West Texas shaping a program which will take him into halls and stores a little later when he plans to add some flesh. . . . **Bay Players**, a new group, are playing sponsor dates in Maryland. Cast numbers four, with **Mr. and Mrs. F. G. Forgie** promoting the jaunt. A feature is **E. F. Hannan's** "Moonlight and Honeysuckle." . . . **Cal and Bonnie West** are still playing club dates in the East. . . . **John W. Walters** reports from Columbus, O., that he caught the 1950 edition of the Columbus Firefighters Minstrel Show and that the talent line-up included **Homer Creechum**, producer; **D. Talmadge Crawshaw**, musical director; **Harry Masters**, interlocutor; **Ed Hart** and **Charles Wood**, principal ends; **Habb and Denton**, and a 16-girl line from the **Jack Sherrick** studios. . . . **J. J. Fleming** has opened his winter flesh show and is in Central Texas at the moment. He says he's pondering an indoor fair proposition and believes the section he's in would be worth trying. He reports that business has been good in Texas. . . . **A. A. Gaunier** spent his first month working religious pix in Rhode Island. He plans to move swiftly on one-day sponsored stands toward Pennsylvania where he has considerable booking and will be in West Virginia at Christmas time. . . . **Burlingame's** pix show, currently in Oklahoma, is headed toward Texas and reports good business at stands in Kansas and Oklahoma. . . . **J. M. Murray** is promoting indoor fairs in Eastern Oregon to good returns. . . . **Bird's Show** is presenting a new three-cast flesh bill in Arkansas. . . . **J. N. Chalmers** is planning to add some spook show features to his present line-up. . . . **Albey**, lecturer and hypnotist, reports good business in Western Kansas and is moving toward Texas instead of Florida as originally planned. Albey says that if "Texas likes hypnotism, I've got what it wants." . . . **Ted Kirby** is still in Oregon but will move East. He's planning a three-cast trick that he can work in any spot he tackles. His wife and daughter will assist him.

**JASON HERTER** has joined the **Mel Andrews** show to do comedy. . . . **Rowland Harvey** writes

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from Baltimore that he'd like to have someone send in the roster of Coburn's Minstrels for 1908 and '09. . . . **E. M. Slater**, who has been in Southern Indiana with his solo show, is moving to the South. . . . **F. J. McCall** pens from Logan, Utah, that he has been out for two months with his solo lecture unit and that business has been good. McCall says lecturers are plentiful in Utah because the State likes the idea. . . . **Ollie Ryerson** is playing to good returns with a store and hall museum around Norris, Neb. Museum is a part of the platform show which Ryerson worked in Western Kansas this summer. . . . **Mr. and Mrs. D. H. Hoyt's** hall and school unit, currently playing Oklahoma, is en route to Texas territory it has played the past three years. . . . **Dagle Bros.**, pic and vaude show, is playing Southwestern Missouri to good returns. A feature religious pic is being presented at some spots. . . . **Cheney's Show** reports good business from Vernon, Tex. Unit worked its way to Texas from Indiana. **George Cheney**, owner, says that the Lone Star State looks like it will prove profitable. . . . **Leon Waterson**, who has been in Alexandria, La., recently, says that he tried some schools in that sector but that the take was small and he's now going out for hall dates. Waterson says that he met **Leonard**, the hypnotist, in Northern Louisiana and that Leonard has a good flash and show and is doing well. . . . **Ernest Gray**, lecturer and solo show worker, has been in Northern Minnesota the past month but will make a long jump soon to get into established Southwestern winter territory. . . . **Page Family** is in its fourth week of an East-to-West jaunt that opened at Amsterdam, N. Y. . . . **Dr. F. F. Harris** has his solo show around Portsmouth, N. H. . . . **Slim Williams**, veteran blackface comedian of tab and minstrel note, has pushed back the scheduled opening of his old-time minstrel show and now plans to launch the unit January 1. Originally set to open October 20, Slim decided against the move when it became impossible to get his scenery ready and his talent lined up by that date.

## Extra Added

Brief but important night club-vaudeville news

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**Rose**, November 8 with **Ray Bourbon** plus dancing.

**Mitzie Green** was told by doctors to lay off showbiz after her current date at San Francisco's Fairmont Hotel. Reason? She's going to have a baby. . . . **Sam Levenson** will open at Miami Beach's Copa City in mid-January. . . . **Leo Fuedel** being dickered for the Roxy next January.

The Copa wants **Billy Eckstine** for either next June or January. . . . **Frank Sennes** back in town looking for acts. . . . **Joe Daniels** also in from the Northwest, lining up acts. . . . A Broadway nitery may get jammed up for many things, one of which is rubber checks. . . . New New York American Guild of Variety Artists' (AGVA) board consists of **Peter Chan**, **Jack Gilford**, **Harry Steffen**, **George Ross**, **Doris Faye**, **Phyllis Lynd**, **Danny Walton**. Alternates are **Eddy Manson**, **Sid DeMay** and **Jon Carleton**.

. . . The Montreal Latin Quarter booking slot now wide open. . . . **Fisher and Marks** have a new manager—**Barbara Bell**. . . . Post-election day biz in town was murder. . . . **Irving Fields** got a bonus from Park Sheraton Hotel for staying over.

## Danny Davis Dead

• Continued from page 42

used their experiences with him as the basis of routines.

He had planned to open the coming season with an all-Negro show, but the deal fell thru. He finally hired **Zero Mostel** to open for him. Further plans for the club are in abeyance, tho it was generally known that the spot was for sale.

**Davis** leaves his wife, **Kitty**, and a son, **Kenneth**. Latter is currently singing at **Leon and Eddie's**, New York.

# Drivin' Round The Drive-Ins

**DOUGLAS AMOS**, Hartford, Conn., division manager for Lockwood-Gordon-Rosen Theaters, reports that the circuit's drive-in now under construction at Norwalk, Conn., will open for business in the spring of 1951. Opening of the project will bring to three the number of LGR drive-ins in Connecticut. . . . **Paul S. Purdy**, for several years advertising manager and general supervisor of the Kounaris-Tolis-Ulyssis Theaters in Meriden and Newington, Conn., has been named advertising manager and film buyer and booker for the newly opened East Windsor, Conn., Drive-In Theater. Spot is owned and operated by the **Kupchunos Brothers** and **Peter Kostek**, of South Windsor, Conn. Purdy, however, will continue his duties with the Kounaris-Tolis-Ulyssis interests. **Henry Kupchunos** is serving as drive-in theater manager. . . . New Haven Drive-In Theater, North Haven, Conn., managed by **Charles M. Lane**, has closed for 1950. Shutting brings to four the number of Connecticut theaters concluding seasonal operations. Others are **Canaan Drive-In**, Canaan, Conn.; **Torrington Drive-In**, Torrington, Conn., and **Danbury Drive-In**, Danbury, Conn., operated by Lockwood-Gordon-Rosen Theaters Circuit. . . . Two new drive-in theaters have filed certificates of incorporation with the secretary of state at Hartford, Conn. They are **Norwalk Drive-In Corporation**, New Haven, with **Arthur H. Lockwood**, president; **Max I. Mydans**, vice-president and assistant, and **Samuel H. Webster**, treasurer; **Sky-View Drive-In Theater, Inc.**, Winsted, with **Vincent W. Youmatz**, president and treasurer; **Henry George Youmatz**, vice-president, and **Henry A. Youmatz**, secretary.

A move is on in Toronto and Ottawa to fight bingo with bingo. A resolution from the Theater Managers' Association of Ottawa (TMAO) was submitted to the Motion Picture Theaters Association of Ontario (MATAO) seeking support of a plan which would stop the inroads on the entertainment business by church bingos. Scheme briefly is this: A majority of the city's theaters would stage a series of city-wide bingos, running on the same evenings, by means of a telephone hook-up. Bingo cards would be sold at the door, apart from regular admission charges, and the game would be played by patrons in their seats or outside in the lobby. Money not used for prizes would be given to charity. From this plan its authors expect three results: 1. The participating theaters would be prosecuted under the much-questioned lotteries act. A test case would follow, in which the exhibitors would claim that if they are wrong, so are the service clubs and such which hold bingos and keep theater patrons away in droves. 2. If not, they would have a new, costless business to pep up slow nights. 3. By increasing the number of bingos the game's saturation point would be reached sooner. Ottawa has been described as Canada's biggest hot-spot of bingo. The new 600-car capacity, East Windsor, Conn., Drive-In, has opened for business. Erected at an estimated cost of \$125,000, project is owned and operated by the East Windsor Drive-In, Inc., with **Paul Kupchunos**, of South Windsor, Conn., as organization president. His brother, **Henry**, is manager.

## D. J. Slapped

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"minds of our innocent people," the newspaper identified the disk jockey in question as one who was "banished to Florida" after a New York career that brought him notoriety because he "insulted people right and left." He is now back in New York and "nightly he literally packs a theater-restaurant with people anxious to 'drink' in his philosophy and comment, to say nothing of the countless thousands who listen to him in the privacy of their own homes."

While the editorial doesn't specify what its objections might be, it does take issue over the fact that "he espouses all sorts of causes . . . talks nightly on topics of religion, politics, economics, history, philosophy; in fact, on everything."

# Grass Roots Still Spring Shoots

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KSTP-TV and WTCN-TV use regular staffers almost exclusively. Seattle's KING-TV, too, has had little occasion to book acts, since it airs mainly at night and has four webs pouring kine shows at it.

On the other hand, Salt Lake City is a non-cable town which finds tele giving local talent the biggest boost in years. Two stations, KSL-TV and KDYL-TV, carry from 10 to 20 live local stanzas each weekly, of which about 40 per cent are real production shows rather than newscasts or special events.

### South Expanding

In the interconnected areas, stations in both Louisville, which joined the cable September 28, and Washington are expanding their local stanzas. WHAS-TV Louisville, has grown to a seven-night sked from its previous six, and has added local shows in the afternoons; WAVE-TV, which went to seven nights several months ago, likewise has added local material in the afternoons. Two Washington outlets also have sharply boosted the number of local shows in recent months despite the rash of new, high-power web shows available. Other outlets there report no change.

Chicago is probably the best example of how local talent can make good, networkwise. When cable time was restricted in the East, Chicago was forced into service as an originating point, with the subsequent national success of such local favorites as **Kukla, Fran and Ollie**; **Dave Garroway**; **Super Circus**; **Studs' Place** and **Ransom Sherman**. Local shows also play a major part with all three Cincinnati outlets, which leave daytime hours to their own programs. WCPO-TV derives nearly three-quarters of its income from its own stanzas.

In contrast, after three years of TV, Detroit now has probably

less local production, apart from disks, news and sports, than before the cable hit town. Local variety shows are virtually unknown, but music gets a big play because of low production costs. Localites are not segregated, but rather are placed as close to web shows as possible.

In Milwaukee, however, variety acts get some play, tho scales are regarded as not too generous. But little has been done with dramas, tho quiz shows are doing well. Top budget show is **The Grenadiers**, Sunday afternoon airer, which generally imports two acts weekly from Chicago plus an occasional act from a local spot.

### Pittsburgh N. G.

Pittsburgh has been a dead end for live talent, since WDTV, sole station there, has never yet originated a live show from its own facilities, with studios skedded to open next month. Even then, with the heavy demands of web advertisers, few local shows are expected to get on the air.

A similar situation has existed in Providence, R. I., where WJAR-TV's studios opened only recently. But viewer reaction there has been that what local shows do get on merely crowd better network offerings out. **Jim Lanagan's Talent Show** on WJAR-TV has used as "amateurs" pro acts working local spots, drawing fire from the American Guild of Variety Artists (AGVA). Lanagan reportedly is sending units from the show on club dates in the area.

WRGB, Schenectady, N. Y., airs its local shows afternoons only. KSD-TV, St. Louis, on Sunday nights, uses a 15-piece orchestra plus a couple of vocalists, a magician and an instrumental quartet.

Web-owned outlets in New York may cut down local shows daytime. The networks' plans for shows in mornings and afternoons thus may slice off some stanzas which have been airing for some time.

# Average Actor Makes 2G

• Continued from page 42

the others. There's practically no theater biz there with the exception of spot shows or week-ends at an average weekly pay-off of \$200.

The Southwest takes in Dallas; Shreveport, La.; Little Rock; Oklahoma City; Fort Worth, El Paso, Austin, Houston and Galveston, Tex. The area has about 25 small clubs scattered widely with some class spots here and there. The class spots and hotels play seminars and names. The others pay about \$85. There's practically no theater playing time. Last year Interstate had a couple of weeks at about \$250. This year there's nothing.

New Orleans, according to an ex-AGVA board member, is one of the smelliest towns in the country. Outside of one or two clubs and a couple of hotels, the rest are all strip joints running six and seven shows a night. If they have minimums they seldom get above \$60. Because of the bad weekly salaries and poor conditions, club dates pay very little.

Boston is a fair area with 20 clubs going, including some class spots and toney hotel rooms. Average thru the area, however, is also about \$80. There are about four theaters on a week-end policy. RKO Boston now plays spot shows only.

The Cincinnati area is fairly good, tho most of the real money comes from around the Kentucky zone rather than from the city itself. The gaming rooms pay about \$200 for acts and \$75 to the lines. But as there are more chorus girls than single acts, the average is also in the \$80 range. Cincy itself has little to offer in clubs. Theater activity is limited to spot shows at the local RKO and nearby Louisville.

Oddly enough, a little-known showbiz area, Butte, Mont., is another lush club date field. Acts get plenty of work at about \$20 a shot. Cleveland has about 20 strip spots, a couple of fair clubs and three hotel rooms. But the salary at the strip spots cuts area average down to about \$75.

Miami, in season, is supposed to be a fairly hot showbiz town. Actually, it is nothing of the sort, according to the AGVA analysis. Miami City, Jacksonville and other centers of permanent populations are now heavy buyers of strippers. During the season they make an average of \$125. Off sea-

son \$60 is a lot closer. Acts working these spots get an average of \$75. The class rooms are big name buyers, but even there the number of girls in chorus lines working for around \$90 during the season bring the total down. There was one theater in Miami, the Olympia, playing full weeks on a 52-week basis with an average of \$350, but that theater is now out of action.

There's some hope that beach front hotels will use acts, but already they've taken a stand of not paying more than \$75 against an AGVA demand of \$125.

## TVA Mulls

• Continued from page 5

out by those who are not now members of Actors' Equity, American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists or Chorus Equity. With neither the Screen Actors' Guild nor Screen Extras' Guild participating in TVA, this membership application form could apply to members of the screen unions unless it is further amended.

However, chief beef is expected from those who are now members of the above-named orgs over the introduction of the check-off system into showbiz. As one AFRA member told *The Billboard*: "I like to think an artist can be trusted for his dues without making the employers deduct them from the pay checks."

Portion of the TVA membership application referring to dues deduction reads as follows:

"I hereby authorize my employer to deduct from my compensation my dues, assessments and obligations to Television Authority at such periods as the authority may designate, and to pay the same directly to Television Authority. It is understood that this authorization is irrevocable for a period of one year from the date endorsed hereon, and is thereafter revocable by me in writing only, delivered to Television Authority."

TVA asks new members \$10 initiation fees with dues graduation to previous year's TV income from \$24 dues for \$2,000 annual income to \$100 dues for over \$50,000 annual TV income.

# The Final Curtain

**ALDRICH—**  
Mrs. Mary Pickering Joy, 89, mother of Richard S., theatrical producer, November 7 in Groton, Mass. A daughter, a brother and a sister also survive. Burial was in the family plot in Upton, Mass.

**ANDERSON—**  
Malcolm E., 50, former associate editor of "The New Yorker" magazine, October 26 in New York. A former actor, he appeared in "Roar China" in 1930, and became associated with the mag in 1934. His widow, a son, his mother and two sisters survive.

**MY SINCERE THANKS**  
For the many flowers and cards sent to me in the loss of my beloved husband,  
**"JAKIE SEALO" AUGHTMON**  
and to let his many friends know that he passed away October 17.  
**His Wife Bobbie**

**ASHFORD—**  
Taylor J., 74, blind band leader, October 27 in Hot Springs. Blinded in a hunting accident at 14, he organized and directed many high school and college bands in Arkansas, Tennessee and Oklahoma.

**We wish to gratefully acknowledge and thank**  
our many friends for their kind expressions of sympathy and the beautiful wreaths and sprays sent to the funeral of our beloved departed  
**HARRIET BEATTY**  
CLYDE AND ALBINA BEATTY

**BECKER—**  
Carl, 83, former opera singer, October 29 in St. Louis. He had sung in Germany and with the American Opera Company in the U. S. Two sons and a daughter survive.

**BLOCK—**  
Fred, 75, former theatrical agent and manager, November 1 in New York. He began in showbiz by managing boxers on vaude circuit appearances, including Bob Fitzsimmons in 1895; Jim Corbett, from 1895 to 1899, and Jim Jeffries, 1899. In the same year he was named a rep of the U. S. at the Paris Exposition, and in 1902 he became general manager for the theatrical firm of Sullivan, Harris & Woods, later traveling in "Bowers After Dark" and taking charge of "The Peddler." Block was a producer with Jean Haves in vaudeville and also in legit—bringing the "Right of Way," "The Barrier," "The Rainbow Girl" and "Maid in Love" to Broadway. He was associated with I. H. Herk in the Mutual Circuit of burlesque theaters, managed Borrah Minevitch's Harmonica Rascals for two years, and was in charge of a number of U. S. shows. Block was a founder and veepee of the Jewish Theatrical Guild and was a member of numerous other theatrical orgs. His widow and two sons survive.

**BLAKE—**  
Baal F., 58, former Shakespearean actor, November 2 in East Rochester, N. H. He retired from the stage to become a newspaperman.

**CALLAN—**  
Harry F., 60, partner in Callan & Kennedy Outdoor Advertising Company, November 3 in Los Angeles.

**CASSELL—**  
Mrs. Helena C., 76, former concert singer and pianist, October 31 in Cincinnati at the home of a friend, Marguerite Benjamin, with whom she had resided since 1928. At one time she operated a school of music in St. Louis. Survived by a daughter, Mrs. Maude Chapman, Los Angeles.

**CASTELLO—**  
Maurice, 73, matinee idol of the 1890s, October 29 in Cedars of Lebanon Hospital, Hollywood, of a heart ailment. He began his career in 1894 as a vaude comic, progressing to road and Broadway shows. In 1897 he joined the Davis Stock Company in Pittsburgh, and three years later toured the U. S. with a repertoire of 300 plays. Castello reached the height of his career in the next few years, starring in such shows as "Scotland Yard," "The Kentucky Feud" and "The Cowboy and the Lady." He joined the old Vitagraph Company in 1905, where some of his early film hits were "A Tale of Two Cities," "The First Violin," "Glimpses of the Moon," "None So Blind," "Love of Women," "Camille," "Man and Wife," "The Wagon Show" and "Virtuous Liars." His fame began to wane about 1915, but he had some 1,000 films to his credit. Survivors include his two actress-daughters, Helene and Dolores. Burial in Calvary Cemetery, Los Angeles.

**CRAWFORD—**  
Margaret, 70, former opera singer, November 2 in Columbus, O. She toured Europe, Canada and this country in grand and light operatic roles until 1921.

**FOOTE—**  
Louis J., 70, former stock company actor and owner, October 24 in Oakland, Calif., of a heart ailment. Foote was first with the John S. Lindsey Company, as an actor, and in later years operated his own Foote Stock Company through Idaho and Utah. In later years he was district manager in Oakland for the Utah Woolen Mills. Survivors include his widow; two children by his first wife, Lawrence and Jean; two brothers, Ernest and Charles, and two sisters, Mrs. Effie Miller and Mrs. J. A. Cotterell. Services in Nephi, Utah.

**GRENET—**  
Eliose, 60, Cuban composer, November 4 in Havana. He introduced the conga in Paris and New York and composed "Mama Inez" and the scores of numerous other rumbas and congas. Grenet also wrote several light operas, which were produced in Spain and Latin-America.

**HADLEY—**  
Arthur F., 60, singer and concert manager, October 27 in Hempstead, L. I., N. Y. In the early 1920s he appeared in the lead in numerous musical comedies, including "May Time," but later turned to the management of singer Colin O'More and others. His mother, a sister and a brother survive.

**HENDERSON—**  
Jesse F., October 27 in Wayne Hospital, Greenville, O., of a heart ailment. Burial in Centerville, Ind., October 30.

**HEUBACH—**  
Valentine, 80, father of Ruth Best, of the Ruth Best Entertainment Service, Cincinnati, October 29 in Jewish Hospital, that city. He was co-owner with his son, William, of the Heubach Hardware Company, Cheviot, O. He also leaves another brother, John, St. Louis. Burial in Miamitown (O.) Cemetery November 1.

**HOLMAN—**  
Joseph H., 65, vaude performer for over 40 years, recently in Joliet, Ill., at the home of his sister, Mrs. Arthur Weil. A contortionist, Holman was known as the "Human Frog." Beside his sister, he leaves his wife, Anna, and a stepson, Lloyd Pancher, Montrose, Pa. Burial in Elmhurst Cemetery, Joliet.

**JENETTE—**  
Jack, 59, former circus and park clown, recently in Wayne County General Hospital, near Detroit, of a stroke. In recent years he clowned at White City, Chicago, and Edgewater and Eastwood parks, Detroit. Survived by his widow. Crematory services in Detroit.

**KELLERER—**  
James R., general agent for James E. Strates Shows for several years and retired for the past few years, August 22 at his home in Elmira, N. Y. A son survives.

**In Fond Memory of**  
**Bertha Reiss Melville**  
OUR FIRST PRESIDENT  
Of the Ladies' Auxiliary of  
THE SHOWMEN'S LEAGUE  
OF AMERICA.  
Passed Away Oct. 26, 1950  
in Ft. Lauderdale, Fla.

**MIDDLETON—**  
A. Saffron, 77, British novelist, poet, playwright and composer, November 7 in London. He at one time was first violinist with His Majesty's Theater in Sydney, Australia, and later with the Carl Rosa Opera Company.

**MINTUN—**  
Edward P., 76, former concessionaire with the Floyd O. Kite Shows, October 26 in Lyman, Me., of a heart attack. Survived by his widow, Ruth, and two sisters.

**MULDOON—**  
William Henry (A. J. Budd), 47, in St. Luke's Hospital, San Francisco November 2. Three sisters and two brothers survive. Details in Carnival Department.

**OFFINER—**  
Beatrice Margaret, 34, radio and theater columnist for "The Akron Beacon Journal," October 27 in Akron. She had been with the paper since 1937.

**PAYNE—**  
Levy W., 81, former minstrel man and circus and carnival musician, October 14 in Kansas City, Kan., at the home of his son, Elmer H. Payne, with whom he resided. He was first with a Side Show band on a circus, the Great Pacific Shows. In 1882 he joined the Richard & Pringle's Georgia Minstrels as head of the band, and in 1885 he fronted the band on the Fargo Wild West Show. From 1903 to 1917 Payne organized bands thruout Kansas City, returning to road shows in 1918 with Lucky Bill's Motorized Circus. He and his son, Elmer, played with the Harvey Greater Minstrels from 1918 to 1923. In the 1930s he was with the Stebrand Bros., combined circus and carnival and, in 1941, at the age of 60, he was with Al Wagner's Great Lakes Shows. Other shows with which he had toured include Harvey Greer's Minstrels and the Gold Medal Carnival. Besides Elmer, who is president of the musicians' union, Local 627, Kansas City, Kan., he leaves another son, William, of New York. Services in Kansas City October 18.

**PRICE—**  
Alvin J. (Happy), former trainmaster for a number of circuses, in Veterans Hospital, Wadsworth, Kan., November 1. He was a member of the Heart of America Showmen's Club, Kansas City, Mo. His widow, a member of the HASC Ladies' Auxiliary, and a son, Adm. T. J. Price, now in the South Pacific with the navy, survive. Interment in Greenlawn Cemetery, Wadsworth.

**PRIDDY—**  
Lloyd, magician, mentalist and Punch and Judy operator, November 9 in New Orleans of a heart attack. When 15, Priddy joined George LaFollette in a vaude turn and toured the major vaude circuits. Priddy had also been associated with Dave Rosen at Coney Island, N. Y., and in 1948 and 1949 he lectured on the Ringling Circus Side Show. Ill health forced him to close with the Clyde Beatty Circus this season, where he was handling the Side Show and doing his mental turn. Survived by his widow of Youngstown, O. Burial in Youngstown November 11.

**QUILTY—**  
Daniel, 75, conductor of a dance school in Bridgeport, Conn., for the past 58 years, November 4 in that city. He was one of the organizers of the Dancing Masters' Association of America and served as its president until 1939. Also a past president of the International Association of Dancing Masters. Quilty pioneered in bringing name bands to the territory. Survived by a son, Daniel Jr., White Plains, N. Y. Burial in St. Michael's Cemetery, Stratford, Conn., November 7.

**RULE—**  
Cradock, former stock and rep show lea ing man, in an Albuquerque, N. M., hospital, October 20. His widow, a son, Capt. Richard Rule, and a daughter, Mrs. Ray Lindley, Miami, survive.

**SCHWARTZ—**  
Harry, 50, brother of Jack Schwartz, owner-operator of the West End and Black Rock theaters, Bridgeport, Conn., November 6 in that city. Bridgeport's city attorney for many years, he also leaves his father, Adolph, who formerly operated a night club and restaurant in Bridgeport. Burial in Bridgeport November 9.

**SHORES—**  
Mrs. D. B., in recent years an agent with Rex Ingham's Congress of American Indians, recently in Staunton, Va. She had also been with Sam Dock's Silver Bros. Circus and Boden's donkey ball game troupe. Burial in Long Island, Va.

**SLAUGHTER—**  
Mrs. Sadie Lee, 65, widow of Marlon Slaughter, who wrote, among other songs, "The Prisoner's Song," October 26 in Westport, Conn. Survived by a daughter, Mrs. Janice Shea, Westport. Burial in Mountain Grove Cemetery, Bridgeport, Conn., October 28.

**SLOAN—**  
Thomas R., 61, barrister and musician, November 3 in Hamilton, Ont. He was the composer of "All Pals Together" and "That Indefinable Feeling," among others. Rudy Vallee introduced some of his songs.

**SPENDER—**  
Frederick J., 65, lawyer and former actor, October 17 in Oakwood Heights, N. Y. He achieved prominence in both fields, gaining showbiz recognition in a leading role with Henry Hull in "The Man Who Came Back" and later in film work. His widow, a son and a sister survive.

**STRAND—**  
William C., 84, former vaude performer, October 28 in Chicago. Beginning in the 1890s he and his wife, the late Anna Gasper, toured the vaude circuits. Two sons, known as Billy Woods and Ralph, on the "WLS Barn Dance" show, and three daughters survive.

**STRANGE—**  
Michael, 60, actress, poetess and playwright, November 5 in Boston. As an actress, she made her debut in "Barbara Fritchie" and also appeared in "Man of Destiny," "The Importance of Being Earnest," "Easter," "Richard III," "Electra" and "La Aiglon." Born Blanche Oelrichs, she adopted her pen name Michael Strange because of socialite parental objections to causes she espoused—woman suffrage, socialism and isolationism. Her writings consisted of several volumes of poetry; a play "Clair de Lune" and an autobiography, "Who Tells Me True." Miss Strange also lectured, including tours with a presentation entitled "Great Words to Great Music." Thrice married and divorced, she wedded composer-diplomat Leonard Thomas in 1908, divorced him in 1919; actor John Barrymore in 1920, divorced in 1928; Harrison Tweed, 1929, divorced in 1942. Her children, Leonard Thomas Jr. and actress Diana Barrymore, survive. Burial in Woodlawn Cemetery, New York.

**STEBBINS—**  
St. (William H. Coffren), 84, former vaude magician and one-time circus clown, October 16 in Milwaukee. Stebbins first joined a circus as a contortionist and later became a rube clown. Subsequently, he toured in vaude for many years and played some carnival and fair dates. His card trick routine, based upon the St Stebbins System, has been identified with his name for many years. There were no known relatives. Burial in Evergreen Cemetery, Milwaukee, October 15.

**SULTAN—**  
Hyman, 76, father of Harry, president of Bruce Records and former sales manager for Muscraft, November 6 in Brooklyn. Two other children also survive.

**USHER—**  
Harry, 59, mentalist and vaude headliner for over 30 years, October 28 in Los Angeles. He and his wife, Frances, had been giving their mental act at the Biltmore Hotel when he collapsed. The act appeared on the old B. F. Keith-Orpheum Circuit and established records at New York's Palace Theater. They had also appeared in films. Besides his wife he leaves two daughters, a son, a brother and his mother.

**VAN NOSTRAND—**  
C. Richmond, 44, treasurer of the Samuel French play publishing company, October 28 in Manhasset, L. I., N. Y. His widow, mother, a son, brother and a sister survive.

**WEEKS—**  
Charles A., 67, president of the ad agency bearing his name, November 1 in Mount Vernon, N. Y. He was formerly with the ad department of the American Tobacco Company, and later formed a motion picture firm which brought out Rudolph Valentino and other screen stars. Weeks also had been with the Ruthrauff & Ryan ad agency before organizing his own firm 25 years ago. His widow, a stepdaughter, a sister and his mother survive.

**WILSON—**  
Earl V., 58, band man and actor with rep and "Tom" shows for many years, and for the past 15 years operator of his own tent show thru the South, known as Earl's Fun Show, October 16 in Ty Ty, Ga. Wilson had been with Tom Alton, Mason Bros. and Harmon's "Tom" shows. Survived by two brothers in Canada, and two sisters. Burial in Salem Cemetery, Ty Ty.

## From Gaum to Pyongyang

Continued from page 2

tion medical plane, ready to take off with a full load of severely wounded men on litters fresh from the battlefields of Korea. He got them to laugh. A "miracle," said air evacuation nurses.

Hope rode into Kimpo, near Seoul, Korea, in the T-33 Lockheed jet fighter and the rest of his troupe in a C-54 Douglas Sky-master.

They were met by approximately 2,000 roaring soldiers and airmen and serenaded by the 124th army band, from headquarters, United States Army in Korea. Before his departure for Seoul for an afternoon performance, the star met members of the United Nations forces and stopped to see some air evacuees who had recently arrived at Kimpo for medical aid and transportation to Southern Japan for hospitalization.

Just before the comedian reached his car somebody started playing the record, "Chattanooga Shoe Shine Boy," by Bing Crosby. Hope stopped for a minute and said, "Boy, that Rudy Vallee is great." At the afternoon performance in Seoul, approximately 7,000 troops were in the audience. Looking from the stage you could see their moods change as the music varied. For a time the fighting forces abandoned their nervous vigil and had the time of their lives.

This was the first show of the Hope troupe in Korea. It followed appearances en route from the Zone of Interior at Honolulu, Guam, Kwajalein, Johnson Island, Okinawa and thruout Japan. Later, Hope and his company went into Pyongyang, fallen North Korean capital, and Wonsan, key coastal city on the east coast of North Korea. The tour included an audience with Syngman Rhee, South Korean president. From Japan the troupe went to Alaska.

Commenting on success of the Hope visit to the Far East, Brig. Gen. Paul B. Kelly, special services officer for General Headquarters, Far East Command, pointed out the trip was a U. S. Air Force project.

Secretary of the Air Force Thomas K. Finletter suggested the trip to Hope. The air force provided the airlift and assigned a project officer for the tour thruout the command. Lt. Col. L. L. Layden, special services officer of the U. S. Far East Air Forces, met the troupe at Guam and was in charge of all arrangements in Japan and at the Korean front-line performances.

"Secretary Finletter's idea was a magnificent one and the trip has paid handsome dividends," General Kelly said.

## Answers to "Answer Man"

Continued from page 4

Fair got a kick-off airtel starring rates. Stars heard on the shows usually donate their services. Name guests have included Eddie Cantor, Bing Crosby, Douglas Fairbanks, Jussi Bjorling.

ECA radio unit is under the informational offices of the Marshall Plan. Set-up ends officially on June 30, 1952, and until that time, Paris unit plans continual expansion of radio outlet and utilization of sizable backlog of present shows on tape.

## Washington Once-Over

by Ben Atlas

Talent is signed thru French agents, except in the case of the Richardson series, handled thru J. Walter Thompson in London. Musicians and performers get the scale current in their countries, American talent collecting AFRA

## Million \$ Suit

Continued from page 1

called Connors a "power-drunk tyrant."

Montgomery made the broadcast after receiving a letter from Mrs. Letts asking Montgomery's help. Her only contact with the actor, she said, was giving him permission over the phone to read her letter, containing the accusations. Connors, a long-time political power in Chicago's 42d Ward, also asked State's Attorney Boyle to indict Montgomery under the criminal radio libel law. Boyle said he plans no action.

Connors beat Mrs. Letts in the election by 3,000 votes.

## WCTU Suspects

Continued from page 1

a \$100,000 gift from the sponsoring brewery."

Beer bottles and beer drinking have been rampant in commercials, Mrs. Colvin complained. She said the obvious intent was to promote drinking in the American home. She complained particularly of a commercial in which the Mona Lisa came to life to reach for a glass of Schlitz.

Protests of this nature flow pretty regularly from the Evanston oasis, and this one wasn't expected to cause too much concern.

## TV Film Bids

Continued from page 4

tions across the country make it impossible to guarantee a job.

It was proposed that the ATS survey agencies and film producers in an effort to compile a group of "standard specifications" on video film bids. Don McClure, ATS forum chairman, presided over the panel, which included G. G. Gudebrod, director of film production for N. W. Ayer & Son; Ray Lynn, art director for Benton & Bowles, and Leslie Rausch and Joe Dunford, Transfilms veepee.

## Nash and Coward

Continued from page 1

composed by Nash in his special style, a blend of satire and humor. The orchestra is conducted by Andre Kostelanetz.

Project was set up by Columbia Veepee Goddard Leiberson. Backed with Ravel's "Ma Mere L'Oye" (Mother Goose Suite), disk will be released soon on 12-inch LP and in a shellac album. Waxery has lined up extensive promotion for the set, including special streamers, co-op ads, mailing pieces, counter cards and radio and TV plugs.

## R. R. RATES PUT DAILEY TRAIN IN SCRAP YARD

Michaels Company Gets 28 Cars; No Showmen as Possible Buyers

By Tom Parkinson

CHICAGO, Nov. 11.—The Dailey Bros. Circus railroad cars have been delivered to the Hyman Michaels Company, a major scrap metals firm, in the latest of a series of moves which can be traced to high railroad rates for circus and carnival trains.

An executive of the Michaels Company here said the first of the 28 cars was turned over to the firm at Gonzales, Tex., Dailey's winter quarters, Tuesday (7). All of the train will arrive at the Michaels branch at Madison, Ill., near St. Louis, within a short time. He declined to reveal the price paid for the equipment.

### All Rail Shows Threatened

The rail rates, which reportedly set back the Dailey org by as much as \$225,000 in its curtailed 1950 season, apparently threaten the entire railroad show field. Other circuses and carnivals are taking less drastic means to improve their chances of surviving the heavy charges, which have increased about 70 per cent since 1947.

Michaels's plans call for scrapping about a third of the cars at once. The remainder will be put up for sale to shows or industrial concerns. Significantly, the com-

pany spokesman said they had prospective buyers among industries, but apparently no showmen were interested in buying rail equipment.

The train consists of 15 flats, 7 stock cars, 5 sleepers and 1 private car. It was purchased from the Lone Star Circus Corporation. While this is the first time Michaels has bought an entire show train, the firm frequently has bought fewer numbers of cars from circuses and carnivals.

### End of Dailey Climb

Sale of the cars marks the end of the skyrocket climb of the Dailey show as a rail outfit. Starting as a truck show, it switched to rails in 1944 and used 10 cars

of the outset. In midseason it added two more, and for 1945 it was on 15 cars. Austin Bros., a 10-car show, also was operated in 1945 by the present co-owners of Dailey Bros., Ben Davenport and Harry Hammill. For 1946 and 1947 Dailey used 20 cars. Five more were added in 1949 and in 1950 the show used 27 cars.

Unverified reports on the show's plans for 1951 are that it will be an 18-truck show, playing two and three-day stands under auspices. The title may be changed to Robbins Bros. Circus, it was reported.

Completion of the Michaels deal also apparently ended rumors that two other circuses, now moving on trucks, were buying the Dailey cars.

## Atlanta Fair Signs C'cade; Pensacola Pacts R. American

Double Loss for Johnny J. Jones; Chattanooga Expected To Switch

CHICAGO, Nov. 11. — Two switches by Southern fairs in the booking of Midwest carnivals occurred this week, with the Royal American Shows picking up the Pensacola (Fla.) Inter-State Fair as an added, tail-end date for their 1951 route, and Al Wagner's Cavalcade of Amusements signing the Southeastern Fair, Atlanta.

Midway attractions at both Atlanta and Pensacola this year were supplied by the Johnny J. Jones Exposition. The loss of the two fairs brings to three the total of fairs played this season by the Jones org which have signed other shows for '51. Two weeks ago the Missouri State Fair, Sedalia, which had Jones this year, signed the Cetlin & Wilson Shows.

### Georgia Dates Not Set

Mike Benton, president of the Atlanta fair, in wiring *The Billboard* that he had closed with the Cavalcade for '51, pointed out that the exact dates for the Georgia annual have not been set. The presumption is that they will be patterned to fit the Cavalcade's dates either going in or out of Atlanta.

### RAS for Shreveport?

The Pensacola fair will add to the fair route of the Royal American Shows, which are expected to again have the longest fair season of any railroad show in the country. While the signing of the Louisiana State Fair, Shreveport, has

not been announced, it is regarded as a certainty. The Pensacola fair this year preceded the Shreveport annual, but the Pensacola dates will be moved back to permit Royal American to play, the Florida event.

Indications are that the Chattanooga Fair, which had the Jones shows on the midway this year, will also make a change. Announcement is expected to be made early next week.

## Allentown Fair Nets \$41,794 Despite Rain

ALLENTOWN, Pa., Nov. 11.—Despite rain on three days of the Great Allentown Fair here this year, revenue was off only \$9,000 from record '47 receipts, and the annual wound up with a net profit of \$41,794.85, Arthur W. Durner, treasurer, disclosed in his report to the board of directors.

Total receipts were \$184,775.70, with expenditures of \$142,980.85. As of October 31 the annual had a cash balance of \$32,000 following the payment of all current bills, improvements and maintenance costs.

### Financial Success

Financial success of this year's fair was attributed by President H. M. Singmaster to the canvas cover over the grandstand stage, which permitted attractions to perform despite inclement weather.

Edwin Saeger, Stanley Swoyer and Edward Meglathery were appointed a committee to draw up plans for modernization of men's rest rooms under the grandstand. Directors also authorized insuring the fair's buildings on a five-year plan, thereby saving \$1,500 over the previous annual basis.

## McGowan Strikes Out On Own as Specialist

CHICAGO, Nov. 11.—G. J. B. McGowan, for 14 years affiliated with Charles A. Lenz, outdoor insurance agent, announced this week that he is stepping out on his own as a specialist in handling outdoor amusement accounts.

His son, J. H. McGowan, is affiliated with him in the McGowan Insurance Agency, which has offices at 175 West Jackson Boulevard here.

## SUN OIL WELL

### Horan Sets Nifty Video Flack Deal

NEW YORK, Nov. 11.—Irish Horan's Lucky Hell Drivers are in for some top-bracket flacking with the thrill unit slated as a feature in Sun Oil Company (Sunoco) commercials during the telecasting of pro football games beginning with the screening of the New York Giants-Chicago Cards tussle at the Polo Grounds here tomorrow.

Horan set the deal with the Hewitt, Ogilvy, Benson & Mather ad agency, representing Sunoco, and Lou Ergmann, acting for the agency. Network includes outlets in Cincinnati, Detroit, Indianapolis and Chicago, as well as the East.

Plugs consist of two commercials, one a four-minute flicker and the other a 90-second strip, both filmed at the 1950 Indiana State Fair by Wally Orr Productions, Philadelphia. Horan and Harry Wismer are commentators.

In connection with the initial shot tomorrow, Horan will team with Joe Hassel and Red Grange in a half-time interview.

Altho not confirmed, it is reported that Horan's participation will earn the showman a vast amount of gasoline and by-products in addition to the major publicity.

## DALLAS FIRE

### Fire Destroys Stinnetts' Famed Ride

DALLAS, Nov. 11.—Merry-Go-Round owned by R. J. and E. M. Stinnett on the State Fair of Texas midway burned here Monday night (6). Insurance was believed to be about \$20,000, not enough to cover the loss.

Ride was the only one of its type. Its 72 hand-carved oak horses were made by German war prisoners during World War I. Two others were built at the same time. One burned at Santa Monica, Calif., several years ago, the other went down with a ship which sank on its way to England. Each of the horses was valued by the Stinnetts at \$750. Ride had been on the midway since 1923.

Crowd of about 5,000 watched the three-alarm blaze, which spread rapidly thru the structure and caught the wood top. Firemen were able to beat off flames threatening the Cotton Bowl Roller Rink, behind the ride, but the adjacent Tilt-a-Whirl, also owned by the Stinnetts, was badly damaged.

## Stebbins Ends Season With 40% Gross Hike

NEW YORK, Nov. 11.—Back at his headquarters here after six months on the road, stock and big car race promoter Walter Stebbins estimated his business this season at about 40 per cent over last year's mark, with separate turns at Cortland, N. Y., providing his largest individual fair and still date scores.

Stebbins said he staged 13 weekly Sunday stock car events at Lockport, N. Y., from June thru October, with good results. Slated for next year is the night employment of the quarter-mile track within the half-mile oval at Lockport, according to Stebbins.

Cortland County Fair, August 21-27, gave Stebbins solid returns, as did a Decoration Day still date at that location. Early-season rains caused the cancellation of events twice at Cortland and at another still date, Honesdale, Pa. These rains held down the gross for the start, but the weather

## Houston Shrine Circus Biz Cut By Bus Strike

Dailey Animals Spotted; Huber Injured in Fall

HOUSTON, Nov. 11.—A walk-out of bus drivers here was blamed for a dip in business for the annual Shrine Circus which opened November 1 for a two-week run. Average paid attendance for early days of the show was well below that of recent years.

Opening night and a subsequent matinee were full houses. A pre-view matinee for underprivileged children also was full. But others were running at about three-quarters of capacity.

The strike began on the second day of the show's run and coincided with the attendance drop. Traffic congestion and lack of parking facilities kept potential circus-goers away from the downtown area, it was believed.

### Fritzie Injured

Fritz Huber, known professionally as the Great Fritzie, wire walker, was injured at the conclusion of his act on the first night when he fell 15 feet into the stands. Extent of his injuries was not determined at once by hospital attendants.

Program features Dailey Bros.' Circus animals, including polar bears, worked by Rex Williams; lions, worked by Joe Horwath, and elephants worked by Norma Davenport.

Prof. George Keller's lion act also is featured. Other acts include Bruno Zacchini, human cannonball; Les Idalys; Bogginos, Eriksons and Romanos Brothers, acros; Bob Cimse Troupe; Great Barton, balancing; Ernie Wiswell, atomic Ford; Arthur Henry's ponies, William Bushbom's Liberty horses, Hazel's ponies, Frauline Schmit's chimps, and Janet and Roberta's dog and pony acts. Clowns include Hip Raymond and Jess Renner. Charles E. Kamp is general chairman and John L. Andrews is director.

## Stern Is Named Detroit Cele's Tech. Director

DETROIT, Nov. 11.—Plans for the 250th Birthday Celebration to be held here next summer took definite shape this week with the appointment of Alfred Stern as top technical director of the project. Stern, who has been a Broadway legitimate stage designer, was associated with plans for the Automotive Golden Jubilee held here four years ago.

Offices are being opened in the Veterans Memorial Building.

## San Francisco Skeds Repeat Of "Mile" Cele

SAN FRANCISCO, Nov. 11.—Plans are being made for the holding of the third annual Mission Miracle Mile Fall Festival next September. Joseph S. Ravinsky, Mission Street Merchants' Association (MSMA), announced.

Ravinsky also said that both Charles Teevin and Art Craner, who directed most of the 1950 Mission events, will again be associated in staging the 1951 affair.

Also scheduled next fall are a Mission Merchants' Thrift Week, the third Mission Maid Queen contest, a mammoth Kiddies' day, mayor's banquet, parades and a gala fiesta lane midway to be located in the center of the Mission district.

This year's event was held as part of the California statehood centennial celebration and was one of the most successful affairs staged by MSMA. West Coast Shows were featured as a midway attraction and were set up on one of the business streets that had been blocked off to traffic.

## Baldwin Is Named St. Paul Boss

ST. PAUL, Nov. 11.—D. K. (Doug) Baldwin, assistant secretary, Minnesota State Fair, this week was appointed general chairman of the 1951 St. Paul Winter Carnival, January 27-February 4.

Baldwin will direct over 800 volunteer workers on 75 special committees in preparation for the carnival. He undertook the job as a civic venture and is not being paid.

"My plan is to put the Winter Carnival on a business basis," Baldwin declared. "Once we can get it on such a footing there is no doubt that its present reputation as the leading winter fete of the world will be enhanced even more."

Baldwin's appointment was announced by Lambert S. Gill, president of Saintpaulites, Inc., Winter Carnival sponsor, which picks a king, Boreas Rex, and a Queen of the Snows to reign over the city during the festival.

In accepting the post, Baldwin said that plans already are in the blueprint stage which will make the carnival the "most different and colorful" in the city's history.

### Much Honored

Formerly secretary and general manager of the Alabama State Fair, Baldwin is a past president of the International Association of Fairs and Expositions. During World War II he was director of Red Cross club and recreational activities under General MacArthur in the Pacific and was awarded the Medal of Freedom by MacArthur.

Gill said that over 100 separate events, a number of them new to carnival lore, will be introduced this year to symbolize the fight between Boreas Rex and Vulcanus Rex, the fire king, who traditionally vanquishes the king and queen of the snows at the end of the carnival.

## Huckstead Quits Peoria Fair Post

PEORIA, Ill., Nov. 11.—L. R. Huckstead, executive secretary of the Heart of Illinois Exposition here, has resigned that post, he announced this week.

The 1950 fair, first to be held here in 20 years, was whacked by cold and rain on four days and nights and wound up with a net profit of slightly over \$100.

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, 25, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, .10¢ ea.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

#### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 4 1/2 x 7 1/2, in lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.

Set Numbered Ping Pong Balls... \$15.00  
Replacements, Numbered Balls, ea. .40  
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000, \$1.25  
Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow. Per 100... 2.00

3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4 1/2 x 7 1/2... 1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50  
Scalloped Edge, Green only, M... 2.00  
Smaller Size, 3/4" diam, Red or Green Plastic, M... 1.50

Adv. Display Posters, size 24x36, Ea. .15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00

Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M... 1.00

Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M... 2.00

Round White M, J, C and D Card Markers; 2 sizes, 1/2-inch dia., 1000 to 1 lb.; larger size 3/4 dia., 1000 to 1 lb. Either size, 1b... 85

Airline Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 50¢.

Send for illustrated circular. For \$135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago 4, Illinois

### CLOSE-UP: M. H. ELLISON

## Cartooning, Sketching Break Showmen's Years

By Sam Abbott

ABOUT THIS TIME of the year there is plenty of talk in Los Angeles about the annual banquet and ball. Talking loudest of all is M. H. (Mush) Ellison, who plans to give the members of the Pacific Coast Showmen's Association (PCSA) the affair of their lives at the Elks' Club December 16.

Ellison, as chairman of the 1950 event, will be responsible for the show, dinner, dance music and a general good time. While the committee will spend quite a bit of money staging the festivities, an eye will be kept on expenditures so that as much as possible can be returned to the club's treasury. This money will be used to carry out the association's charity program.

Ellison's past experiences have equipped him to handle the assignment given him by PCSA's president, Joe Krug. Ellison has been in show business, on and off, for 42 years. And during the few intervals he was away, he was never far from it or show people. His achievements in other fields include that of statistical draftsman, which he did from 1942 to 1947, for the air force, and cartoonist. In the latter field, he used funny incidents on various lots for his drawings, some of which appeared in *The Billboard* in the early '20s.

The work that he did for the air force was of a serious nature and was in direct contrast to the light side of life featured in his pen and ink sketches for *Puck*, humorous *Life*, *Judge* and other publications. However, the broad scope of life between these two extremes has had its effect upon Ellison. He can be serious and technical, especially on expenditures, or he can look at a situation and analyze it from a fun-provoking angle. Combine these two abilities and the result is the



M. H. ELLISON

(Continued on page 57)

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FOR SALE	FOR SALE	FOR SALE
Merry-Go-Round, 30 ft. machine with 20 jumping horses and 2 chariots, khaki top and sidewall, pulled by Allis-Chalmers engine. Price, \$5500.	3-Abreast Merry-Go-Round with 30 jumping horses. Beautifully decorated. Khaki top and sidewall. Pulled by Allis-Chalmers engine. Price, \$7200.	Ferris Wheel, 40 ft. high with 12 seats. Cable drive, pulled with an Allis-Chalmers engine. Price is \$4500.

One 50 passenger Bus, three 30 ft. Trailers: one Circus Top, 60 by 120, brand new, and one Marquee, will make nice looking little circus. Have 5 Monkeys for sale: Laughing Mirrors, 4 of them. Also 12 car Caterpillar, one Ride-o, one Chairplane; have eight Scooter Cars for sale with 6 extra motors, one Bus equipped for a lunch stand, one Duck Ride, one Dive Bomber and one Airplane Ride for sale. All property can be seen in Bay St. Louis.

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Mr. Phil Daniello of Syracuse New York, writes: "The Merry-Go-Round has given us fine service, and is a very nice looking machine and I do like it very much." Note—Mr. Daniello's machine is a Teen Ago De Lux, delivered this spring. We will maintain last season's price if possible. We do guarantee delivery because we have ample material on hand. Send your deposit today. Prices start from \$5,575.00 for a Teen Ago adult machine.

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## Storey Shifts To Cleveland

CLEVELAND, Nov. 11.—Wilson Storey has moved headquarters of his Pan American Theatrical Booking Agency to Cleveland from Sarasota, Fla., but will maintain a branch office in the latter city to service Southern trade.

Besides circus, fair, park and club bookings, Storey is specializing in European and Latin-American bookings. He announced the recent signing of the following acts for Latin-American circus appearances: Josephine Berosini, high wire; Alex Konyot, high-school act; Beatrice Dante, chimps, and Mabel Stark's tiger act, for 12 weeks in Colombia with options. Loyal Repensky Troupe and Malikova, high wire, have been signed for a Mexico City date

starting the end of December. Great Arturo Family, high wire, and Gladys Gillen's lion act have been inked for November and December appearances in Cuba, while Malikova has also been signed for a Puerto Rico date in March. Storey also has paced the Erikson Troupe for 28 weeks in Peru and Chili, starting in July.

## BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949  
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A limited quantity of BIG ELI Wheels will be built for 1951 shipment. All standard sizes will be available. Fifteen orders for BIG ELI Wheels are now on file and others are pending. Due to present and expected future material shortages only a limited number of additional orders can be accepted for 1951 Wheel shipments. What are your needs? Write us today.

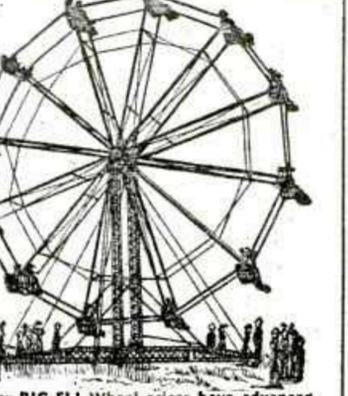
Model D-140 ELI Power Units will also be available for 1951 shipment. This unit is supplied as standard equipment with No. 5 and No. 12 Wheels, and is also adaptable for use on other riding devices. Write for descriptive material and Price List.

Due to present material and labor conditions BIG ELI Wheel prices have advanced approximately 10%. The quality of BIG ELI Products has not been sacrificed. High quality workmanship and the best of materials have been built into BIG ELI Wheels for over 50 years.

Stop and see us November 26, 27 28 or 29 at the National Association of Amusement Parks, Pools and Beaches Exhibit (Booth No. 89), Main Aisle, Mezzanine Floor Hotel Sherman, Chicago.

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1 ROLL.....\$1.50  
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Tickets Subject to Fed. Tax. Must Show Name of Place. Established price. Tax and Total. Must be Consecutively Numbered from 1 up to your Last Number

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300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

**Fallon, Nev., Plant Sale**  
**Dooms Annual**  
Grounds Disposal Stems From 1950 Loss of \$10,000

FALLON, Nev., Nov. 11.—With the grounds of the Nevada State Fair being offered for sale to Churchill County, the decision virtually puts an end to the annual event as far as this city of 2,500 population is concerned. If the county does not buy the property, it will be appraised and offered on an open market.

Decision of the executive committee to place the fairgrounds and equipment on the market is necessary, said George D. Ernst, president of the Nevada State Agricultural Society, because of inadequate support from the State. The fair was unable to pay its prize winners \$6,657.09, and other obligations, including federal withholding, admission taxes and other accounts, also are outstanding. The total indebtedness is about \$10,000, Ernst told *The Billboard*.

The event has been receiving \$5,000 annually from the State and Churchill County contributed \$2,500 this year. Expenses totaled \$33,600.

Ernst declared that the annual had outgrown its facilities and financial support. If the fair here is abandoned, there is a possibility that one may be started in Reno, Las Vegas or Elko, all larger than Fallon. Fallon is 60 miles from Reno, which has been suggested as a location and where the race track facilities could be used. However, if moved, the event would not be under the sponsorship of the agricultural society.

Ernst added that several service clubs are interested in buying the site. The county, as yet, has not indicated any move toward purchase of the property.

**Page Org Closes Fall Circus Trek**

SPRINGFIELD, Tenn., Nov. 11.—Page Bros.' Circus, operated by W. E. Page, closed this week and returned to quarters of Page Bros.' carnival here this week. The five-truck org opened October 21, following closing of the carnival, and featured Capt. Harrell's lion act. Page had announced plans for a six-week tour originally. He said the earlier closing was ordered so that he might attend several fair association meetings and the Chicago convention.

**Talent Topics**

By Charlie Byrnes

Capt. Roy Simms, 10 act, who is wintering on his 10-acre farm at Dennard, Ark., infers he will attend the Chicago meetings. He also is skedded to play indoor dates with his clown act. . . . **Willy and Elizabeth Hoffmann**, The Willys, juggling, recently opened their new 16-unit Hollywood Motel in Lyons, Kan. . . . The revived Benny Fox Star-Spangled Circus opened November 1 at Lowry Field, Denver, with a line-up that included Andre and Charlie, trampoline; Harris Reynolds, bar; Juggling Jewels, juggling; Talley's, bar; Hustrei Sisters, acro; Ricarnos, contortion; Sophisticates, skating, and Bobo Barnett, Kenneth Waite and Mr. and Mrs. Charles Baker, clowns. **The Oliveras**, perch, join the unit at Temple, Tex. All acts were booked thru the Charles Zemater Agency, Chicago. . . . Talent line-up for ABC's "Super Circus" TV program, Sunday (19) will include **Don Francisco**, tight wire; **Kayos**, risley; **Princess Musetta (Eleanor Velarde)**, and **Excess Baggage**, dogs, booked in thru Vic Brown, Chicago.

New acts signed by Ernie Young for the 1951 fair season include the **Belmont Bros.**, jugglers; **Five Donnellos**, teeter board; **Oliveras**, perch; **Rollins Bros.**, ground and pedestal; **Siegrist Troupe**, flying act; **Four Titans**, acro; and the **Frisco Seals**. . . . **Chuck Brown**, comedy bar, recently bought a house trailer from **Novak and Faye** and will winter at Park Ridge, Ill., trailer camp.

**Harold Coates** and **Dolores Dixon**, trampoline, join **Abe Saperstein's Harlem Globetrotters** basketball team in Milwaukee November 27 as a half-time added attraction. Team will be known as the Bouncing Collegians for the tour.

**Chico**, high act, has signed for his 10th season with Boyle Woolfolk, Chicago. Other new acts inked by the Chicago agency for next year's outdoor season include **Will Wright**, jugglers, and **James and Dolly Conner's dog act**. . . . **Miss Luxem**, swappole, and husband - manager, **Harvey Earlin**, have rented a winter home in Rochester, Ind. . . . **Kayletta** infers from her Whittier, Calif., home that she is planning to come to Chicago for the outdoor convention.

**Louis Kais** presented his electrical novelty act at the Electrical Exposition and Modern Living Show staged at the Pan-Pacific Auditorium in Los Angeles, October 20-29. Also part of bill were **Les Charlivels**, comedy acro trio.

Officials of the Charlotte (N. C.) Food Show booked **Irah Watkins'** trained chimps, and **Sylvia Watkins'** dogs and ponies for their event after seeing the acts at the Charlotte fair, despite the fact that the indoor show was skedded for the following week. **Watkins'** chimps will open December 22 in Mexico City for 10 weeks. Act was booked south of the border by **Charles Sasse**. . . . Playing New York theaters last week were **Serge Flash**, juggler, at the Capitol, and **Don Fransero**, trapeze, and the **Four Angels** equilibrists, at the Palace.

**Flo Diacoff**, of the Diacoffs, left North Hollywood, Calif., for Fort Meyers, Fla., where she was married Thursday (9) to **Frank Zingaro**, concessionaire. Following a honeymoon to Miami and Havana, the Zingaros will return to the West Coast.

**Wilson Storey**, manager of Pan American Theatrical Booking Agency, Cleveland, reports that he booked **Josephine Berosini**; **Mabel Stark**, tigers; **Alex Konyot**, high school horse; **Beatrice**, high wire, and **Dante**, chimp act, at a circus date in Cali, Colombia, November 4. . . . **Bert Dearo**, high act, infers from Walnut Ridge, Ark., that he and **Corrinne** will play the Macon, Ga., Shrine Circus followed by indoor dates in Okmulgee, Okla., Texas, Florida and Cuba.

**Glenn C. Artz**, manager of the S. F. Card Company, San Francisco, is recovering from an illness that has kept him confined for the past few weeks. **Mrs. Helen Artz** has been carrying on the business and reports that business in their amusement de-

vice line has shown a great improvement. . . . **Noble C. Fairly** and **William (Billy) Collins**, owner of William T. Collins Shows, recently wound up a goodwill tour in Minnesota and the Dakotas on behalf of that org.

The **Three Bruises**, **Goffe Stevens**, **Monte Stott** and **Sid Spaulding**, are back with the **Sonja Henie** ice show, doing their rough-and-tumble English charwoman act.

**Hamid Units Click in Dixie**

NEW YORK, Nov. 11.—George A. Hamid, head of the talent agency bearing his name, reported that business for his units at Southern annuals was equal to, and in many instances surpassed, the record takes of 1946-1948.

A net profit of \$11,000 was earned this year by the Mount Airy (N. C.) Fair Association, Hamid reported. Most of the earnings were derived from the grandstand presentations and execs plan to expand these show facilities.

Annuals at Hickory and Henderson, N. C., playing grandstand attractions without permanent seating, are both anxious to build permanent structures as a result of the popularity of the show offerings, Hamid said.

**Free Act Deals Knocked**  
Hamid criticized carnival ops who have made a practice of offering fair execs one or two free acts in their deals for the midways. This has resulted in the elimination of bona fide grandstand presentations and resultant revenue at these events, Hamid said.

Peak business was scored at the North Carolina State Fair, Raleigh, despite some inclement weather. Two shows were presented nightly, with a turnaway registered on one night in the rain.

At Winston-Salem, N. C., two shows were given Tuesday and Wednesday nights to accommodate the crowds. Capacity was registered on each of the other nights.

Two shows on every night but one were necessary to satisfy the demand at Spartanburg, S. C. The turnaways were numerous. At the South Carolina State Fair, Columbia, double offerings were also necessary despite considerable inclement weather.

**Richmond Biz Up**  
At Richmond, Va., despite three days of rain, only one show was lost, and business was reported slightly ahead of 1949.

Business at Macon, Ga., was exceptionally good considering the weather, Hamid said. Hamid attractions, appearing at the event for the first time in five years, included **Bill Behney's** revue.

Crowds at the Orangeburg and Anderson, S. C., events were reported good.

Hamid said he would devote most of his time between now and the Chicago meetings to his offices here and in Atlantic City.

**French Stall Int'l Event**

PARIS, Nov. 11.—The French Cabinet decided Wednesday (8) to postpone the date of the proposed Paris International Exposition, originally slated for 1955, until 1961.

Reason for delaying the big expo is the French government's lack of funds due to heavy commitments made in rearmament, modernization and reconstruction fields for the next few years.

**Bloomfield, Ia., Names Gene Racey President**

BLOOMFIELD, Ia., Nov. 11.—Gene Racey, of Pulaski, has been elected president of the Davis County Fair here, succeeding Leo Foster.

Other officers include **Leo Taylor**, vice-president; **C. C. Wagler**, secretary, and **R. M. Shields**, treasurer. Fair dates for '51 will be August 14-17.

**Camden Preps For 10-Day 1951 Annual**

CAMDEN, N. J., Nov. 11.—Plans for the 1951 10-day South Jersey State Fair and Exposition here already are being worked out. The recently incorporated event, with **John H. Mohrfeld III**, as president; **Samuel Burgdorf**, manager-director and secretary; **Seymour Dubrow**, treasurer, and a board of directors including **Chester Knab** and **Louis Silverman**, will be held May 24-June 2, **Walter D. Nealand**, publicity director, said this week.

Fairgrounds, totaling 80 acres, will be located in the heart of the city. City's industrial and professional leaders are co-operating with the fair body.

All churches, civic, fraternal and veterans' groups are being invited to co-operate in the presentation of the fair and all are being granted free space at the grounds by Veterans of Foreign Wars, sponsoring org.

Backed by the fair's theme, "Building Today for Tomorrow," 2,000,000 tickets are to be distributed by participating merchants in New Jersey and Philadelphia.

A large department store is negotiating for an exhibit to be known as the Book Fair, where children's literature will be displayed, explained and sold by leading publishers, who will assist parents in the selection of books.

**Harry Grafton**, for many years associated with Convention Hall as director of exhibit department will handle the various exhibits. He's currently working on the "Avenue of Homes Beautiful."

Thousands of dollars will be awarded in premiums. All county agents in South Jersey will cooperate. Parking facilities to handle 10,000 cars will be provided on or adjacent to the fairgrounds. A vigorous publicity campaign will be used.

Temporary offices are located here, but with the government's permission it is planned to place an administration building on the grounds. If not, general offices will be opened downtown.

No grandstand will be used, but a large program of thrill attractions will be presented, together with daily fireworks displays. Arrangements have been made for all school systems in South Jersey to be entertained on two days during fair week. As an added inducement, several automobiles will be given away.

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Hundreds of satisfied customers are our best advertisement for money-getting BIG ELI Wheels. A BIG ELI can also be a profit-earning investment for you. Write for full information and prices.

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Signs, Any Quantity, Each . . . 1 1/2¢  
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FORECAST AND ANALYSIS, 10-P Fancy Covers, 8 1/2x11, Each . . . 5¢  
Samples of each of the above 4 items for 25¢ No. 1 45 Pages Assorted Color Covers . . . 50¢

**NEW DREAM BOOK**  
20 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 20¢

**HOW TO WIN AT ANY KIND OF SPECULATION.** 24p. Well bound, 8 1/2x11 . . . 25¢

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# Out in the Open

Gladys and Billy Williams, of Williams & Lee Attractions, St. Paul, returned recently from a three-week vacation and business trip to the West Coast where they signed new acts for the 1951 outdoor season. . . . **Jack Reilly**, director of special events at the Chicago Railroad Fair and the Chicago and New York Worlds' fairs, is recuperating from a heart attack at his Chicago home and is expected to return soon to his desk at the Museum of Science and Industry. . . . **Art Briese**, of Thearle-Duffield Fireworks, Inc., and his wife, **Hertha**, spent a few days of their Mexican vacation in Mexico City with **Mickey Blue**, of Polack Bros.' Circus. Blue was skedded to leave there for an extended vacation in Havana, Jamaica, Haiti and Key West, Fla.

**Earl Newberry**, thrill show op, is back in Chicago, following a short post-season vacation at his Jacksonville, Fla., home. . . . **Sam J. Levy**, of Barnes-Carruthers Theatrical Enterprises, Chicago, recently spent a week in New York. . . . **Morrie Melford**, press agent for the Chicago Fair of 1950, has been appointed publicity director of Ziegfeld Morie Theater, Chicago.

**Al Sweeney**, of National Speedways, Inc., Chicago, was seen by televisioners on a national hook-up at the Wednesday (8) telecast of the **Ray Robinson-Bobbie Dykes** prize fight from Chicago. . . . **Fred W. Pierce Jr.**, of the Detroit firm bearing his name, recently conferred in Chicago with **William Schmidt**, owner of Riverview Park, on plans for the NAAPPB convention. . . . **C. A. (Cap) Lick Jr.**, vice-president of Weldon, Williams & Lick, ticket manufacturers, is passing out sidewalk superintendent membership cards by way of announcing an addition to the company plant in Fort Smith, Ark.

**Ed Kelmans**, operator of Indian Point Park, Crugers, N. Y., reports that the recent hurricane in Florida stalled his car and the auto was pushed out of hubcap-deep water two miles to a gas station by a car-borne good Samaritan. . . . **Bob Morton** left Miami by train Wednesday (8) for Atlanta to supervise the presentation of his Hamid-Morton Circus in that city, and was given a send-off by **Ben Weiss**, well-known independent concessionaire. Ben and his wife, **Martha**, concluded a series of fair dates recently. They plan to attend the outdoor meetings in Chicago. . . . **Joe Godin**, president, Interstate Fireworks Company, still is vacationing at his Springfield, Mass., home after a strenuous season. He plans to attend the National Showmen's Association Banquet and Ball in New York, November 22.

Indoor and outdoor showbiz was well represented among those who campaigned for New York's new mayor, **Vincent Impellitteri**. Impellitteri's campaign manager was **Walter Shirley**, former song-and-dance man. Another front-rank worker was **Albert Halpin**, husband of **Anna Halpin**, manager of Palisades Park, Palisade, N. J. **Fred Murray**, of International Fireworks Company, also was on the bandwagon and sold the campaign committee on the red flares used for outdoor rallies. **Jack and Irving Rosenthal**, operators of Palisades Park, joined the parade, with the spot's huge electric sign, visible from Manhattan, used to plug the mayor's candidacy.

Publicist **George McMurray** is back in New York after handling a number of road chores. The freelancer, who specializes in night clubs, restaurants and personalities, staged a cocktail party Wednesday (8) at Spivey's Roof, Gotham night spot, for one of his accounts. . . . **Leo Grund** is convalescing from a recent emergency appendectomy. He will wait a week before returning to a full schedule at the George A. Hamid office. Among other accounts, Grund books talent for the Columbia Broadcasting Company's "Big Top" video presentation.

**Robert Guenther** and **Henry Guenther Jr.**, both of Olympic (N. J.) Park, with their respective families and two concessionaires from the funspot will attend the NAAPPB convention in Chicago at the end of this month. Robert recently returned from a month-long vacation in New York State's

Adirondack region. . . . **James J. Onorato**, manager of Coney Island's Steeplechase Park, was undecided Friday (10) as to whether he would make the parkmen's gathering.

**Walter Stebbins**, stock and big car race promoter with headquarters in New York, recently returned from a pleasure trip South which included stops at Washington, Baltimore, Newport News, Va., and his home, Hampton, Va. Walter says that he and a fellow ex-newspaperman have their eyes on the acquisition of a few weekly sheets in Virginia.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Eagle: Fayette, Miss.
- American Midway: (Fair) Harlingen, Tex., 18-28.
- B. & H.: (Fair) Florence, S. C.
- Big State: Morton, Tex.
- Capital City: (Fair) Camilla, Ga.; (Fair) Cairo 20-25.
- Catlett Greater: Mercedes, Tex.
- Central Am. Co.: Beaufort, S. C.
- Diamond State: West Palm Beach, Fla.
- Jollytime: Newsomes, Va.
- Keystone Expo.: Samson, Ala.
- Kile, Floyd O.: Elton, La.
- Lone Star: Macon, Ga.
- Magic Empire: Bloxi, Miss.
- Marion Greater: (Fair) St. George, S. C.
- M. D. Am.: Claxton, Ga.
- Microthy, Curly: Marion, La.
- Miller, Ralph B.: Am.; Gueydan, La.
- Moore's Southwestern: Seguin, Tex.
- Mozley Am.: Gregory, Ark.
- Oil State: Vivian, La.; Oil City 20-25.
- Orange State: (Fair) Orlando, Fla.
- Palmetto Expo.: Alma, Ga.; Douglas 20-25.
- Raines Am.: Boyce, La.
- San Valley: Holly Bluff, Miss.
- Southern States: High Springs, Fla.; Lake City 20-25.
- Sparks, J. A.: Leary, Ga.
- Stephens, C. A.: Polkston, Ga.
- Tassell, Barney: Waycross, Ga.
- Texas: Fallurrias, Tex.
- Texas Centennial: Hillsboro, Tex.
- Wallace & Murray: August, Ga.
- Yager United: Amite, La.

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Biller Bros.: Panama City, Fla., 14; Tallahassee 15; Moultrie, Ga., 16; Pflug 17; Swainsboro 18; season ends.
- Capell Bros.: Livingston, Tex., 14; Groveton 15; Jacksonville 16; Canton 17; Grand Saline 18.
- Cole & Walters: Granger, Tex., 13; Rogers 14; Cameron 15; Hearne 16; Buffalo 17; Teague 18; Mexia 20; Hubbard 21; Frost 22.
- Davenport, Orrin: Erie, Pa., 20-25.
- Flamante: LaMesa, N. M., 14; Mesilla 15; Eloy, Ariz., 16-17; Casa Grande 18; Guadalupe 19; season ends.
- Hamid-Morton: Atlanta, Ga., 13-20.
- Kelly, Al G. & Miller Bros.: Angleton, Tex., 16.
- Klug Bros.: Liberty, Tex., 14; Fort Arthur 15; Orange 16; Jennings, La., 17; New Iberia 18; Mobile, Ala., 20; season ends.
- Polack Bros. (Eastern): (Armory) Baltimore, Md., 13-18.
- Polack Bros. (Western): (Armory) Springfield, Ill., 14-19; Marion, O., 23-25.
- Ringling Bros. and Barnum & Bailey: Waycross, Ga., 14; Jacksonville, Fla., 15; Orlando 16; West Palm Beach 17; Miami 18-17; season ends.
- Stevens Bros.: Tivoli, Tex., 15; Beeville 16.

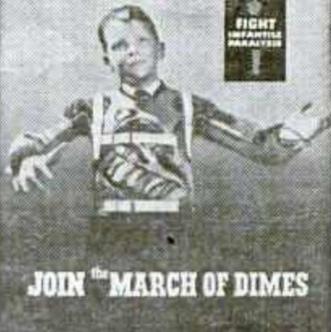
## Misc. Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Aunt Silly: Deer Park, L. I., N. Y., 16-17.
- Ice Capades of 1951 (Maple Leaf Gardens): Toronto, Can., 13-17; (The Forum): Montreal 19-28.
- Ice Follies of 1951 (Cincinnati Gardens): Cincinnati, O., 14-23.
- Miller's, Irvin C.: Brown-Skin Models (Douglas) Macon, Ga., 15; (Lenox) Augusta 16; (Capitol) Columbia, S. C., 17; (Carter) Rock Hill 18; (Palace) Greensboro, N. C., 19-20; (Booker T) Durham 21.
- Skating Vanities of 1951 (Shrine Mosque) Springfield, Mo., 14-19; (Auditorium) Oklahoma City, Okla., 21-26.

"Lend me a hand"

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Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

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Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. SEND FOR FREE CATALOGUE!

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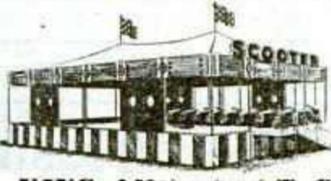
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ED BERG 1261 63 E. Sixth St. Los Angeles 21, Calif.

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Squawk Riley, call me.

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## SOUTH PROVES SOLID FOR RINGLING-BARNUM

Carolina Biz Big; Fayetteville Dip Doesn't Damage Show's Take

ATLANTA, Nov. 11.—Ringling Bros. and Barnum & Bailey Circus registered heavy turnouts in the Carolinas this week to continue a trend that has held up thru most of the South. However, performances here Wednesday (8) drew half and three-quarter houses.

Two days at Fort Bragg-Fayetteville, N. C. (4-5), were somewhat of a disappointment, although it was understood that the show itself came out on top thru pre-sale of all seats to the Exchange Club and an army post organization. On Saturday (4) the show played to half and three-quarter houses, and Sunday (5) the matinee was full, while the night show was a half house. This was the first of Ringling's pre-sale deals which had not produced major turnouts for all performances involved.

Firestone Tire & Rubber Company, keystone of the R-B pre-sale plan, came thru with a full matinee for its half of the Charlotte, N. C., stand Monday (6). The 6,000 attending were from plants at Gastonia and Bennettsville, S. C. Some 90,000 Firestone employees will have seen the show

by the end of the season. Forty-degree weather didn't deter patronage, and another capacity house was registered at the night show, which was open to the public. First section didn't arrive until 7 a.m. from Fort Bragg, delaying the matinee until 4.

On the lot in Charlotte was Dave Friedman, Paramount Pictures operations manager in the Carolinas, who visited with Scott Hall, of the Side Show, who last

season managed the Side Show on Biller Bros.' Circus; Lorraine Russo, of the ballet; Lew Brown and Ed Kelly.

Friedman reported the Cecil B. DeMille, Paramount producer, will begin shooting of *The Greatest Show on Earth*, the film based on R-B, January 15 at the show's Sarasota quarters. Betty Hutton and Dorothy Lamour have been given starring roles in the pic.

Greenville, S. C., Tuesday (7) popped with a full house at night and a three-quarter matinee.

Earlier, the show played to a full and a half house at Raleigh, N. C. (3); a full night show and better-than-three-quarters matinee at Winston-Salem, N. C. (2); a three-quarters matinee and full night house at Greensboro, N. C. (1), and two three-quarter houses at Rocky Mount, N. C. (October 30).

Coming up for Ringling in its final week of the 1950 season is a pre-sale date at Orlando, Fla. (Continued on page 72)

King billed the spot two years ago but blew the earlier date.

Stevens Scores In Texas; King Five Days Behind

CROCKETT, Tex., Nov. 11.—Stevens Bros. Circus, five days ahead of King Bros. here, played to a three-quarter matinee and full night house Saturday (4). Temperatures dropped during the day to near-freezing, although the day before was clear and warm. Stevens was the first show in for seven years.

King billed the spot two years ago but blew the earlier date.

acts for 1951. The show exec also repeated plans for adding elephants, camels, seats, ring stock, caged animals, two light plants and more sleepers for next season.

This season will have been of 30 weeks, 2 days duration, exactly the same length as last year's. A total of 182 towns will have been visited; extra performances were given at two. Mills route ranged thru 16 States from the Atlantic Seaboard to Nebraska, the Canadian border and Georgia. A route book has been published.

Charley (Vensel) Brady, superintendent, will be in charge of quarters work and will have a crew of about 40 persons. Mayme Ward will prepare 1951 wardrobe. Mills said, and one of the additional trucks will be for new wardrobe.

A farewell party for show personnel was staged in the menagerie top Sunday (4). Doc Waddell will open performances on the final day with prayers, a continuation of his usual opening- and closing-day custom.

H. W. Ahrhart Jr., general agent, and R. M. Harvey, special agent, will handle 1951 bookings. The Mills policy of playing all dates under auspices and with advance promotion crews will be continued. Mills said the show was scheduled to open the 1951 season in mid-April.

German Ops Rename Unit

BERLIN, Nov. 11.—Paula Busch and her daughter, Micaela, owners of the former Circus Busch, in pre-war days one of the largest circuses in Germany, have reorganized their show, and for political reasons are calling it the Swedish National Circus.

New show, the individual animal acts of which are being presented by mother and daughter in Sweden, will appear under its new title at the indoor Circus Barlay arena in this season.

SHREVEPORT, La., Nov. 11.—Clyde Beatty Circus scored five full houses during the final six days of its 1950 tour before moving into quarters at Louisiana State Fairgrounds here Tuesday (7).

At Laurel, Miss., (1) the org registered a full and a half-house. Hattiesburg, Miss., (2) was the week's disappointment, with both houses hovering around the one-half mark. But Jackson, Miss., (4) turned in a three-quarter matinee to go with a full night house. At Tallulah, La., (5) the full one came in the afternoon, although the matinee was 90 minutes late, and the night show was for a half house.

Final Stop

Final stop on the 1950 trek was Monro, La. (6) where both performances scored full houses. Again, the matinee was late; scheduled for 3:15 p.m., it got underway at 4 p.m.

The show arrived in Shreveport Tuesday afternoon and began moving into the same buildings used when it wintered here after the 1947 season. Arrangements to use the fairgrounds were made thru Fair Secretary W. R. Hirsch. Beatty's animal act together with the show's horses and elephants will move from here to

at Marshalltown, Ga., while the 80 with three 30s was being repaired.

Beers-Barnes ran against paper for the Beatty and Biller shows in the South, but Christian said he believed the proximity of larger shows had not interfered with Beers-Barnes business in small communities. The Beers-Barnes org got satisfactory turnouts at Conlay, S. C., and Jessup, Ga., and Biller Bros. came in later to score strong houses.

Cochran, Ga., was lost to rain October 21, the wind-up of the season was marked by three red ones. At Colquitt, Ga. (26) the sponsor sold 300 adult and 1,300 children's tickets and the show (Continued on page 72)

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## KID PUTS SLUG IN STAR'S LEG

JACKSON, Miss., Nov. 11.—Sunset Carson, featured with the Clyde Beatty Circus, visited a boy who had a broken leg here Saturday (4), and came away with a leg injury of his own. While Carson was autographing the cast on the boy's leg, another youngster inspected the cowboy's rifle. It fired and Sunset was struck. The minor bullet injury kept Carson in a hospital after doctors ruled out a plan to have the actor ride a wheel chair instead of his horse in the circus.

## Polack Draws Strong Opener At Okla. City

OKLAHOMA CITY, Nov. 11.—Opening night business for Polack Bros. Western Unit here Tuesday (7) topped last year's despite competition of election day. The nine-day run in Municipal Auditorium ends Saturday (11).

Turnaway business marked all six shows at Harlingen, Tex., and (Continued on page 72)

## Final 6 Days Give Beatty Big Houses

Mississippi, Louisiana Towns Produce Biz; Show Moves Into Shreveport WQ

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## Kelly-Miller Gets Big Biz In Louisiana

Weather Hits Two Towns; Capacities Scored Elsewhere

ABBEVILLE, La., Nov. 11.—Al G. Kelly & Miller Bros. Circus, deep in Louisiana on its first tour of the State, attracted top business at most places all along the line. Here Wednesday (8), the night show was full and the matinee was a three-quarters house.

The same sized turnouts were on hand at Oakdale, La., Saturday (4) despite a cold wave which followed a rain the night before. Colfax, La. (3), the rain held crowds to a half house at the matinee and a three-quarter house in the evening. Elephants aided in getting the show off the lot.

Leesville, La. (1), gave a half-house matinee and full one at night. At Many, La. (Oct. 31), Kelly-Miller attracted what was described as the largest crowd ever assembled there for any attraction. The matinee was near capacity and the night show was a major runaway with the crowd jamming into the top an hour before show time.

## Cedar Rapids Biz Fair for Suesz's Clyde Bros. Org

CEDAR RAPIDS, Nov. 11.—Clyde Bros. Circus played to fair business during a four-day stand, November 2-5, at Memorial Coliseum under Shrine auspices here. Saturday (4) and Sunday (5) matinees drew three-quarter houses, while night shows Friday and Saturday were for half houses. Thursday and Sunday night shows attracted about 500 persons each. Advance publicity was not strong.

Fast-moving program included Leo and Josephine Gasca, wire; Clark's bears; Gladys Gillam's lions; Colleano Family, foot jugglers; Clair's juggling; Killanaves, bikes; Frank Cain, clowns, and, in the finale spot, Poodles Hanneford Family, bareback.

Clyde Bros. opened its indoor season at Freeport, Ill., October 9. It came here from Ottumwa and moved next to Waterloo and Des Moines, Ia. Howard Suesz is owner.

Raye Pilots Okla. Show, May Get Other Dates

OKMULGEE, Okla., Nov. 11.—Happy Raye reports he was awarded a contract to furnish and promote a December 7-9 circus in the Fairgrounds Arena here under auspices of Chapter 10, Disabled American Veterans.

Attractions booked for the show include the M & S Circus Attractions, the Dearo Trapeze and slack wire acts and the LaZellas Troupe.

If the local event proves successful, Raye expects to receive contracts to stage circuses for other DAV chapters in the State.

Capacities for Biller

CROWLEY, La., Nov. 11.—Biller Bros. Circus played to a pair of full houses here Tuesday (8) in warm, sunny weather and gained favorable comment from townspeople.

at Marshalltown, Ga., while the 80 with three 30s was being repaired.

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## MILLS TAGS YEAR AS "SUCCESSFUL"

Org Moves to New Columbus Quarters After 30-Week Tour; Skeds Additions

CAMDEN, S. C., Nov. 11.—Jack Mills, co-owner of Mills Bros. Circus, said here today that the show's season has been "successful from every standpoint." The circus closes Monday (13) at Sumter, S. C., and jumps 611 miles to new winter quarters at Ohio State Fairgrounds, Columbus.

Mills said Hans Lederer, New York booker, had conferred with the Mills brothers recently and will meet with them again in December to discuss importation of

## Barker Stays Outside; Sets Long Season

PORT ARTHUR, Tex., Nov. 11.—Barker Bros. Circus has been playing to satisfactory business in ball parks and rodeo arenas of East Texas and plans to stay out all winter, Jack Karen, recently appointed general agent, said here this week. Some indoor dates are planned.

Karen said the org, managed by Bill Blomberg, attracted fair business at Henderson, Tex., and substantial business at Lufkin, where West Bros. wait paper was entered. (Continued on page 72)

## Wiswell Booked For Tex. Shows

CINCINNATI, Nov. 11.—Ernie Wiswell, after closing with the Polack Bros. Eastern unit, will play the Houston and Fort Worth Shrine circuses with his original Funny Ford act. He was inked by John Andrews, who will produce both Texas shows.

It will be Wiswell's fourth appearance at the Houston date.

## Robert Segee Jailed In Ohio for 2 Fires

CIRCLEVILLE, O., Nov. 11.—Robert Dale Segee, 21, who has said he started the Ringling-Barnum fire of 1944 in Hartford, Conn., was sentenced recently to from four to 40 years in the Ohio penitentiary for starting two minor fires here.

No charges have been brought against him for the Ringling fire or other blazes he allegedly set.

## INDIANS, WIND AND STRAW BIZ

## Southeastern Territory Gives Beers-Barnes Org Okay Season

VALDOSTA, Ga., Nov. 11.—Beers-Barnes Circus equipment has been stored at quarters here and most of the personnel has moved to Miami for the winter after closing of the org's 18th season October 28 at Pelham, Ga. Plans call for opening the 1951 season in April.

Gene Christian, general agent, reported that the show's season was somewhat better than last year. Excellent business in North Carolina and Virginia in the spring was followed by a month of weak houses in Pennsylvania. West Virginia was good for two weeks while three more weeks in Virginia and two in North Carolina were fair. South Carolina gave good business. Of five weeks in

Georgia, four were excellent and one was fair, he said.

Sponsors used by the org included Parent-Teachers' Association, DeMolay, Kiwanis, churches, and Lions. PTA date at Doerun, Ga., population 800, gave the show one of its biggest ticket sales of the season. Beers-Barnes was the first show ever to make the Cherokee Indian reservation in North Carolina and garnered a big day's biz, Christian stated. However, the stand was marred by a truck accident on the move from Cherokee which forced blowing of the next town.

Storm Hits Top

Head winds of a Florida hurricane ripped the big top October 18 and the show lost the next day

at Marshalltown, Ga., while the 80 with three 30s was being repaired.

Beers-Barnes ran against paper for the Beatty and Biller shows in the South, but Christian said he believed the proximity of larger shows had not interfered with Beers-Barnes business in small communities. The Beers-Barnes org got satisfactory turnouts at Conlay, S. C., and Jessup, Ga., and Biller Bros. came in later to score strong houses.

Cochran, Ga., was lost to rain October 21, the wind-up of the season was marked by three red ones. At Colquitt, Ga. (26) the sponsor sold 300 adult and 1,300 children's tickets and the show (Continued on page 72)

at Marshalltown, Ga., while the 80 with three 30s was being repaired.

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# Dressing Room Gossip

## Ringling-Barnum

A cold front hit us in Fort Bragg, N. C., where we experienced our coldest day of the season. Two-day business was good, with a large number of the audience consisting of army men. A show was given at the army hospital. Those working were the Chaludis, Norma Wright, Laura May Petrillo, Ugo Bogino, Al Swartz, Buzzie Potts, Ernie Burch, Albert White, Beverlee Page, Rita Schroeder, Charley Bell, Irving Romig, Franklin and Astrid, and Lottie Brunn. Charlotte, N. C., gave us two full houses, one for Firestone, New lot from the past few years was at the Southern States fairgrounds. The Shrine band of Charlotte gave a party for members of our band after the night show.

The Zoppe family rated a big write-up and picture in the Winston-Salem paper, *Twin City Sentinel*, featuring the family and the newest member, 6-week-old Alberto Jr. Some of DeMille's men were on the lot again last week, making more notes. Dr. H. Chester Hoyt visited in Fort Bragg. He is from the Museum of the American Circus at Sarasota. He also is a circus fan and a member of the Circus Model Builders.

Visitors: Hr. and Mrs. Pep Graves and daughter, Mickey; William Gamble, CFA; Ralph Holt and son.

Tommy Clark reported for army duty. Harry Baker, driver with the show for 58 years, closed his career recently and returned to his home at St. Marys, O. Mr. and Mrs. Bill Yeske are in Sarasota to prepare for winter quarters work.—MARY JANE MILLER.

## King Bros.

Well, the last route card is out and everyone is busy with plans for the winter months. Our tour has been one of the longest ever undertaken by a motorized circus.

Outside of a rainy spring, weather has been ideal during the summer and fall, excepting for one day at Dublin, Tex., when a Norther hit us with a 50-mile an hour gale. However, the next day in Cleburne the weather was bright and warm and we forgot about the cold blast. According to Al Dean, weatherman with the show, the last rain fell August 23 at Astoria, Ore.

James Kaaro, in charge of the giraffe and Wild West after-show, had the misfortune at Big Springs, Tex., to blow his poke with four \$100 bills. He blames it on the tight-fitting cowboy pants that he bought in Gene Autrey's cowboys' store while we were in Phoenix, Ariz. Earl De Gloppe joined the press department at Abilene, Tex. He has been with the Dailey Bros. and Cole Bros. circuses the past several years.

Bill and Stella Hamilton, Long Beach, Calif., are spending their vacation on the show. Ernest Winegardner (Apple Annie) is back from a fast trip to Chicago. Mrs. Charles (Butch) Cohn, Gonzales, Tex., visited her husband at Temple, Tex. Others from Gonzales on the lot in Temple were Col. Huff Davis, David Cohn, Arkie Williams and wife; Mrs. Mike Nobel and Dick Bayes. H. C. (Nick) Carter, Navasota, Tex., caught the night show at Marlin, Tex. Visitors at Cleburne from the Gainesville, Tex., Community Circus were A. Morton Smith, F. E. Schmitz, Mr. and Mrs. Portis Sims, Alex Murrell, Bobby Vaughn, Jerry Smith, Vern Brewer, Betty Ward, Ralph Gerneth and Mary Louise Bezner.

## Cole & Walters

Our monkey escaped and has not been caught as yet. Same thing happened to the kangaroo at Sinton, Tex. With a \$50 reward, school was dismissed to catch the animal with no success. Many folks visited the Polack Western unit. Zora Blairst and Charles Kennedy have joined the Side Show.

Visitors: Ben Davenport and daughter, of the Dailey show; Jack Lewis and Oscar Wiley, our advance men; Billy Griffin, Harry Dann, Jingles Carsey, Mr. and Mrs. Bee Carsey, band leader; Justus Edwards, press agent; Louis Stern, manager; Mr. and Mrs. Charles Webb and son, concessionaires, all of Polack's Western; Bob Bunch, advance man on Stevens circus; Art Miller and Jimmie Saunders, on Kelly-Miller advance.

A shower was given on Halloween for Beverly Vannette and Jimmy Divine. They have a new trailer. Frank Canoe, on Side

## Mills Bros.

The farewell party for the personnel, given Sunday before closing in the menagerie tent by the management, with refreshments, dancing to Bob Mills and his band boys, and entertainment by various performers, was the big topic of backyard conversation.

Betty Hydrick, Station WRNO announcer and a native of Wales, and the Wallabies, our English acrobatic girls, had a grand time at Orangeburg. Wallaby Margaret Smith was interviewed on Betty's a.m. program and the English troupe were guests at Mrs. Hydrick's home for tea between shows. Phil Streit, Billy Sheets and Bobby Miller were visitors at Orangeburg. Cowboy Austin celebrated a birthday. Rev. Doc Waddell preached in two churches on our Sunday at Orangeburg and was on the radio at Walterboro. Judge John Sloan of Juvenile Court and a large orphan group were special matinee guests at Columbia. Two troupes of performers staged benefits at a Charleston hospital and at Camp Gordon, Augusta. Harry B. Iler and Ringling checker-up Ed Caupert were Greenville visitors and Arthur (Heritage) Hoffman was on the lot renewing acquaintances at Greenwood.

Destinations of personnel: Jack, Jake and Harry Mills, Cleveland; Charley (Brady) Vensel, Mr. and Mrs. Sam Burnstein, Mr. and Mrs. Frank Noel, Mark Roe, Bill Brandt, Mayme Ward, Shorty Goode, Charles Mosconi, Jim Righter, Red Booth, Claude Fore-dice, Bill Bennett, Slim Hargraves, Joe Harkin, to quarters at Columbus, O.

Bert and Jeanette Wallace, Columbus and Flora, Ill.; Mr. and Mrs. Charles Rupp, Columbus; Bob Combs and John Mott, Columbus; Sol Langerman, Steve Crowe and Marjorie Butcher, Cleveland; Proctor Baughman, Chief White Eagle, Princess Red Wing and Princess White Cloud, Circleville, O.; Mr. and Mrs. Bob Mills, Winston-Salem; the Wallabies, New York City, then England; Jose Torres, New York, then Havana; Valencianos, Cuba; Mr. and Mrs. Ray Goody, Parma, O.; Mr. and Mrs. Joe Dobas, Ventnor, N. J.

Ming Sing Stars, New York; Rickerts and Hanel, Cornwall, N. Y.; Mr. and Mrs. Jack LaPearl, "Railroad Hollow," South Webster, O.; Bill Bailey, Durham; Len (Shorty) Schreiner, Columbus and Toledo; Mr. and Mrs. H. R. Martene, Ottawa, Kan.; Larry Lawrence, Dayton; Merle Johnson, Saginaw; Dick Rogers, New Bedford, Mass.; Sam Shaman, Pittsburgh; Doc Waddell, Columbus and tour of Midwest.

Arthur (Hard Times) Leonard, Columbus, then Miami; Felix (Fats) Brazauskas, Cicero, Ill.; William (Shorty) Douglas, Canton, O.; Jim Ray, Savannah; Toni Martin, Cincinnati; Jacklan and Jacqueline Tolliver, Cincinnati; Viola and Ronny Cornalla, Gary, Ind.; Alabama Campbell, Veto, Ala.; Louis Grabs, Tampa; Mr. and Mrs. George Donaldson and Philip Garkow, St. Petersburg; Mr. and Mrs. Albert (Doc) Guilford, Wisconsin Dells, Wis.; Archie Litzen, Trenton, N. J.; Ed Doman, Titusville, N. J.; Frank Owens, Somerset, Ky.; Frank Novak, Elberon, Ia.; Myrna Karsey, Chicago; Kirk and Ida Taylor, Detroit, then Christmas parades; Don and Virginia Mann, Vesper, Wis.; Dean Thomas, quarters and Pittsburgh; Ray (Red) Haddix, St. Petersburg; Slim Ohlers, Warren, O.; Ed Burdige, Washington, Pa.; Blackie Wilson, Dayton; Shorty Brady, Cheboygan, Mich.; A. L. (Blackie) Harris, quarters; Don Fillion, Iron Mountain, Mich.

Bob Wilson, Chicago; Tom McGowan, Jersey City, N. J.; Max Gross, Detroit; John Makinson, Kansas City, Mo.; Al Sydlak, Tawas, Mich.; Charles Swigert, Toronto, O.; Ed Logwood, Sarasota; Tom Goetz, Warren, O.; Bill Tracy, Florida; Tom Viola, St. Charles, Mo.; Oliver (John) Kibbey, Baltimore; George Strongman and Bill Meyer, Miami Beach, then New York; Mike Sarecky, Brooklyn; Dean McMurray, Dayton; Fred Stafford, quarters and Bristol, Conn.

Show, has left. Mr. and Mrs. Wayne Newman and daughter, Phyllis, left for their home in Griffin, Ind. Tom and Tiny Twist, Wally Ross and yours truly visited the Dailey quarters at Gonzales, Tex.—MILDRED WELBES.

## Orrin Davenport

Orrin Davenport's opening got off to a flying start in Kansas City, Mo., October 30, closing November 5. This marked the first year of the Davenport Circus for Arat Temple. Show received praise from the local papers. Attendance was big.

Acts included Terrell Jacobs, Wallendas, Hanneford Family, La Brac & Bernice, Yacopis, Tiens Ti Lu Troupe, Klausen's bears, Sonny Moore's dogs; Harry, Ruby and Naomi Haag's dogs and ponies; Guerre's seals, Flying Siegrists and Eldonas, La Blonde Troupe, Mlle. Rietta, Skating Rockets and Four Macks, Princess Mussetta, Marjorie Cordell, Corrine Dearo, Rose Behee, Madeline Kreis, Kinko, Orantos, Oliveras, Francisco and Dolores.

Clown alley, headed by Earl Shipley, George La Salle, Joe Lewis, Jackie Le Claire, Kinko, Smoky Rouse, Percy Rademaker, Oscar Lowande, Prince Henry and Mr. and Mrs. Bill Bentlage. Web girls: Eva May Lewis, Kay Francis Hanneford, Arden Lary, Peggy MacDonald, Helen Wallenda, Yette Wallenda, Edith Wallenda and Joan Day. Tom Packs's elephants were handled by Mac and Peggy MacDonald.

The staff: Orrin Davenport, producer and managing director; Preston Lambert, announcer; Izzy Cervone, musical director; Harry Haag, director of transportation; Charles Jones, Marine brothers, Irish Ryan, Blackie, Benny the Bum and Paul, rigging and properties. Visitors included Frank Simmons, Jess Moore and Mr. and Mrs. Johnny Marietta.

The clowns made a visit to the Mercy Hospital and the Delano School for Crippled Children on Tuesday and balloons, favors and entertainment were provided for the children, thru the efforts of the clowns and Shriners.

The Alpha Beta Gammas had their inning Thursday night at the Continental Hotel. Arat Temple provided a gay evening, good food and refreshments for the show personnel. Carl Wallenda has purchased a new White tractor to pull his pole wagon. Jack Le Claire has a new Chevrolet panel truck and has converted it into a hotel. New truck for Clausen's bears. The Eldon Days and the Siegrists will spend the winter in Gainesville, Tex. The finish tandem somersault trick of the Yacopis is a humdinger.—DICK LEWIS.

## Siebrand Bros.

Show closed its 37-week season Sunday, October 29, in Tucson, Ariz. Exceptionally good weather made the last fall weeks a joy and was a considerable boost for business. The Stardusters visited our final day and even gave a hand with the last teardown. Clara and Eugene Hoffmann, Bob and Helen Renous and Tom and Betty Hodgini have some club dates booked in the Tucson-Phoenix area, while Pancho and Danita Roche, Tommy and Rosa Patine, Harry Ross and the writer are taking short vacations before starting their Midwestern and Eastern dates. The writer is flying to Los Angeles for a week of business and pleasure.

Those going to Chicago include the Patines, Ross and Pal, the Roches, the Hoffmanns and the Renous. Jerry Van Deventer, organist, has left for Los Angeles, where Jack and Gracie Fairburn expect to go soon. Jack Poster, publicity agent, is en route to Salt Lake City. Capt. and Mrs. Harry Clark expect to spend most of the winter in Phoenix and visiting relatives in California.

The show is quite crowded on the winter quarters lot in Phoenix since a very high wind struck it about three weeks ago and most of the buildings are either wholly or partly demolished and debris is piled all over the grounds. However, repair work is underway and the damage will be cleaned up shortly.

Visitors in Tucson and Phoenix have included Mr. and Mrs. Basil Smith and David Smith, the Stardusters, Bones Hartzell, Dorothy and Babe Clatterback, Joe Brogan and Mike Mecanik.—JOE HODGES HODGIN.

## Frank Wirth

When we arrived in Columbus, O., from Sioux City, Ia., we met many old friends, among whom were the De Waynes, the Zacinis and the Latalies. Phil Wirth, whom we haven't seen in years, looks the same. Jack Cervone has opened the 1951 free rolling contest and is leading, with Smoky Rouse a close second. Kinko misse: Harry Lamar, Henry (Mouse) (Continued on page 72)

# Under the Marquee

Mr. and Mrs. Max Craig and Tiny Gallagher have joined Julian West's show for a few weeks. . . Mrs. Vernon Pratt staged a circus at the Hugo, Okla., PTA carnival recently. Acts were Dolly Jacobs' baby elephant a pony drill worked by George King and Hazel King's dogs. Show was for benefit of the Hugo High School band.

The problem of designers of ballet gal wardrobe is to think up different ways of showing the same amount of gal.

James L. Harshman, Eastern veepee of CFA, Hagerstown, Md., reports Emmett Kelly Tent members won a prize at the recent Hagerstown Mummies parade with their line-up which included three Hunt Bros.' Circus elephants and one of Hunt's trucks; the tent's circus wagon, which is equipped with calliope record player, and many of the members in clown make-up. Roy Bush handled the elephants.

Any beginner can figure out circus biz if he can figure out just what to make of it.

Great Gretonas, high wire, has been added to the Tom Packs program for the New Orleans

Shrine date. Mlle. Mussetta will be featured in the Packs aerial ballet at the St. Louis Firemen's show. Charles Jones will be boss rigger for the St. Louis date. . . Estella H. Karn, one-time advance agent for Al G. Barnes Circus, is rounding out her 16th year as secretary to radio's Mary Margaret McBride.

Biggest female liar in any circus dressing room is the shrew who says: "I hate publicity."

C. S. Primrose, press agent, returned to his home in Oak Park, Ill., last week after closing with the Beatty show. . . Phil (Denver) Darling, who trouped with Barnum & Bailey, Sells-Floto and other shows, is now residing in Los Angeles. He recently retired and moved to the Coast to be near his son.

Fortunately, one may live in a circus wagon all winter without having to keep a horse.

Robert D. Good, Allentown, Pa., circus fan, reports he fulfilled a lifetime ambition when he saw the Royal Lipizzan Stallions from Vienna's Spanish Riding Academy recently. The 14 stallions (Continued on page 73)

## Clyde Beatty

The final whistle has blown, the band played *Auld Lang Syne* and the 1950 season is history.

Destinations of personnel: Clyde Beatty to winter quarters to put away the show and then to indoor dates starting at New Orleans; Al Moss, Arcadia, Calif.; Pat Graham, 29 Palms, Calif.; Jack Malone, Los Angeles; William (Hammerhead) Dwyer and Joe Allen, New Orleans; Joe Applegate, Hot Springs; Richard Shipley and Clin Clinton, New Orleans; Bill Lewis, Worcester, Mass.; Eddie Howe, New York City; Paul Thomas, Los Angeles; George Davis, Hot Springs; Charles A. Foster, Phoenix; James O'Donnell, New York; Fred Donovan, Springfield, Ill.; Raymond Miles, Detroit; Jimmy and Nellie Albanese, Ft. Lauderdale, Fla.; Bill Petty, quarters and then to Los Angeles; Dave Slan, New Orleans; Archie Hendon, Leon Drewry and Lonnie Wilson, Los Angeles; Ray Huttick, New York.

Mr. and Mrs. Frank Atardi New Orleans; Buddy Saline, LaCrosse, Wis.; Don Lakin, Miami Beach, Fla.; Cartnel Williams, Cincinnati; (Continued on page 72)

## Polack Bros.' Eastern

Utica, N. Y., three days in a theater instead of the usual six-day stand at the Armory. Two extra shows were necessary to handle the crowds. Elephants didn't work inasmuch as there wasn't a stagedoor large enough. It was decided to bring them thru the lobby and down the aisle to a ramp that led to the stage. When ramp was reached, the lead bull wouldn't go. Potentate Roedel and local jeweler, aided by his wife, decorated his window with a display—wagons and other pieces, loaned by Milo Smith and Bruce Souter, circus fans. Pictures of the acts owned by Roedel also were displayed. Sauter joined the Scotch clown band.

Mrs. Else Sidney renewed acquaintances she met while convalescing in a hospital after a fall two years ago. Bill Green, press agent, got plenty of newspaper space and radio time, with Henry Kyes, Ed Raymond and the writer doing 30-minute interviews. The Gautiers returned to finish the season. Program here was augmented by the Gaudsmith Brothers and the Rudynoffs. Both acts will go to Syracuse, N. Y., where we show next. Visitors were Mr. and Mrs. Don Fosgate, Miss Yourden, Fred Timon and Charlie Musser.—IRENE LAFFERTY.

## Billier Bros.

Visits have been exchanged with the Kelly-Miller and Capell Bros.' shows. Little Anna McIntosh had a birthday party in the big top and was presented with roses. Reggie Reppert has returned for the remainder of the season. Joe Man recently visited with the two McIntosh families. Season soon will close and everyone is making new wardrobe for our winter dates. Mrs. Dee (Winnie) Aldrich is visiting her husband.—IRA GASKILL.

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## Government Files Notice of Appeal In Ride Tax Case

List of Lower Court's "Errors" To Be Submitted Within 40 Days

CHICAGO, Nov. 11.—Bureau of Internal Revenue has filed notice of appeal in the Federal Court case in which the District Court held that amusement rides were not

subject to federal admission taxes. Appeal was filed here Friday (3) and notice of it was given Monday (6). Within a 40-day period, the government will file transcripts of the case and will list the points on which it believes the lower court was in error.

Federal District Judge Michael L. Igoe, Chicago, ruled in September in favor of Arthur E. Fritz, Chicago Kiddieland operator, by holding that the 20 per cent admission tax was not due on rides. The government's action takes the case to the Seventh District Court of Appeals here.

Observers pointed out that after the transcript is filed, each side will prepare briefs before the case is actually heard. Guesses on when the hearing might be held ranged from three or four months to a year.

## Olympic Sets Plans Below Ban Limits

IRVINGTON, N. J., Nov. 11.—Since no extensive additions or improvements were in sight at the time of the National Production Board's recent edict banning amusement construction, Olympic Park here has no worries on that score, according to Park Treasurer Robert Guenther.

Guenther said it was too early for major plans touching next season to be formulated. At present only the normal round of repainting and general renovation work is being carried out, he said.

Park's roller-skating rink will be in operation thru the winter on Tuesday, Friday and Saturday nights, plus Sunday afternoon session, Guenther said.

## Detroit Zoo Sets Attendance Mark; 60% Ride on Train

DETROIT, Nov. 11.—Detroit Zoo closed for the winter Monday (6), with a record of 1,800,000 visitors during the season, about 200,000 over any previous year, according to Frank G. McInnis, director. Miniature railway carried 1,050,000 passengers, indicating that about 60 per cent of the visitors used the road to get around.

As a winter public relations program the zoo is distributing a series of 12-minute reels of motion pictures showing activities during the season.

## Ocean Beach Nets \$176,903; 10% Under '49

NEW LONDON, Conn., Nov. 11.—Ocean Beach Park, city-owned funspot here, realized a net profit of \$176,903.14, or \$10,464.88 less than last year, according to the annual revenue statement presented to the park board.

Total receipts for daily and season charges and special events amounted to \$102,923.34, while concessions netted \$65,144.02, bringing the total to \$169,067.36. Cashier's overages totaled \$94.22, and federal taxes amounted to \$8,741.56.

## Zoo Signs Trainer

DETROIT, Nov. 11.—Floyd Smith, elephant trainer at St. Louis Zoo, has been engaged to assist in training two young elephants at the Detroit Zoo. Smith is expected to be here for four weeks. His fee of \$650 was approved recently by the Common Council.

## BUILDING CURB NIPS 3 DEALS

CHICAGO, Nov. 11.—Government restrictions on amusement building pitched three strikes to one leading park supplier on the first day. Here for conferences on three separate major kiddie projects, he walked into three cancellations, one for a \$500,000 deal. He said he also knew of plans for two Roller Coasters which probably would be called off. Federal bans limit amount of building materials which may be used for amusement construction.

## Rocks' Spot Sets Changes Despite Curbs

New Range, Front, Painting Skedded By Playland Ops

NEW YORK, Nov. 11.—Despite the recent National Production Board (NPB) curb on amusement building which negated plans of Rockaways' Playland Management for major projects, including an extended kiddie park and new restaurant, general renovation work continues.

An illuminated, animated sign, 15 by 40 feet, is being built for the Skooter ride. Roller Coaster structure is in for a red, white, blue and green paint job, with the cars done up in silver and yellow.

Minch-Feltman firm, of Coney Island, will install a new archery range and 45 Bowl-O games will be spotted along the midway. Funspot also will be flashed with blow-ups of 50 publicity pix that hit in both local and national press the past season.

Also slated is a new front for the park's art department in the shape of a billboard. Building is located three blocks from the spot itself on one of the main causeways leading into the park.

## Atlantic City Luxury Tax \$\$ Top 1949

ATLANTIC CITY, Nov. 11.—Luxury tax receipts here for the first half of September showed a slight gain over the same period in 1949, according to deputy tax administrator Harold T. Willits, who said that the gain indicated better biz for the month this year than in 1949.

For the first 15 days of September, which included the Labor Day week-end and the Miss America pageant, the Luxury Tax Office collected a total of \$111,729 on hotel rooms, liquor and cigarettes. Last year the total for the same period was \$107,380.

Luxury tax figures for the first eight months this year showed that any loss in business here is considerably lower than commonly believed and well below the national figure, set at 10 to 15 per cent.

Items subject to luxury tax produced \$1,025,368 for the first eight months of this year, compared with \$1,076,137 for the same period in 1949, Willits said. He pointed out that this was only a percentage drop of about 4 per cent, compared with the greater losses reported nationally. Willits said that if collections for the rest of September maintained their pace, the total might be more than \$10,000 higher than the same month last year and help offset the \$50,769 lost during the first eight months of this year.

## Zoos in Swap

CALGARY, Alta., Nov. 11.—Newcomers at the Calgary Zoo are a pair of cinnamon ringtail monkeys from the Egypt, Mass., zoo. They were sent in exchange for two pelicans.

## Federal Ban Hinders Kelmans' Fla. Plans

CRUGERS, N. Y., Nov. 11.—Recent National Production Board ruling restricting a museum building has put a serious crimp in the plans of Ed Kelmans, operator of Indian Point Park here, to establish small-scale spots at Miami Beach and Ojus, Fla. Latter is Cole Bros. Circus's former winter quarters.

Kelmans plans to establish a kiddie park at Miami Beach, with the county sponsoring the deal. He needs approval of the County Commission. Despite the construction ban, Kelmans said he retained hopes for completion of the operation.

Proposed set-up at Ojus would embrace big rides. The property in this case is State-owned, and Kelmans was not as enthusiastic over its potentialities as in the case of the Miami Beach site. The Ojus location is on a main traffic artery, Route 1, while the other is a beach-front site.

In addition to the building edict as a deterring factor, Kelmans said he was not pushing the

Florida projects too hard because of the late start he made. He reckoned the Florida biz season as starting about Thanksgiving Day. Because of affairs at his local park, he was able to head South only recently.

## OLD-TIMER

## Fire Razes Famed M-G-R In New York

NEW YORK, Nov. 11.—Central Park Carrousel, a landmark here for 79 years, was razed by fire Wednesday (8), and Myron Lomberg, device owner, said it probably was damaged beyond repair. Lomberg said he thought his insurance totaled about \$10,000, but that it would require about \$25,000 to \$30,000 to replace the ride.

He said his was the third device to occupy the city department of parks-owned structure opposite 65th Street and west of Central Drive. The walls of the building remained intact, but the cupola and roof of the structure were burned.

Lomberg installed the 44 wooden horse ride when he leased the building in 1922. The 7-cent three-minute device was operated by Lomberg's brother-in-law, Max Sefsky. Personalities who enjoyed the ride included Ethel Merman, Jack Dempsey and the grandchildren of the late President Franklin D. Roosevelt.

Lomberg said the horses were hand-carved. He and park department officials said it was too soon to tell whether a carrousel could operate in the scorched building again.

## Ban Hits Kid Park Program

BOSTON, Nov. 11.—Suspension of all Kiddieland expansion plans because of the federal curb on amusement building projects was reported this week by Richard A. Smith, of the Smith Management Company here.

The firm operates drive-in theaters and recently has added Kiddielands at two of them as experimental runs to determine plans and policies for possible future expansion in Kiddieland business. The experimental moppet parks are at Detroit and near Paterson, N. J.

## Markey Sets Boston Date

BOSTON, Nov. 11.—Annual meeting of New England Association of Amusement Parks and Beaches will be held at the Parker House here March 28, Fred L. Markey, secretary, announces. Date of the meeting was previously incorrectly reported.

A gala program is being planned in honor of the organization's silver anniversary. President John Collins and Vice-President John Dineen are association delegates to the New England Council conference which will be held here November 16-17.

## Cincy Zoo Execs East

CINCINNATI, Nov. 11.—E. W. Townsley, treasurer, and J. F. Heusser, director of the Cincinnati Zoo, left this week for visits to the Philadelphia and Bronx zoos. They will make a survey of available small animals which will be needed for the zoo's new small-mammal exhibit which will open in 1951. They also plan a visit to Poughkeepsie, N. Y., to inspect small transportation devices and investigate the possibility of installing open motor-driven vehicles for use of patrons at the zoo.

## Steeplechase Unaffected by Building Ban

NEW YORK, Nov. 11.—Recent order of the National Production Board halting new amusement construction will not seriously affect Coney Island's Steeplechase Park, James J. Onorato reported this week.

Exception to the statement, he said, was the abandoning of proposed renovation on a bathhouse at the Island spot, the cost of which would have exceeded the government's \$5,000 limit. Onorato said that the general working idea at the park was to hold expenditures to a minimum, and, with a plentiful supply of material already cached, the prospect for the future was fair.

Warm weather this fall has been a boon to putting the park personnel ahead of their normal schedule for repair work, Onorato said. At present all rides have been taken under cover, dismantled and are ready for overhauling. First major renovation job completed at Steeplechase was the work on the famous outside horse ride, the park manager said.

## Rename Schott Coney Prexy

CINCINNATI, Nov. 11.—Edward L. Schott was re-elected president of Coney Island, Inc., at a reorganization meeting of directors which followed the annual stockholders' meeting Monday (6).

The following were re-elected directors: E. W. Edwards, Robert McClure, U. S. Secretary of Commerce Charles Sawyer, Charles Sawyer Jr., Edward L. Schott, John Towle, Ralph G. Wachs, Fred E. Wesselmann and John P. Williams.

Wesselmann was re-elected vice-president and chairman of the board and Wachs was re-elected secretary-treasurer.

In his annual report Schott said 1950 business was satisfactory despite unseasonable weather.

## Spanglers Back Home From Pleasure Jaunt

SUNBURY, Pa., Nov. 11.—R. M. Spangler, operator of Rolling Green Park near here, reports he and Mrs. Spangler returned recently from a 3,000-mile pleasure-business trip thru the Middle West.

While on the trip some new equipment for the 1951 Rolling Green season was bought and the Spanglers were guests of Joe Malec Jr., Peony Park, Omaha, and the Slusky brothers, of Playland Park, Council Bluffs, Ia.

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**MINIATURE TRAIN CO. RENSSELAER, INDIANA**

# Cartooning, Sketching Break Showmen's Years

Continued from page 51

making of a good banquet and ball chairman.

Ellison has his own ideas as to how such an event should be conducted. The moving of the event to the Elks' Club has met his wholehearted approval. He contends that the club, founded in 1922, has done a lot of work for showmen. Upon the basis of its record there is no need today to search out a prestige spot for the big night—the association lends its own prestige. However, the Elks' Club is not without its honor, and members may expect a free hand in their entertaining, an important point at such doings.

Milford Hamilton Ellison was born in New Orleans in 1892 and grew up in Pine Bluff, Ark. The moniker, Mush, like his arrival in the Arkansas town, came at an early age. He is unable to explain how he got it or why his folks moved north. For fellow showmen, the obtaining of the nickname is probably more important than the reason why his parents established a new home. Anyway, few of his many friends know him by his Social Security name, but the mention of Mush immediately identifies Ellison.

Ellison thought at one time that he would be able to ditch the nickname. It was just a thought, for when he enlisted in the army in early 1918 all of his papers were filed with his legal name. His belief that he'd never run into any of his old-time friends was shattered almost the minute he was transferred to Camp Travis in San Antonio. One of the first men he met was a top sergeant—and his, too—by the name of Harry Kreischer.

"Mush Ellison, what're you doing here?" the top kick asked in surprise.

To explain the situation was easy for Ellison replied that he was not there for a vacation.

Ellison was only 16 years old when he entered outdoor show business in 1908 as a stage employee and magician's assistant with the Layton Carnival & Fireworks Company. As the assistant to the Ala Something-or-other, it was his job to escape quickly and undetected from a basket in which he was supposedly sealed. He never understood why the audience couldn't see thru the trick for it seemed simple enough.

After remaining with this show for a season, the concession business attracted him for the primary reason that it offered more money. From 1909 to 1913 he had games on the shows of J. George Loos, Young Bros., Charlie Nigro, Landis Bros. and A. B. Miller. Upon the completion of five years with the organizations, Ellison returned to Pine Bluff and divided his time between that of storekeeper at the Jefferson Hotel and stagecraft at the Elks' Theater.

After a few years of the stationary assignment, Ellison again felt the urge to hit the road. This time he took out concessions on the International Shows, Sam Leonard Shows and was also with Adolph Obadal's Texas Amusement Company. In 1927, Ellison was out with the No. 2 unit of the Wortham show but left it to go with Busch & McCloud, where he served in the combined capacities of projectionist, stagehand, blackface comedian and roll-down operator. The way he was able to fill all posts was to rush from one to the other. The work of a roll-down operator came at the end of the show when Ellison had quickly washed away the burnt cork and rushed outside the tent to be on hand when the audience trailed out.

His four-part job with Busch & McCloud was interrupted in the spring of 1918 when he enlisted in the army and was made a bugler in the infantry. While he was stationed in San Antonio he became a member of the then famous Camp Travis Gloom Chasers, a sort of World War I USO. The entertainment unit gave shows for the personnel and Ellison's chalk talks were a featured part of the program. He recalls that among the performers was Bill Doss, the well-known minstrel man.

After his discharge from the service December 4, 1918, Ellison again picked up his concession stands. This time he rejoined Obadal's show when it went out in the spring of the following year. He remained with the organization two years.

In addition to marking the resumption of a fine association, 1919 was important for another reason. It was in this year that he married Maxine N. McKiddy in Ballinger, Tex. She had been with Tommy Tidwell's as well as Obadal's show.

The following year Ellison left Obadal to go with Harry Waugh on the Alamo Shows out of San Antonio. At the close of the season, Ellison moved to the West Coast, where he opened the following spring with a cork gallery on the Foley & Burk Shows. He remained with this organization until 1942, when he put away his concessions and became attached to the specialized depot of the air force.

When the war was over and there was no need for his statistical drafting, Ellison again took to the road. He returned to the Foley & Burk lot but with the C. F. Albright Concessions. He became secretary of the firm, a post he holds today.

Altho he had known Charlie Albright for a number of years, Ellison had never thought that his acquaintance went back as far as it did. One day some jackpots were being cut up in the Albright office wagon and he brought out a picture made on the Landis Show about 1911. Albright pointed himself out in the photo. Ellison remembered him then. At the time Albright was engraving ruby glass. Because of this, Albright can not be rightfully referred to as a new boss.

During the many years that Elli-

# Wilburn Wins CSRA Honors

DAYTON, O., Nov. 11.—Jimmy Wilburn, Indianapolis, a four-time winner of the combined Consolidated and Central States Racing Association championship, added his fifth association title in 1950, it was announced by Norman Witte, executive secretary, at association headquarters here.

The contest was settled at the final race at Bloomington, Ind., October 29 and involved Bobby Grim, Pana, Ill., and Sid Bufkin, Mount Carmel, Ill.

Harry King, Tampa, winner of fair races at St. Paul, Des Moines, Ionia, Mich., and Circleville, O., was fourth among 83 drivers who annexed championship points in 47 races this season.

Past winners of the CSRA title include Joie Chitwood, Red Campbell, Everett Saylor, PeeWee Northern, Carl Scarborough, Ted Horn and Wilburn.

Witte disclosed that the year's racing was free of fatalities in spite of record speeds, marking the fourth straight season, totaling 298 race meets, that association events have been death-free.

# Butlin Again Wins Stay in Bahamas

NASSAU, Bahamas, Nov. 11.—Defense counsel of William E. (Billy) Butlin interests succeeded in forestalling decision on application of creditors of Butlin's (Bahamas), Ltd., to have the affairs of that unit of Butlin's holiday camps completed. Hearings set for Thursday (9) were postponed until Monday (20).

Butlin, head of the firm which operates a string of holiday camps in England, arrived here this week with a representative of a financial group which is considering putting up the money necessary to sustain the unit here. Also on hand is a rep of the Cape and Finance Company, Ltd., of London, largest creditor of the Butlin enterprise.

# W. Lish Joins Benedict Ranks

BROOKLYN, Nov. 11.—William Lish, well-known independent concessionaire, and Moll Winitz, a non-pro, were married Thursday (2) at the City Hall here. Lou Perry, also a concessionaire, was best man. The couple will reside here.

Lish operates independently at several of the major fairs in this country and Canada. He was formerly with the Ringling circus and several major carnivals.

# Cedar Rapids Permit Asked for Kiddieland

CEDAR RAPIDS, Ia., Nov. 11.—M. F. Schank, of Wichita, Kan., is seeking this city's permission to set up a kiddieland here. He said his investment would be about \$40,000. Proposition was turned over by the park commissioner to the city planning commission for a recommendation.

son has been in show business, it seems that his duties have always included responsibilities of watching money and entertaining. The dual-purpose capacity in which he has officiated in past years is coming in handy in preparation for the PCSA's 30th annual banquet and ball.

# Stebbins Winds Up Season

Continued from page 50

org gave each event its biggest Saturday to date. Showings marked the third annual appearance at Ebensburg and the fourth at Cortland.

Stebbins said a July Fourth date at Cortland was rained out and that, as a general rule, he eschews booking events for that day because of the number of competing attractions offered the public. However, a Decoration Day date at Lehigh, Pa., was successful. He said Sunday afternoon stock car races had been planned for Cortland, but they went by the board, due to a local city ordinance prohibiting Sabbath activity. The season closed with a stock car date at Lockport.

Stebbins felt that the pull of stock car shows, with their smash-up attractions, was on the wane in the East. With the cost of equipment always rising, he said that a big-time promotion was required

if a top-drawer big car event were to be offered. Stebbins held the good, competitive big car event to be the public's desire and the answer to diminishing interest in stocks.

Anent the Korean war and its darker possibilities, Stebbins said that if the situation got much worse he would close up shop.

Race promoter said he would not be active in the East at all next year, with the reason being that a multitude of tracks tended to burn out the potential this season. Altho he had the possibility of promoting events at a Long Island, N. Y., oval this year, Stebbins said he declined the task because it would have meant spending the season bucking a neighboring track, with less time and effort left for actual crowd-drawing to his own events.

Stebbins' activities this year did not include midget auto race promotion.

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## Detroit Management Hangs on Final Vote Count for Governor

### James Friel Seen Out as Mgr. If GOP's Harry Kelly Wins

DETROIT, Nov. 11.—Knocked from pillar to post for years by politics, the management of the Michigan State Fair again is up in the air as a result of the ding-dong finish in the Michigan gubernatorial election, which was so close that the final outcome must await an official canvass of the vote.

Thru Friday (10), incumbent Governor G. Mennen Williams, Democrat, and Harry F. Kelly, Republican, see-sawed back and forth in the lead by a small number of votes, and it was announced that, regardless of the outcome of the unofficial tabulation, the final result must await the official canvass.

If Williams retains his office, James D. Friel, his appointee, will continue as fair manager, a post he has held since January, 1949. However, if Kelly wins, Friel, no doubt, will be replaced.

Too, if Kelly is elected, the Republicans will gain control of the 20-man fair board, which now is comprised of 10 Democrats and nine Republicans. There is one vacancy. Terms of five members expire in April and Kelly, if elected, would fill those posts and also the one vacancy.

Efforts have been made repeatedly over the years to lift the fair out of politics. Only recently, under the Democratic-controlled board, a plan was advanced to allow the fair board to award a five or seven-year contract to a fair manager, thereby removing the key executive position from the political arena.

Veteran observers in show busi-

ness long have maintained that the Detroit fair could be one of the largest in the nation if its operation and management were removed from politics and if there was continuity in its management. These same observers cite the long-prevailing situation here as the top example of what happens to a fair that is repeatedly whacked by politicians.

### MULL REVIVAL

## Portola Fete Return in '51 Hinges on \$\$

SAN FRANCISCO, Nov. 11.—Revival of the Portola Festival in 1951 is awaiting a decision as to the financing of the event. A directors' meeting disclosed that Mayor Elmer E. Robinson is in favor of the event likely to be held October 8-15.

Cyril Magnin, local business executive, who headed the last festival in 1948, continues as president, and Charles Rosenthal, retired amusement man, is executive vice-president. Both are in favor of establishing the Portola as an annual event.

If 1951 plans are consummated, work will start immediately. Several prominent names in the amusement promotion business have been mentioned as part of the executive organization that will direct all phases of the event.

Portola Festival was first held in 1909 and was regarded as one of the nation's top historical shows. In 1914 and 1915 it was set aside to permit the holding of the Panama Pacific International Exposition. Event was not revived until 1948.

## Tallahassee, Fla., Cracks Gate Mark

TALLAHASSEE, Fla., Nov. 11.—The fifth annual North Florida Fair closed its five-day run here Saturday (4) after setting a new attendance mark of 100,000. Figure topped last year's gate by 35,000, according to Lloyd Rhoden, manager.

Peak day was Friday (3) when the management reported attendance of 25,000.

Exhibits were up from last year with close to 100 of the commercial type and 80 non-commercial. Fair offered \$5,000 in premiums.

## GRUNT 'N' GROAN TO GR'NDSTANDS

CHICAGO, Nov. 11.—Tommy Sacco, Chicago booker, and Ray Fabiani, local wrestling promoter, have joined forces here to frame a wrestling show as a fair grandstand attraction, Sacco announced this week.

Troupe will feature Jim London, former mat champion, and will carry its own ring and lighting equipment, Sacco said.

## Freight Rates Up for Airing At Toronto

### Stage Coverings, Admission Prices Also on Program

TORONTO, Nov. 11.—Freight rates will come up for a thoro discussion at the 24th annual meeting of the Canadian Association of Exhibitions in the Royal York Hotel here November 23-24. Covered stages for grandstands and admission prices also are prominent topics to be brought up.

Tom McLeod, Regina, association president, will preside at the conference, assisted by Vice-President Alex C. Ross, Sherbrooke, and (Continued on page 70)

## Oregon Assn. Bd. To Confer, Plan Program

TILLAMOOK, Ore., Nov. 11.—A meeting of the directors of the Oregon Fairs Association has been called for December 14 in Corvallis to map plans for the annual meeting to be held January 18-20. H. G. Smith, association secretary, has asked members to send suggestions for the improvement of the session.

Smith said that the association's president, Herman Chindgren, is still confined to the Oregon City Hospital, Oregon City, by injuries sustained in an automobile accident. Chindgren, however, is planning to attend the convention.

## 3G Blaze Razes Exhibition Barn At Charlottetown

CHARLOTTETOWN, N. B., Nov. 11.—Fire October 31 did an estimated \$3,000 damage when it destroyed a new cattle barn at the Provincial Exhibition grounds here. No livestock was in the barn at the time.

Firemen led 20 horses stabled in an adjacent building to safety. Also destroyed were 200 cedar posts, an electric saw and enough roofing material for five new barns. Cause of the fire was undetermined.

## PUEBLO SETS COLO. JUBILEE AS '51 THEME

PUEBLO, Colo., Nov. 11.—In celebration of Colorado's 75 years of statehood, the Colorado State Fair here will theme its '51 run as a diamond jubilee, with all departments and attractions keyed accordingly, W. H. (Bill) Kittle, fair manager, announced.

Attractions set include a historical pageant in front of the grandstand and the selection of a diamond jubilee queen, who must be 75 years of age and a native of the State. Five-acre tract will be set aside to display exhibits of the State's history.

## WFA Sets Program For Fresno Meeting

### Annual Banquet-Ball Will Climax Three-Day Conclave at Two Hotels

SACRAMENTO, Nov. 11.—Program for the 28th annual meeting of the Western Fairs Association, Inc. (WFA), in Fresno, Tuesday (14) thru Thursday (16), has been completed, according to Louis S. Merrill, WFA general manager, and will include a wide variety of management subjects.

Opening day will be devoted to registration of delegates, although some area meetings are skedded for the afternoon, and the Good Neighbors' Hour will be held in the evening.

The Wednesday sessions will start at 8:15 a.m. with the State, county and district directors meet-

ing in the Hotel Fresno ballroom. Meeting at the same time in the Hotel Californian will be the area chairmen, resolution committee, publicity-advertising counselors and nominations committee. All of these groups are scheduled to conclude at 9:45.

Starting at 10 a.m., will be the (Continued on page 71)

## Western Fairs Meeting Comms. Are Announced

SACRAMENTO, Nov. 11.—Committee members for the 28th annual Western Fairs Association, Inc. (WFA), three-day meeting in Fresno starting November 14 were announced by Louis S. Merrill, WFA general manager.

Committees, chairmen and members follow:

Convention arrangements, Tom A. Dodge, Fresno, general chairman; Jack O'Neill, Fresno; A. J. Elliott, Tulare, and B. H. Jones, Fresno. Registration committee, Leon Dunning, chairman; Jesse H. Chambers, Santa Maria; Joe O'Shaughnessy, Madera, and Max J. Schonfeld, San Fernando, sergeant-at-arms.

Dates committee—Norman Sundborg, Antioch, chairman; A. A. Jensen, Susanville; Carl T. Mills, Angels Camp; Joe Whitaker, Gridley; Ed Warriner, Calistoga, and R. M. C. Fullenwider, Indio. Directors' breakfast committee—C. L. Peckinpah, Quincy, chairman; Frank Bakman, Fresno; O. L. Baker, Madera; Howard K. Dickson, Bakersfield; Glen Fountain, Merced; Joseph Speer, Anderson; E. P. Johnson, Watsonville; Loye Freeman, Grass Valley; Stuart White, Woodland; Elliott and John Lagomarsino, Ventura.

Resolutions committee—Bill Leask, Bakersfield, chairman; Tulsa E. Scott, Quincy, Carl Garrison, San Francisco; Dale Campbell, Mariposa; Bob McClure, Crescent City; E. P. Green, Sacramento; Maurice J. Hogan, Chico; W. F. Hollingsworth, Turlock; D. V. Stewart, Imperial; C. B. Afferbaugh, Pomona; Nic Huddleston, Roseville, and J. H. June, Booneville.

Nominating committee—Dr. Joseph N. (Continued on page 70)

## Yorkton, Sask., Receives City Aid

YORKTON, Sask., Nov. 11.—Yorkton Agricultural Society here has been given a special grant of \$500 by the City Council to help defray costs of recent fairground construction. Earlier in the year the council had approved the usual yearly grant of a similar amount.

In its request for the extra \$500, the fair board included a check for \$1,463, the amount of city amusement tax collected at this year's exhibition.

Barns at the fairgrounds have been roofed and repainted and the interiors have been repaired. Bleachers at the show ring have been repaired and painted and a new judging stand has been built. Approximately \$6,000 has now been spent on the grandstand. Structure has been reinforced and strengthened thruout and concrete footings have been added.

## La Crosse Is Winner Tho Loser on Icer

LA CROSSE, Wis., Nov. 11.—Despite a loss of \$2,933.81 sustained on this year's ice show grandstand attraction, the La Crosse Interstate Fair here showed a profit of approximately \$1,660, J. W. Frisch, secretary, announced. A total of \$3,140 was also spent on capital improvements this year which included the purchase of 500 new steel folding chairs for the grandstand, new roof on the show horse barn and crushed rock for the parking area.

The fair is mulling the change-over of Children's Day from Thursday to Sunday. This year's kid day was rained out and held on Sunday with excellent response,

## Chuck Wagon Added for '51 At Edmonton

EDMONTON, Alta., Nov. 11.—Edmonton Exhibition here will add chuck wagon races to next year's attraction line-up and has authorized expenditure of \$9,000 to bring 20 rigs here for the event. Dick Cosgrave, veteran manager of the Calgary races, will supervise.

Approximately \$7,500 will be awarded in prizes with the remainder of the \$9,000 to go toward stabling and caring for the 200 horses necessary for the races.

The fair board is also studying the possibility of holding an international air cadet competition in conjunction with the '51 annual. Directors have tabled the request of an Edmonton auto firm to run midget auto races in the gardens here pending further details.

## Ground Broken For Ky. Plant

LOUISVILLE, Nov. 11.—Primary steps in construction of a new State fair and exposition center here were taken October 30. Official ground-breaking ceremonies, jointly sponsored by the Kentucky State Fair Board, Kentucky Farm Bureau Federation and Kentucky (Continued on page 70)

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## OUTDOOR SHOWBIZ COLONY AWAITS HOT SPRINGS BALL

HOT SPRINGS, Nov. 11.—The large showfolk colony here is eagerly awaiting the big social event of the season, the annual banquet and ball of the Hot Springs Showmen's Association Thursday (16) before the colony thins out for the trek to the Chicago outdoor conventions. The banquet-ball is to have as its feature a floor show of eight acts that are to be flown in from Chicago.

Showfolk here, according to the club's registry, are Mike Doolan, Harry and Vivian Zimdars, Margaret and Evelyn Hoek, Chuck and Martha Moss, Bob and Betty Harris, Curley and June Reynolds, Ralph and Barbara Woody, Dorothy Flanagan, Daisy Hennies, Charley Hutchison, Bill and Leona Crowe, Clint and Marion Schuford, Chester Mays, Edith Kelly, Virginia Calaria, Stevie Mandrick, Sammy Alrick, Keith and Peggy Chapman, Johnny and Helen Hill, Marcelyn Cutler, Sammy and Dorothy Blake, Pearl Weydt, Doc O'Kelly, Moe Eberstein, Charlie Owens, John Gallagher, Gus and Bessie Pappas, Bill and Mickey Collins and Mr. and Mrs. Archie Wagner.

One of the most popular spots in town is Trailer City in the heart of the town. Included among outdoor showfolks staying there are Mr. and Mrs. Al Baysinger, Mr. and Mrs. Woody Gaither, Jimmy and Sherin Holt, Noble C. and Viola Fairly, Mr. and Mrs. Eddie Walters, Charley and Grace Goss, Mr. and Mrs. Boots Cutler and Mr. and Mrs. Spike Malone.

## Strates Biz Soars 20% at Charleston

War Industry Dollars, Sailors Swell Attendance and Take to Near Record

CHARLESTON, S. C., Nov. 11.—James E. Strates Shows topped their 1949 gross at Charleston Agricultural Fair by 20 per cent. Altho the figure did not equal the lush war-time takes, it provided ample loot for all units.

Increased dollar volume was largely due to the fact that the ship yards are again in operation and sailors are plentiful in the area. Ideal weather the first five days also helped. A cold wave smacked the finale at 7 p.m.

Considerably boosting the total were the two children's days staged Tuesday (31) and Saturday (4). Crowds were boosted thru the awarding of two Ford sedans, one on Thursday (2) and the other on closing Saturday.

### Midgets Entertain Vets

On Wednesday (1) Nate Eagle and the cast of his *Hollywood Midget Movie Stars* unit visited convalescing veterans of the Korean War at the Naval Hospital.

They were said to be the first performers to visit with and entertain the wounded there.

Rita Cortes closed her Latin American show here. Mrs. Doc Hartwick left to prepare her home at Gibsonton, Fla., in advance of her husband who continues to manage his two shows. Irvin C. Miller, owner-manager, of the *Brown Skin Models*, has booked a route of theaters for the winter. After a northern tour his Negro musical will head South for shows' winter date at Central Florida Exposition, Orlando.

Jack and Bonnie Norman canceled all club and theater bookings and will vacation in Florida after attending the Chicago meetings. Nate Eagle's troupe, all home owners in Sarasota, Fla., will return there after closing. Frank Cucksey and Ann Sholter, midget entertainers, went to her home in Canada to get her parent's blessings and then wedding bells.

## SPECIAL RR SESSION

# ACA Convention Program Outlined

CHICAGO, Nov. 11.—Subject of new products available to carnivals will be covered extensively at the annual meeting of the American Association of Carnivals (ACA), to be held here Monday (27) thru Thursday (30). Max Cohen, group's general counsel, will cover this phase of the meeting in reports made the first two days.

Gatherings of general counsel, associate counsel, board of directors, officers and past presidents will take place the afternoon of opening day. Meeting will be opened by President Merle A. Beam and will include election of officers, appointment of associate counsel, action on membership applications, discussion of association policies for 1951, financial reports and selection of the next meeting place.

Special meeting of railroad show owners and managers, with

reference to transportation problems and costs, will be held the morning of the second day. That afternoon election of board of directors members and the reading of directors' reports will take place. A general conference also will be held on admission taxes, public relations and safety, labor matters, taxation, railroad and motor transportation and a legislative program.

If additional sessions are needed and authorized they will be held Wednesday (29) and Thursday (30) afternoons.

## CLUB TO BURN MORTGAGE

# San Francisco Show Folks Clear 40G Debt in 7 Years

SAN FRANCISCO, Nov. 11.—Show Folks of America, San Francisco chapter, will mark an important milestone here Sunday, November 26, when it stages its annual Memorial Day exercises at Mount Olivet Cemetery and follows with the burning of the mortgage on the property. In the seven years that the club has been established, it has worked itself from under an approximate \$40,000 indebtedness.

Mike Krekos, president, said the club starts its last two-thirds of an elaborate program Monday (20) when the annual Ladies' Bazaar will be staged. Frances Weidmann is chairman, and Lola Krekos, co-chairman. Charlotte Por-

# PRELL SETS SECOND UNIT TO PLAY ANNUALS IN '51

Org Concludes Good Season in Ga.; 10 Florida Fairs, Early Bow Set

VALDOSTA, Ga., Nov. 11.—Sam E. Prell, owner-operator of Prell's Broadway Shows, said here this week that he would build a second unit to play fairs in 1951. Org shutters here tonight for a short hiatus before playing a number of Florida winter dates.

Planned unit is skedded to replace Vivona Bros.' Shows, which were contracted by Prell to play a second route of fairs signed by him for the past two seasons. Prell's midway contracts with annuals this year totaled 44 weeks, several more than last year.

Joe Prell, a son, will manage the second unit. For a number of years he has assisted his father in booking and management. He also acted as manager of the No. 2 unit the past two seasons.

Sam said that the proposed unit will consist of at least 5 major rides, 5 kiddie rides and 5 back-end attractions. Second unit will probably be launched August 1.

The Vivonas, wintering for the first time at Goldsboro, N. C., probably will open in Dixie territory.

Their first experience on multiple fair midways was under the Prell banner and it is expected that the winter meetings will find them soliciting fun zone contracts on their own.

With the exception of bucking considerable rainy weather, Prell said the season was well ahead of last year and some of the earnings are slated to be invested in new ride units.

Ebensburg and Butler, Pa. and Rocky Mount and Greenville, N. C., fairs each contributed a larger gross than a year ago, Prell said. At Athens, Ga., all previous

records were smashed. Attendance was up 40 per cent and the midway gross went up 25 per cent. Prell was awarded the annual for next year.

All units leave here tomorrow for Kissimmee, Fla. quarters. Ten Florida fairs will be played beginning in January. After closing for a few weeks shows open their regular season March 29.

## Braunstein, B. Zacchini Frame New Org

SARASOTA, Nov. 11.—Benjamin Braunstein, veteran outdoor showman, and Bruno Zacchini, of cannon act note, have organized a new motorized carnival. It will be known as Jewel Crown Shows.

Braunstein will carry the title of manager, Zacchini, general manager, with Mrs. Benjamin Braunstein, secretary-treasurer and hotel-owner; Carl Schlosburg, president.

Plans are to go out in 1951 with 8 major and 4 kiddie rides, 10 shows, light towers, searchlights and the Zacchini cannon act as the free attractions.

Org has established quarters here. Workers are rebuilding and painting equipment. Front gate is being prepped by Dick Keller.

## Penn Premier Closes in N. C.; Season Winner

Spotty Still Dates Overcome by Biz At Northern Fairs

GOLDSBORO, N. C., Nov. 11.—With business at their fairs topping all previous records in many instances, Penn Premier Shows labeled the season a winner as they pulled into local quarters a week ago. A number of set-backs, occasioned principally by bad weather, were encountered during the six-month tour. In a few instances spending was considerably off but the good ones made up for the bad dates.

Owner Lloyd Serfass said that shows' northern fairs contributed record grosses. Financially the org was in good shape going into its fair route since the still dates were off only about 10 per cent. Numerous additions and improvements are planned for 1951, Serfass said.

Unit preemed April 10 in Chester, Pa., day and dating James E. (Continued on page 60)

## Showmen's League's Revised Election Slate Announced

CHICAGO, Nov. 11.—Revised slates for the election of officers of the Showmen's League of America were presented at the club's meeting Thursday (9). The election will be held November 27.

Candidates on the regular ticket include Ned E. Torti, for president; S. T. Jessop, first vice-president; James P. Sullivan, second vice-president; Carl J. Sedlmayr Jr., third vice-president; Walter F. Driver, treasurer; Joseph L. Streibich, secretary, and Frank R. Conklin, trustee, for a five-year term.

### Board of Gov. Slate

Nominations on the regular ballot for the board of governors include Douglas K. Baldwin, Arthur F. Briese, Oscar C. Buck, James Campbell, William Carsky, William T. Collins, William Cowan, Herb Dotten, John Duffield, David B. Endy, Noble Fairly, E. E. Farrow, George B. Flint, John W.

Gallagan, K. H. Garman, Harry (Irish) Gaughn, Joe Giacherio, Jack Gilbert, Max Goodman, Sam Gordon, W. R. Hirsch, Harry W. Hennies, George W. Johnson, John Lempert and Dave Malcolm.

Also Andy Markham, Bernie Mendelson, Arthur Morse, Maurice (Lefty) Ohren, Paul Olesky, Harold Paddock, H. V. Peterson, Pat Purcell, Hubert Schloss, Joseph S. Scholibo, H. B. Shive, Louis Stern, James E. Strates, Albert J. Sweeney, J. C. (Tommy) Thomas, Cecil Turner, Al Wagner, Neil Webb, Ben Weiss, E. W. Wells, John P. Wulf, Ben Young, Edward L. Young and Charles Zemater.

### Independent Ticket

Louis Keller's nomination for president is the sole major nominee on the independent ticket.

Those nominated on the independent slate for the board of governors include Jack Benjamin, Louis J. Berger, Max Brantman, Fritzie Brown, Elmer Byrnes, Hadji Delgarian, Dave Fineman, Art Frazier, Jack Gallagher, Geo. A. Golden, Morris A. Haft, Jack (Continued on page 60)

## WOT Creditors Meet Nov. 14

MUSKOGEE, Okla., Nov. 11.—First meeting of creditors in the bankruptcy proceedings filed by L. C. (Curley) Reynolds, owner-manager of World of Today Shows, October 30 is scheduled for Tuesday (14) in the District Court of the United States for the Eastern District of Oklahoma here.

Reynolds' bankruptcy proceedings culminated a season which saw his shows suffer a fire in local quarters, the damage of which was not covered by insurance, and a rough still-date tour.

ter is in charge of arranging for the event.

### Memorial Services

The Memorial Day exercises will be presided over by Harry G. Seber, a past president and current executive secretary who also serves as chaplain and cemetery committee chairman.

Show Folks started its *Carload of Special Events* program October 16 when *Somebody's Birthday* was staged. This was followed October 23 by a *Night in Hawaii*, which featured Tahitian entertainers; Halloween party, October 30, and Jessie Silva's *Kiddie Revue*, November 6.

Future events include *Chinese*

*Night*, with Chinese show and Cantonese food December 4; election of officers, December 11; *Spanish Night*, with Spanish show and food, December 18, and the President's Party, December 28.

### Banquet Attraction

Annual banquet and ball will be staged this year at the Fairmont Hotel December 29.

Altho not under club sponsorship, the Shrine Football Game, December 30, is being offered as an added attraction to bring showmen to the Bay City. A limited number of tickets have been obtained for the game, which is already sold out, for visitors.

A New Year's Party will be held January 1 to open 1951's schedule.

## Daniel's Biz Off '49 Pace

MONTREAL, Nov. 11.—Altho season's business was below 1949, Daniel's Greater Shows wound up okay, B. Harovitz, org's owner, announced here at shows' winter base.

Org carried 7 major and 3 kiddie rides, 6 shows and around 35 concessions on this year's tour of Ontario and Quebec and played 13 still dates and 10 fairs. Opening in mid-May, org traveled 3,600 miles without mishaps to close here October 8.

Workers are prepping equipment for next year and plans are to add some kiddie rides and shows and enlarge the lighting facilities.

# Vivona Org Seeks Own Fair Route

GOLDSBORO, N. C., Nov. 11.—After two years of playing fairs under the Sam E. Prell banner, Vivona Bros.' Shows will seek its own route of annuals, it was announced here this week. Herb Shive will handle the general agenting with the assistance of Morris and John Vivona, show operators.

The org is wintering in the South at the Seymour-Johnson Air Base here for the first time. Unit originated and formerly wintered at Irvington, N. J.

The 1951 trek will probably start in Southern territory. Previously the Vivonas limited their showings to still dates mostly in New Jersey and New York.

### Gotham Territory

According to Shive, the org will again concentrate on still dates, including many celebrations, in the metropolitan New York area. Fairs will be sought principally in Pennsylvania, Virginia and North and South Carolina.

Extensive refurbishing is planned. New show fronts are slated for construction and new

canvas will be added. The full program will not be initiated until after the fair meetings.

The Vivonas will again be active at several indoor events in the metropolitan New York area. For a number of years they have furnished moppet rides for Christmas shows and similar promotions. The necessary units are stored at their Irvington quarters.

## A. J. Budd Dies In San Francisco

SAN FRANCISCO, Nov. 11.—William Henry Muldoon, known in outdoor show business as Anna John Budd and operator of side shows on numerous West Coast carnivals, died in St. Lukes Hospital here Wednesday (8).

His units for many years were on such orgs as Crafts 20 Big, Foley & Burk and West Coast shows. His body was shipped to Boston for interment. He was a member of the Show Folks of America, San Francisco chapter, and Pacific Coast Showmen's Association, Los Angeles.

## Penn Premier Closes in N. C.

Continued from page 59

Strates shows. It also bucked snow on two days. Org broke even on the opener, but the going was rough for the next eight weeks, with an average of three days lost to rain at each date.

First break of the season was at Easton, Pa., where the Serfass unit was the first to play within the city limits in eight years. Weather was perfect and attendance good but spending was not up to expectations.

Central Pennsylvania dates, which the org has played for 12 years, were fair, dipping only

about 10 per cent. Drop in gross figures was attributed by Serfass to the invasion of the territory by a number of other shows.

The first big one was the Alleghany Old Home Week, a July 4 date. Grosses held up but failed to go ahead despite the largest paid attendance ever recorded. Five weeks in New York, mostly in connection with firemen's celebrations, were fair, but none was tremendous.

Org jumped from Port Royal (Pa.) Fair 550 miles to the Troy (N. C.) Fair to start its southern route. Only half of the org was erected because of a muddy lot. Weather cleared and the last two days were exceptionally good.

At Durham (N. C.) Fair, the gross soared 35 per cent over last year. At each fair thereafter gate attendance and grosses were up. Exception was at Chase City (Va.) Fair where a jump in admission from 60 to 90 cents was blamed for the dip. Two Children's Days held up, however.

Staff included Lloyd D. Serfass, general manager; May B. Serfass, treasurer; Frank Long, secretary; John Watkins, special agent and lot superintendent; Ralph Shaffer, billposter; Mark (Curley) Graham, business manager; Ted Comfort, builder; Doc Turney, chief electrician; Don Davis, transportation; Miles Detrick, general foreman and The Billboard sales agent, and Walter Roberts, scenic artist.

### Personnel Listed

Ride units and their foremen were: Twin Ferris Wheels, William Redman; Kiddie Jet, kiddie autos, Ben Sowers; train, Jeff Davis; Chairplane, Tracy; Octopus, Jim Bowman; Rolloplane, Deerwood Pigg; Merry-Go-Round, Ray Merritt; kiddie boat, Paul Buchanan; Tilt-a-Whirl, Curley Cramm; Spitfire, Mark Hall; live ponies, Leland Ebersole.

Shows and their managers were: Side Show, Lew Alters; Snake, Frenchy Cole; Minstrel, Johnny Reddick; Deloras, Stars on Parade and Models of 1950, Jack Chickelli; Glass House, Lew Samms; Life and Jungle Rat, John Porter; Motordrome, Flash and Alvina Williams; Monkey Circus, Captain Munn; two-headed cow, Carl Thompson; Jim the human hog, Mr. Thornton.

Concession personnel included Lew Bernstein; Al Boxall, bingo; Hal Roberts, Harry Stevens, custard, apples and popcorn; Maude and Tommy Allen; Rex, ball game; Bagley, long range; Frank Harrison, Lew Hall, Stanley Family; McIntyre's cookhouse; Ted Comfort, short range; Mr. and Mrs. Gabe Novak; Jones's ball game; Stevens's photo gallery and palmistry booth; Pete Joseph, Mr. and Mrs. Dell Barfield and Slim Williams, floss and novelties.

## 3 ORGS CUDDLE UP IN SINGLE GOLDSBORO, N. C., QUARTERS

GOLDSBORO, N. C., Nov. 11.—A palsy situation has developed here with three orgs snugly bedded down in the same winter quarters at the Seymour-Johnson Air Base. Participating in the relative act are Lloyd Serfass' Penn Premier Shows, Bill Page's Mighty Page Shows and Vivona Bros.' Shows, owned by Morris and John Vivona.

The Serfass org last year wintered at Carthage, N. C., where it was destroyed by fire. Page hibernated at Wilson, N. C., and the Vivonas holed up in Irvington, N. J., their home town.

Adoption of southern quarters by the Vivonas means that the org will follow the most popular routing, that of starting out in Dixie territory, for the first time. Org limited its dates to New Jersey and New York until last year when it first embarked on a southern fair route as a No. 2 unit under the Sam E. Prell banner.

## BALLYHOO BROS.

# 'Big One in Little Pond' Runs Show Into Grief

By Starr De Belle

WHIPSAW CROSSING, N. C., Nov. 11.—We press agents are fellows who never read our own copy as long as we're sure we reported the gross high enough to overshadow a competitor's copy, and we never use a back-spacer but go on to say, "On the other hand..." That's the proverbial needle in the canvas loft. We like to hit back at anybody who isn't swinging at us with, "After the minnow comes the whale," which is the straw that always fails to break the camel's back and the kind of chaff that isn't spread in straw houses.

The only time on record that the saw was ever used legitimately was here by this midway—and the show's press department is taking the bow. First, let me state that the show is in its third week of November, which is well into that time of the season when Mulligan stews and coffee is the payoff.

### Search for "Fish"

The free act during our late fall and winter tour is billed as "The Human Fish." The act consists of a six-by-four-foot tank with a glass front, an announcer with a gift of gab and a 100-pound gal who eats an apple and reads a funny book while under water. Due to the extremely cold weather during the past three weeks it has been difficult for us to keep a gal for the act.

Finding a new "fish," as the gals are called, has become the gag of the midway. We needed a new fish badly here for a Wednesday showing as the one we had married a sheet writer who was trailing the show and had announced that she was blowing the midway on

Wednesday morning. The boss sent one of our press agents to a nearby city to promote one with the understanding that the main object was matrimony.

### "Comes the Whale"

The office was of the opinion that she should marry into the show so we could hold her. The act demanded no talent and the best bets were laundry queens and chambermaids who yearned for Hollywood. Our agent scoured the city all day Monday for a 100-pounder without results, but located one on Tuesday morning that weighed well over 350 pounds. He wired the boss, "Am bringing a whale. Meet the 4:30 p.m. train."

The depot agent, who is also the telegraph operator here, showed the wire to the natives who spread the news all over the burg. At train-time they were at the depot to see only our agent and the hefty blond unload. However, the day wasn't lost. An empty refrigerator car was shunted from the mixed train onto a siding by the lot. We backed a semi-trailer up to the car's door and went thru the motions of unloading something big while our canvases held the crowds back. Then rushing to the burg's 10-watt station we broadcast the joyous tidings, "After the minnow comes the whale."

That night the lot was jammed with whale-hunting natives. We blew the rest of the week thru public opinion and the depot agent was rapped for unknowingly duking them in.

Just who in the hell was the showman that cracked, "I'd rather be a big fish in a little pond?"

## From the Lots

### Allen Greater

NORTHAMPTON, Mass., Nov. 11.—Org closed its season here on the fairgrounds. Biz was fair, there being four days rain out of 10. Merry-Go-Round topped the rides, and 10-in-1 the shows. Concessions did okay except p.c. Shows gross on the season was 10 per cent ahead of last year. Org will open April 18 in 1951 and close October 12. There will be two new rides—Little Dipper and kiddie boat ride. Org will play New York, Massachusetts, Connecticut, Rhode Island and New Hampshire. Painting will start in January. Four new trailers will be purchased. A Casler has bought a new house trailer. Manager John Allen will vacation for two months in Florida.

### Texas Centennial

KINGSVILLE, Tex., Nov. 11.—Org's 10-day stand at Waco, Tex., was above expectations. It is in its sixth week under new owners, Emmett Bufkin and Buster Ellis. A new front entrance, recently built, adds to the looks of the show with its new lighting effects. Rides are being painted as org plans to remain out all winter. Tommy Spoon, who was hospitalized, has returned. Mrs. Pearl Ellis, who had a heart attack and was taken to the hospital, is back. Jack and Virginia Barnes visited with the former's parents at Waco. Recent visitors were Roy Allen, Pop Hale, Roland Smith, Mocko and Eloise Marchbank, Hattie and Lee Walters, Mr. and Mrs. Tom Fleming and Mrs. Emmett Bufkin and two small sons.—MRS. PEARL ELLIS.

### Johnny T. Tinsley

BRUNDIDGE, Ala., Nov. 11.—Shows are playing their third Alabama fair here. Org carries 15 rides, 8 shows and close to 50 concessions. Great Wilno, cannon act, is the free attraction. Altho winter quarters are not set, it is probable that the org will quarter in Alabama this year.

### Personnel line-up follows:

**Rides**  
In addition to office-owned rides are Clark's Tom Thumb Train, Eddie Wheeler's Mix-Up, H. Pleas's three Kiddie Rides and John Howley's Roll-a-Whirl.

**Shows**  
Stoffel's Wild Life; Motordrome, Cliff Hoffman; Harlem on Parade, Sammy Green; Monkey Speedway, Ken Murray; Mechanical Battlefield, C. W. (Red) Miller; Snakes, Naomi Hewitt; Glass House, Harvey Wilson; Funhouse, Frank Continial.

**Concessionaires**  
Carleton Hudgens, George Harris, John Scott, Otis Scott, Buster McCaslan, Jack Riggins, Homer Gallemeette, Charles Missette, Joe Tuller, Floyd Schenk, Dutch Schilling, D. W. Favor, A. C. Eargle, Sam Weiner, the Leichtlers, T. M. Cowart, J. C. Sparks, Danny Dorso, Harvey Drew, Ray Doleschal, Mrs. John Howley, George Edmund, George Blizard, R. L. Norwood, the McLendons and W. W. Wilno. Carl (Hunky) Kalansky and Bill Young have the cookhouse; J. W. Alvis, grab stands, and Harry Weiss, bingo.

### Oil State

This org, owned by Joe Hammond and Hawkhone opened at Moretown, Shreveport, La., November 4. Biz was good. As free attraction, a movie is given every night at 9:30. Hammond received delivery on a light plant. Pete Riggs is electrician and ride superintendent. William Bimpir has joined with six concessions from Crescent Amusement Company; (Continued on page 62)

# Marge Chipman's Final Rites Held

LOS ANGELES, Nov. 11.—Funeral services for Mrs. Harry Chipman were held here Tuesday (7) at Breese Bros. & Gillette Mortuary, with Edith Bullock, chaplain of the Pacific Coast Showmen's Association Ladies' Auxiliary, reading The Rose.

Mrs. Chipman, known as Marge, died October 31 in Seattle following a long illness. Born Mary Elizabeth Kennedy, she entered show business at an early age when she joined Captain Boucher Shows. About 1925 she started the Kennedy Shows and later owned the Inter-Mountain and White City shows.

In 1944 she married Chipman, a former circus press agent. After the marriage, the Chipmans opened the Circus Inn in Yakima, Wash., a gathering place for show people.

Her husband survives. Burial was in Showman's Rest, Evergreen Cemetery, here. Pallbearers were Ray Holden, Al Flint, Ben Beno, Harry Hargrave, Edwin Tait and Jerry Mackey.

## Winter Quarters

### Mighty Hoosier State

GREENSBURG, Ind., Nov. 11.—Shows moved into local quarters after chalking up highly successful stands at Versailles and Aurora, Ind. During the latter stand Owner W. A. Geren sold his bingo stand to Mrs. Marge Miller, of Drago Amusements. He also delivered a Tilt-a-Whirl to Drago at Kokomo, Ind. The bingo and ride will be replaced when shows open next spring.

Pappy Snyder is in charge of quarters and work has begun on getting equipment in shape for next season. Owner Geren plans to remain at quarters for a few weeks before heading for a Southern vacation. W. H. (Bill) and Marion Lambert left for Gulfport, Miss., to vacation. Geren says that he will buy all new light plants for next season.—ROSIE ST. CLAIR.

### Lagasse Amusement

HAVERHILL, Mass., Nov. 11.—After a successful four-unit season, shows are now in winter quarters here and in Plaistow, N. H.

Crews are busy getting ready to decorate neighboring towns for Christmas and will this year work in Claremont, Portsmouth, Dover, Exeter and Manchester, N. H., and in Lowell and Haverhill, Mass. Following the holidays, work will begin on the rides.

Mrs. Eli N. Lagasse is president of the org; Orville L. Wesley, general manager; Joseph W. Homan, manager of the No. 1 unit; Joseph W. Lowes, No. 2; Harvey J. Verrette, No. 3, and Philip J. Bourgeault, No. 4. Louis E. Lejeune and Elphege J. Cartier are storehouse managers, and Harry Ryan is assistant general manager.

### Golden Rule

CAMDEN, N. J.—Nov. 11.—Org is in local quarters following a season that started out poorly due to bad weather, but ended up a winner. Season closed September 23. Org plans to follow its 1950 route next year.

Four rides and 15 concessions were carried. A kiddie ride may be added for next year. Ed Davis left recently with several concessions for Southern fairs.

### G. & B. Rides

PARKERSBURG, W. Va., Nov. 11.—Six new Ford trucks, a new office trailer and a Smith & Smith Chairplane have been added to G. & B. Rides in preparation for the 1951 season. Owner George Broas, who bought the late Pete Jones's equipment last spring, had (Continued on page 62)

## Showmen's League

Continued from page 59

Hawthorne, Maxie Herman, Robert Hughey, Ben Hyman, William Kaplan, H. A. (Whitey) Lehrter, Edward Levinson, Harry Mamsch, Vince McCabe, Sam Menchin, Richard Miller, Edward Murphy, Chas. Owens, John Quinn, Harry Ross, Jack Ruback, Harry Scheiber, Robert Seery, Edward Soper, Harry Simonds, William E. Snyder and O. J. Weiss.

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 27-foot Lighthouse Trailer. Built for use as Concession. Back and side open. Formerly used by Myers Family, Glass Blowers. All completely rebuilt aluminum siding. Large living quarters in rear. \$2000.00 cash.  
**HENRY MYERS**  
 STATE ROUTE 5 KENT, OHIO

**Midway Confab**  
 Lou Pease, Girl Show operator, is wintering in Miami, where he's driving taxi cabs. . . Mr. and Mrs. Lloyd Burge, ride operators on W. G. Wade Shows, are in Ocean Springs, Miss., where they will winter. . . Val Stokes, of Bill Kennedy's Side Show on M. A. Srader, Magic Empire and Gold Medal Shows and formerly with Bob M. Meyer's cookhouse, is wintering in Bay St. Louis, Miss. . . Mr. and Mrs. Art Frazier have returned to Gem City Shows' Mobile, Ala., quarters from Chattanooga where they took delivery on a new Cadillac. . . Mary Singleton and Mrs. Vera Hancock, who closed with Royal American Shows in Shreveport, La., were injured recently in Meridian, Miss. Upon release from the hospital they were taken to the Singleton home in Birmingham.

From showmen's reports on their fair grosses, the run-of-the-mill trouper can believe everything except a rumor of one having a bad week.  
 Ivan (Whitey) Mikaelson, Kansas City, Mo., showman, played a three-day engagement at the Weston tobacco sales last week. . . Louise Donahue left Chicago November 15 for South America and a 38-day cruise. . . Carmelita Horan is planning to visit the Mayo Clinic, Rochester, Minn., soon for a physical check-up.  
 Some gal show talkers have acquired vocabularies that a small boy can have his mouth soaped for using.  
 Joseph Frederick, owner of Motor States Shows, was stricken last week at his Detroit home by a complication of illnesses and will probably undergo major surgery soon, according to Mrs. Frederick. . . Ray and Florence Williams recently put the Ray Williams Shows into Detroit winter quarters after closing the season at DeGraff, O. . . Harry Ross, of the Johnny J. Jones Exposition, was a recent visitor at Michigan Showmen's Association, Detroit. . . Paul Guildler, talker on the Eddie Miller Girl Show with Happyland Shows the past season, has joined the sales staff of the House of Stapleton, Detroit.

Getting mileage to return to quarters after the banquet will be comparatively easy for anybody who can remember precisely what he said to the boss's pet fair manager at the height of the party.  
 Personnel of Penn Premier Shows recently taking delivery on new cars included org's owners, Mr. and Mrs. Lloyd D. Serfass; Lew Bernstein, Jack Hallinan and Tom Edgerton. The Serfasses will attend the Chicago meetings, after which Mrs. Serfass journeys to Hot Springs for a vacation. . . Fay Renton, daughter of Mr. and Mrs. Al Renton, concessionaires, whose home is in Ruskin, Fla., and Junior McClellan, unit manager for Al Boxall, bingo op, are engaged to be married.  
 Then there's the house trailerite's wife who is taking a correspondence course in the touch system for grapevine dialing.  
 Fred Young, formerly of the Aerial Youngs, visited the Orrin Davenport Shrine show at Kansas City, Mo., recently. . . Johnny

Richardson, one-time Ringling bandmaster and more recently with a Long Beach, Calif., band, has been named leader of a company band at Mount Morris, Ill.  
 Dick Coleman, owner of Coleman Bros.' Shows, is en route from his home in Middletown, Conn., to Jacksonville, Fla., to look over the fair and to observe any new attractions that might be presented. His sons, Bobby and Francis, are busy at quarters. . . Dom Vivona, a member of the operating clan of the Vivona Bros.' Shows, is in his sophomore year at Duke University, Durham, N. C.  
 Most depressing thing in finance is the fact that during visits to cities where trouper are wintering there's a risk in bringing a dollar.  
 Uncle Dave Altman, for more than 30 years Merry-Go-Round foreman with Coleman Bros.' Shows, is receiving treatment in Veterans Hospital, Rocky Hill, Conn., after losing his eyesight, reports Harold W. Gardner. Altman would like to hear from friends.  
 The fact that every beginner wants to be a general agent proves that his ambition is to start from the top.  
 Guy and Mel Dodson, former show owners, and J. C. Weer, ride operator on Johnny J. Jones Exposition the past season, visited Mills Bros. Circus at Walterboro, S. C. . . Mr. and Mrs. Sam E. Prell, who closed their Prell's Broadway Shows Saturday (11), at Valdosta, Ga., left for Hot Springs for a short vacation. They will attend the outdoor meetings in Chicago and spend some time at their New Jersey home before heading for Florida and their winter fair dates. . . Mrs. Lillian Elkins, who operated a popcorn stand at Fairyland kiddie park, Long Island, N. Y., this year, has closed for the season.

Stop-gap fund is a quarter tossed to a moocher to keep him from loudly gapping for one when you're talking to a fair manager.  
 Following a fairly successful outdoor season, Mr. and Mrs. Scottie LaBrake are in Jacksonville, Fla., where they will winter. . . Mr. and Mrs. Jimmy Pumphrey, who are wintering in Wauchula, Fla., last week took delivery on a new house trailer from Dick Harris.  
 General agenting is a profession that enables one to live beyond his means on his boss's initiative.  
 Charles N. Payne, former electrician on E. J. Casey Shows and this year electrician on the Congress of Hollywood Daredevils Thrill Show, is vacationing in Eastern Canada following the org's close at Calgary, Alta.  
 Every now and then we read where someone sent a check to a conscience fund, but never to a manager for back privilege.  
 Mrs. Eddie Walters is in St. Joseph's Hospital, Hot Springs, following a major operation. . . Alton and Dora Peirson recently stopped off at Hot Springs for a few days while en route to their Tampa home.

**FOR SALE—SKOOTER CARS**  
 Excellent Condition. Reason for Selling: Purchasing Special New Cars.  
 Will Arrange Inspection If Desired.  
**ROYAL AMERICAN SHOWS**  
 TAMPA, FLORIDA

**WANT TO BUY FOR CASH**  
 3-ELEPHANT ACT 6-HORSE LIBERTY ACT  
 4-PONY DRILL  
 INTERESTED IN ACQUIRING OTHER FIRST-CLASS CIRCUS ANIMAL ACTS.  
**DON FRANKLIN SHOWS**  
 FAIRGROUNDS, BOERNE, TEXAS  
 Or Will Be at the Sherman Hotel, Chicago, During the Convention

**CRAFTS will BUY for CASH**  
 Streamlined WHIP in FIRST CLASS Condition  
 CRAFTS 20 Big SHOWS  
 7283 BELLAIRE STREET NORTH HOLLYWOOD, CALIF.  
 Phone: SUNset 2-3131 or contact at Convention, Sherman Hotel, Chicago, Nov. 24 to 29, 1950.

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 DESIGNED WITH YOUR COMFORT IN MIND  
 A MODERN APARTMENT Smart interiors for thrilling new living comfort.  
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 "Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made"  
 NOW! THE NEW MOON E-Z PAYMENT PLAN FOR SHOW PEOPLE  
 WRITE today for details on E-Z payment plan for show people and free literature on the New Moon Fleet.  
**Redman TRAILER COMPANY**  
 54 BRIDGE STREET, ALMA, MICHIGAN

**WHEELS OF ALL KINDS**  
 Merchandise Wheels, Turkey Raffles, etc.  
**KENO**  
 Perfect for Lodges, Societies, Clubs, Unions, Churches, etc. Enjoyed by everybody!  
**BINGO**  
 Most Popular Fund-Raising Game. Complete equipment and supplies.  
**WRITE FOR CATALOG**  
**NOTE NEW ADDRESS**  
**H. C. EVANS & CO., 1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS**

**FOR SALE OR TRADE**  
 1 No. 5 Eli Wheel, Circle and Star, U-2 International motor, white seats, 1942 Dodge 1 1/2 ton tractor with semi built for Ride. 1 1948 Rolloplane Super, both motors perfect. Ride same as new, semi built for same, good clean tractor. 1946 Spitfire in perfect condition, semi built for same, 1945 Dodge 2 ton tractor. 1946 Flying Scooter, 8 tub. Semi for same, also clean tractor. 1948 Rollowhirl, very clean. 1 Transformer Semi, complete 2 100 K.V.A. Pats with 2 600 switch boxes. 1 Transformer straight truck with 1 50 K.V.A. Pat, 1 200 switch box. 3 Kid Rides—10 Car Auto, Allan Herschell; Twin Ferris Wheels and Train, 2 coaches. There is no use writing back and forth as to prices, pictures, age and condition. If you are interested in clean and well kept equipment, I have just that and priced very reasonable to cash buyers. This equipment can be seen any time between now and December 15th by wiring me Western Union giving me three days' notice. Want 8 or 16 tub Octopus, must be late model and clean; Allan Herschell Merry-Go-Round, must be late model two-abreast. All replies:  
**W. R. GEREN**  
 Box 29, Greensburg, Indiana. Winter Quarters: 2nd and Carver Streets.  
 P. S.—Will attend Chicago Convention.

**REINFORCED FOLDING CHAIRS**  
 Immediate Delivery  
 New, durable, roomy and reasonably priced. Made of tough, mixed Northern Hardwood.  
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**TO FROZEN CUSTARD MACHINE OPERATORS**  
 You cannot operate in the State of Florida, 1950-1951, unless you comply with all State sanitary requirements and secure license in advance for each location.  
 Mix must be purchased from an approved mix manufacturer in Florida. There will be no slicing of ice cream and dipping in chocolate syrup allowed at fairs, carnivals and such places. Such slicing and dipping must be done in some licensed ice cream manufacturing place of business.  
 Notify JOHN M. SCOTT, Chief Dairy Supervisor, Florida State Department of Agriculture, 408 Seagle Building, Gainesville, Florida, if you plan to operate in the State.

Used Everywhere for Over 35 Years  
**ROLL TICKETS**  
 PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** DEPT. B SHAMOKIN, PA.  
 100,000 \$29.00  
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 Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

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Size 46x46", Price \$42.50.  
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30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price .....\$27.50

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75-Player Bingo, Complete .....\$6.00  
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1/3 Deposit on All Orders.

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# LOOK!

## UP AND OVER

Newly designed Kiddie Ride, 8 passenger ride, only \$548.  
F.O.B. Wichita Falls, Texas.

For photos and more details write—write

### O. R. HALL

410 Ohio Ave.  
Wichita Falls, Texas

## Yager United Attractions WANT

For Amite, La., Firemen's Festival Nov. 16-19.  
Hanky Panks of all kinds. No exclusive on Stock Shows. Also want Rides and Shows not conflicting. Want good, clean Cookhouse or Grab, Snow Cone, Jimmie Smith, come on. Amite, La., Nov. 16-19, with six more Celebrations to follow.

## FOR SALE

7-Car Tilt, 5 Ferris Wheel, Looper, with or without trailers; Comet, Rollo Whirl, Miniature Train. The above rides stored in Chicago. Can be seen anytime.

### BOX CH-135

THE BILLBOARD  
188 W. Randolph St. Chicago, Illinois

## NOZLEY AMUSEMENT GREGORY, ARK.

Want Sit-Down Grab, String Game, Glass Pitch, Cork Gallery, Short Range Gallery, Heart Pitch and any Slum Hunky Panks not conflicting. Also want P.C. and Hanky Pank Agent. Out all winter.

## FOR SALE

One two-abreast Parker Merry-Go-Round, in good shape, 24 horses on this machine. Will sell without transportation, \$2500.00. One Gruner Chairplane, 1946 model, with 1936 Ford Truck, in good condition. Plane has a new 3-horse electric motor. This ride is complete with ticket box, fence and lights. Will sell both Truck and Plane for \$1000.00. One Miniature Train with three cars, gas driven, with a Briggs & Stratton motor, motor new last year, 300 feet of track, 12-inch gauge, 80 feet of fence with posts, 150 feet of chain, two flood lights for center of rink, complete ride for \$800.00. STIPE'S SHOWS, 20 Larperent Ave., East, St. Paul, Minn.

## WANTED

For Good Louisiana Spots  
Pop Corn, Candy Apple, 10r Stock Concessions or Agents for office-owned concessions.

### RAINES AMUSEMENT COMPANY

Boyce, La., this week; then per route.

## TWO KIDDY RIDES

One Kiddy Jeep Auto Ride and one Miniature Train Ride and ten Hunter Ball Gum Vendors with 100 lb. of gum. Vendors are brand new. Must sell. Write:

### WILLIAM NORDQUEST

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## LARGE SILO DROME FOR SALE

27 feet in diameter, good condition, new blue top with seven-foot side wall with quarter poles, elevated platforms with iron jacks. Also have 1947 Reo Tractor and Trailer to haul Drome. Sell Drome or both. Can be seen in operation this week at Camp Rucker, Daleville, Ala. or contact SAMMY LOWREY, 861 Marine St., Mobile, Ala.

## FOR SALE

Super Roll-o-Plane, perfect shape; Spillman Merry-Go-Round, three-abreast; Funhouse on semi-trailer; 66 KVA Diesel Light Plant. Transportation for all if desired.  
Wire, write, phone.

### J. R. LEERIGHT

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## WANTED

Rides, Wild Animal Circus, other Concessions, Fridays and Saturdays during winter months.

### FARMERS MARKET & AUCTION

CLEARWATER, FLORIDA

## GIVE TO THE RUNYON CANCER FUND

# Club Activities

## Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 11.—Regular meeting Monday (6) was well attended, with President Robert Morrison in the chair. Assisting him were Fred Silber, first vice-president; Marvin Keyes, second vice-president; George Harris, third vice-president; Louis Rosenthal, treasurer, and Edward Ford, chaplain.

Ben Miller reported that Jack Gallagher and Sam Fishman are recuperating at their homes, while Tony Moreno is still in a Memphis hospital.

Petitions are being circulated for the nomination and election of officers. Installation ceremonies this year will be held jointly with the Ladies' Auxiliary.

Recent visitors include Harry Ross, Leonard Lundquist, Stanford Baker, William Zakoor, Ralph Jamieson, William Boss, Charles Duma and Louis Stone.

### Ladies' Auxiliary

Rose Lewiston, president, was in the chair at the regular meeting, assisted by Clara Silber, first vice-president; Leona Bennett, third vice-president; Charlotte Richardson, treasurer, and Bernice Stahl, acting secretary.

Donations for the children's Christmas party received from Maude Pence, Helen Baker and Mayme Wade. Pat Crognale and Cora Pollard made donations to the gift shop.

Membership application received from Bonnie Davis. Petitions are being readied for the coming election of officers. Correspondence read from the auxiliary of the Hot Springs Showmen's Association, the Michigan Showmen's Association and Mayme Wade. Pat Grogna and Helen Baker were back off the road.

## Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Nov. 11.—October 30 meeting was called to order by President Mike Krekos. Treasurer Dwight Kane and Corresponding Secretary Albert Roche were absent. Called to the rostrum were Bill Kindel, Edith Walpert, Mr. and Mrs. Jimmy Lynch and Teddy Teixeira.

Elected to membership were Robert D. Parra, Ada E. Baird, Joy Erwin and Chester Nichols. Letters, with dues enclosed, came from B. B. Bassford, Mrs. N. E. Hunter and John Dennick. Bill Kindel is chairman of the banquet and ball which will be held in the Gold Room, Fairmont Hotel, December 29. Council Raiford won the pot of gold.

Russell Jeffers's eye condition is improving. Glenn Artz is seriously ill at his home. Fred Hanson reported that Fred Ferguson, confined in Marine Hospital, enjoyed receiving letters and cards from friends.

Presented at the meeting were these members who have been absent for some time: Johnny and Chickie Provenzale, Ed (Rosy) Ritro, Jimmy and Josephine Lynch, Teddy Teixeira, Ernie Santanni and Russell Jeffers. Meeting was adjourned for Halloween entertainment and bingo.

## Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Nov. 11.—The first meeting of the season will be held November 14. A large attendance is expected as President Carl J. Sedlmayr has an important message for the members. The banquet and ball committee is taking reservations for this annual affair. Rip Weinkle, who has been in Mt. Sinai Hospital for an operation, is recuperating at his home. Doc Garfield is with E. K. Fernandez in Honolulu. Says he expects to be back in Miami around Christmas.

Phil Cook came in from the World of Mirth Shows, bringing a nice check from the jamboree that was held on the show. Mrs. Jean Dellabate had a relapse and is at the St. Francis Hospital, Miami Beach. Tuesday, December 12, is the big day for the Century Club tickets. If you have not received your tickets, suggest that you get them immediately.

## Greater Tampa Showmen's Assn.

Tampa, Fla.

### Ladies' Auxiliary

Mrs. C. J. Sedlmayr Jr., president, was in the chair at the first meeting of the season Wednesday (8). Also on the platform were Mrs. Paul Kleider, first vice-president; Mrs. Leo Carrel, second vice-president; Mrs. Eddie Young, third vice-president; Mrs. E. Fillingham, secretary, and Mrs. James Owen, treasurer.

Mrs. Hal Hall read the invocation. Thank-you notes were read from Deana Berni, Lolita Kemp and Mary Holman. New members include Marie Carder, Juanita Frances Israel, Juanita Albin, Yolande Hout, Inez Campbell, Mary Jean Davis, Frankie Sue Hoard, Boone Bennett, Patricia Shaffer, Gloria Constance Cornett, Louise Milla Warren, Isbel Lusk, Lorraine Dickerson, Lorraine Ward, Ruth Chio Kadomastee, Freda Denike, Blanche Sullivan, Estelle Pike, Helen Hill, Ellen Ida Knight, Mildred Carlson, Florence Schiavo, Ida J. Morin, Iva May Anderson, Billie Parks, Sotzy Cripps, Billie Macolly and Dorothy Raffel.

Mrs. C. J. Sedlmayr Sr. donated a hand-embroidered linen-table cloth to be given away Saturday night. Mrs. Esther Young presented the club with a pencil sharpener to match the furniture in the office.

Geraldine Gaughn, librarian, announced that proceeds from a basket picnic held this summer will be used to purchase a needed book case for the library. The picnic committee included Beulah Thomas, Florence Rubin, Hallie Terrell, Harry Gaughn, Fred Bockelman, Eddie Young, Harry Rubin, Dorothy Raffel and Jack Gallupo.

The auxiliary will set up an X-ray unit outside the club in early December for the benefit of all in the neighborhood. Committee to serve on this project includes Flo Pontico, Billie Cooper, Deana Berni, Virginia McGee, Ella Stophel, Vera Larkin, Lois Turov, Ethel Garland, Marta Sutra and Marie Caughey.

## National Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 11.—At the regular meeting Wednesday night (8) assistant treasurer-elect, John S. Weismann, spoke on the necessity of making progress in the bond drive, begun last May by President Jack Perry to secure a new home for the organization. Despite the small attendance, about \$10,000 in pledges for the bonds was secured. Several members of the Ladies Auxiliary were present and also pledged bond purchases. Auxiliary will make its pledges as a group at the next regular meeting.

President Emeritus George A. Hamid, President Jack Perry, who made a special trip for the meeting, Secretary Phil Isser, Counselor Max Hofmann; Joseph A. McKee, banquet committee chairman; Dave Solti of the Hamid office, and Stanley Wathon were present.

Visitors included Irving Sherman, Israel Nathan, Sam Lipsih, Edward Goldman, Sam Weisser, Bill Powell, Morris Sommers and Isidore Trebish. A special banquet meeting will be held Wednesday (15), and memorial services will be conducted Sunday (19).

## Rogers Gross Slumps; Earl Rogers Marries

PELICAN RAPIDS, Minn., Nov. 11.—Equipment of Rogers Bros.' Shows is stored in winter quarters here following a season which produced a gross below the 1949 take because of the rainy spring. Booking activities for 1951 have already started.

Co-Owner Earl Rogers was married October 20 to Betsy Shaw, of Fergus Falls, Minn., and has left on a honeymoon and buying trip in the East.

Painting and repair-work at quarters will get under way February 1. Officials plan the addition of two kiddie rides for 1951 to give the show a total of 10.

## Showmen's League of America

400 S. State St., Chicago

CHICAGO, Nov. 11.—Vice-President Lou Keller presided at the Thursday (9) meeting. Also at the table were Walter F. Driver, treasurer; J. W. Conklin, past president, and Joe Streibich, secretary.

Elected to membership were John R. Smith, Johnnie Criss, George Harris, Mark P. Reilly, James B. Wages, Benjamin Glasberg, James Cassidy, Louis Sopenar, William E. Jones, Robert Robbin and Charlie Byrnes, bringing the total in the membership drive to 79.

Ways and means committee reports the Buick is ready for delivery and urges co-operation during the last days of the drive. House committee announced plans for the Thanksgiving dinner November 23 and the meeting set for that date will be held Saturday, November 25. The American Legion Post party has also been changed to November 24.

Members present for their first meeting of the season included J. D. Edwards, John Duffield, John Lempart, Ed Kornrumpf, Chester Barker, Ray Oakes Jr., Henry F. Those, Earl Newberry, Andy Kasin, Joseph M. Dugas, Lester Davis, Manuel Blasco, Richard Reuland, Joseph M. Pavese, Harry Bernstein, Sam Brody, William Glickman, Harry Ross, Paul Delaney, Robert Mautner, Dave Malcolm, John Courtney, Arthur Morse, Dave Russell and J. W. (Patty) Conklin.

## Arizona Showmen's Association

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Nov. 11.—The first regular meeting of the fall season was called to order, President Lloyd Wilson presiding. All officers were present. One hundred and two members were present and it was the largest meeting ever held by the club since its organization. Don Hanna, treasurer, reported he had secured new clubrooms at 216 West Washington Street. Forty-five new members were voted on and all were accepted. On motion of Hiko Siebrand, the lady members of the club will furnish their part of the new clubrooms.

Joe Krug, president of the Pacific Coast Showmen's Association, and his wife, Ethel, were present, and he gave a short talk. Donation books are coming in very good. Sammy Comis arrived here for a short visit and stated he was feeling okay after his long illness in a hospital. Charles Thompson, co-owner of the Cactus State Shows, is confined at Santa Monica Hospital. Late reports say he is getting along okay after an operation. J. Hicks visited the clubrooms. Hollywood Towers won the pot of gold.

## From the Lots

• Continued from page 60

Mike (Frenchie) Crowatt has five joints; Don Green has over and under seven; the A. S. Bremers, popcorn and jewelry; Mr. and Mrs. Barnes, mug joint and candy floss. Shows are booked solid until January 16.—J. D. FAULKNER.

## Midway of Mirth

BLYTHEVILLE, Ark., Nov. 11.—Ideal weather has been boosting business recently.

Jimmie Rogers, general superintendent, suffered a cut eye recently when a light bulb exploded in his face. Frank Lavell is reported to be recuperating from a recent illness. Calvin Landrum is in the hospital for treatment.

Visitors included Roger Walk-up, Pete Sutton, Wane Mayberry, Mr. and Mrs. Joe Wherry; Mr. and Mrs. Charles Rogers and son, Jimmie, and Melvyn and Jack Rogers. Org will winter in Trenton, Ill.

## Winter Quarters

• Continued from page 60

a satisfactory season despite much bad weather.

Work is now under way at quarters here, with B. E. Miller and Harry Moroe handling repairs and painting. Personnel storing equipment here are Ralph Jackson, kiddie airplanes; J. Ward, kiddie Ferris Wheel; Ted Cole, bingo, and Glenna Hinzman, concessionaire. Show will open in the spring with six rides.

## Lee Amusement

MONTGOMERY, Ala., Nov. 11.—Show closed November 4 at Tallahassee, Fla., and is now in quarters here. The preceding week, Walter B. Fox was a guest of General Agent and Assistant Manager L. D. (Bill) Dollar when the show played Baldwin County Fair, Robertsdale, Ala., and also visited with Lee Houston, who formerly tramped with Fox on Wallace Bros.' Shows.

According to Dollar, the show did good business this year whenever weather permitted, playing Alabama and a few Georgia border towns. Org carried 5 major and 3 kiddie rides, 4 shows and about 15 concessions, most of which were office-owned.

## Lee United

BAY CITY, Mich., Nov. 11.—Winter quarters of the org opened last week with Earl Martindale in charge. Trucks are being repaired and rides and canvas put in shape. A number of showfolk are wintering in Bay City. Jack and May Halstead, cookhouse operators, have taken over the Forest City Hotel and Coffee Shop for the winter.

Owner Charles H. Lee and concessionaire Bob Louis left November 10 on a business trip for the show and a short vacation in Hot Springs. After being away from the Lee org one season, Harry G. Taylor will return to round out his 11th year as general manager. Shows will open early in April.—HARRY G. TAYLOR.

## LONE STAR SHOWS

J. R. McSpadden Manager  
W. Barry Secretary  
Myrtle McSpadden Treasurer

### WANT

No X, everything open. Want Hanky Panks of all kinds. Especially want at once Bumper, Mug Joint, Long and Short Range Shooting Gallery, Cigarette Gallery, Derby, Hoop-La, Pitch-Till-You-Win, Novelties, Ball Games. Can use Rat Game. All P. C.'s open. Can use Bingo at once. Winter rates for all. Why lay idle when you can get a winter's bank roll. SHOWS: Wild Life, Monkey, Girl Show, Fat Show, Snake Show, Motordrome, Fin-in-the-Dark. Give you a good proposition if you have own equipment. RIDES: Want Flyoplane, Scooter and Pony Ride. Can use any Ride not conflicting with the 9 we have.

### WANT

3 AND 3

### WANT

Three more weeks in Macon. Don't write, wire for space.

### NOTICE!

Starting Monday, Nov. 20, we play under the auspices of the Bibb County School Patrol, sponsored by the Sheriff's Office. This will be one of the best in the city. Radio, newspaper advertising in a big way. Two Kids' Days, Thanksgiving and Saturday. Bike given away both days. So don't hesitate, come on at once. First come, first served. Now at Broadway and Concord St. You can still have space for this date for Thursday, Friday and Saturday. Don't write, wire at once. Let us know how much space you need. Can use a clean Mitt Camp.

J. R. McSPADDEN Now at Broadway and Concord St., Macon, Ga. P.S.: Our fourth week in Macon. There must be a reason.

## WANTED FOR THE BIGGEST SPOT OF THE SEASON

A few more Stock Concessions, week of Nov. 20 to 25, downtown in Lake City, Fla. The first one in the city limits in 4 years. All address:

### JOHN B. DAVIS, Mgr.

## SOUTHERN STATES SHOWS

HIGH SPRINGS, FLA., THIS WEEK.

# CLASSIFIED ADVERTISEMENTS

**A Market Place for Buyers and Sellers**  
**RATE: 12¢ A WORD — MINIMUM \$2**  
 All Classified Advertisements must be accompanied by remittance in full.  
**FORMS CLOSE**  
**THURSDAY NOON IN CINCINNATI**  
 FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

## ACTS, SONGS & PARODIES

**ANOTHER BEST BUY! TEN SOLID PARODIES** of current hit songs for discriminating singing comics, \$2. Springer, 58B Wilklow, Hempstead, N. Y. no25

**ARRANGING FOR BAND ORCHESTRAS**—Piano Vocals; manuscripts corrected and prepared for publication; "hook" songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. de2

**"EMCEE" MAGAZINE** — CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four rag-packed back issues. Emcee-B, P.O. Box 983, Chicago 90.

**LAUGH LINES—FIVE READY; ALSO NO. 1-2-3-4** at \$1 each; bits, comedy, patter, gags, radio, MC bits, hecklers answered. Mail money to Jimmy Muir, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. np

**QUICK WIT — HOW TO GET LAUGHS** every four seconds, includes 108 sparkling remarks; money-back guarantee; \$1. Star Scenic Co., 1712 Boston Rd., Texarkana, Tex. no25

**SEND FOR "CARUSO ON A CAROUSEL"** and "The Voice of the Wilds" copies. Grimes Music Publishers, Shubert Bldg., Philadelphia, Pa.

**SENSATIONAL GAGS, STORIES, SKITS, Monologues, Acts, Patter, etc.;** list free. Edmund Bodalis, Metro., Box 3556, Los Angeles 55, Calif. de23

## AGENTS & DISTRIBUTORS

**AAA ATTRACTIVE NEW SKILL SENSATION**, "Wishing Well"; greatest low priced counter game in years! It's locked; requires only 6"x8" counter space; collects in coins galore; start route; cafes and taverns everywhere waiting; gigantic profits; samples available now! Price: \$7.50 each, \$59.40 dozen; shipping prepaid; cash with order or 25% deposit, balance c.o.d. Order direct from Legalshare Industries, P.O. Box 86-H, Huntington Beach, Calif.

**AAA—BEST DEAL; TALKING CARDS, \$1.20** doz., \$8.50 hundred; jobbers, write. Columbia, 7250 Melrose, Los Angeles. de2

**AAA SENSATIONAL TALKING XMAS** Card. Pull tape and card clearly says "Merry Christmas"; fascinating money-maker; sells on sight for 25¢; send 25¢ right now today, for sample and prices; representatives wanted everywhere. Minus Mfg., P. O. Box 421, Santa Monica, Calif. no25

**AAA RED HOT NOVELTY FOR MEN!** Everyone buys; sell taprooms, bars, night clubs; it's different; it's new; they will take it away from you; send \$1 for three prepaid samples and selling plan. Shafer Co., P.O. Box 723, Kansas City 10, Mo. no18

**ABALONE PEARL SEA SHELL JEWELRY**, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. de2

**AGENTS, DISTRIBUTORS, SALESMEN** wanted for Watches, Jewelry, Diamonds, etc. Catalog and details free. W. Chapman, 4180 W. 222, Cleveland 26, Ohio. de2

**AGENTS—COMIC XMAS CARDS, \$3.50 PER** 100; 15 assorted samples, \$1 postpaid; wholesale only. Waiter B. Fox, Mobile 2, Ala.

**A LIMITED SUPPLY OF LADIES' NYLON** hose; No. 2, \$3.50 dozen; select grade, \$6.50 dozen; prompt shipments assured; we prepay shipments; cash with order. Unecda, Mfg. Co., 204 W. 9th St., Chattanooga, Tenn.

**AMAZING TALKING GREETING CARDS**—Birthday or Christmas; terrific! Mystifying; says "Happy Birthday" or "Merry Christmas" in loud clear voices; sells like wildfire with 1/2 second demonstration; sample, 25¢; dozen, \$1.50; gross, \$12, postpaid. Allied Sales, Dept. BB, 311 North Desplaines, Chicago 6. de9

**AMAZING! NEW!—PLASTIC LETTERS;** stick to glass; no glue; changeable, last indefinitely; big commissions; liberal bonuses; postal gets free sample. Victor Signs, 1170 W. Jefferson, Los Angeles 7, Calif.

**AMAZING NEW TALKING SANTA CLAUS** says "Merry Christmas." Talking Santa Toy with 4 big candy canes sells fast at 50¢. Cash in on Xmas. Rush \$1 for samples and quantity prices. Act now! Gary Enterprises, 1319 N. Highland, Hollywood 28, Calif.

**BUY THOUSANDS OF NATIONALLY ADVERTISED** products direct from manufacturers and distributors. Write for "Buy Direct and Save" Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. no25

**BUXOM BEAUTIES WEARING ONLY A** smile; twenty posed in color, \$1; 50, \$2. Mervine Studios, 362 S. Broad, Trenton, N. J.

**BARGAINS! SAVE UP TO 50%—HOSIERY,** Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gift free with first order. Reliable Jobbers, 311-H North Desplaines, Chicago 6. np

**BUY NYLONS DIRECT FROM MILL—** Write for jobbers' prices. Joy Hosiery Mills, Delawanna 8, N. J. de30

**CAMEL CIGARETTES, CARTON FREE—** 500 guaranteed Razor Blades, 10¢ retail, \$4.49; wholesale only; 24 Hershey Bars free, 300 guaranteed Razor Blades, \$2.85. Tobacco Mall, P.O. Box 292, Baltimore, Md.

**CARDED MDSE. HEADQUARTERS — AS-** pirin, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, etc.; over 1000 items; write for price lists. Maloney & Sons, 1063 W. Broad St., Columbus 8, O. de16

**CHRISTMAS TREE BULBS—C-6 IMPORTS,** \$25 per 1,000; 25% deposit, balance c.o.d.; shipped in quantities of 1,000 or more. Don Merriman, Wadsworth, O.

**COMIC CARTOON CARDS—100 SAMPLES,** \$1; list free to dealers. Cheshire Fun House, 739 Poydras, New Orleans 2, La. de2

**COMPLETE LINE OF PLASTICS — SCAL-** loped Table Cloths, Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest prices; free literature. Samuelein, 12, N. Y.

**COMPLETE LINE LAMPS, NOVELTIES,** Toys direct from manufacturer. Room 321, 1186 Broadway, N.Y.C. de9

**CONCESSIONAIRES — SELL RAIN CAPES** at football games; \$7.50 per 100; samples, 3 for \$1. Charlie White, Fort Oglethorpe, Ga. de9

**DEALERS, AGENTS, JOBBERS — SELL** Holiday Perfumes, Oriental Incense, Ceramic and Metal Burners, other gifts. Write Dept. B-11, 3974 Vincennes Ave., Chicago 15, Ill. de16

**DRESSES, 18¢; COATS, \$1; BLOUSES, 25¢;** free catalog. Make money on postcard. Crown, 164-BL Monroe St., New York 2, N.Y. de2

**RAGER BUYERS WAITING — AMAZING** Pencil; writes four colors, red, blue, green, orange; sample, 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen, brilliant metal cap; sample, 25¢, eight samples, four pencils, four pens, \$1, prepaid. Louis Balogh, 1703B Roosevelt, Vaiparaiso, Ind. no18

**EXCELLENT SIDELINE FOR PRINTING** and Advertising Salesman; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automobile Initials and Sign Letters; free samples, "Raico," XL-Roxbury, Boston 18, Mass. np

**FAST-SELLING MERCHANDISE AT SELL-** out prices; Vest-Pocket Cigarette Roller, rolls perfect; like factory-made cigarettes; 2000 rolled papers, retail \$5; 50¢; doz., \$3 or 3 samples \$1; Double Edge Razor Blades, 5 to package, 10¢ retail, 40 packages \$1.50; Hula-Hula Shadow Dancer, famous fast-selling novelty, retail \$6 each, 50 for \$1; all sent postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BMM2.

**FAST XMAS SELLER—PERFUME NECK-** lace Sets; sensation; low jobbers prices. Mission, 2328-BB West Pico, Los Angeles 7, Calif. no25

**FREE SAMPLES—BIG PROFITS SHOW-** ing amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

**FREE SAMPLE & INFORMATION — SEN-** sational new sports article. Nelson Co., Dept. J, St. Paul 2, Minn. de9

**FREE FOLIO — 700 MONEY MAKING** deals; Plans, Formulas, Supply Sources, Unusual Items. Kolamite-A, Box 572, Dayton 1, O. no18

**FULL-FASHIONED NYLONS — MILL RE-** jects, \$3.50 per doz.; select grade, \$6.50 per doz.; no checks; 25% cash on all orders; satisfaction guaranteed. Dixie Hosiery Sales, Box 661, Chattanooga, Tenn. no18

**GET UNSEEN, UNBELIEVABLE, THRILL-** ing Eastern Greeting Cards; artistically hand painted on skeleton pipal tree leaf; samples by airmail, \$1.50. Motivatas, Third Bhowada, 38BB, Bombay 2, India. no25

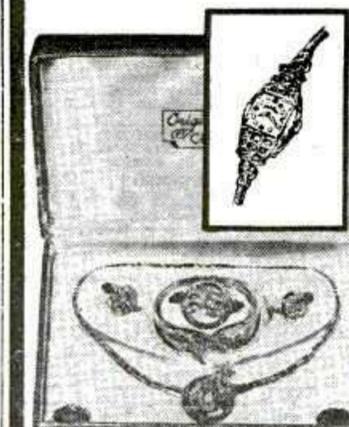
**GIRL PHOTOS—GET THE BEST; THESE** top quality photos will sell; send \$1 for sample assortment and wholesale prices. Arthur Sellers, Box 338, Crete, Ill. de2

**GIRL PHOTOS! 132 MINIATURE POSES,** all different on 4x5 glossy photo prints, \$1. postpaid with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BBS.

(Continued on page 64)

★ Christmas Is Coming! Hurry, Hurry for this . . .

# Combination Special



## Luxurious 5-Piece JEWELRY SET

. . . in 24-K gold plate, packed in beautiful satin-lined gift box

★ Plus This Lovely 17-Jewel Watch Sparkling Rhinestone Case, genuine Swiss movement precision rebuilt.

All for Only . . . . . \$14.50

Rush Your Order Today!



Order in lots of 3 or more. 25% deposit on C. O. D. orders. WRITE FOR FREE CATALOG!

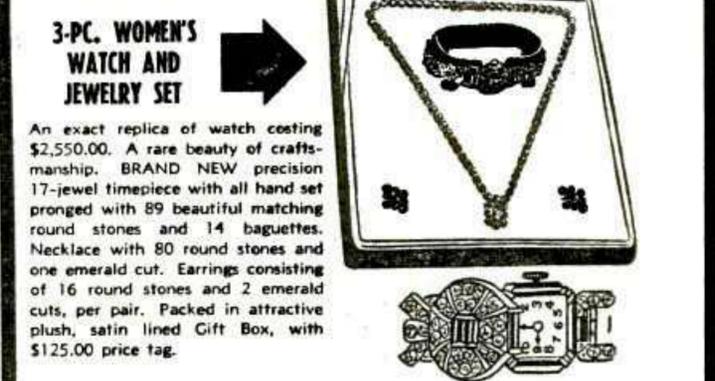
198 S. Main St. P. O. Box 473 MEMPHIS, TENN.

# COMPARE THESE VALUES!



Watches equipped with the famous Pierce 17-jewel movement, established since 1883, recognized the world over. Pre-timed by electronics to assure accuracy. Original Factory Written Guarantee with each set.

3 Sets or more Ass't Men's or Ladies' Sets . . . \$24.75 Ea. Sample Set, \$26.50 Ea.



An exact replica of watch costing \$2,550.00. A rare beauty of craftsmanship. BRAND NEW precision 17-jewel timepiece with all hand set pronged with 89 beautiful matching round stones and 14 baguettes. Necklace with 80 round stones and one emerald cut. Earrings consisting of 16 round stones and 2 emerald cuts, per pair. Packed in attractive plush, satin lined Gift Box, with \$125.00 price tag.

25% DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO WHOLESALE ONLY

## COOK BROS. 816 W. Maxwell St. Chicago, Ill.

**OUR APOLOGIES!**  
 In the Cook Brothers' ad of Nov. 11th we omitted the word "each" in the price of the Men's and Women's Jewelry Sets. It should have read:  
**3 SETS OR MORE ASSORTED MEN'S OR LADIES' SETS, \$24.75 Each**  
 The sam in price should have read:  
**SAMPLE SET, \$26.50**  
 See ad below.

Introducing the hottest sensation in Jewelry buys for 1951

## Earrings & Necklace Sets

Direct From Well-Rated Manufacturer

**\$6.75** Doz. Boxed (Ass't of dozen samples with 6 different styles. \$5.95 gold price tag.)

Beautiful earrings and necklace sets studded with Cameos, Rhinestones, and Pearls in attractive velour-interior boxes. Min. order 2 doz.

**EARRING SETS** Individually carded and mounted on one doz. to beautiful counter display card

**\$5.25** Doz. Ass't

**SPECIAL!** Jobber orders in gross lots. **\$65 GROSS**

**GRAND** 631 Broadway New York 12, N.Y.

25% deposit on all C.O.D.'s. We pay postage on prepaid orders. Prompt delivery.

# "SEASON" YOUR SALES WITH THIS POPULAR PAIR!

## SALT & PEPPER SHAKERS

Authentic miniature made of porcelain and attractively trimmed in 22 carat gold. Ceramic decals in many attractive designs. Write or your letterhead for complete catalogue and prices. Suggested retail price

**\$1.39 Per Pr**

**MINIATURE BEER MUGS** Authentic miniature porcelain beer mugs to match salt and pepper shakers. Also available in other designs. A real sure-fire seller! Suggested Retail, 69¢.

**BILL'S SPECIALTY MFG. CO.** 433 N. 2nd St. MILWAUKEE, WIS.

## GOLD WIRE ARTISTS

DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, plain and stone-set bangles, such as hearts, stars, clovers, pendants, jewel sets, heart and arrow, crescents, crosses, soldered link chains, springings jumpings, rolled gold plate wire, square and round in all sizes and quantities; tie slides, pearl plates, hoops, ear wires, scatter pins and many other items. We also supply such tools as pliers, ring mandrels, size sets, etc. Illustrated is the Phelan Hand Made Gold Wire Ring in 1/20-12K Gold Filled, for which we are sole distributors. It comes in birthstone colors for men and women and makes a beautiful gift. Dozen lots, \$9 doz.; 6 for \$6; less than 6—\$1.10 each.

Write for \$5 sample line, stating requirements. \$2 deposit required—bal. C.O.D.

For Quality Merchandise, Highly Styled, at Lowest Prices, **EMROW JEWELRY CO.** P. O. Box 93, No. Station Danforth St., Providence 8, R. I.

Buy Direct From the Manufacturer and SAVE!

GIVE TO THE DAMON RUNYON CANCER FUND

## NEW AND TERRIFIC! TALKING TOYS

"Perky Pig" and "Bugs Bunny" sing and talk in their own famous voices. Sturdily constructed of metal and plastic! Real record, real speaker. . . good for thousands of replays! Almost 1 foot tall! Advertised on radio \$2.58. Individually boxed \$15.80 Sample Doz. Send \$2.90 for Sample.

## JO-JO and his BANJO

JO-JO dances . . . his tall twirls . . . his banjo moves in rhythm . . . and he plays music!!! Realistic, with red felt cap and trousers; plaid shirt; real hair . . . metal hands. Wind him up and watch him go. . . fun for all! \$7.20 Sample Dozen. \$81.80 Gross. Send \$1.00 Per Sample.

## MECHANICAL-MONSTER

Robot Mechanical Man Looks like the real thing . . . made of steel!!! Wind him up and watch his mechanical stride! ON AND OFF LEVER!!! A big seller!!! \$7.20 Sample Doz. \$81.80 Gr. Send \$1.00 for Sample.

## CUTIE-CIGAR

Like the real thing!!! Then . . . pull the tip and out pops a color! U. S. Flag and the cute little nudies!!! A TERRIFIC 25¢ SELLER!!! Only \$1.80 Dozen, packed 3 Dozen to box—\$5.40. \$21.60 Gross. 25% with all orders. Balance C. O. D. 20% discount on quantity orders. 6 dozen or more. Immediate Delivery! ORDER EARLY!!! 8113 W. 3rd St. Los Angeles 48, Calif.

Novelty Mfg. Co.

## JEWELRY HOT BUY! HOT BUY!

**BANKRUPT STOCK, SACRIFICING FOR CASH**

100,000 pcs., asst. JEWELRY, all boxed—some sold up to \$5.00 ea. Pins, Bracelets, Necklaces, Beads, Earrings, Pin & Earring Sets, ETC.

100 Pcs. Asst. \$25.00 Lot  
 200 Pcs. Asst. \$45.00 Lot  
 300 Pcs. Asst. \$60.00 Lot

**FIRST COME, FIRST SERVED, RUSH YOUR ORDER AT ONCE!**

**COMIC BOOKS FOR CHILDREN** Size 1 1/4"x3 1/4". Full color comic books, suitable for prize packages, giveaways, Xmas stockings, etc. Twelve different titles.

**\$2.50** Per Thousand in 69,000 Lots (Packed 5,750 to Carton)

**\$3.00** Per Thousand in 32,000 Lots (1,000 of each number) Sample Thousand, \$3.00

**LUCKY NOVELTY PRIZE BOXES**

ASSORTED NOVELTIES OF ALL KINDS

5¢ Items, \$4.50 Gr.; 10¢ Items, \$7.00 Gr.; 25¢ Items, \$12.50 Gr.; 50¢ Items, \$24.00 Gr.; \$1.00 Items, \$40.00 Gr.

**GIVEAWAYS (SLUM)**

This deal good for Grab Bags, Xmas stocking fillers, giveaways for all kinds of games. All Usable items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea.

**3000 PCS., \$25.00 Lot**

Also special lot, 1000 pcs., \$4.75; 3000, \$18.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D.

**Mdse. Distributing Co.** 19 E. 14th St., Dept. BB, N. Y. City 3

## Quick Photo Invention!

**PDQ CHAMPION PHOTOMASTER**

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. BB

**PDQ CAMERA CO.** 1161 N. Cleveland Ave. Chicago 30, Ill.

## PEEP PICS Sample Dozen \$2.00

\$20.00 Gross

WALKING DOLLS (Betsy Walker) ea. . . . . \$12.00

PEEP PICS, sample doz., \$2.00; gr. . . . . 30.00

HORSE CLOCKS (Electric), ea. . . . . 5.25

HURRICANE LAMPS, pr. . . . . 2.50

Large NATIONALITY DOLLS, doz. 42.00

TWINKIES, gr. . . . . 36.00

WALKING ELEPHANTS, doz. . . . . 7.20

**SEND FOR CATALOG**

25% Deposit, Balance C.O.D., F.O.B. Chicago. OPEN SUNDAYS

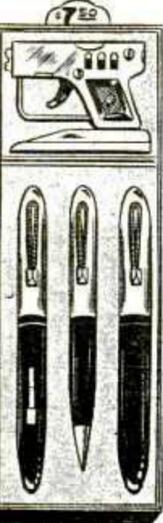
**NATE'S SALES CO.** 1354 S. Halsted St. Chicago 7, Ill.

## NU-NAK NOVELTIES

Plaster Slum Glass

Waycross, Ga. Airbase

TOP XMAS ITEMS



THE BIG 4 3 PC. PEN SET WITH PEE WEE LIGHTER

\$12.00 DOZ.

Better grade pen set and new style black handled quality lighter. Top item for everyone.

ALL LATEST MECHANICAL TOYS - LOWEST PRICES

Specials This Week! LARGE CLEVER BEAR (New) with Fish, Doz. \$4.75

WHOLESALE ONLY

Baby Lighters—Chrome & Snake Skin. Also, Midget Pistol Lighters & Large Pistol Lighters. Right price - Immediate delivery.

I need 500 Men to wear SAMPLE SUITS

Pay No Money - Send No Money! My plan is amazing! Just take a few easy orders for my seasonal...

TERRIFIC SELLING TRICK! 4 NICKELS TO 4 DIMES

Precision made of brass. Changes 4 nickels into 4 dimes. No skill required. Everybody wants one!

AGENTS & DISTRIBUTORS

Continued from page 63

GIRL PICTURES—BEAUTIFUL POSES; 25 assorted, \$1. Fred W. Hin, 1314 Douglas St., Dept. AB, Omaha, Neb.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed.

NUDIE CUTIE TABLE LIGHTER—SHE'S A hot seller; sample and wholesale prices, \$1 postpaid.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory; commission; Pickering Co., B-19 Bank St., Attleboro, Mass.

SELL HOLIDAY SPARKLING SIGNS TO stores; Xmas message quick; 100 samples \$1. \$10.50; 100; 60¢ sellers.

SELL TO HOTELS, TAVERNS, CLUBS OUR New Year's Eve Hats, Noisemakers, etc.; big commission; some territory still open.

SERVES YOU TWICE - FASKOMELO Drink, also Spice; Theothyme adds zest delight, flavor in every bite.

WHIRLWIND SELLERS—MIDGET BIBLES; 150¢ profit; 12 for 65¢, 100 for \$4.50 postpaid.

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 10¢; enormous profits; catalog free.

ANIMALS, BIRDS, PETS ATTENTION, WILD LIFE MEN—ADULT Cinnamon or White Face Ringtails, \$22.50; Red Tailed Boas, \$3 per ft.

\$5.25 Each ORIGINAL HORSESHOE ELECTRIC WESTERN HORSE CLOCK

A mounted original Western Designed Metal Horse. Dependable electric clock movement. Case 6" high, 6" wide.

COOK BROS. 816 W. Maxwell St. Chicago 8, Illinois WHOLESALE ONLY

MECHANICAL TOYS WALKING BEAR \$6.25 DOZEN BEGGING FUR DOG 5.75 HOPPING DOG 6.35

ACE CARNIVAL SUPPLIES 5617 S. Halsted St. Chicago, Illinois

SWISS WATCHES From IMPORTER All Brand NEW and Guaranteed

BINGO SUPPLIES and EQUIPMENT IMMEDIATE DELIVERY! Electric Flash Boards Electric Bingo Blowers

John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

RUGS \$33.00 Ea. Imported, Oriental Design. Send \$5.00 Dep., Bal. \$28.00.

ZIRCONS Set in Sterling Silver, Rolled Gold Plate and Gold Filled Mountings.

GLOBE JEWELRY CO. DEPT. 21 WHEELING, W. VA.

FOR SALE—GIANT RHESUS MONKEY; collar and chain broke; 35 dollars for monkey and cage.

KEEP YOUR REPTILES ALIVE! NEW Book just published gives complete instructions and information.

TAME BABY RINGTAIL MONKEYS, GIANT Anteaters, Brush Tail Porcupine, tame Mangabeys, Hippos, Elephants, etc.

AMUSEMENT ROAD TO RICHES—AUTOMATIC Miniature Bowling Alleys (13½ ft., 17½ ft., 23½ ft.).

EARN MONEY IN A BUSINESS OF YOUR OWN! Our folios tells how: "25 One, 85 Two and 90 Three Ingredient Formulas."

FREE NATION-WIDE ADVERTISING. Publish and advertise your products to 51 million readers thru 77 national magazines.

LIFETIME SECURITY IN OKLAHOMA City. Dance pavilion, swimming pool, cottages; one of Okla. City's largest and best.

MONEY MAKING OLD ESTABLISHED wholesale tobacco and candy on direct list of all leading mfgs.

QUICK SIGN PAINTING—USE LETTER Patterns; avoid sloppy work and wasted time; write for sample.

WANTED! HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service; become a sub-contractor.

2000 AUCTIONS AND COMMUNITY SALES listed in new 1950 Directory, \$1. Will Simpson, 2705 Jules St., Joseph, Mo.

COIN-OPERATED MACHINES, SECONDHAND A Large List of Secondhand Coin Machine Bargains will be found on p. 73 in this issue.

COSTUMES, UNIFORMS WARDROBES SINCE 1869 - COSTUME BARGAINS; Chorus, dollar up; Principals, three up.

The HOTTEST Buy of 1950 NO. 623 OPEN BACK Men's very attractive clear imitation diamond ring

CAMERA OFFER! \$6.00 Per Doz. Look at These Prices Then Act—Right Now!

MECHANICAL TOYS and CHRISTMAS SPECIALTIES Begging Fur Dog, doz. \$5.00 Large Walking Bear, doz. 4.75

BARGAIN HUNTERS ALWAYS "SEE FAUST FIRST" Leather Goods Combs Jokers Items Pocket Knives Toys Carved Goods Premiums Razor Blades Novelties Kitchen Gadgets Jewelry Notions Trick Goods Wallets

500 ITEMS that guarantee a PROFITABLE XMAS TOYS NOTIONS HOUSEHOLD STAPLES FREE WHOLESALE CATALOG

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES TO GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

# LATEST IMPORTATIONS

Lowest Prices  
Immediate  
Delivery



NO.	DOZEN	NO.	DOZEN
1052—PISTOL LIGHTERS	\$ 6.00	840—3 PC. STAINLESS CARRYING SETS, Attractively Boxed	\$10.20
6202—AUTOMATIC PISTOL LIGHTERS	10.80	500/31—ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	9.00
200/36—ANTIMONY SILVER JEWEL CASE	9.00	200/32—ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	4.00
1539—ANTIMONY SILVER HORSE & RIDER ASH TRAY	9.00	2700—5-PIECE TRAVEL SET, Gold Plated Pen, Pencil, Ball Pen, Flashlight & Knife in attractive velvet display box. Price tagged \$22.50	13.50
1536—LARGE ANTIMONY SALT & PEPPER SETS, in Handsome Silk-Lined Display Box	10.20	1617—JUMBO NICKEL PLATED TELESCOPE, 12" long, individually boxed	3.00
481—LARGE SIZE ATOMIZER, Individ. Boxed	2.00	F15—FISHMASTER HUNTING & FISHING KNIFE in leather sheath. Fine quality steel, highly polished.	9.00
3022—IMPORTED BINOCULARS	4.50		
827—LARGE METAL OPERA GLASSES	9.00		
200—IMPORTED METAL TELESCOPES	2.40		

# NEW HOLIDAY GIFT SPECIALS

Order Now To Insure Delivery

- #1950—Genuine Benrus 15-Jewel Watch & Men's Jewelry Set, consisting of fine quality key chain, tie slide, collar holder & cuff links. With \$71.50 resale tag. Attractively boxed. Price Per Set ..... \$27.50
- #1775—Genuine Benrus Ladies' 7-Jewel Watch & Jewelry Set with necklace, brooch & earrings. Attractively boxed with \$59.50 resale tag. Price Per Set ..... \$22.50
- #2422/7—Genuine Monarch Ladies' 7-Jewel Rhinestone Watch, Necklace & Earring Set. Attractively boxed with \$37.50 resale tag. Price Per Set ..... \$16.50
- #500—Vanity Fair 24 Kt. Gold Plated, 7-Piece Ladies' Dresser Set in attractive silk-lined wood display case. With \$25.00 resale tag. Price Per Set ..... \$8.50
- #2424—Genuine Talking Doll, 24" high. Recites full evening prayer. Attractively dressed & boxed. Retail value \$15.00. Price Ea. \$6.75
- #10-90—Tailored Costume Jewelry Sets, consisting of highly styled necklace and earrings to match. Fine quality 24 kt. gold plating. In attractive silk-lined velvet display boxes with \$29.95 resale tag. Dozen ..... \$18.00
- #564—Musical Piano Cigarette Box and Ash Tray Combination. Antimony, enameled red and blue. Price Each ..... \$5.50
- #28—Combination Luxury Compact, Cigarette Case & Lipstick Holder in 24 kt. gold plate, with fine carrying chain. Dozen ..... \$24.00

# IT'S TERRIFIC!

The Perfect Christmas Premium Gift  
Newest Imperial Creation!

## MUSICAL JEWEL CHEST



Size 11 1/2 x 7 x 4 1/2  
List Price  
**\$37.50**

Made of Genuine Walnut, Lined in Velvet with Elevator Gray. Complete with Latest Paris Style, Fine Quality. Rhinestone Necklace, Bracelet and Earrings to Match . . . . .

Chest Complete With Jewelry  
**\$8.50** Each

When ordering sample include \$1.00 extra for postage.

25% deposit must accompany all orders, balance C.O.D. No merchandise will be shipped in less than dozen lots.

Write for Pre-Korea Price List.

# IMPERIAL MERCHANDISE COMPANY

893 BROADWAY, NEW YORK 3, N. Y.

## NEW GIFT CATALOG NOW READY

WRITE FOR COPY—BE SURE TO STATE BUSINESS

### Mechanical Toys

MA 401—Itchy Dog	Doz. \$2.00
MA 402—Promenade Duck	Doz. 2.25
MA 403—Pecking Bird	Doz. 2.25
MA 404—Dancing Couple	Doz. 2.35
MA 405—Rodeo Cowboy	Doz. 2.85
MA 406—Crawling Baby	Doz. 3.25
MA 407—Comical Ape	Doz. 4.00
MA 408—Hula Dancers	Doz. 4.25
MA 409—Lge. Crawl. Baby	Doz. 6.50
MA 410—Crazy Car	Doz. 6.75
MA 411—Reluctant Bear	Doz. 7.20

### Special Ring Values

MA 412—Man's Yellow Metal Signet Ring	Doz. \$7.20
MA 413—Man's Yellow Metal Birthstone Ring	Doz. 10.80
MA 414—Lady's Yellow Metal Birthstone Ring	Doz. 6.75
MA 415—Lady's White Metal Birthstone Ring	Doz. 4.20
MA 416—Lady's White Stone Tiffany Ring	Doz. 2.75
MA 417—Misses Yellow Metal Friendship Ring	Doz. 1.30

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

When requested, a change apron will be sent FREE with each order for \$25.00 or more.

## LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA

## JOBBER-DISTRIBUTORS

Terrific Flash & Values in Real FUR & Plush Stuffed Toys for the Christmas Season.

#252 30" REAL FUR Bear. Sensational ACE TOY seller. Rayon Plush trim. Ass'd colors. SAMPLE DOZEN. **\$36.00**

#18 11" assorted Plush Bears & Scottie. **\$7.50** Doz. SAMPLE DOZEN POSTPAID, \$8.25

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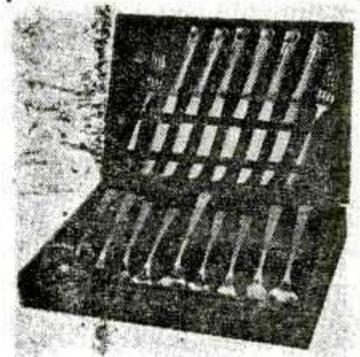


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Individually wrapped with \$22.50 price tag, including simulated pigskin pouch. SINGLEHEAD DOUBLEHEAD GROSS LOTS \$1.75 ea. \$2.50 ea. LOTS OF 60 1.85 ea. 2.60 ea. LOTS OF 12 1.95 ea. 2.75 ea.

Full Line of Watches Available Sample, \$1.00 Extra. 25% Deposit, Balance C. O. D. NATIONAL DISTRIBUTING CO. CALUMET BLDG. MIAMI, FLA.

WHOLESALE ONLY Army & Navy Needle Books at old price. Immediate delivery. Packed 50 Gr. to Case. Box 591 The Billboard, 1564 Broadway, N. Y. C.

Sell Tinted Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year-round ultra-blue signs. Mother-of-pearl, metallic foil, metallic streamers and novelties. Terrific 35¢ to \$2.00 sellers for the Christmas season. ORDER YOUR SAMPLES TODAY! 2 Metallic Foil Xmas Streamers, 13x48 \$1.00 6 Mother-of-Pearl Xmas Signs, 7 1/2 x 12 1/2 1.00 15 Ultra-Blue Tinted Xmas Signs, 11x14 1.00 15 Ultra-Blue Xmas Signs, 7x11 1.00 15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00 15 Ultra-Blue Store Signs, 7x11 1.00 15 Ultra-Blue Comedy Signs, 7x11 1.00 15 Ultra-Blue Religious Signs, 7x11 1.00 Above Samples Mailed Postpaid. L. LOWY, 812 B'way, N. Y. 3, N. Y. Dept. 579

TEAR GAS

A REAL SURE-FIRE SELLER! THUGS AND THIEVES BEWARE! This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms. Leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start Now! Send \$3.60 for complete demonstration outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. HAGEN SUPPLY CORP., Dept. BB-118, St. Paul, Minn.

BREATH-TAKING! SILVER SCROLL BRACELET A STUPI CREATION Sample, \$1.00. Doz., \$8.25. Gross, \$7.50 per doz. Jobbers, Dealers—Ask about other styles. STUPI CREATIONS P. O. Box 15, W. Peabody, Mass.

SALESMEN WANTED

AN ANSWER TO THIS AD WILL BRING you everything you need to start selling Advertising Specialties. Phil Brautigam, P. O. Box 8201, Portland, Ore.

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4923-DS, Lincoln, Chicago. np

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. no18

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. no18

HELP WANTED—ADVERTISEMENTS

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

AERIALISTS—MALE AND FEMALE: LONG sea-on in established high acts; state all, photo. Xcellos, 102 Gold, New Britain, Conn. de2

EXPERIENCED DEMONSTRATOR FOR high-class department store; salary and commission; possible steady employment. Apply between 2-3 p.m., Room 700, 701 Seventh Ave., N.Y.C. Circle 7-5513.

FOR WESTERN SWING BAND — STEEL Man and Spanish Electric Lead and Rhythm Man, doubling on other instruments. Must be professional. Start immediately. Year round work. Florida State Barn Dance, 4806 N. Lois Ave., Tampa, Fla. Phone 80-2601.

MUSICIANS—FOR COMMERCIAL DANCE Band; prefer Singers, Entertainers, doubles; Tenor Man immediately. Carl Colby, Alexandria, Minn. no25

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Milt Zeis, 728 Lesley, Rockport, Ill. de30

WANTED TO BUY

CASH FOR MILLS PANORAMS—STATE best price and condition; also used Burlesque Shorts, 16mm. Newhouse Electric, Fond du Lac, Wis. no18

USED PHONOGRAPH RECORDS, 1920 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West 66th St., N. Y. C. de2

WANT TO BUY BOTH TIGHT-WIRE AND light-rope equipment or information about obtaining this equipment. Gerald Thomas, Rt. 6, Yakima, Wash.

WANT TO BUY—OLD MERRY-GO-ROUND Track or Jumping Horse. Write or phone 205, W. A. Merriam, Ogden, Iowa.

WANTED TO BUY—KIDDIE COASTER. Max Seakin, 1834 E. 14th St., Brooklyn, N. Y. no18

WANTED—MERRY-GO-ROUND; PORTABLE or park model, any condition; also Horses, Iron, wood parts; call Allen, 1400 Brewerton Rd., Syracuse, N. Y. no18

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

HILLBILLY FOUR-PIECE BAND WANTS Job on radio; sing any type hillbilly duets and solos; go anywhere; guaranteed salary. Frank Roberts, R. R. 4, Peoria, Ill.

CIRCUS & CARNIVAL

AT LIBERTY FOR '51 SEASON—TWO outstanding Side Show acts; Billie-Lou, the different half-half; work strong but clean; no vulgarity, beautiful wardrobe; not new in show business; James Le-Roi, mentalist and reader; one of the best in the business; reliable managers only answer; don't drink. Billie Timberlake, Noel, Mo. no25

ELECTRICIAN WITH OWN LIGHT PLANT for small circuses, tent show or small carnival for 1951. Box 580, care Billboard, St. Louis, Mo. no18

GIRL, 21, TO TRAIN WITH ROSIN BACK, high or other act; 5'4", 110 lbs.; afro training; some show experience. Box 705, care Billboard, Arcade Bldg., St. Louis, Mo. no18

NOTICE—ACCOUNT OF A VERY SAD disappointment left Woolsey Show. Send communications to Walter G. Nagel, Box 75, Schofield, Wis.

PAMAHASIK'S SOCIETY CIRCUS—DOG, Pony, Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws; presented by the only original Prof. Pamahasika. Address: Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Ssgamore 5536. no25

MISCELLANEOUS

THE COSMIC RAY HEALER—KNOWN AS the Divine Healer or Holy Man. Prof. Erwin Spies, 202 Lyell, Rochester, N. Y.

MUSICIANS

ACCORDIONIST—DOUBLE VOCALS; DESIRES change; neat appearance, reliable; prefer hotel styled band. Complete information write Musician, c/o Hammit Music Co., 914 12th St., Sacramento, Calif. no25

ALTO SAX DOUBLING CLARINET — Union, location only. Leo Johnson, 419 E. Mill St., Austin, Minn.

AT LIBERTY — ELECTRIC TAKE-OFF guitar, fiddle, Western swing or hoedown, double bass fiddle; sing harmony in trio; nearly 15 years' radio, stage experience; good wardrobe, transportation; married, no drinker, steady and dependable; interested in good paying job with future; state all in first letter; union. Call, write or wire Jimmie Johnson, Clayton, Ind. RE'D #1. no18

BARITONE SAX, CLARINET, TENOR Drummer desire work together or separately; cut shows; will travel, have car. Musician, 811 Market St., Williamsport, Pa. no18

COMMERCIAL TENOR DOUBLING ALTO, clarinet, valve trombone; experienced, appearance, 25, draft exempt. Tommy Matthews, Box 478, Pierre, S. D.

DRUMMER—802; SOCIETY, COMMERCIAL; read, cut shows; car, new set, long experience; don't misrepresent; neither will I; thus reason now for my ad. Musician, 2620 W. 4th St., Williamsport, Penn.

HAMMOND ORGANIST WITH \$5,000 ORGAN, chimes; reasonable, congenial; interview or recording; photos. Year contract only. P. O. Box 206, Chicago. no18

GIRL VOCALIST—TOP SOCIETY BAND; start immediately. Contact Orchestra Leader, Park Hotel, Winona, Minn.

NEED TWO-BEAT DRUMMER, TRUMPET; commercial band, steady salary, stepper bus; state all; others write. Buddy Bair, Box 113, Colome, S. D. no25

SOCIETY BAND AUGMENTING, NEEDS lead fiddle, tenor sax, bass fiddle, baritone sax, doubling tenor and flute. Write to Orchestra, 14905 Lapeere, Detroit, Mich.

TRUMPET MAN FOR STEADY, SALARIED commercial band, leading Des Moines, Ia.; Other write Jack Cole, 1125 68th St., Des Moines, Ia. no18

WANTED — BLACK-FACE COMEDIAN to produce; must know acts. Burt (Smookey) Leslie, come on! have good proposition for you. Bud Anderson, Knoxville, Tenn., Gen. Del.

DRUMMER—27, DO COMEDY VOCALS; 12 years' experience; society, commercial, read, shows; net set; prefer New York City, New Jersey location. Musician, Box 592, Billboard, N. Y. C.

HAMMOND ORGANIST WITH LATEST equipment; make good appearance, large repertoire; congenial, no l-u-h, experienced all lines; conscientious worker, go anywhere; available about New Year. Address Organist, P. O. Box 371, Flint, Mich. de2

ORGANIST—AVAILABLE NOW; HOTEL, radio, lounge, rink work; unlimited repertoire. Write Organist, 312 W. 49th, Apt. "A", New York City. no25

PIANIST—THOROUGHLY EXPERIENCED; cut or else; 4-F qualification, young, sober; Southland preferred. Wire Pianist, Western Union, Springfield, Ill.

PIANO AND SOLOVOX — MODERN arrangements; plenty of variety; good wardrobe, travel anywhere. Kathy O'Neil, 849 Colburn St., Toledo 6, O.

TENOR AND CLARINET—SECTION ONLY; draft exempt; prefer locations; available immediately. Box C-257, Billboard, Cincinnati, O.

TROMBONE — DOUBLE TRUMPET AND vocals; prefer Southern location job with Dixie combo but all offers considered. Art Weite, 609 Lansing Ave., Austin, Minn. no18

TRUMPET — SEMI-NAME, LEAD, SMALL band jazz; married, 25, draft exempt; location; must be around 120 weeks. Musician, 5 Wilde Ave., Apt. 3, Drexel Hill, Pa. Clearbrook 9-5018.

VIOLINIST — MIDDLE-AGED, GOOD PERSONALITY, round or square dance; all around experience. Louis Schultze, P. O. Box 11, Parkersburg, W. Va.

PARKS & FAIRS

AT LIBERTY—DOUBLE TRAPEZE ACT and Comedy Trampoline Act for indoor circuses, theaters, clubs, celebrations, sport shows. Contact Eugene Snyder, Billboard Office, Cincinnati, O. de9

BALLOON ASCENSIONS, PARACHUTE jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de2

PRODUCING CLOWN AVAILABLE — Children parties, indoor circus, anything heading first-class clown; plenty funny clown numbers. Roy Barrett, Billboard, Chicago. no18

WILSON'S COMEDY DOG CIRCUS — 6 dogs worked by lady and clown; lots comedy; for anything in South after Mason Shrine Circus date. G. E. Wilson, 678 Rutherford Ave., Macon, Ga. no25

VAUDEVILLE ARTISTS

AVAILABLE—TRICK ROPING ACT WITH miniature trick and talking dogs; suitable schools, any entertainment, 3003 West St., Sarasota, Fla.

DOGS, PONIES AND MONKEYS—FOUR acts; complete forty minute show or a single act; for Xmas dates, indoor circus or schools; props, ring curb and mat A-1. F. D. Whetten, Jefferson Hotel, Warsaw, Ind.

NELLIE TAYLOR—MUSICAL ACT. Chimes, Sleigh Bells, Trick Violin, Paper Tearing. Home address, 268 East Church St., Homer City, Pa. de9

GEM'S HOT IDEAS MEAN Cold Cash For You! PISTOL LIGHTER \$8.00 doz. Sample \$1.50. WRITE FOR OUR FREE CATALOG. 3-Pc. Lighter Set \$15.00. HOTTTEST MECHANICAL TOYS IN AMERICA. GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

MAGNIFICENT WATCH BRACELET AMAZINGLY PRICED! Authentic reproduction of \$1750 lady's diamond bracelet watch. Simulated diamonds cover entire bracelet and watch cover. A flick of the cover spring discloses timepiece a brand new guaranteed 17 jewel 6x8 Swiss precision movement. Delivered complete with velvet satin lined watch box containing gold embossed \$120 price tag. ONLY \$19.50. Minimum order 3 watches—\$1.50 extra for sample. 25% with order—balance C. O. D. Complete line of watches to meet your requirements. WILLIAM TAPPER CO. 1740 Alton Road Miami Beach, Fla.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET 54x72 Packed 30 to Case \$3.30 EACH IN CASE LOTS OF 30 \$3.40 Each in Less Than Case Lots \$4.00 for Sample Postpaid. Case lots of 30 No. 140 TOBAS \$3.00 No. 144 Midway 3.00 No. 145 Magnet 3.85 No. 146 Mingo 3.85 Less Than Case Lots, Add 10¢ Per Blanket For Sample Add 50¢ Per Blanket. Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter. WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

Merchandise You Have Been Looking For Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise. Catalog Now Ready—Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In. ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

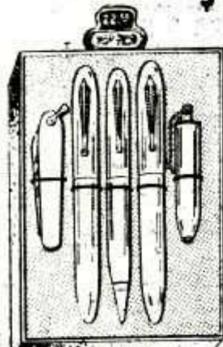
SEND FOR FREE COPY TODAY! IS NOW AVAILABLE ATTENTION CONCESSIONAIRES AND NOVELTY WORKERS Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets Electrical Appliances, Glassware, Automobiles, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for sales board operators, Premium Users etc. GELLMAN BROS. INC. 49 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**COMPARE OUR PRICES BEFORE YOU BUY  
ALL FIRST QUALITY MERCHANDISE  
PRE-INVENTORY SALE—BARGAINS GALORE**



**\$4.00**  
DOZ.  
**\$42.00**  
GR.

Original 3 - Pc. Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.



**\$13.20**  
DOZ.

**Five Piece Gold Plated Travel Set**

Consists of beautiful gold plated PEN, PENCIL, BALL PEN, FLASHLIGHT and PEN KNIFE in plush box with \$22.50 Gold Embossed price tag. **DON'T BE FOOLED BY IMITATIONS! WE ALSO HAVE THE PLASTIC FINISH SET AT \$10.50 DOZ.**

**ATTENTION SALESBOARD OPERATORS!**

Here's the year's prize winning doll.

**"WANDA" THE WALKING DOLL**

18" Tall, she actually walks, stops, turns. Has "stop" and "go" switch. Gorgeously dressed in Nenon material. Adults as well as children love this doll!

Individually boxed and guaranteed!

**SPECIAL PRICE \$114.00**  
Doz.  
**SAMPLE DOLL \$11.50**



**IMITATION CORDE' WALLETS**

With Patented Expansion Flap. Sensational PLASTONE finish makes these wallets look like the real thing. We've had terrific response to this number all year—it's a sure winner for Christmas. Individually boxed.

**MINIMUM ORDER ONE DOZEN \$8.00**  
Doz.

WE HAVE A LARGE SELECTION OF BOTH MEN'S AND LADIES' WALLETS IN ALL PRICE RANGES. WRITE FOR COMPLETE LINE OF SAMPLES!



25 DIFFERENT STYLES FROM THE ORIGINATORS OF EXQUISITELY DESIGNED COSTUME JEWELRY SETS

Write for Complete Illustrated Catalog!

SET PICTURED - NO. 304

**\$42.00**  
DOZ.  
Sample Set \$4.00

ALL SETS FOR RESALE ONLY!

- #3902 CONTINENTAL BLACK HANDLE LIGHTER \$8.00 DOZ.;
- "DREAM GIRL" LITE-UP PENCIL \$4.00 DOZ.; \$45.00 GR.
- SMALL BLACK HANDLE PISTOL LIGHTER \$6.00 DOZ.; \$66.00 GR.
- LARGE PEARL HANDLE LIGHTER \$12.00 DOZ.;
- AUTOMATIC TYPE PISTOL LIGHTER \$6.00 DOZ.;
- 4 PC. PEN & KNIFE SET \$5.75 DOZ.; \$63.00 GR.
- 3 PC. ALL GOLD PLATE PEN SET \$5.75 DOZ.; \$63.00 GR.
- WORLD'S SMALLEST COCKTAIL LIGHTER, CHROME FINISH \$5.40 DOZ.
- SMALL MESH POCKET LIGHTER, IDEAL GIFT \$5.40 DOZ.;

**MECHANICAL TOYS—IMMEDIATE DELIVERY!**

- LARGE WALKING BEAR \$6.75 DOZ.; \$72.00 GR.
- SAMBO THE MINSTREL MAN \$7.80 DOZ.; \$90.00 GR.
- MECHANICAL WALKING SEAL \$6.75 DOZ.; \$78.00 GR.
- LARGE WALKING ELEPHANT \$6.75 DOZ.; \$72.00 GR.
- SMALL WALKING BEAR \$4.25 DOZ.; \$48.00 GR.
- BEGGING FUR POODLE DOG \$5.00 DOZ.; \$57.00 GR.
- HOPPING FUR POODLE DOG \$5.00 DOZ.; \$57.00 GR.
- ITCHY DOGS \$1.75 DOZ.; \$19.80 GR.
- SANTA ON SLED (MECH.) \$6.75 DOZ.; \$78.00 GR.
- STRUTTIN' PUPPY \$4.50 DOZ.; \$52.50 GR.
- LARGE CRAWLING BABY \$5.50 DOZ.; \$63.00 GR.

25% Deposit Required With All Orders; Balance C. O. D.

Write for Football and Novelty Catalog!

**KIM & CIOFFI**

912 Arch Street  
Philadelphia, Pa.  
Market 7-2283

**Merchandise Topics**

**New York**

A protective hosiery spray called Nylonger has appeared on the market. The spray is said to coat hosiery with a thin film not visible to the naked eye, yet furnishing protection for every thread in the stocking. Applied from a push-button spray can, the \$1.98 seller is claimed to last for 70 applications. The quick-drying product is said to be particularly effective on 15 denier hose.

Cole Studio is manufacturing costume jewelry with large chunks of treated, colored glass (similar to rough, uncut gems) as center stones. The unusual jewelry is available in a wide range of colors. Lou Ginsburg, of the Merchandise Distributing Company, reports that he's purchased the entire novelty stock of a large bankrupt mail-order house.

The Wallace Shop is turning out a Christmas-corsage greeting card. The \$1.50 retailer has a corsage attached to a Christmas greeting card, packed in a clear acetate box with outer carton for mailing. Marcel S. Steger is offering a silver colored mechanical pencil that writes in red, blue, black, brown, yellow and green. For writing, a dial operation allows the selection of any of the six colors. Also, Norman Gerstenzang, of the Pen Corporation of America, has announced a new type fountain pen. Featuring an adjustable pen point regulated by turning a band on the barrel of the pen, the instrument writes from superfine to heavy strokes.

Meanwhile, Secretary Pen Company continues to do a big job with its animated remembrance advertising pencils.

Union Pencil Company claims it is offering outstanding values in parts for fountain pen desk sets.

Book matches with a new type of striking strip have been shown by Universal Match Corporation. According to the manufacturer, the new strip can become completely saturated with water, yet will light a match after excess water has been wiped off.

**Los Angeles:**

John Gary, of Gary Enterprises, announces a three-color Santa Claus of plastic that is self-adhering. Retailing at 50 cents, it has four action poses. Firm also has talking Santa with four big candy canes.

Novelty Manufacturing Company has a big seller in its steel Robot-Mechanical Man. Complete with dials, the arms and legs move. Company Prexy Julius Pollack also has Cutie Cigar. You pull the tip out and up pops a U. S. flag and little nudist.

Minit Manufacturing Company has named Satisfactory Sales as sole distributor for its soft rubber, plastic lines, which includes Bushman The Gorilla, Satan the Red Devil, a small three-inch mouse, Mr. Bones, the White Skeleton, Sheba, the new harem dancer on a plastic base, as well as the Smiling Octopus, according to Charles Carter.

Satisfactory Sales is now making deliveries on its No. 2 series of the Mild Cigarette Viewer. These are 20 new kodachrome pictures of Hollywood models, states Lou and Herman Rubin.

**Detroit:**

George Felic, head of Arrow Chemical Products, has returned to his desk after several weeks' illness, and is planning to launch a new campaign for his novelty line.

Paul S. Patterson is establishing the Patterson Novelty Shop at 405 Woodward Avenue, buying the retail store formerly operated there by Border Novelty Company. Patterson formerly operated the Avenue Novelty Shop in the Avenue Theater Building and is now expanding into the wholesale novelty field.

William Zakoor, head of Border Novelty Company, has signs up on his new location at 539 Woodward Avenue announcing opening of the wholesale novelty house.

House of Stapleton, headed by Charles H. Stapleton, has moved into larger quarters at 2236 Michigan Avenue. Michigan Salvage Company, old-line specialty firm, is switching the bulk of its operations to the newly formed Canvas Products Company, an affiliate, but will continue some miscellaneous business, according to Fred Maldafer.

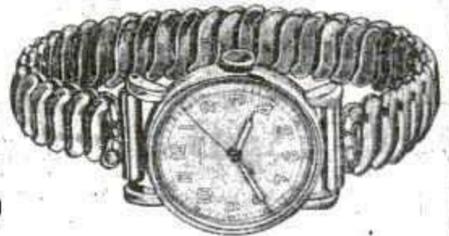
**17 Jewel Waterproof Wrist Watch**

NCABLOC MOVEMENT  
Radium Dial  
Sweep Second Hand

Chrome plate case with stainless steel back. Stainless steel expansion band. Each in gift box.

No. BB5W161  
EACH ONLY **\$13.50**

**SPECIAL BUY!!**



**Imported Expansion Bracelet**

For men's watches. Heavy duty flexible bracelet in chrome or gilt finish.

Chrome No. BB27W105  
Gilt Finish No. BB27W108  
Per Dozen **\$3.50**  
Per Dozen **\$4.50**

**SPORT—OPERA GLASSES**

Celluloid white pearl body. Black japanned metal trimming. Nickel finish metal tubes. Polished ground lenses. Length closed 2 inches; extended 2 3/4 inches; width 3 3/4 inches. A small, compact, attractive glass.

No. BB200J467  
DOZEN **\$3.00**

**Popular Styled LIGHTERS**



**PISTOL LIGHTERS**

Smaller size. Highly polished chrome plated with black trim on handle. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J832  
Dozen **\$6.75**

Larger size. Highly polished, chrome plated with black trim on handle. 3 1/4 x 2 3/4 inches overall. Individually boxed.

No. BB83J852  
Dozen **\$9.00**

**PEARL HANDLE PISTOL LIGHTER**

Highly polished chrome plate with mother-of-pearl handle. 3 x 2 1/2 inches overall. Individually boxed.

No. BB83J851  
Dozen **\$12.00**



**Best Quality CAMERA STYLE LIGHTER**

With Compass. Camera style with compass on front. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. BB83J822  
Dozen **\$12.00**

**MINIATURE LADIES' POCKET LIGHTER**

Overall Dimension, 1" Square. No. BB83J862. Per Doz. **\$4.00**

**Aladdin's Lamp Lighter**

Table lighter in a Classic design. Silver finish 4 1/4 x 2 1/2 inches. Each in box. No. BB83J836 **\$8.00**  
Dozen

**TABLE LIGHTER SETS**

Silver plated automatic lighter, cigarette urn and tray. Tray 9 x 1 1/2 inches over all. Each in carton. No. BB83J859  
PER SET **\$1.90**

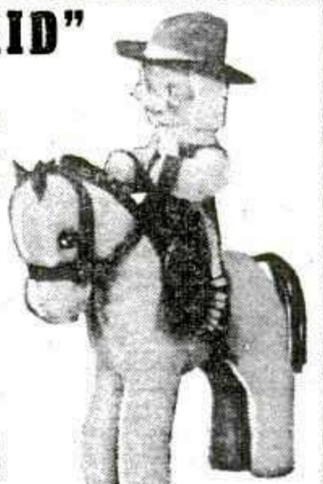
Matching Aladdin's lamp automatic lighter, cigarette urn and tray in silver plate. Tray 9 x 1 1/2 inches over all. Each in carton. No. BB83J837  
PER SET **\$2.50**

25% deposit required on all orders

**N. SHURE CO.** 200 W. ADAMS STREET, CHICAGO 4, ILLINOIS

**"BILLY THE KID" & His Horse**

This rootin'-tootin' cowboy comes to you as a straight shootin' sales getter. 21" tall! Stuffed toy has cute, plastic baby face; cowboy hat, tie and chaps. Plush and plaid costume. Horse is rich yellow plush trimmed with felt saddle, mane, ears, harness and tail. Billy can dismount from the horse to hypo sales! Sample \$4.00 Ea.



**\$39.00**  
Doz

IT'S REALLY TWO ITEMS IN ONE!

OUR NEW XMAS CATALOG IS NOW READY. WRITE FOR YOURS.

25% Deposit, Balance C. O. D.

**JOE END & COMPANY, Inc.**  
435 West Broadway New York 12  
WA'ker 5-8280

**NOTICE, ENGRAVERS**

50 DIFFERENT IDENT. SEND FOR FOLDER.

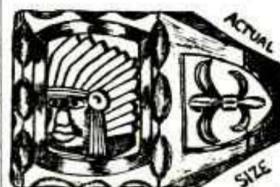


**DEXECO, INC.**

Formerly Dexter Engraving Jewelry Co.

191 SOUTH STREET, cor. Plain St.

PROVIDENCE 3, R. I.



**BIG RINGS**

SEND YOUR SIZE

Money back guarantee

**TEEPEE TRADERS**

104 East Platte Ave  
Colorado Springs, Colo

DEALER INQUIRY INVITED

**\$1.00**  
each

Tax Paid

Postpaid

DEALER INQUIRY INVITED

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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Kids love this roly-poly Snowman Bank sporting a stovepipe hat, scarf, earmuffs, mittens, shoes—a cigar stub in his grinning mouth! White and black, gold trim. Scarf and mittens are red, blue and green. Made of hard plaster, stands 12" high. Snowsuit pocket is coin slot. Colorful Snowman Bank is a delight to youngsters—marvelous table centerpiece or ornament on desk, mantel, wall rack. Appropriate as a decorative piece for Christmas.

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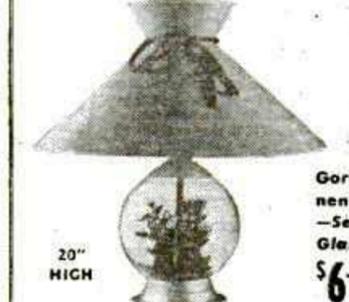
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	How many Black . . . . . Brown . . . . .		
	SNOWMAN Banks		

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## Pipes for Pitchmen

by Bill Baker

DOC SHERWIN'S . . . . . med show has returned to quarters in Hugo, Okla., following a successful 1950 tour.

Who's staying north this winter? J. H. RUTLEDGE . . . . . has gone to Sarasota, Fla., for the winter after a successful season with the Bardex Radio Med Show.

Real pitchmen are super salesmen, not beggars.

BIG AL WILSON . . . . . is en route to the Home Show in Cleveland after chalking up good counts in Kansas City, Mo. He plans to play stores in Texas during the Christmas holidays.

Knowledge means little if you apply it incorrectly.

E. T. WHITSON . . . . . is in Indianapolis, where he's framing a new electric pencil pitch.

He never plays that spot because he can't get it.

TOM O'CONNOR . . . . . continues to work paper in Georgia to fair returns.

He succeeds because he goes right along with the progressive methods of his business.

STILL PURVEYING . . . . . sheet below the Mason-Dixon line is Heavy Faulkner.

Some fellows take on partners only because misery loves company.

VAN HELMAN . . . . . is working novelty hats around Maryland following a successful stand with the trinkets at the Marlboro Fair, Seat Pleasant.

Get within the law and you'll have little difficulty in returning to that favorite spot of yours.

GENE ANDES . . . . . is in the South after successfully completing a run at fairs with his plastic glass layout. He has framed a new polish feature which he plans to work at spots in Georgia and Alabama this winter.

What has become of the lobby gows?

It's the crowd in the pitchman's tip, not the pitchman, that the knockers are interested in stopping.

There's nothing wrong with the pitch business that most of those in it don't know about.

Now's the time many pitcheroos begin to wonder why their seasons were blanks.

T. A. (SLIM) RHODES . . . . . letters the following from St. Louis: "Here's one for the Friday the 13th lovers. On Friday, October 13, my brother-in-law, his girl friend and my wife and I

were headed for a favorite Saturday stock sale. We were only 10 miles from the sale when a truck's lights blinded Duke Greenleaf and we side-swiped the truck. Since we were driving slowly the car did not overturn, but was wrecked. My wife sustained a broken arm and fractured hip and was hospitalized for 12 days and it will be several weeks before she regains the use of the arm. Greenleaf, my partner for 32 years, had all the ribs on his left side broken and sustained a punctured lung. I was the only one who escaped without a scratch. Here's the clincher. In Dallas last spring I was fortunate enough to be able to purchase a Cadillac and had a new motor installed in it just prior to the accident. So now I'm looking for a not new but different car and will continue to sell my wares at auction sales. Let's have some nines here from Earl Whitaker, Mississippi Kid, Don Gray, Paul Hauck and Jerry Triggs. Let us know where you are working and how the fairs were the past season. Met my old friend Bill Bois at the Du Quoin, Ill. Fair for the first time in over 10 years. Bill still sits in his chair to make his pitch and it still has the come hither finish."

Some people are ready to pay their bills only when they feel that their creditors have dropped dead.

### Ground Broken

Continued from page 58

Chamber of Commerce, were held at the new site.

The 400-acre tract, which will be the future home of Kentucky State Fair, will also house permanent displays of the State's natural resources and its agricultural and industrial products. A convention hall and sports stadium with seating capacity of more than 50,000 will be included in the project. The latest concepts of livestock exhibition will be incorporated in the plant.

The annual horse show will continue to be an integral part of the fair. A large, modern midway, and several exhibition buildings round out plans for the plant, scheduled for 1953-'54 completion.

### Western Fairs

Continued from page 58

D. Hindley, Ferndale, chairman; Jensen: Fred McCargar, Monterey; Roy Welch, Yuba City; Pullenwider: Silvio Ronzone, Placerville; J. H. McMurray, Puyallup, Wash.; L. H. Morgan, Auburn; Chambers, and Russell E. Pettit, San Jose. By-laws committee—Pettit, chairman; Don R. Jaqua, Lancaster and Huddleston. The "Good Neighbors' Hour" committee—Verne Hoffman, Lodi, chairman; Pat McCarthy, Dixon; Judge Oliver Germino, Los Banos; Harold Lane, Los Angeles; Horace Rupp, Santa Barbara, and Dolph Young, Petaluma. Transportation committee—Paul J. Christoffersen, Chowchilla, chairman; Bill Davis, Santa Ana; Alan Milnes, Fresno, and Wentworth Lynch, Plymouth. Publicity-advertising counselors—Roy Garman, Fresno, chairman; Ralph Bell, Sacramento; Roy Driscoll, Pomona; Lisle Sheldon, Los Angeles; Larry Klump, Stockton; Fred Gray, San Francisco, and Charlie Thompson, Stockton. Entertainment committee—Tevie Paine, Sacramento, chairman; Scott Harlan, and Everett Estes, Fresno.

### Freight Rates

Continued from page 58

Secretary Emery Boucher, Quebec.

Speakers and their topics at the two-day meeting include Copy-right—The London Case, Walter Jackson, London; Junior Farmers at the PNE, V. Ben Williams, Vancouver; Covered Stages, Jackson, and Alex C. Ross, Sherbrooke; Control of Brucellosis, Dr. T. Childs, Ottawa; A Voice From the East, A. B. Banks, Truro.

Operating an Ice Arena, Ross, Evan McGugan, London, and James Paul, Edmonton; Control of Independent Concessions, S. N. MacEachern, Saskatoon, and S. F. Dadson, Ottawa. Permanent Concessions, Tom McLeod, Regina; Uniform Regulations, Walter Jackson, London; The Royal Winter Fair, C. S. McKee, Toronto; Value of Free Shows, Elwood A. Hughes, Toronto; Paving Matches in Ontario, J. A. Carroll, Toronto, and the Canadian International Trade Fair, F. P. Cosgrove, Ottawa.

Subjects for general discussion are Free Admission to Exhibitors, Outside Gate Admission Prices and Freight Rates.



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With moving arms Doz.

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**SAMPLE PROJECTOR and reel of film only \$2.00**  
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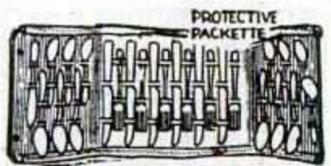
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- Don Juan Razor Blades, wrapped 5 to package, new, guaranteed, super chrome, very sharp, min. 5M. Per 100 36¢
- Panther Clocks, 10 1/2", Sessions movement, 1 yr. guarantee. Ea. \$4.75
- Binoculars, black & chrome trim, adjustable. Doz. price cut to \$2.88



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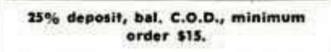


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# WFA Sets Fresno Program

Continued from page 58

Workshop Planning and Revenue Building from Concessions and Commercial Exhibits discussion. Group I Fairs (fairs with less than 15,000 reported attendance) session will be conducted by Joe Whitaker, Gridley, as chairman of the concession panel. Panel members will include Bob McClure, Crescent City; Silvio Ronzone, Placerville; A. A. Jensen, Susanville; Nic Huddleston, Roseville, and E. B. Mathews, Yreka. Roy Welch, Yuba City, will serve as chairman of the Commercial Industrial Sales Panel with Phil Lewis, Lakenort; L. H. Burns, King City; Ed Warren, Calistoga, and J. D. Berry, Havford as panel members. Edith Scott, Grass Valley, will be the panel secretary.

Group I Fairs. Included in the Group I fairs, gauged by less than 15,000 attendance, based on 1949 Division of Audits reports of admissions, are: 4th District Fair, Petaluma; 10th District, Yreka; 13th District, Yuba City; 17th District, Grass Valley; 20th District, Auburn; 26th District Plymouth; 27th District, Anderson; 29th District, Sonoma; 30th District Red Bluff; 34th District, Cedarville; 35-A District, Marinna; 36th District, Dixon; 39th District, Angels Camp; 41st District, Crescent City; 44th District, Colusa; 49th District, Lakenort; Butte County Fair, Gridley; El Dorado County, Placerville; Lassen County, Susanville; Madera County, Chowchilla; Mendocino County, Bonnevill; Napa County, Calistoga; Placer County, Roseville; Plumas County, Quincy; Shasta County, McArthur, and Trinity County, Havford.

Group II, fairs with more than 15,000 attendance and less than 50,000 attendance, will meet in Room 214 of the Hotel Californian. Maurice J. Hogan, Chico, will serve as concession panel chairman, with the panel made up of Larry Lewin, Paso Robles; Jesse Chambers, Santa Maria; Sam Keltlett, Galt; Max Schonfeld, San Fernando, and Mrs. W. C. Peters, Ukiah. D. V. Stewart, Imperial, will serve as chairman of the Commercial Industrial Sales panel, with the following panel members: J. T. O'Shaughnessy, Madera; L. E. VerHusen, Ventura; Cecil Jo Hindlev, Ferndale, and Leon Dunning, Hanford. Fred McCargar, Monterey, will act as panel secretary.

Group Two. Fairs in this category are: 3d District Fair, Chico; 7th District, Monterey; 9th District, Eureka; 12th District, Ukiah; 14th District, Watsonville; 16th District, Paso Robles; 19th District, Santa Barbara; 21-A District, Madera; 23d District, Antioch; 24-A District, Hanford; 25th District, Napa; 31st District, Ventura; 32d District, Santa Ana; 37th District, Santa Maria; 40th District, Woodland; 42d District, Orland; 45th District, Imperial; 46th District, Hemet; 50th District, Lancaster; 51st District, San Fernando; 52d District, Galt; Humboldt County Fair, Ferndale; Merced County, Los Banos; San Francisco Flower Show, and Lodi Grape Festival, Lodi.

Group III, which includes fairs with over 50,000 attendance and out-of-State fairs, will meet in Room 206 in the Hotel Californian with Ted Rosequist of the California State Fair acting as chairman of the concessions panel. Members are Tom A. Dodge, Fresno and J. H. McMurray, Puyallup, Wash. R. M. C. Fullenwider, Indio, heads up the commercial panel with W. C. Woxberg, Merced, and Russell E. Pettit, San Jose, serving. Mrs. Dickey of Fresno will be secretary.

Third Group. Classified under Group III are the following California fairs: 1st District, Oakland; 1-A District, San Francisco; 15th District, Bakersfield; 21st District, Fresno; 22d District, Del Mar; 24th District, Tulare; 35th District, Merced; 38th District, Turlock; 48th District, Los Angeles; Riverside County Fair and Date Festival, Indio; San Mateo County, San Mateo; California State Fair, Sacramento; Los Angeles County Fair, Pomona, and Santa Clara County Fair, San Jose.

Out-of-State Group III annuals are: Arizona State Fair, Phoenix; Oregon State Fair, Salem; Utah State Fair, Salt Lake City; Western Washington Fair, Puyallup; Panhandle South Plains Fair, Lubbock, Tex.; Central Washington Fair, Yakima; Multnomah County Fair, Gresham, Ore.; Nevada State Fair, Fallon; Washington County Fair, Hillsboro, Ore., and

Pacific International Livestock Exposition, Portland, Ore.

Following luncheon in the Hotel Californian ballroom, the session will reconvene. Group I, meeting in Room 212, will discuss Advertising, Special Events, Gate Draws, Municipal and Public Participation in Fairs and Fair Financing. Jensen will be the panel chairman with Carl T. Mills, Angels Camp; R. R. Noble, Red Bluff; George Ingram, McArthur; Stanley Fiske, Mariposa, and Dolph Young, Petaluma, members. Miss Scott will be secretary.

The subject of Shirt Sleeve and Coat and Tie Appeals to the Public Taste in Entertainment and Education will be discussed by Group II fairs with Fred Bruderlin, Hemet, conducting. Panel members will be Jesse Bequette, Orland; Ralph Barnes, Eureka, and Lowell Edington, Napa. This gathering will be in Room 214.

The larger fairs in Group III classification will be represented in Room 206 with Paul Mannel, Del Mar, leading the discussion on Shirt Sleeve Diplomacy and Backroom Planning for the Fair Customer Today and Tomorrow. Representatives will be Elliott, Carl Garrison, San Francisco; Bill Leask, Bakersfield; Leo Spitzbart, Salem, Ore.; J. A. Theobald, Salt Lake City, and Ned S. Rucker, Oakland.

Randall Presides. The next day's sessions will get underway at 9 a.m. with William S. Randall, WFA president from Colusa, presiding in the Fresno District Fair's cafeteria. Order of business includes roll call of State, district, county and out-of-State fairs, associate members, service associates by Rose E. Links, WFA secretary-treasurer. Report will be heard from area chairmen, publicity-advertising counselors and the master premium list committee. At 11:45 a.m. a recess will be taken with the fairmen to witness a model livestock judging demonstration in the Pavilion thru cooperation of the Fresno State College Farm School.

Following luncheon in the fairgrounds cafeteria reports of Interim Committee on Fairs and Expositions, resolutions committee, nominations committee, election of directors, and panel chairmen will be heard. Time also will be given over to old and new business, following which the meeting will adjourn.

The annual banquet and ball, this year called Grin 'n' Chin Night will be held in the Hotel Californian's Rainbow Room starting at 8 p.m. The charge, declared Merrill, will be \$7 per plate, which includes dancing, dinner, checking, tips, set-ups, stage show, and map of way to the hotel.

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Indians and Wind

Continued from page 54

gave a special matinee to straw business. Straw houses also were scored at Cairo, Ga. (27) and the Pelham finale was to a strong night house.

Mrs. George Beers, 71, widow of the founder, completed her 18th year with the show. Previously, she was with the Beers rep show for about 30 years. Other personnel this season included:

Charles Beers, secretary-treasurer; George W. Beers, lot superintendent; Diana Beers, traps; Jean Ann Beers, Wild Life exhibit; Roger Barnes, co-owner and equestrian director; Ella Beers Barnes, organist; Lois Barnes, elephant and wire act; Barbara Ann Barnes, ladder; Walt Davis, Liberty horses; Doris Barnes Davis, aerial and wire; James E. (Tex.) Lawton, concessions; Tillie Beers, Nixon Lawton, dogs; Patricia and Nancy Lawton, pony drill; Alan Mixon, 24-hour man; James McInnes, exhibits; June Mixon McInnes, purchasing agent; Harry L. Holmes, juggling and novelty turns; N. Paul Thomas, Side Show; Art Deval, horses; Carl Olson and Richard Warner, seats, and Carl Bergstrom, director of billing.

King Finale Nov. 20

Continued from page 54

tracted for 1951, along with the Cristiani family.

Co-Owners Lucio Cristiani and King said the season had been a money-maker. The season was highlighted by King Bros.' invasion of the Peace River district of Alberta, 500 miles northwest of Edmonton and extending to the Alcan Highway.

In Texas recently King blew Dublin (3) because of high winds. A day earlier show played to half and three-quarter houses in Cisco, Tex.

Full night houses and three-quarter matinees were scored at Temple, Tex. (6), and at Marlin, Tex. (7). Local persons said the King tour was timed correctly to coincide with the end of the cotton harvest in this area. It was the first org to make Marlin in several years.

Barker Stays

Continued from page 54

countered. Barker will play Orange, Tex., with Kiwanis auspices, Tuesday and Wednesday (14-15).

Blomberg works Liberty horses, dogs, ponies, mules and monkeys in the show. Walter Jennier and Buddy, the seal, are on the bill. Bozo Harrell heads clown alley, and Noble Hamiter joined recently with his elephant.

Karen was named general agent to succeed R. M. Harvey, who signed recently with Mills Bros. for 1951. Ahead of Barker are four telephone crews headed by Dick Adams, Ed O'Neal, Gus Larsen and Gladys Karen. Allan Tobell has concessions on the show.

Polack Draws

Continued from page 54

doubled last year's take for the Shrine Club there.

Four more stands remain this season for the unit. Six days at Springfield, Ill., starting Tuesday (14). Two new dates, Marion, O., and Owensboro, Ky., follow, and, as usual, Charleston, W. Va., ending December 10, will be the final stand.

Henry Barrett handled the Oklahoma City promotion and next goes to Flint, Mich., the Eastern Unit's 1951 tee-off stand. Jack Daugherty handled Harlingen, after which he returned home to Bakersfield, Calif.

Several Polack staffers, including Louis Stern, managing director, visited the Shrine show at Houston this week.

South Solid for R-B

Continued from page 54

where the Chamber of Commerce has bought the performances for Thursday (16). The season will end with a two-day stand at Miami (18-19).

At quarters, work will get under way soon on the unit which will open at Havana in December. Also skedded for winter quarters activity is work on Cecil B. DeMille's movie about R-B. A crew has been with the show in recent days and at quarters. Arthur M. Concello, general manager of the show, conferred at Sarasota with movie execs recently.

Frank Wirth

Continued from page 55

Boers, the half of the two and one-half Bentlages, is still getting lost. The Antaleks are sporting beautiful wardrobes. The newspapers have been giving the show plenty of space. Sonny Moore's Roustabouts stopped the show.

Smoky Rouse is now working with the De Waynes, as well as Sonny Moore and the Hannefords.

Clyde Beatty

Continued from page 55

Blackie Seamster, Phoenix; Ellis Lea, San Francisco; Chic Sherman, Long Beach, Calif.; Benny Israel, New York; Volney Kasheer, Miami; Ralph Browning, Phoenix; Barter Neale, Louisville; Edward Say, U. S. Army; Willie Richard, Houston; Martin J. Healy, Miami; Vic Robbins, Ray Rousch and Bill Farmer, Los Angeles; Willard Isley, Santa Anita, Calif.; Glen Bass, Joplin, Mo.; Denny Nease, Santa Anita, Calif.; Hillis Hunter, Miami; C. L. Burkett, Indianapolis; Fred Mullens, Venice, Calif.; Doss Gibson, Monticello, Md.; Johnny Milonga and Cathy Cline, New Orleans and then Los Angeles; Harold and Eileen Voise, Sarasota, Fla.; Barbara Weir, Los Angeles.

Joan and Jerry Lewis, New Orleans; Charles Raimor, Concord, N. C.; the Bartons, Sweden; Caudillo Sister, Mexico City; Bernie Griggs and family, New Orleans and then Sarasota; Mark Anthony, Bobby Kay, Harold Hall and Mel Rennick, Los Angeles; Jack Voise, Detroit; George Voise, Saginaw, Mich.; Lefty Swanson, Spanish Forks, Utah; Sancho Morales, Los Angeles; Lavonda and Alva Evans, Bowling Green, Mo.; Red and Barbara White, New York; Alex Linton, Sarasota; Duke Kamakua, San Francisco; Mr. and Mrs. Joe Carvalho, Bermuda; Samuel Danesi, Philadelphia; Jose DeLeon, Miami; Sam Alexander, Tucson; Gene Nadreau, Charlotte, N. C.; George Newberry, Canton, O.; Frank (Jersey) Shank, Chicago; Raymond Maxwell, Los Angeles; Red, Anne and Marsha Larkins, Shreveport, La.

West Bros. Opens Season in Kansas

EMPORIA, Kan., Nov. 11.—West Bros.' Circus, owned by Julian West, completed a three-day stand here Saturday (4) after opening at Parsons, Kan., Wednesday (1) for what West said will be a 25 to 30-week indoor season.

Acts included the Jacksons, bars; Jean LaTour, traps; Elstons, wire; Adrians, high wire; Aces, rolling globe; Shelbys, trampoline; St. Leon Troupe, teeterboard; Ed Weidmann's elephant and Roy Bible's chimp.

Chuck Laisure has joined clown alley for this date. The Hannefords go to Kansas City, Mo., from here. Tommy is learning to speak Spanish for date in Cuba. The De Waynes go to Baltimore to join Polacks' Eastern unit. Boers, Bentlage, Lasalle and Rouse go to Kansas City. Al Stoops goes to St. Louis. Jack Cervone goes to Houston.—BOZO LAMONT.

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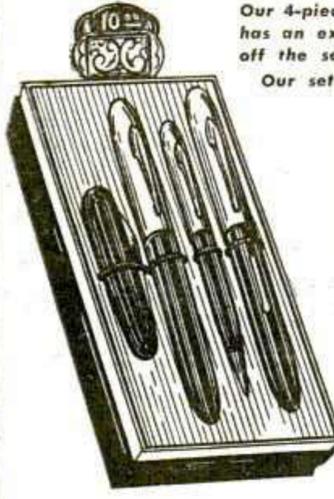
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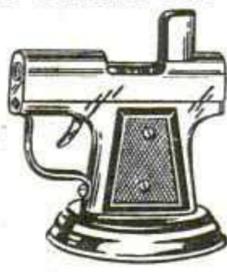
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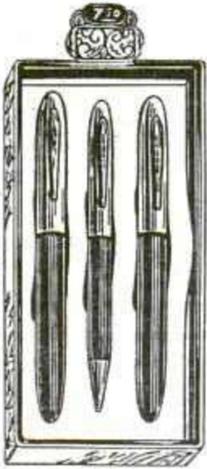
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## Salesboard Sidelights

**Jerry Scanlan**, Chicago, released two new pellet games for his Little Chief line last week. Newcomers are Gold Front, a definite payout number featuring coins, and Charley's Rich Uncle. A pair of newbies is also out for firm's Buzz Box; they are called Sunny and Foo. Jerry will be attending a regional sales meeting with his distributors in Denver this Thursday (16). He'll palaver with **Steve Sedlock**, Scanlan's Northwestern distrib., and **Phil Koller**, of Koller-Hoffman Company, Denver, distributor for the Rocky Mountain area.

Turkey Push Cards have been ace high on the promotion calendar of card makers **W. H. Brady Company**, Chippewa Falls, Wis., and **Ray Mertz & Company**, Chicago, which are in their final pre-Thanksgiving week of top plugging. . . . Superior Products, Inc., Chicago, continues to tell of stratospheric movement of its Final Lap race car board. **Irv Sax**, general sales manager, says the 600-hole 25-cent play number is being pushed out for immediate delivery on all orders.

**Joseph Zimmerman**, Empire Press, Chicago, holds that the "middle road" pricing policy of his firm is paying off in both quality material and an upstep in orders. . . . **Nate Rake**, Rake Coin Machine, Philadelphia, adds his voice to the general better business comment now rife in the industry by telling of hyped demand for his lines of boards, ticket and jar deals and premiums.

**Sam Feldman**, sales manager of Harlich Corporation, Chicago, thinks the better-times tenor taken by most salesboard spokesmen these days is based on more fact than fluff. Public spending is loosening up on the less costly items of entertainment, in opposition to spending for three and four-figure merchandise such as come under the new credit limitations. But the new cloud on the horizon is the tightening of paper, labor supply and the continued uptrend in prices. Sam looks for a good winter season both "because of" and "in spite of" the above conditions.

**Gardner & Company**, Chicago, keeps on pitching at a high tempo on its full-fledged production program. **Joe Robinson** says firm's

board lines are keeping the order and production departments busy right thru each week.

### Under the Marquee

Continued from page 55

and riders performed at the Pennsylvania State Horse Show. Other scheduled appearances are National Horse Show, New York, and Canadian National Horse Show, Toronto, after which they will return to Europe. . . . Display of circus paintings was opened at the University of Michigan, Ann Arbor, Thursday (9) for a three-week run. Eighty-one paintings are to be shown.

Money supply is at an all-time high. This is proved by statistics, not by individual showmen's bankrolls.

**Jake (Corrigan) Disch**, clown, and **George Binks'** dog act worked a Halloween party at Memorial Auditorium, Racine, Wis. . . . The **Wallenda Family** recently were guests of **Bob Stabler**, manager for **Bill (Hopalong Cassidy) Boyd**, in Los Angeles.

An old-timer uses his aches and pains to make his weather prediction and then, to make sure, steps outside to see if it's raining.

A pygmy hippo, shipped from Firestone Tire & Rubber Company's Liberia, Africa, plantations, was presented to Ringling-Barnum prexy, **John Ringling North** by **Harvey S. Firestone Jr.**, during the circus's one-day stand at Charlotte, N. C., for the benefit of the firm's employees in North and South Carolina.

**R. V. Lewis**, who was Side Show band leader with the Dales and Cappel Bros.' shows this year, is recovering from an operation in Cook County Hospital, Chicago.

Showmen who still call aerialists, acrobats, ballet gals and clowns "kinkers" do it because they can't figure out whether they're actors or performers.

**Willis Hales**, veteran trouper, is still a patient at State Hospital, Ward X, Waymart, Pa., and would like to hear from friends. . . . **Ray Harris**, formerly with the Ringling-Barnum and other shows, recently resigned as dis-

trict manager of the Edwards Theater Circuit in Southern California and is now located at the Avenue Theater in San Francisco as manager for General Theaters. . . . **John R. Thomas** (Tubby the Clown) is doing Santa Claus at Murphy's Department Store, Pittsburgh, where he will remain until December 23.

Horrors of the conditions of showbiz came home to an almost broken clown who received a \$2.97 telegram, collect, stating why they couldn't use him.

While playing the International Stock Show, Fair and Rodeo at Pasadena, Tex. (Houston suburb), **Roy Romas** took delivery on a Columbia, Calif., house trailer and two more blooded Palomino stallions for the Romas Riding Range Dude Ranch in San Antonio. The Romas are appearing at the Hamid-Morton Shrine Circus, Atlanta, and then will go to Texas for several indoor circus dates before the Christmas holidays. **Maria Peters** has joined the act for the 1951 season. . . . **Willie**, the clown, worked the Moose Circus in Macon, Ga., with **Jimmy O'Donald**, **Hi-Lo Merk** and **Slivers Johnson**. Willie will be at the Shrine Circus in that city, doing street advertising before the show the first week and appearing in the program the second week.

**NOW IS THE TIME FOR PROFITS!**

**ORDER TODAY FROM SUPERIOR PRODUCTS, INC.**  
2133 W. Fulton St. Chicago 22, Ill.

**LET EMPIRE PAY YOUR RENT**

**WE ARE NOT HIGH in PRICE**

**WE ARE NOT TOO LOW**

**WE ARE JUST RIGHT!**

WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE **PUNCH BOARDS** **PUSH CARDS**

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466 W. SUPERIOR ST. CHICAGO 10, Mohawk 4-4118

**TURKEY PUSH CARDS**

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by **RAY MERTZ & CO.**  
525 S. Dearborn St. Chicago 5

**SALESBOARDS**

1000 25c Charley	Prof. \$50.00	\$ .69
1400 5c Barrel	Prof. 18.00	.79
1000 25c J.P. Charley	Prof. \$52.00	\$ .69
1000 25c J.P. Charley, X Tk.	Prof. 52.00	.98
1200 25c Tex. Charley, Seal	Prof. 102.00	1.10
1000 to 1200 5c J.P. Boards	Prof. 28.00	1.10
1000 to 1200 5c J.P. Girlie	Prof. 28.00	1.24

DELUXE SALES CO., Blue Earth, Minn.

**SALESBOARDS—JAR TICKETS**  
**NEW LOW PRICE**

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Net Price
300	25c	KWARTER KOLORS THICK	Def.	\$15.00	\$ .60
400	5c	LUCKY BUCKS THICK	Def.	7.00	.75
1000	5c	CHARLEY THIN	Def.	17.00	.90
1000	25c	J.P. CHARLEY THIN	Avg.	52.00	1.10
1200	25c	TEXAS CHARLEY THICK	Avg.	102.98	1.95
1000	5c	SOUTH PACIFIC GIRL BOARD	Avg.	26.89	1.75
1000	5c	HOLD THAT LINE GIRL BOARD	Avg.	27.20	1.75
1000	5c	FLAMING GIRL BOARD	Avg.	27.00	1.75
1000	10c	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25c	SIX TWO BITS	Avg.	114.28	1.75

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C.O.D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, IND.

**PUNCH CARDS**

**MASTER SEAL CARDS, ONE WINNER**

Dozen	Per 100	Dozen	Per 100
10-Hole	20c	60-Hole	75c
15-Hole	50c	70-Hole	90c
30-Hole	55c	100-Hole	1.00
35-Hole	60c	150-Hole	1.35
50-Hole	70c	200-Hole	1.80

12-Hole, 1c to 29c, takes in \$ 3.00 . . . . . \$ .30  
12-Hole, 1c to 39c, takes in 4.10 . . . . . .48  
24-Hole, 1c to 39c, takes in 8.25 . . . . . .40  
35-Hole, 1c to 39c, takes in 12.35 . . . . . .50  
70-Hole Turkey Card, takes in \$12.00 . . . . . 1.00

25% Deposit With C. O. D. Orders.  
Prices do not include shipping charges.

**KIPP BROTHERS** Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

**USE BLACKHAWK BOARDS**

IMMEDIATE DELIVERY in any quantity of the below boards. You will find them the finest that money can buy, i.e., none better.

Holes	Play	Description	Profit	Net Price
650	5c	LIFE BOOK	AVG. \$ 15.18	\$1.95
1000	5c	CHERRY BOOK	AVG. 27.15	3.15
1020	5c	POKER FACE	AVG. 25.57	3.65
780	5c	RED KING	AVG. 17.28	1.95
2500	5c	HOLES OF DOUGH	DEF. 55.49	6.95
3000	10c	TREASURE SHIP	AVG. 153.00	6.70
3024	10c	INDIAN HUNT	AVG. 136.00	9.50
420	25c	POKER HANDS	AVG. 52.50	2.95
1000	25c	DEBBY DAY	AVG. 83.20	3.25
1020	25c	JACKPOT CHARLEY DINO	AVG. 57.00	2.45
3078	25c	YOUR CHOICE	AVG. 263.00	9.95

Rush your order today. Enclose 25% deposit, pay balance plus shipping charges on delivery. Freight paid on orders of \$100.00 or more.

**GALENTINE NOVELTY COMPANY** 322 East Colfax Avenue South Bend, 24, Indiana

**SALESBOARDS**

**FREE!** Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS

10th year giving immediate delivery on finest boards

**LEGALSHARE SALES & INDUSTRIES**  
P. O. Box 86-R Ph. Lexington 6-3218 HUNTINGTON BEACH, CALIF.

**USED COIN-OPERATED MACHINES**

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column

**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**

**A-1 BARGAIN—CIGARETTE AND CANDY**  
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. no25

**A-1 CONDITION ON LOCATION**  
Improved Watling Tom Thumb Scales, \$50; Watling Tom Thumb Fortune Scales, \$75; Fairbanks Scale Co., Sioux Falls, S. D.

**ADVANCE FOUR COL. CIGARETTE MACHINES**, \$20; Advance Penny Match, 5c; Hershey, 5c; Nestles, 5c; Gum Machines, \$10; Davals Free Play, like new, non-coin-operated, legal, \$17.50; Gottlieb Three-Way Grips, like new, \$27.50; reconditioned, \$17.50; Gruelings, like new, \$17.50. T. O. Thomas Co., Paducah, Ky.

**CIGARETTE VENDORS — 1950 MODELS**, Rowe and National Electrics at bargain prices. Keiner Vendors, 3730 Division St., Chicago 51. no18

**CIGARETTE MACHINES—FOR THE FINEST** in Cigarette Machines see Central; write for details; send us your mechanism to be milled out for quarter operation; 24 hour service; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**CLEAN, USED CIGARETTE, CANDY AND CLEAR VENDORS**; some like new; all makes and models at bargain prices. Keiner Vendors, 3730 Division St., Chicago 51. no19

**DIGGERS—ERIES, HAND OPERATED, FOR** carnivals; Merchants, Electro-Hoists, Mutoscopes, Buckleys, Exhibit Rotary Merchandisers, Digger Paris. National, 4243 Sansom, Philadelphia, Pa.

**DO YOU NEED THE SERVICES OF A NATIONAL** distributor with excellent ratings, good reputation? Salesmen in most States to handle coin machines, quantity sales; cash basis; we seek new operators only. Write Box C-258, care Billboard, Cincinnati, Ohio.

**FOR SALE—HIGH DIAL TEN STRIKES**, \$29.50; also Low Dial, \$23.50; in first class condition; these Ten Strikes will make you just as much money as the expensive games; why not try a few? We need the Ten Strike Reliab. Skeeball Co., 2512 Irving Park, Chicago, Ill.

**GLOBES FOR AN MACHINES**, \$1.50; SIX or more, \$1.25. T. O. Thomas Co., Paducah, Ky.

**LEAF BUBBLE GUM**, 140, 170 OR 210 count, I through 4 cases, \$8.75; 5 through 7 cases, \$7.25; 8 or more, freight prepaid from factory, 27c lb.; \$6.75 per case. T. O. Thomas Co., Paducah, Ky.

**STAMP FOLDERS DIRECT FROM MANUFACTURER**; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. de2

**TEN DIGGERS COMPLETE WITH HEXAGON** top and frame, ready to work; no reasonable offer refused. Rex Boyd, Box X, Palm Springs, Calif.

**TWO LATEST APT SKILL GUNS**, \$34.50; one Model F, \$15; like Chicoin Pistol, \$97.50; Mutoscope Hockey, \$57.50; Bally Torpedo, \$55; Williams Periscope, \$45; Victor and Master Vendors, \$5; Pollard Golf, \$35; Acme Shockers, \$8; Norris Target Masters, \$12.50; APT Stand, \$3.75; two Keeney Anti-Aircrafts, \$37.50; one-third deposit. W. McLennan, 2149 Campbell N., Detroit, Mich. TA 58923.

**UNNEEDA CANDY MACHINES**, \$40; POP-POP Machine, \$25; Peanut Gum Machine, \$6.95; Stamp Machines, \$2.55. U.S.F., Waterbury 5, Conn. de9

**WANTED—USED BALL GUM VENDORS** for late Pin Games. Penny Sales, Box 1784, Louisville, Ky.

**WILL BUY SILVER KING TARGETS AND** The Hunter; also Esco Penny Picture Card Machines; state number and price. Capitol Coin, 540 N. 20 St., Milwaukee, Wis. no18

**10 WURLITZERS 600K, 500K, 800'S, 750E;** well kept, clean; 4 Shuffles, \$37.50 ea.; Mutoscope Lifter, \$68; Rapid Fire Guns, Chico, Hockey, Keeney Submarine, Torpedo, Barrel Roll, \$44.50 ea.; few late Pins and Slots. S. & W. Music Co., Anniston, Ala.

**12 ELECTRIC PANAMA DIGGERS, NEW** Tent and Frame, \$700. P. Perron, 335 New Ludlow Rd., Fairview, Mass.

## NPA Ruling Gives Coinmen Steel Supply Green Light

Producers Required To Allot Metal to Non-Defense Users

WASHINGTON, Nov. 11.—Coin machine manufacturers customarily buying steel from warehouses will get a lift from a new order by National Production Authority

(NPA) this week requiring producers to allot as much of the metal for non-defense use to distributors as they got in the first nine months of the year.

In turn, the warehouses are required to parcel out sheet, plate and bar steel to all their regular customers on the same proportionate basis as in the past. By also limiting the amount of defense orders that must be accepted by warehouses, NPA feels it has assured a fair amount of steel for non-defense use.

The purpose of the order, according to NPA, is to establish regular allotments to warehouse concerns to supply the small business firms dependent on them for steel needs. The agency hopes

this step will forestall any additional rises in steel prices to the smaller consumer.

### Amer. Shuffle In Tele Sales Pitch

UNION CITY, N. J., Nov. 11.—American Shuffleboard Company has gone on television to promote its nine-foot Buccaneer board. It launched the first of a weekly series of sports programs Thursday (9) over WCAU-TV, Philadelphia. The show, called *Bill Campbell at Home*, is written and produced by Howard James, American advertising director. He said similar programs may be scheduled in other video markets later.

### SCRAP CHINESE COINS GIVE OPS SLEUTHING JOB

DETROIT, Nov. 11.—Coin machine operators, accustomed to finding a few foreign coins and odd metal substitutes for the regular coins in their collections, were puzzled recently by a small flood of Chinese coins. The Oriental bits were fairly well localized in one section of the city, and some sleuthing was done.

The coins were refugees from the scrap pile. A local company, in need of scrap metal, had bought up a sizable stock of coinage from a stamping company which had made them up for Chinese usage—and then found themselves stuck with the stock as a result of international developments. Workers in the plant here discovered the adaptability of the coins for some types of machines and speedily took advantage of them.

## DSA Surprise Move Re-Names All Officers

DETROIT, Nov. 11.—A surprise vote of confidence was adopted by the Detroit Shuffleboard Association (DSA) at its November meeting to short-cut the planned nomination period and proceed immediately to re-elect by acclamation the entire slate of first-year officers, headed by President Michael Benson.

Other officers, besides Benson, are Barney Burke, vice-president; Charles Friedenber, secretary-treasurer; Fred W. Chlopan, executive director, and directors Joseph Brilliant, Maurice J. Feldman and Dale Sauve.

One change was made in the board of directors, with the resignation of Ben Okum, of Okay Vending Company, who has withdrawn from the shuffleboard field to devote his attention to his other business activities. T. J. Dewberry was elected to serve in his stead.

The formal installation of officers by the shuffleboard group will be held in January, with a party in the evening, climaxing an all-day business session. Invitations will be sent to all persons connected with the industry. Arrangements will be in charge of Chlopan, who is also president of the Table Shuffleboard Association of America.

### TRADE PLUG

## Forbes Mag Lauds Shuffle Game Growth

MINNEAPOLIS, Nov. 11.—Pointing up the continued growth of interest in the coin machine industry by other fields of endeavor is an article in the November 1 issue of *Forbes*, bi-weekly of the financial world. Titled *Tom Thumb Bowling Alley*, it reviews the success of shuffle games and stresses that success in the amusement game field is won only by the same sound business practices as those in any other field.

Among those responsible for trade facts in the article are Harold Lieberman, partner with Hy Greenstein in the Lieberman-Hy-G Music Company, local distributors for several amusement game manufacturers. A picture of Lieberman with Ed Levin, Chicago Coin Machine Company sales manager, discussing Chicago Coin's Bowling Alley illustrates the story.

#### Points Up Interest

High points of the *Forbes* piece are several features which have made shuffle games popular and what it takes to be a successful operator. In the first group are

(Continued on page 92)

## 1951 Key Legal Year For Trade; 44 State Bodies Meet in Jan.

Coinmen Alerted to New Bills Seen as Threat to Industry

CHICAGO, Nov. 11.—With 44 State legislatures scheduled to convene in January and most of them scheduled to introduce one or more bills affecting the trade either in part or as a whole, 1951 looms as one of the most active in the history of the field, according to industry leaders here. For this reason it becomes increasingly important that operators, distributors and manufacturers keep up to date on new coin machine measures, it was pointed out. More often than not, trade members have not been aware of such bills until it was too late to present their side of the picture, with obvious results, the execs stated.

Only four States, Kentucky, Louisiana, Mississippi and Virginia, are not skedded to convene in January.

The calling of so many State bodies at one time early next year also stands out in view of the Korean war which now seems likely to last thru the winter. For it was during the last war that so many anti-coin machine bills

were passed in State houses while much of the trade was pre-occupied with the war effort and little opposition materialized.

As in the past local trade associations are expected to keep informed on local matters and pass information on new bills on to their members. However, it is mandatory, it was further pointed out, that each coinman pay close attention to these developments since a great majority of operators and distributors are unaffiliated

(Continued on page 94)

### GAME SCHOOLS

## Bally Skeds Last of '50 Clinic Dates

CHICAGO, Nov. 11.—The final Bally service school of 1950 will be held at the Bally Manufacturing Company plant here December 11, 12 and 13. The November school begins Monday (13) and runs thru Wednesday (15).

As in the past, Engineer Bob Breither will direct the three-day service meets, and operators and servicemen interested in the games clinics should drop a post card to Breither indicating names of persons planning to attend, plus dates of attendance. On arrival at the plant they should ask for Breither.

### SELLING SYSTEM

## Denver Ops Get Plant Tours To See Service

DENVER, Nov. 11.—A highly original approach to "merchandising service" in the coin machine field has been developed by Jack Williams, head of Capitol Sales Company here, in the form of "plant tours" of his West Colfax Avenue repair shop.

Williams maintains the only completely equipped bell-machine repair shop between Chicago and the West Coast (as it is advertised) and, instead of the usual cluttered atmosphere and piles of parts, frames, housings, etc., stacked in confusion, the Capitol Sales Shop's careful maintenance schedule helps keep the plant exceptionally neat.

This has given rise to a novel plant tour system of selling Capitol's service to operators of all types of games and bell machines in particular.

First the operator sees a room which contains complete parts and accessories for all bell machines

manufactured in the U. S. during the past 25 years. Drawers, all of the same uniform green steel, line the walls, classified into manufacturer's names, and subclassified by individual parts numbers. There are over 500 such drawers in the

(Continued on page 92)

## Williams Sets Rag Mop Game In Production

CHICAGO, Nov. 11.—Rag Mop, a new five-ball game by Williams Manufacturing Company, is now on display at all firm distributor showrooms, Vice-President Sam Stern announced this week. Another Williams product being shown is Double Header, the rebound shuffle game with the baseball theme.

Rag Mop features a varied playfield, including such scoring gimmicks as a tunnel kickback, high-powered flipper, two sets of numbered kickout pockets and the tilt reset, which penalizes player for points made only on ball in play during tilt.

Scoring on Rag Mop goes over 9,000,000 points.

### New Premium Catalog

CHICAGO, Nov. 11.—First Distributors here this week issued a new premium catalog which is being mailed to coin machine operators in Illinois, Indiana and Wisconsin. It covers those items most in demand as prizes with games and boards, including lamps, clocks, kitchenware, sporting items, etc.

## Chicago Coin Distribs Show Punchy 5-Ball

CHICAGO, Nov. 11.—Chicago Coin Machine Company has shipped samples of the five-ball game *Punchy* to distributors, owners Sam Wolberg and Sam Gensburg announced this week.

Action centers around the boxing theme, and the new product has been designed for stepped-up action thru the entire game. A special pair of bumpers fenced in by simulated boxing ropes near the bottom of the playfield runs up a heavy point score whenever a ball gets in this area.

It is possible to set up free plays by four methods: High score, making all the bumpers in the spell-name feature, dropping a ball in a center kick-out pocket after making the name series, and dropping a ball in a bottom kick-out pocket after completing the name bumper set.

High score goes over 9,000,000 points.

## Coinex Firm In Expansion

CHICAGO, Nov. 11.—Murray Rosenthal, head of Coinex here, this week reported the firm was expanding and will, in the future, job amusement games. A premium department also has been added.

Firm headquarters have been realigned, with a new display room being set up. Games are all set for operation so that ops can test each unit. A premium display also is featured.

Shop and shipping and receiving facilities also have been enlarged to handle the new phase of the firm's business, Rosenthal stated.

## Detroit Union Elects; Eye Natl. Jurisdiction

DETROIT, Nov. 11.—William E. Bufalino was re-elected president and business manager of the Service Drivers and Helpers' Local 985 of the teamsters' union, which has State-wide jurisdiction in the coin machine field. Other new officers are: Edward Helbig, vice-president; Arthur Gallo, secretary-treasurer; William Vankoughet, recording secretary; John Alluvot, Edward Tubridy and Gerald Davison, trustees.

Bufalino is a native of Pennsylvania. He received his Bachelor of Arts degree at the University of Scranton, and Bachelor of Laws at Dickinson Law School, Carlisle, Pa. He was recently admitted to practice law before the Federal Supreme Court at Washington.

Jurisdiction of the teamsters in the coin machine field is to become the subject of a major organizing movement on the part of the union nationally, Bufalino said, with the International urging all its local unions to center attention on this industry.

#### Covers All Phases

Local 985, as he pointed out, includes the servicemen for automatic phonographs, amusement

## Distribs Bow Gottlieb New Joker 5-Ball

CHICAGO, Nov. 11.—Utilizing high score and special point scoring, the five-ball game, *Joker*, was introduced to the trade this week at all distributors of D. Gottlieb & Company. It features a last minute ball action designed to maintain player interest till the final ball has dropped in the outhole.

Using a playing card theme, main idea of game is to make bumpers designated as aces or jokers. This can be accomplished either by direct contact or by the spot principle. When certain combinations of aces and jokers are made, special points as well as high score points are tallied on the scoreboard. Thus 7 aces count 3 points, 7 aces and 2 jokers score 3 points and 7 aces and 4 jokers record 5 points. High score goes to over 4,000,000 points and the maximum number of special points on *Joker* is 26.

Rollover switches and flippers (Continued on page 92)

## M & T Appoints Empire Distrib

CHICAGO, Nov. 11.—M & T Sales this week announced the appointment of Empire Coin Machine Exchange here as national distributor for its new conversion unit for Universal's Twin Bowler shuffle game. Gil Kitt, Empire co-owner, stated the new conversion, which will be handled on an exclusive basis by his firm, features motor-driven pins, and can be installed on location.

Empire is also exclusive national rep for M & T's conversion unit for Chicago Coin's Bowling Alley.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of *The Billboard* are:

**IS DISK BUSINESS CHANGING?** Companies depend more and more on a. and r. staffs (General Department).

**DISKERS HAVE SUBS READY IF VINYL FAILS.** Recording companies prepare for shortage if and when (Music Department).

**OLD MAJESTIC DONS NEW FACE.** New label to hit market with seven pops, eight Westerns and three rhythm and blues (Music Department).

**LONDON HITS WITH "HOT" DISKS.** The diskery speeds up delivery on tunes (Music Department).

**SHOW TUNES PLANS CHAMPION RECORDS.** The publishing firm readies debut with record label (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## North Illinois Ops Air Trade Problems

### 31 Members Weigh 45s, TV Inroads At Meet; Plan Location Promotion

By Tom McDonough  
MORTON GROVE, Ill., Nov. 11.—The growing interest in 45 r.p.m. music boxes, television competition and organized play promotion were the key points discussed at the November meeting of the Music Operators of Northern Illi-

nois (MONI) held at Gutman's here Wednesday (8) night. Preceded by a banquet, the business session was attended by 31 members.

The 45 question was introduced by Chairman Bob Lindelof, General Music Company, Skokie, who pointed out there were varied opinions on the new speed for music machines and that he hoped the members who had experience with 45s could enlighten others. H. A. Hopperstad, who predicted at the October meeting that it was just a matter of time before 45 r.p.m. boxes would become a trade standard, reaffirmed his stand and added that his future new purchases would be exclusively machines with the new speed. He explained there would be no revolutionary move toward 45s by the trade as a whole since this would bring on a financial crisis for the operator. Instead he emphasized the slow changeover. Reasons for favoring the 45 over the 78, according to Hopperstad, are many. He cited its tone quality, its novelty value and the fact that location owners are asking for the 45 more as time goes on.

One of the hitches in the 45 (Continued on page 79)

## Det. Outlets, AFM Set Pact For 2 Years

DETROIT, Nov. 11.—New two-year contract with no significant changes has been negotiated by the Detroit Federation of Musicians with three local radio stations—WWJ, WJR and WXYZ—to expire October 14, 1952. Some fringe adjustments were made, but general wages and conditions remain unchanged.

Detroit musicians feel satisfied with the new contract, Jack Ferentz, union president, indicated, despite the lack of any increase.

No contract was signed with WJBK, which has not employed musicians regularly for two years.

## EXTRA YULE PROFITS

### Year-to-Year Record Builds Xmas Grosses

LAKESIDE, Colo., Nov. 11.—Keeping an accurate record of the total play on every Christmas record at specific locations and referring to it when making up the holiday music menu for the year following, is a sure-fire means of increasing route profits, according to Jim Blackwell, head of Midwest Music Company here.

Blackwell, at one time one of the largest phonograph operators, has had a lot of experience with merchandising tunes and gives particular attention to the holiday market when he feels everyone is "music-minded." Therefore, at every location, there is a special form filled out on yule tunes, which

show their total play per day and for the entire season, which is carefully filed away for the following year.

#### Results Vary

Results are often surprising, it was indicated. Many tunes which are nationally favored Christmas records prove to be only a flash in the pan in some locations, showing a poor amount of play as fast as the public grows tired of hearing the same melodies over the air. (Continued on page 78)

## 30 Seeburg 45 Units in Chi

CHICAGO, Nov. 11.—The first 30 Seeburg 45 r.p.m. phonographs delivered to Atlas Music, Seeburg distributor in this area, have already been placed on location, Morrie and Eddie Ginsburg, firm heads, reported this week.

A backlog of 200 orders from local operators will be filled as fast as possible, with machines moving onto locations immediately upon receipt.

Atlas is programing every machine for the operator before it leaves the distrib's headquarters, Eddie Ginsburg said. The 100 selections cover all classifications. Operators pay the exact cost of the records.

## Diskers Unalarmed at Vinyl Supply; Line Up Substitutes

• Continued from page 12

bakelite division of Union Carbide & Carbon Corporation, the firm which supplies the disk industry with about 90 per cent of its vinyl, record manufacturers are now getting as much vinyl per month as they have been getting for the past 18 months, ended July 1, 1950. However, many more records are being manufactured today than a year ago. Therefore, the shortage of vinyl exists only in relation to the relative boom in the disk business. It is tough to supply new diskeries, Miller said, for such supplies would have to come out of the allotment set aside for currently operating companies.

Chlorine, which is necessary to the manufacture of vinyl, is still in short supply as a result of the four-month strike which started in June, according to Miller. "I

## MUSICAL MESSAGES FOR ELECTIONS

### Politicos Use 2,000 Juke Boxes To Promote Campaign in Michigan

DETROIT, Nov. 11.—The political campaign in Michigan, in advance of the November 7 election, served as a testing ground for the use of juke boxes for serious political effort on a sizable scale. Carrying into the automatic music field the style of musical background which has characterized gubernatorial campaigns by some more flamboyant candidates in other States, recordings of *No Moon, No Stars, No You* were put on an estimated 2,000 juke boxes in the State, with a preface announcing the candidate's musical donation.

These were divided between Gov. G. Mennen Williams and Wayne County Prosecuting Attorney Gerald K. O'Brien. It is believed that about 1,000 boxes in Wayne County, including suburbs of Detroit as well as numerous locations in the city, carried the message for O'Brien, while another 1,000 scattered thruout the State supported Williams.

The message was carefully designed to be as non-political in

character as possible, following the format, "This number is brought to you by your governor, G. Mennen Williams" (or "your prosecutor, Gerald K. O'Brien").

In many locations it proved a musical treat and so was free from objections that might be based on political advertising, and, according to those in charge, did not run afoul of the strict regulations on operation of licensed establish-

ments set by the Michigan Liquor Control Commission.

The record campaign was sponsored jointly by the Teamsters' Union and the Michigan Federation of Labor as part of their political activity in the election. The idea was conceived by William E. Bufalino, president of Service Drivers and Helpers Local 985, and it was members of this (Continued on page 78)

## Juke Ops Test Premium Gimmick To Boost Play

CHICAGO, Nov. 11.—A new trend has evidenced itself here in the past few weeks which, for the first time locally, and only in remote instances nationally, weds the juke box with the fast-moving premium field. While early tests have been inconclusive, the move bids fair to increase in usage, according to local distributors involved in the test.

In an effort to boost lagging grosses of the past month, several operators, who previously had found the premiums good playboosters on their amusement equipment, recently tried a "mystery tune" promotion on a few boxes—using premiums as prizes for those patrons guessing the name of the unidentified platter.

In one instance, an operator reported a location which had averaged \$9 a week for the past two months, had jumped to \$22 the first week the mystery tune was used. While other initial tests also revealed increases in the weekly income, the amounts varied from small to more than double the weekly gross.

#### Variations

The mystery tune type of juke box promotion has been growing in favor in many parts of the country during the past few months. There are several variations of the gimmick, with most

of them offering the record to the person who correctly identifies it.

Use of a prize, however, is expected to hypo interest in the promotion. In those tests attempted to date, clocks, lamps and (Continued on page 78)

## D. C. Op Tests New Location Commission %

### Uses Sliding Scale Based on Location Juke, Game Income

WASHINGTON, Nov. 11.—A new system for computing commissions to location owners has been inaugurated by John H. Phillips, Phillips Novelty Company, as a means of combating lowered volume.

Put into effect October 1, the new commission scale applies to music machines and pinballs, Phillips said. The new arrangement works on a sliding scale basis, whereby location owners' income can range from 30 per cent to 50 per cent. The top figure will be given out only where collections amount to \$22 or over, he said. Owners of locations where machines earn enough to warrant the 50 per cent commission will not be told of the new plan unless some slipping in receipts is noted.

Phillips said he hoped the move would encourage location owners to pay more attention to the machines and their promotion.

The cut in commission applies mostly to pinballs, as few of the music machines have dropped in collections. Phillips operates about three times as many pinballs as jukeboxes.

He pointed out that it is easier for a location owner to hypo business on music machines, where he or his help can turn on the music or talk about it to customers.

## Ristaucrat Bows 60 Play 45 Unit

### Appoints 2 Pa. Distribbs; Special Staff Named for Commercial Model

APPLETON, Wis., Nov. 11.—First installations of the Ristaucrat 45 r.p.m. industrial and commercial system are now under way, Joe Cohen, Ristaucrat, Inc., sales executive, announced here this week. He also announced the appointment of two distributors for the Pennsylvania territory.

The commercial and industrial model can be set up in plants, factories, department stores and similar locations where a continued

large audience is assured. It is available with units which play up to 60 45 r.p.m. records, thus assuring a continuous three-hour program. Other combinations include 36 and 48 disks. In effect, the commercial Ristaucrat links up one or more additional units to the original 12-record model.

#### Tests Okayed

Cohen said the commercial set-up has received much favorable comment from initial users who tested the units. For this reason a special sales staff has been organized to handle the new project. It is made up of William Karr, Martin Parker and Carl Bowie. (Continued on page 78)

## Atlantic Gives Ops 45 Package

NEW YORK, Nov. 11.—Atlantic New York, Seeburg distributor here, has moved 60 of the manufacturer's 45 r.p.m. phonograph since its introduction two weeks ago. The machines are already being operated in the New York area, and Meyer Parkoff, Atlantic topper, claimed this week that operator demand for the slow-speed job is exceeding the supply.

As an aid to programing the non-pop slots in the machine, Atlantic offers a giveaway deal of five sets of 45 r.p.m. disks, 40 records to a package, to each operator upon purchase of his first five machines. The deal includes complete sets of typed title strips.

# THE BILLBOARD Music Popularity Charts

## Album and LP Reviews

Continued from page 36

### POPULAR

trumpet. Except for some of the slurring bazooka effects of the leader's team, this is not New Orleans—it's California.

**JUKES** Not suitable. **JOCKS** Dull—and tunes are not banded.

**FAVORITE CHRISTMAS SONGS—Dennis Day-Mitchell Boy Choir (3-7")** Victor (45) WP-297 **82**

O, Holy Night; Gesu Bambino; Away in a Manger; God Rest Ye Merry Gentlemen; We Three Kings of Orient Are; Silent Night.

Day's name can be counted on to pull this package into a high sales category. Treatment is tailored for the family trade, and this program is sure to find ready acceptance with 45 r.p.m. buyers. The tenor's youthful tones blend neatly with the sweet-sounding moppet choir.

**JUKES** Not suitable. **JOCKS** Holiday season spin fare.

**WE CALLED IT MUSIC—Eddie Condon Ork and Famous Jazzmen (1-10")** Decca (33) DL-5246 **65**

We Called It Music; Nobody Knows; My Melancholy Baby; It's Tulip Time in Holland; Down Among the Sheltering Palms; Idyl Sweet as Apple Cider; Aunt Hagar's Blues; Rose of the Rio Grande.

This is the album that was produced to go along with the book of the same name which was penned by Condon. It was originally issued on 78's and gains only in production sound in the transfer to the LP medium. Contents are strictly second-rate two-beat for the most part. Condon's name could attract some new sales and the following of such illustrious sidemen as Jack Teagarden (who sings on five sides as well as plays), Bobby Hackett, Max Kaminsky, etc., may fill up some added demand.

**JUKES** Not suitable. **JOCKS** For jazz segs interested in two-beat.

**PIANO MOODS—JOE BUSHKIN (1-10")** Columbia (33) CL-6152 **76**

Hallelujah! I've Got a Crush On You; They Say It's Wonderful; Portrait of Tallulah; Here in My Arms; Pennies From Heaven; Every Day is Christmas; The Lady Is a Tramp.

Eight samplings of the eclectic Bushkin keyboard technique make up what should prove a leading seller in Columbia's new piano series. The 88'er, currently on the rise as a cafe and TV performer, ripples thru his chores with a showy sort of ease. A vet of years' service with name bands and small jazz combos, he is expert and efficient. He isn't long on ideas and originality, but he has the flesh and knowhow which Mr. Uncritical Public will buy every time in preference to truly creative pianism.

**JUKES** Not suitable. **JOCKS** Broadway appeal makes set a good program bet.

### CLASSICAL

**MOZART: CONCERTO FOR CLARINET AND ORCHESTRA IN A MAJOR—Renaud Kell-Zimblet Sinfonietta (1-10")** Decca (33) DL-7500 **77**

Kell, who cut this concerto for Victor about 10 years ago, does an immeasurably better job in this new reading. The graceful, melodious work—spotting the clarinet much like a singer—requires a fine grasp of Mozartian style, which Kell has. Further, his tone is a thing of rare beauty. Recording is excellent, and packaging is in good taste. Should sell well beyond the connoisseurs' corner.

**ISAAC STERN IN VIOLIN FAVORITES—Isaac Stern-Alexander Zakin (1-12")** Columbia (33) ML-4324 **75**

Ōinlcu; Hora Staccato; Wagner: Album Leaf; Milhaud; Tijuca; Pugnani; Largo; Sarasate: Caprice Basque; Dvorak: Slavonic Dance No. 2; Bloch: Nigun; Prokofieff: Danse des Jeunes; Antillaises; Masques; Novacek: Perpetuum mobile.

Stern, fast emerging as one of the top contemporary fiddlers, makes a bid for the light concert fanciers with this collection of encore pieces. Material, for the most part, is light, colorful, flashy or romantic. Recording is very live, and Stern's technique is slightly amazing.

**ENCHANTED MELODIES—Ezio Pinza-Fausto Cleva, Wilfred Pelletier, Dirs.-Gibner King (1-10")** Columbia (33) ML-2142 **80**

Au Pays; Do You Remember?; Into the Night; Barber of Seville: La calunnia e un venticello; Le Cor; L'Ultima Canzone; Tosti: Serenata; La Boheme: Vecchia zimarra, senti.

Collection of songs in English, French and Italian and some familiar Italian operatic arias provide a strong cross-section of the great, popular basso's repertoire. There's something here for his Met-Opera fans as well as his "South Pacific" admirers. The operatic material comes off handsomely. Good material here for middle-brow and even pop spinners.

**VERDI: HIGHLIGHTS FROM RIGOLETTO—Jan Peerce-Leonard Berger-Nan Merriman-Robert Shaw Chorale-RCA Victor Ork-Renato Cellini, conductor (1-12")** Victor (33) LM-1104 **86**

Splendidly produced and recorded, this capsule Rigoletto is as salesworthy an item as anything currently around. It would be hard to single out any individual for special praise. It's a sterling rendition by all hands—soloists, the fine Shaw chorale and the RCA ork under Cellini. Disk should sell long and strong.

is as good as any from abroad, and the singers are generally top-grade. The opera itself, and the big-name singers will encounter little resistance. Further, the performance has fine unity and flow—suggesting an actual stage performance rather than a group of recording dates.

**SCHUMANN: CARNAVAL—Claudio Arrau (1-10")** Decca-Parlophone (33) DL-7502 **72**

One of the important items in Decca's first classical LP release, this transfer from the Parlophone catalog should compile a nice sales record. The work is a staple of piano literature, 21 short pieces in the ultra-romantic Schumann vein. Arrau plays them with plenty of authority (scholars might find an excess of vigor in his attack, but the broad market will doubtless love it). Piano sound is quite good; an excellent transfer job here.

**SACHEVERELL SITWELL-LAMBERT: THE RIO GRANDE—The Philharmonic Ork and Chorus-Constant Lambert, Cond.** **71**

**BENJAMIN BRITTEN: FOUR SEA INTERLUDES FROM THE OPERA "PETER GRIMES"—London Symphony Ork-Sir Malcolm Sargent, Cond. (1-10")** Columbia (33) ML-2145

A pair of picturesque slices from the modern English music scene comprise this coupling. The

Lambert piece, a colorful tonal picture of the river, is built around a poem by Sitwell. The work shows strong jazz derivations and is dotted with particularly vital percussive effects. Lambert, musical director of Sadler's Wells, conducts his own work in splendidly recorded performance. The Britten pieces from his noted 1945 opera are transfers from 78's of a sharply etched performance of these brief, but affecting tone poems which serve as interlude music in "Grimes."

**MANHATTAN MOODS—Morton Gould Ork (1-10")** Columbia (33) ML-2144 **79**

Manhattan Serenade; Park Avenue Fantasy; Big City Blues; Nocturne; Manhattan Moonlight; Street Scene.

The custom built audience which awaits a Gould package (similarly one by Kostelanetz or the Boston Pops in a light vein) should derive much pleasure from his latest collection. This houses half-dozen pieces serving up musical illustrations of the heartbeat of heart of New York City. Some of these are familiar (Alfred Newman's "Street Scene" and Louis Alter's "Manhattan Serenade") while the others are less noted, including Gould's own "Big City Blues." All are treated by the conductor-composer-arranger in the spirit of the Gershwin concept of the Big Town and should prove satisfying fare for that ready-made market of Gould buyers.

**JEANETTE MacDONALD FAVORITES—Jeanette MacDonald-RCA Victor Ork-Robert Russell Bennett, Cond. (3-7")** Victor (45) WDM-1431 **75**

Ciribiribi; Indian Love Call; One Night of Love; Beyond the Blue Horizon; Only a Rose; The Maids of Cadix.

Miss MacDonald's strained, hard, uncertain tones have somehow given pleasure to millions via the silver screen. It's likely that a few of those millions will buy her recordings of six tunes with which she has been more or less associated.

**HINDEMITH: A Requiem "For Those We Love" on the poem by Walt Whitman—Elisabeth Hoengen, Hans Braun, Chorus of Vienna State Opera, Vienna Symphony Orchestra, Paul Hindemith, cond. (2-10")** Vox-Pantheon (33) PNL-1760 **70**

A bonquet to Vox for marketing this recording of a monumental contemporary work! It was made at an actual performance in Vienna and, tho it is not a perfect achievement, is an entirely acceptable etching technically. At times the chorus-ork balance is lacking, but the overall results are adequate enough to make the listener aware of the strength of this work. It seems unlikely that another recording of this work, which requires symphony orchestra and full chorus, will be forthcoming simply because market restrictions for modern

...and now,



could imperial the investment. This is a powerful, moving requiem fashioned from the mental lines of Whitman's poem, "When Lilacs in the Door-Yard Bloom'd," which was one several the poet wrote in elegy to Lincoln. Particularly effective are the final portions, which largely for the solo baritone and orchestra and for the final side of the four in the set. Hans Rain is wonderfully effective in this sequence sings superbly thruout. Elisabeth Hoengen, mezzo-soprano, also makes an excellent contribution in the other solo role. Hindemith, in the role of conductor, molded what must be considered the authoritative interpretation of this weighty music. The composer, Hindemith's atonality has never before managed to convey the deep emotion found in this work. Certainly this achievement will assume a position of monumental importance in the musical picture of our times. Incidentally, sung in German.

**PROKOFIEFF: SONATA NO. 1, OP. 80; BARTOK: SONATA FOR VIOLIN SOLO** 72  
—Yehudi Menuhin, violin; Marcel Gazzelle, piano (1-12")  
Victor (33) LM-1087  
Appreciation of Bela Bartok is on a continuing upward since his death. Even so abstract an item as an unaccompanied violin sonata, it would seem to follow, will find a solid core of Bartok admirers receptive, especially when it is performed by

Menuhin. The violinist is practically the Bartok man, what with his solid waxings of the concerto and violin-piano sonata No. 1. Menuhin plays the technically and emotionally intricate work with artistry of feeling, execution and line. Flip, Prokofieff's violin-piano Sonata No. 1, is a more conventional work, almost romantic and often Byzantine. The pianist is Marcel Gazzelle, and he does a wonderful job. To his credit, Menuhin plays as a good team man.

**MOZART: Quartet in G Major, K-387 and Quartet in A Major, K-464—Calvet Quartet** 68  
(1-12")  
Capitol-Telefunken P-8106  
This diskling couples a pair of the mature Mozart's finest and better-known string quartets. Particularly satisfying is the A Major quartet. Both are played magnificently by the Calvet Quartet, a string group possessing the knack for extraordinary musicianship and intuitive interpretation. Technically, the recording, a transfer from old masters, is satisfactory if not up to current hi-fi standards.

**HINDEMITH: THEME AND FOUR VARIATIONS (THE FOUR TEMPERAMENTS)** 73  
—Zimmler String Sinfonietta-Lukas Foss (1-10")  
Decca (33) DL-7501  
Admirers of the contemporary have a great treat in store for them in this delightful modern suite

by Paul Hindemith. Title refers to the four humors of medieval medicine—melancholy, sanguine phlegmatic and choleric. Each of the four variations on the main theme is presumably keyed in a mood corresponding to one of the humors. The music is pungent, witty, acerb, sweet and grave in turn, constantly taking unexpected and provocative turns. Foss's piano work and the chamber orchestra are superb, just right for the job at hand. An important record for the modern-oriented.

**COUPERIN: Imperiale and Apotheose De Lullii—Hewitt Chamber Orchestra,** 66  
conducted by Maurice Hewitt (1-12")  
Vox-Les Discophiles Francais DL-6430  
The marked longhair acceptance of the baroque period product lends added substance to this completely enchanting coupling of two of Couperin's major works. Both are designed in the fashion of the suite and were the forerunner of the symphony and the longer orchestral patterns. They are distinguished by their delicacy and a flow of melodies characteristic of the period's Court music for dance. These readings are beautifully realized and were transferred to LP from the Discophiles Francais 78's which were issued some years ago. Should be a must item for those collectors and connoisseurs who are seeking out this 18th century stuff. Should also be salable to those whose tastes extend to Bach, Mozart, Corelli, etc.

**RACHMANINOFF: CONCERTO NO. 2 IN C MINOR OPUS 18—William Kapell-Robin Hood Dell Ork of Philadelphia-W. Steinberg,** conductor (1-12")  
Victor (33) LM-1097

Kapell, the superb young pianist, and Steinberg collaborate handsomely to turn out an energetic and satisfying reading of this thrice familiar Rachmaninoff concerto. It is baffling why RCA chose to disregard the superb Rubinstein reading of only a few years ago in favor of this new recording, tho this certainly is an adequate one. With its evergreen "Full Moon and Empty Arms" theme, the concerto, regardless of the performer is a major counter proposition and this waxing should grab a ready chunk of the market. Disking, incidentally, marks the debut of the Robin Hood Dell group on Victor and this summer version of the Philadelphia Orchestra has committed itself to wax splendidly.

**ELGAR: VIOLIN CONCERTO IN B MINOR** 75  
—Heifetz-London Symphony Ork-Sir Malcolm Sargent, conductor (1-12")  
Victor (33) LM-1090  
The replacement for the splendid Menuhin recording of this weighty concerto with the composer conducting is no less a magnificent virtuosic effort. The fluent technical mastery of Heifetz glitters in this superb performance and is especially distinguished in his work with the exceedingly difficult cadenzas of the third movement.

The mating of Heifetz with Sargent, who demonstrates a full understanding of his countryman's writing, is all told a notable recording event. Fiddle fanciers will have to go a long way to find greater virtuosity tho this concerto is a rather serious proposition for an average listener to consider.

**FALLA: NIGHTS IN THE GARDENS OF SPAIN—MOZART: CONCERTO NO. 23, IN A, K-488—Artur Rubinstein-St. Louis Symphony Ork-Vladimir Golschmann,** conductor (1-12")  
Victor (33) LM-1091

The keyboard magic of Rubinstein is served up in two unrelated works on this LP as an audible evidence of the master's versatility and vibrant playing. Falla's masterful impressionist opus and the popular Mozart concerto may not be Rubinstein's choicest meats, but only the extreme connoisseur will find feeble reason to disregard the spice and color of the individualistic performances of the brilliant keyboardist. The Falla is a well-integrated job and best of the domestic readings. Golschmann and the St. Louis group complement Rubinstein splendidly. Recordings are excellent.

**HARL McDONALD: CHILDREN'S SYMPHONY—Harl McDonald, conductor-The Philadelphia Ork—MAX BRAND: THE WONDERFUL ONE-HOSS SHAY—Eugene Ormandy, conductor-The Philadelphia Ork** (1-10")  
Columbia (33) ML-2141

Tho the music may be of slight significance and of questionable durability, this LP could prove to be a popular entity primarily because of the frivolity and familiarity of the themes in the McDonald piece. Its four movements are made up of familiar nursery rhyme and children's play songs and these are treated brightly, even exuberantly, by the composer who conducts the Philadelphia ork here. The work can be likened to the type of thing which Leroy Anderson has been turning out so successfully for the Boston Pops. The Brand piece is a programmatic item based upon excerpts from the Oliver Wendell Holmes' poem which is used for the title of the opus. It is a capricious novelty which makes light listening. As music for entertainment, this coupling is quite pleasant.

**BEETHOVEN: SYMPHONY NO. 2 in D MAJOR—Brussels Radio Symphony Ork—Erich Kleiber, conductor** (1-12")  
Capitol-Telefunken (33) P-8116

Kleiber's very sturdy, refined reading of this early and "lyrical" Beethoven symphony is another addition to the Capitol lists from the prewar Telefunken catalog. This recording is not up to the par set by some of the recent Telefunken reissues but it is acceptable nevertheless. The Kleiber interpretation is of a high standard and should please connoisseurs. It is a sound catalog piece.

**STRAVINSKY: THE FIRE BIRD—Leopold Stokowski** 81  
Symphony Ork (1-10")  
Victor (33) LM-44

This glittering early Stravinsky ballet is one of the chestnuts in the Stokowski repertoire. This marks the fourth recording Stoky has made of "Fire Bird." The recording at hand is one of the finest technical achievements to have come from RCA in recent months and consequently should successfully replace the maestro's previous tries with the work. He has recorded the 1919 concert version of the popular ballet here and has exacted an engrossing and most musicianly performance from "his" symphony orchestra. The reading and recording of the Infernal Dance is a breath-taking highlight. The market for this diskling should be ripe with ballet music at a current peak and with the Stokowski-Stravinsky merger one which many an enthusiast of one or the other look forward to as sort of a millennium.

**DVORAK: SYMPHONY IN E FLAT AND SCHERZO - CAPRICCIOSO OP. 66—** 70  
Vienna Symphony Ork-Henry Swoboda, conductor (1-12")  
Westminster (33) 50-29

Westminster hues to its policy of furnishing recording firsts with this slicing of an early Dvorak symphony, which actually was written before his First and which has never been accredited numerical identification. The work is actually a vigorous idolization of Wagner, who was Dvorak's early inspiration. The symphony, for all its lack of character and the mark of immaturity, still has vitality and will prove an interesting item to the large Dvorak-minded market. The Scherzo, which rounds out the second side of the LP, is from the composer's middle period and draws on Bohemian themes to make an exuberant and spicy slice of music. The versatile Swoboda has extracted enthusiastic playing from the Vienna Symphony and the recording is in line with the excellent output of this enterprising label.

**ADAM: BALLET MUSIC FROM GISELLE** 78  
—Royal Opera House Ork, Covent Garden-Robert Irving, conductor (1-12")  
Victor (33) LM-1092

"Giselle" is one of the oldest standard ballets in the literature and currently is one of the stand-out productions of the very excellent Sadler's Wells troupe. This package of a sizable portion of the charming and graceful music is being pitched to hit the ballet-conscious market with an especial eye toward cashing in on the Sadler's Wells' tour here this season. It is performed here by the Royal Opera ork which plays for the troupe in its home Covent Garden and the organization is conducted by one of the Sadler group's maestri, Robert Irving. The English-made recording is top notch technically. There is more of the "Giselle" music on this diskling than has ever been offered before and it should prove quite popular with the growing ballet-minded market.

**RICHARD STRAUSS: DUET-CONCERTINO HONEGGER: CONCERTO DA CAMERA—** 72  
Los Angeles Chamber Symphony-Harold Byrns, conductor (1-12")  
Capitol (33) P-8115

Here is a gem of a pair of recent works—both were written in 1948—which will make a superb mate for the very excellent Byrns' reading of Bartok's Music for Strings, Percussion and Celeste. The disk at hand spotlights one of the last pieces written by Richard Strauss, a work which is strongly neoclassic. The work is for clarinet, bassoon, strings and harp with a pattern reminiscent of a Mozart concertante with modern spicing in the solo portions. Honegger, whose work is greatly admired on the Continent, is rarely heard here either in concert hall or on disks. Like the Strauss, it derives from traditional patterns. It features flute and English horn and is quite a satisfying listening experience. Arthur Gieghorn makes a brilliant contribution as the flute soloist on this recording. William Kosinski executes the English horn role in the Honegger while clarinetist Gerald Caylor and bassoonist Don Christlieb are the featured instrumentalists in the Strauss recording. Both recordings are "firsts." Collectors of the moderns, Strauss fanciers and chamber music lovers will comprise the major market for these worthy additions to the chamber ork literature.

# What about 45 r.p.m.?

How will the music operator be affected by these new slow-speed records? The question puzzles many for, while these records have gained acceptance in the home, their use by music operators will create many new problems which experience alone can reveal.

That experience will cost time plus money!

Whether or not the new slow-speed records gain widespread acceptance in our industry, there is a transition period ahead in which the purchase of new equipment should be based on its ready and economical adaptability to both present and future conditions.

To provide maximum protection to present users and future buyers of its juke boxes, AMI will soon be in production on its 45 r.p.m. conversion kit which was shown our distributors last spring. It will fit every Model "C" (or Model "B" or "A").

The price of this kit will be nominal. It can be quickly and easily installed in the field. It will give the operator all the advantages of a 45 r.p.m. player, plus the advantage of re-convertibility should experience with these records be unsatisfactory—all without the financial risk of buying a new machine limited exclusively to 45 r.p.m. play.

Thus the basic policy of AMI to manufacture "juke boxes built for the operator" enables the AMI operator to gain personal experience with a slow-speed record player without a substantial investment that might jeopardize his business—which is to sell music at the greatest profit.



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

## Merchandising Music

**RECORD CHECK** . . . One of the best methods of "selling music" is to keep every phonograph on a route at top "maximum appeal" and **Haller Amusement**, Miami, has worked out a special program along these lines. Using The Billboard's "Most Played Juke Box Records" as its basis, Haller Amusement makes a thorough record check of each of its juke boxes every week. The top tunes are placed on each machine, so that Haller is certain it is maintaining "maximum appeal" at all times.

**SMALL LOCATION PROBLEM** . . . The problems posed by the smaller locations again comes in for an airing, this time by **John P. Scott**, Meigs Music Company, Pomeroy, O. Scott says the solution to this national operator headache might be the introduction of a small counter-model selective phonograph which could be marketed at a low price. This type of equipment, he believes, could bring profits to an operator and his location, and would also help the profit picture at the distributor level.

**MORE MYSTERY** . . . One promotion idea which seems to be growing in popularity is the mystery tune gimmick. While the idea is basically the same as used in most areas, ops still use their imaginations to work up switches for the play-promoter in their areas. **Harry C. Perrine**, Oceanside, Calif., uses an instrumental mystery tune on his boxes, keeping the unidentified number on the piece for two weeks, then changing it for a new one. He offers a prize and the record to the person who first identifies the

tune, with the location maintaining an exact record of each guess and the time it is registered.

To further stimulate the mystery angle, Perrine uses a sign on each box promoting the contest, and a colored strip on the selection panel. Perrine has found his mystery tune gimmick has not only stimulated patron interest in the juke box, but brings the customers back to try a second or third guess, to see if they won, and to take a crack at the next contest. And at the same time, they make other purchases in the location.

### Juke Ops Test

• Continued from page 75

silverware have been used as prizes, but ops feel they will have to resort to a more varied line-up of giveaways, as is the case with games.

### Premium Biz Good

While activity in the coin machine field slumped during the past few weeks, the premium business continues brisk, according to local orgs handling the lines. With the addition of music operators as customers, reps feel this phase of their activity will hold strong for the balance of the winter months.

Substantiating the optimistic reports on premium biz is the addition of premium departments by several local jobbers and distributors, the addition of personnel and space to handle the premiums by others, and the influx of premium-trained sales personnel to the ranks of the coin machine firms.

Here's the **ONLY Successful**

Music Box ever Designed

for the **SMALL LOCATIONS**

**PLAYS 12 45 RPM RECORDS**—restacks automatically. Unbreakable 45 RPM's outlast all others.

**LIGHTWEIGHT**—weighs only 30 lbs. Measures 12" wide, 12¾" deep, 16" high.



# RISTAUCRAT '45'

Here for the first time is a **PHONOGRAPH** that means **PROFITS** for YOU from the small locations. Precision engineered **RISTAUCRAT "45"** plays 12-45 R.P.M. records at one time, restacking them automatically. Compact, low cost, **RISTAUCRAT "45"** gives you fast, steady profits from spots such as Motels, Small Taverns, Road Stands, Drugstores, and similar places, yet it's **PRICED** at only a **FRACTION OF THE COST OF A LARGE JUKE BOX.**

IDEAL FOR RENTAL PURPOSES

## RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

**SUPERB TONE**—clear, sparkling tone is comparable to the most expensive phonographs made.

**HANDSOME CABINET**—hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

**5c-2 FOR 5c PLAY**—slug rejecting mechanism—separate cash drawer and key.

**WALL SPEAKERS**—one or two wall or bar speakers can be connected quickly and easily.

**PROFITABLE**—low unit cost enables you to open dozens of small, profitable locations.

## RENTAL ROUTES AID DENVER OP

DENVER, Nov. 11. — Jack Williams, head of Capitol Sales Company here, has announced leasing of an extensive phonograph route as an experiment in year-round operation.

Under the plans, the entire route, which embraces locations in mountain resorts as far as 200 miles from Denver, is leased at a flat monthly rate. The lessee pays a percentage of profits above a certain point, while at the same time undertaking all expenses such as record delivery, service and machine transportation. "To date the plan has worked out very well," Williams said. "It may well be the ideal solution for the operator who has many other items to contend with, but still wishes to retain possession of his machines and goodwill."

## Year-to-Year

• Continued from page 75

On the other hand, a catchy Christmas number which has shown little national popularity, may take in five to 10 times as many nickels on the tavern phonograph spindle.

"There is no question but that the stand-bys such as *White Christmas*, *Silent Night*, *Adestes Fidelis*, *Santa Claus Is Coming to Town*, etc., wear out rapidly in the Christmas shopping season, inasmuch as every radio, every department store public-address system, etc., is blaring them out," Blackwell said. "Lesser known yule numbers, on the other hand, aren't heard so often, and the usual player will prefer them."

Nationalistic areas have a lot to do with Christmas collections, too, Midwest Music has found. For example, in Denver's populous Polish neighborhoods, polkas and hops with a Christmas air outsell the standard favorites. Italian districts want many hymns and carol types of Christmas records. In districts where there are many young couples with small children, novelty records such as *Rudolph the Red-Nosed Reindeer* are bound to attract more play.

In short, the operator may often be surprised to find that he is backing the wrong horse in stocking his boxes with the same old "tried and true" numbers, it was summed up. "Give the newer tunes a chance, change them frequently, and Christmas collections will be much better," Blackwell points out.

## Musical Messages

• Continued from page 75

local, which has State-wide jurisdiction, who placed the records on the machines.

Three types of hook-ups were used, according to the location and type of machine:

1. Records were set to play automatically on a free-play basis once every hour.

2. The electrical circuits in the juke box were rewired so that the "gift" record was hooked up with the hit tune—every time the players put a nickel in for the hit number, the circuits functioned to trip the gift record as well, and it was played following the hit number, getting the maximum number of free plays and giving the customers two records for the price of one.

3. In other cases it was just put on as an ordinary record, with the title strip showing, for instance, the song name and "Governor Williams's song." In this case the customers were able to put in a nickel and hear it. All three methods appear to have functioned satisfactorily.

A special recording of the number was made by the Gotham Trio.

## Ristaucrat Bows

• Continued from page 75

Currently, the trio are concentrating on potential patrons in the Midwest. Cohen also pointed out that an industrial advertising agency, Melamed-Hobbs, Minneapolis, has been retained to push this new Ristaucrat undertaking. The new distributors of the Ristaucrat 45 r.p.m. 12-play model are:

D & H Distributors, 311 South Cameron, Harrisburg, headed by Morris Schwab, and Hamburg Brothers, 38 Penn Avenue, Pittsburgh, headed by Charles Feldman. Both firms are distributors of RCA Victor products.

## THE BILLBOARD Music

# Popularity Charts

## Record Reviews

ARTIST  
LABEL AND NO.

TUNES  
COMMENT

• Continued from page 33

### POPULAR

<b>POLLY BERGEN</b> (The Mellowmen—George Wyle Ork) <b>I Put My Head in the Lion's Mouth</b> VICTOR 20-3958—Light pop-corn novelty is unlikely to stir a ripple.	61--64--60--
<b>Just the Way You Are</b> (Carl Brandt Ork) Thrush sells the clever Ralph Freed lyric at a medium, swingy pace, smart, side-road material.	69--70--69--
<b>HELEN GRAYCO-MANNY KLEIN ORK</b> <b>Diga Diga Doo</b> LONDON 761—Mrs. Spike Jones gives the oldie new life in a full-bodied show-style rendition, sometimes reminiscent of Virginia O'Brien.	70--70--70--
<b>Or No Dice</b> Hunk of special material will have trouble finding its market.	63--67--62--

### CHILDREN

<b>WHITE, BEITZEL and LINCOLN SINGERS—C. TOUCHETTE ORK</b> <b>H. M. S. Pinafore (Parts 1 &amp; 2)</b> LINCOLN 519—At 49 cents this is absolutely top value. All the best-known songs from the Gilbert and Sullivan masterpiece are here, beautifully recorded, and bound together simply for children to grasp the story. The package is very colorful. Fine performers and music are very acceptably caught for adult consumption too.	87--88--86--N
<b>ROY HALLE and LINCOLN SINGERS—C. TOUCHETTE ORK</b> <b>The Mikado (Parts 1 &amp; 2)</b> LINCOLN 518—Excellent abbreviated production of the G & S operetta, with fine, clear singing, good recording, attractive art work—and of course, wonderful tunes. A great buy at 49 cents or double the price.	88--88--87--N
<b>DANNY KAYE</b> <b>The Tubby the Tuba Song</b> DECCA K-21—Familiar title and Kaye's name should sell plenty of these attractively packaged disks next month.	82--80--84--NS
<b>Poppo the Puppet</b> Pleasant little kiddity gives Kaye a chance to make funny noises.	81--82--80--NS
<b>JERRY MARLOWE (Billy May Ork)</b> <b>The Tubby the Tuba Song</b> CAPITOL CAS 3079—Gimmick here is use of the sonovox to give voices the instrumental timbre. Package is illustrated on both sides. Lacks appeal of the Kaye version.	75--73--77--NS
<b>Frosty the Snowman</b> Title coupling should account for a good seasonal sale, tho there are stronger versions around—by the carload.	74--72--75--NS
<b>KEN CARSON (Billy May Ork)</b> <b>Gabby the Gobbler</b> CAPITOL CAS 3082—Jazzy kiddity, by a brace of pop criers, has moderate moppet appeal. A Thanksgiving Day special.	70--70--70--NS
<b>The Little Red Hen</b> Familiar story is set to a rhythmic tune. No more effective than many straight story versions, however.	74--73--75--NS
<b>BURL IVES (Percy Faith Ork)</b> <b>The Little White Duck</b> COLUMBIA MJV-85—Fine, personality-packed kid novelty, with a folk song quality. Faith's music is modern in a colorful, provocative manner.	81--82--80--NS
<b>1. Two Little Owls 2. Fooba Wooba John</b> Thorough charming folk tunes are done with great distinction and taste by Ives and Faith. Package is an eye-catcher.	81--82--80--NS

## EVANS' 1950

20 RECORD, 40 SELECTION

**CONSTELLATION... BEST BUY—BAR NONE—**  
**for PRICE—QUALITY—PERFORMANCE!**



Are you the music operator who wants equipment that requires a smaller investment at the outset . . . retires that investment faster . . . earns consistently larger profits, longer . . . delivers trouble-free performance at low cost?

You'll do well to investigate Evans' Constellation! See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 94

NOTE NEW ADDRESS!

## North Illinois Ops Air

Continued from page 75

on was the possibility that vite, used exclusively in 45 rds, may soon be in short sup- This was revealed by Bob Mercury Record Corporation, said that his firm had enough vite on hand to produce 45s the next year, but it was his understanding that no more would available if the Korean war longed. He claimed that other r.p.m. disk makers were in out the same position and that suitable substitute for vinylite had been developed, contrary to ports.

Television, which appears to ave a greater effect on music machines in Northern Illinois locations since Labor Day than at any me since the TV medium was introduced, still is cutting MONI members receipts, it was generally conceded. Lindelof asked the roup what they were doing to lter this situation. Several members stated they were asking their servicemen to bring home to the location owner that when TV is on, the music box is off and consequently the location's music box commission would drop too. One way some operators had found to emphasize the point was to remind the operator that there is usually more money per capita spent by patrons for food and beverage when TV was off and the music box on.

### Promotion

Barney Poss, Valley Music Company, Aurora, suggested that MONI members get together on pro-music box promotion similar to a plan used successfully by members of the Cleveland Phonograph Merchants' Association recently. Under this plan the locations receive at regular intervals posters and post cards showing two cartoons side by side. One emphasizes the activity in locations where the music box is in play, the other shows a stop with TV on, the box off and limited activity in the location especially as far as beverage sales are concerned.

At the suggestion of Lindelof and the entire MONI membership, Poss was directed to look up printing costs of such a promotion. It was believed that each member would be charged a couple of dollars for such a promotional gimmick. Each member was to decide for himself if he wished to sponsor the undertaking since the individual operator was to make the mailing on the promotion to his own locations. Final disposition of the subject will be made at the December 13 meeting at Stone Cottage, Elmhurst.

### Rising Costs

As in other industries, music operators are concerned over rising business costs tho there income has not stepped up at the same pace. Several members indicated they were already taking steps to meet this problem. One method has been to revise operators' commissions upward, another has been with guarantees. Those using either or both plans emphasized that in most cases the situation was handled comparatively easy after the location had been sold on the operator's increased cost set-up. They also said there were some locations which they either had to leave as is or risk losing. On the other hand one operator said that he was willing to lose stops which rejected his proposition since under the old set-up the intake was either below or too close to the profit margin.

## Coin Radios Wane

Continued from page 75

exhibitor, disclosed it is fast changing over to rental or fee methods. A. D. MacLachlan, hotel radio executive who also operates an independent route of 1,000 sets, said he had removed coin mechanisms from about a third of the sets in his route within the last month. He indicated that the company, which has placed about 25,000 coin radios, is following a similar policy.

The company also showed a coin-operated television set, adjusted to play for a half-hour upon insertion of a quarter. But delivery is being held up because of parts shortages and none have been

well as repre- display-

Dime music play, a touchy trade topic since the end of World War II, had its backers and detrackers at the meet. The only conclusions reached were that dime play could go over at this late date only if (1) all locations in the area switched over, or (2) future boxes coming off the production line were all dime chute equipped. The chairman pointed out that both possibilities were too remote for serious investigation. With these rejections in mind Andy Hesch, A. H. Entertainers, Arlington Heights, pointed out that it was up to all music men everywhere to keep an even closer eye on financial detail and promote location play from every possible angle to get needed increased receipts.

## Coin Radio Firm Fights Ky. Tax Fee

FRANKFORT, Ky., Nov. 11.—A hearing to determine whether coin-operated radios should be excluded from the \$10 State license tax will be held at near-by Paris, Ky., Monday (13). A suit in favor of exclusion was filed here last week by J. S. O'Neill, T. O. Montague and Ernest T. Jones, Lexington, who operate 92 radios in hotels and motels in Kentucky. The Lexington coinmen claimed the \$10 license fee on each set is "unreasonable, oppressive, prohibitive and confiscatory." A similar stand has been taken by other Kentucky firms in the coin radio field, according to the petition of the Lexington group. The licensing law which they are attacking was

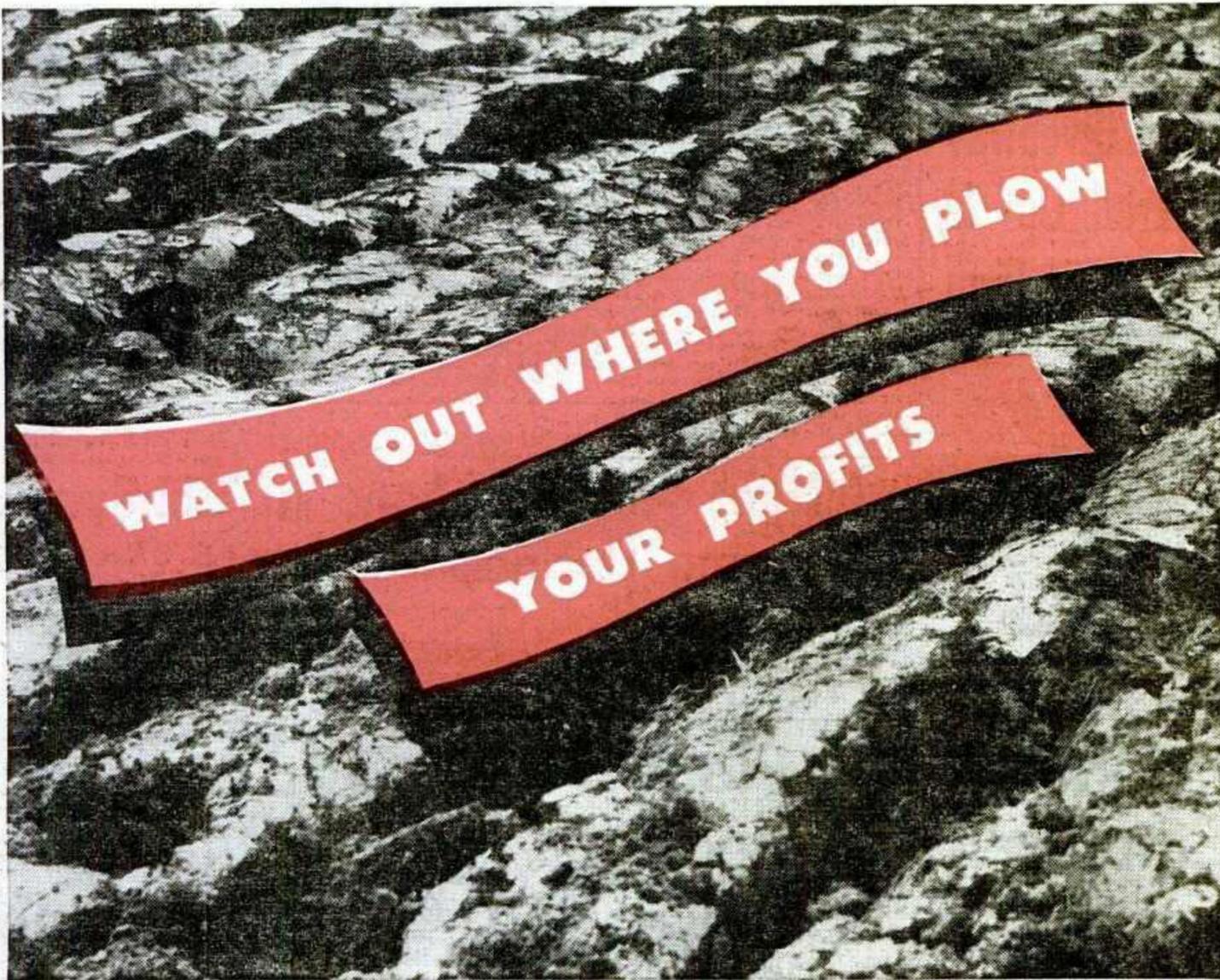
## DISK TO EITHER MAKE MONEY OR OPS GET \$\$ BACK

LOS ANGELES, Nov. 11.—Mary Solle, manager of Leu-enhagen's Record Bar here, is going all out to push the new Mercury recording of *Hey, Keesideetch* and *Harmonicats' Blues* by Jerry Murad's Harmonicats. Miss Solle has displayed a box of the disks on the counter with a sign guaranteeing the juke operators that they will make money with No. 5533 or they can exchange it for another Mercury platter.

passed by the 1950 Legislature and applies to coin-operated machines which provide music or amusement.

## Ops Promoting "Eye's" Tune

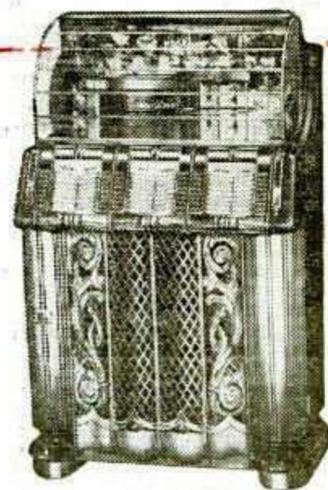
DENVER, Nov. 11.—All members of the Colorado Music Guild, association of coin phonograph operators here, are pledging the top spot on each machine for Decca's new recording of *Don't Say You're a Dream*, by Abe Levine. Levine is a Denver detective with a penchant for writing songs. He collaborated with Morey Bernstein, night club operator, in producing the *Don't Say You're a Dream* ditty. It has already been released in sheet music form by Champagne Music of Hollywood, and the first waxing has been carried out in New York.



**TODAY...ANY JUKE BOX THAT CANNOT BE CONVERTED TO PLAY ALL THE NEW SPEED RECORDS IS AS OUT-OF-DATE AS AN OX-PULLED PLOW—A POOR INVESTMENT AT ANY PRICE**

**The WURLITZER** *Twelve Fifty*

**CAN BE QUICKLY AND INEXPENSIVELY CONVERTED TO PLAY ALL SPEEDS, 78—45 OR 33 1/2 RPM**



**RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK**

## Vending Industry Gathers In Chi for Annual Meeting

Over 2,000 Register in Advance For Four-Day NAMA Convention

CHICAGO, Nov. 11.—With slightly over 2,000 advance registrations, the National Automatic Merchandising Association (NAMA) was set to open its doors Sunday (12) on its fourth annual equipment exhibition and fifteenth annual meeting set to run thru Wednesday at the Palmer House.

## Sirup Giveaway Offered Ops by Automatic Firm

NEW YORK, Nov. 11.—With Automatic Products' Soda Shoppe now ready for general delivery, the firm has announced an introductory offer of 25 cases of sirup free to each new purchaser of the cup vender. The one-to-a-customer deal will be available to operators beginning tomorrow at the National Automatic Merchandising Association convention and run thru December 15.

The free sirup, consisting of 100 gallons of Nehi Royal Crown, Old Colony Orange-Crush or Frostee valued at \$140, will be shipped prepaid to Soda Shoppe buyers, Sam Kresberg, Automatic vice-president, said.

List price of the three-drink cup vender is \$1,075, including changer.

## Venders Feed Plant Employees \$1 Meal For 50 Cents: Rowe

"Soup to Nuts" Menu Offered in Dated Packs; Test in Six Areas

ATLANTIC CITY, Nov. 11.—Automatic merchandisers are now available to feed factory employees from "soup to nuts," according to officials of the Rowe Corporation, New York. During firm's exhibit at the Dairy Industries show here last week, vending machines were set to give plant workers a dollar lunch for 50 cents.

As the newest thing in in-plant feeding, workers can get any variety of meat or cheese sandwich, plus milk, coffee or fruit drink, pie, cake or ice cream by dropping coins into machines. All the food is dated so the purchaser knows it is fresh. Leftovers, depending on their quality, go to the Salvation Army or are re-used as farm feed.

## Transit Exec Plugs Venders To Canadians

MONTREAL, Nov. 11.—Inclusion of vending machine equipment in plans for improving traffic and mass transportation conditions was advised by Col. S. H. Bingham, chairman of the board of transportation, New York, in an address to the City Improvement League of Montreal.

Col. Bingham came to Montreal recently to outline New York's experiences in bettering transit facilities. Planned for Montreal is a subway system to help relieve

(Continued on page 86)

House fourth floor and 100 rooms on the seventh floor.

Last-minute signers were the SuperVend Corporation, manufacturers of selective cup drink equipment, Booth 85; Hoban Candy Company, Ashley, Ill., Room 721; Frozen Bar Vending Machine Company, Inc., Cicero, ice cream bar vending machine producers, Room 790; Peerless Weighing & Vending Machine Corporation, Long Island City, N. Y., scales, Room 708, and the United States Department of Commerce, educational display, Room 798.

At least three days before the convention was set to open, the Palmer House informed room seekers they were full up and started referring incoming vending machine people to other hotels. From this, and from advance registration, NAMA officials believed they would easily surpass attendance at last year's convention.

### Off to Early Start

The four-day convention gets off to an early start Sunday morning with a "rouser breakfast" to be followed by keynote addresses by John Mock, Chicago management consultant, and D. J. Duncan, professor of marketing and distribution at Cornell University.

Before the morning session ends, NAMA members will have held their annual meeting and elected directors.

## Fisher Body Co. Launches Plant Vender Program

DETROIT, Nov. 11.—An experiment in large-scale vending operation in an industrial plant that may result in substantial changes in plant catering practice was set this week in the Fisher Body Company Plant No. 21 here. An extensive battery of diversified vending machines was installed inside a typical factory wire enclosure, providing a separate room and giving the atmosphere of a coin-operated store for food and refreshments.

(Continued on page 85)

## MORE \$\$ WITH DIME BARS?

## Nickel Bars Backbone of Candy Vending Declares Baltimore Op

CHICAGO, Nov. 11.—The war of nerves is on in candy vending today, according to B. W. Scheuer in an article entitled *Are Dime Bars the Answer?* which appears in the November issue of *Vend*,

sister publication of *The Billboard*. Scheuer is president of the Vendomat Corporation of America, with headquarters in Baltimore, and a director of the National Automatic Merchandising Association.

"Nickel candy," Scheuer wrote, "is as much an American institution as pork and beans or ham and eggs, and yet there is no justification in times like the present why

## ICE VENDING GETS SWEETER

CHICAGO, Nov. 11.—An automatic ice vender at the National Association of Ice Industries (NAII) convention here last week drew visitor interest by vending pieces of wedding cake. The machine was the central prop of a skit featuring a mock marriage ceremony between the ice industry and "an optimistic future."

Drawing attention to the increasing importance of venders as a supplier of all-hour home ice needs, the special small-scale model bore the legend across its front panel: "A Live Business—Vending Machines—24-Hour Service."

## Cantor Named DuGrenier Rep

CLEVELAND, Nov. 11.—Louis Cantor has joined Arthur H. DuGrenier as representative in Ohio, Michigan, Kentucky, Virginia and West Virginia. In handling the Massachusetts firm's line of cigarette, candy and gum merchandisers, he will share part of the territory with Lou Golden.

Cantor, formerly associated with National Vendors, has offices at 11211-19 Superior Avenue here.

## NEW BIZ AID

## NAII Confab Features Ice Vender Study

CHICAGO, Nov. 11.—Pro placement and operation of vending stations was highlighted during the National Association of Ice Industries (NAII) convention at the Hotel Sherman here last week (October 31-November 3). Orin Burley, of the Wharton School of Commerce and Finance of the University of Pennsylvania, presented a detailed study of ice vending undertaken at the request of NAII's research department.

Among the facts revealed by the location evaluation study, sponsored by NAII members, S & S Vending Machine Company, San Jose, Calif.; F. B. Dickinson & Company, Des Moines, and Thermo Cuber, Inc., Chicago, was that even where venders were in satisfactory locations (volume-wise) high sales units often did 17 times the business of lowest volume venders.

Leading into his subject, Burley said while the study would not guarantee "100 per cent" locations,

(Continued on page 86)

## Freshway Food Vender Shipped

CHICAGO, Nov. 11.—Freshway Automatic Venders here announced this week that initial large-scale shipments of its refrigerated sandwich machine have been made to all distributors.

Nick Angelus, sales manager, said venders are now being shipped out on a daily basis and will be available for immediate delivery to operators.

Earlier delivery date was postponed due to lack of certain dies, Angelus stated. Price of the Freshway Food Vender remains as previously announced, \$649.50.

## NPA SETS KO ON VENDER 'DO' FOR FED ORGS

WASHINGTON, Nov. 11.—Defense and strategic federal agencies will be unable to use their priorities authority to buy vending machines, the National Production Authority (NPA) ruled this week. In delegating "do" rating authority ("do" is NPA's code symbol meaning "priority") to the Coast Guard and the National Advisory Committee for Aeronautics, NPA added vending machines to a small list of items banned for priorities.

The same ban is almost certain to be extended to other agencies which will be receiving "do" privileges later. Along with venders, the ban includes flags, medals, fans, card tables, brooms and mops.

## Greene Heads Vend Group in Polio \$\$ Drive

NEW YORK, Nov. 11.—Robert Z. Greene, president of Rowe Manufacturing, has been named chairman of the Coin and Vending Machine Division in the 1951 drive for funds of the National Foundation for Infantile Paralysis in the Greater New York area. Co-chairman is Charles H. Brinkman, Rowe vice-president.

In accepting the post, Greene stressed the "extremely critical" nature of the forthcoming campaign and called upon "everyone connected with the vending machine industry to back it to the fullest possible extent."

## On-Off Policy Hits Cup Vender Filters

Manufacturer, Op Attitude Seen Curbing Fullest Volume Potential

CHICAGO, Nov. 11.—An off-again on-again policy of manufacturers, plus a generally indifferent operator attitude on a phase of cup beverage vender operation, may be one important factor acting to curb the potential sales volume of this equipment, a survey on filter-use indicated this week.

With a number of cup vender makers eliminating filters as a standard equipment item to keep machine prices to lowest possible levels, many operators who formerly were water-conscious interpreted the move as indicating a "gadget-value" status for filters. While actual location tests, volume and taste-wise, have not been made with and without filtered water in venders, the widespread

use of filters at soda fountains may be seen as a truer evaluation.

### Long-Range Gains

That long-range policy on cup operation, to take advantage of the design and mechanical progress made in this equipment in the late 1940's, should include use of filters

(Continued on page 83)

## Electro Mech Is Improved

NEW YORK, Nov. 11.—Two design refinements, aimed at making pack delivery foolproof and registering coins more accurately, have been incorporated into production models of all Electro cigarette venders, Anthony Caruso, president, Eastern Electric, Inc., announced this week.

He said brass has been substituted for steel in the fabrication of the cigarette delivery arm, thus eliminating the possibility of the magnetic field within the delivery mechanism affecting the dispensing action. Improvement has enabled the company to eliminate several moving parts within mechanism. Caruso pointed that delivery is efficient now as low as 65 volts.

Other new feature has synchronized the stroke of the coin counter with the stroke of the travel of depositing mechanism. Pass thru the

## Calif. Hospital Gets 27-Machine Vending Battery

LOS ANGELES, Nov. 11.—A vending machine operation of 27 pieces is being installed at the California State Hospital in Camarillo by Roy Bruder, Al Silberman, of Badger Sales Company, reported this week.

The installation will include Super-Vend cup venders, Alco-Duree refrigerated candy, Atlas Super-Selector candy, Kenney cigarette, Bonanza popcorn, Northwester stamp, bulk merchandise and gum machines.

The Camarillo institution is one of the largest in the State and has approximately 6,000 patients and personnel, Silberman, who handled the deal, declared.

**NEW**

*A Real Money-Making*  
**OPPORTUNITY!**  
FOR OPERATORS EVERYWHERE!

A MARVELOUS  
**NEW IDEA**  
IN VENDORS!

*Freshway*  
REFRIGERATED  
**AUTOMATIC  
FOOD  
VENDORS**

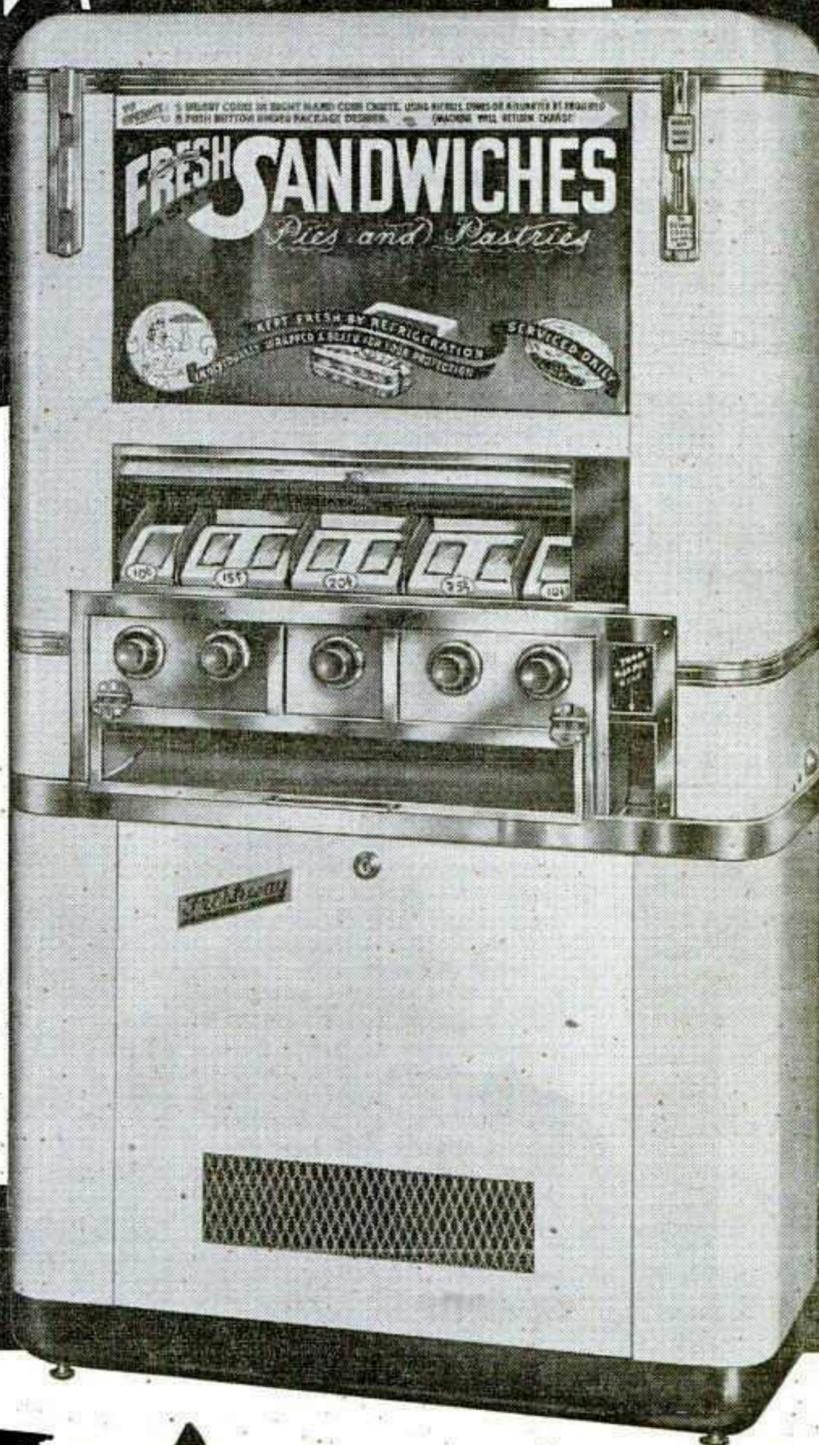
**AVAILABLE FOR  
IMMEDIATE  
OPERATION**  
IN PRACTICALLY  
UNLIMITED LOCATIONS

The pricing mechanism in the Freshway automatic Vendor offers the most flexible merchandising possibilities in the vending machine field. Virtually every known low priced item can be vended with the correct change made automatically.

COMPRESSOR: 1/8 H.P. Hermetically Sealed.

Standard fully automatic refrigerator unit. Self Defrosting. Low power.

CABINET: HANDSOME DE LUXE  
ALL-METAL



THE *Only*  
**SANDWICH  
VENDOR**  
WITH A  
**SPECIAL  
COIN CHANGER**

THAT RETURNS THE  
FOLLOWING CHANGE:

- Quarter for 20¢ purchase returns a nickel.
- Quarter for 15¢ purchase returns a dime.
- Quarter for 10¢ purchase returns a nickel and dime.
- Twenty cents for 15¢ purchase returns a nickel.

5 COLUMNS  
TOTAL 175 PACKAGES  
10¢ - 15¢ - 20¢ - 25¢ ITEMS  
VENDS 105 Standard size sandwiches and 70 packages of cake, pie or pastry.

AUTOMATIC THERMOSTAT  
HOLDS TEMPERATURE AT  
HEALTH DEPARTMENT  
REQUIREMENTS

LITED MIRROR - HINGED SWING-UP  
FRONT DOOR - THOROUGHLY TESTED  
FOR MINIMUM SERVICE.

SIZE 62" H. x 36" W. x 20" D.  
SHIPPING WT.: 420 LBS.



*Freshway* **AUTOMATIC VENDORS**

Write FOR  
FULL DETAILS

THE PACKAGE YOU SEE IS THE PACKAGE YOU GET!

*On Display* IN ROOM 230 • 407 S. DEARBORN STREET • CHICAGO 5, ILLINOIS

TELEPHONE WADASH 2-6709 • WADASH 2-6667



**SPECIAL OFFER!**

You Can't Go Wrong on This Deal  
**4 SINGLE UNIT TOPPERS**  
 Plus 25 lbs. 210 count Rain-Blo Gum  
 Plus 2,000 Charms  
**All this for only \$52.00**

Write for Our Price List on Like New Used Vending Machines

**RAIN-BLO 210 COUNT GUM .26c lb.**  
 In lots of 200 lbs. or more we pay freight and less 2%

**CHARMS**

	Per Thousand		Per Thousand
Football, Copper	\$5.50	Plastic Charms, Large	\$3.00
Football, Silver	4.50	Silver-Plated Charms, Large	5.50
Football, Gold	7.00	Gold Color Plated Charms, Large	5.50

**GOLD & SILVER AMERICAN FLAG RING** ..... \$7.20 PER GROSS  
**JEWEL SCATTER PINS** ..... 9.00 PER GROSS

Makes sensationally fine jewelry item  
 1/3 Deposit Balance C O D. F. O. B. Cleveland Ohio  
 All prices subject to change without notice.

**CONFECTION SALES CO.**

10008 ST. CLAIR AVE  
 CLEVELAND 8, OHIO

**YOU ARE BUILDING A GREATER AMERICA  
 WHEN YOU HELP THE AMERICAN HEART  
 ASSOCIATION**

**NEW OPEN-AIR MARKET**

**Design Outdoor Food,  
 Fuel Vender Stations**

DES MOINES, Nov. 11.—Expanding its original line of Ice Vending stations, F. B. Dickinson & Company has introduced two complete outdoor portable venders handling various types of packaged foods and home fuel. Both follow the basic design of firm's ice venders.

The food vender, which offers six or 12 selections, handles two types of products; those requiring refrigeration (milk, butter, cream, etc.) and those requiring low temperature storage (packaged ice cream, frozen fish, packaged frozen foods, etc.). Any assortment of up to 12 different foods in each basic type may be vended thru a single unit.

**Two Models**

Offered in two models (one for each type of refrigeration), Model 30 for milk, etc., is priced at \$3,378.62 for the six and \$4,693.26 for the 12-selection unit. Model 40, for ice cream and frozen foods, lists for \$3,913.67 for the six and \$5,248.31 for the 12-item food station. Vending units for both models (installed inside the outdoor station) are 26 inches wide, 11-feet long and weigh 1,242 pounds. Each have six horizontal product belts with a unit capacity of approxi-

mately 670 items.

Delivery chute features an air lock, preventing leakage of outside heat to interior. As chute door opens for removal of purchase, the opening into interior of the station is closed to prevent pilferage.

Exterior face of the station has six, or 12, selector buttons under which are metal product and price card holders. Merchandise may be sold at six different prices, four of which may be set to give penny change. Station itself, in both models, is eight feet wide, eight feet high, 16 feet long. Model 30 weighs 6,400 pounds; Model 40, 9,300 pounds.

**Fuel Vender**

Dickinson's Fuel Vending Station handles bagged coal, briquettes, charcoal or packaged fuels. The vending mechanism ranges in size and price from the single belt, 18-foot, 8-inch long model at \$378.49, to the double belt, 28-foot, 8-inch long model at \$815.50. Former has approximate 17-bag capacity, latter 43 bags.

Vending stations are extra, the single Model 25 listing for \$784.44. It is eight feet high and wide, 20 feet long, with an aluminum exterior. Shipping weight is 3,700 pounds.

Both food and fuel stations have goose-neck lamps extending from the front center for night illumination, carry large "24-hour Self-Service" legends across the upper portion.



**EMPTIES  
 MACHINES  
 FASTER!**

**Rain-Blo  
 BALL BUBBLE  
 GUM**

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

**LEAF GUM CO.**

Div. of Leaf Brands, Inc.  
 Chicago, U. S. A.

**LEAF GUM**

All sizes—140—170—210 & Jumbo.

**27c** per pound

Full cash with order.  
 FREE Delivery on 200 pounds.  
 Sold by

**Roy Torr, Lansdowne, Pa.**

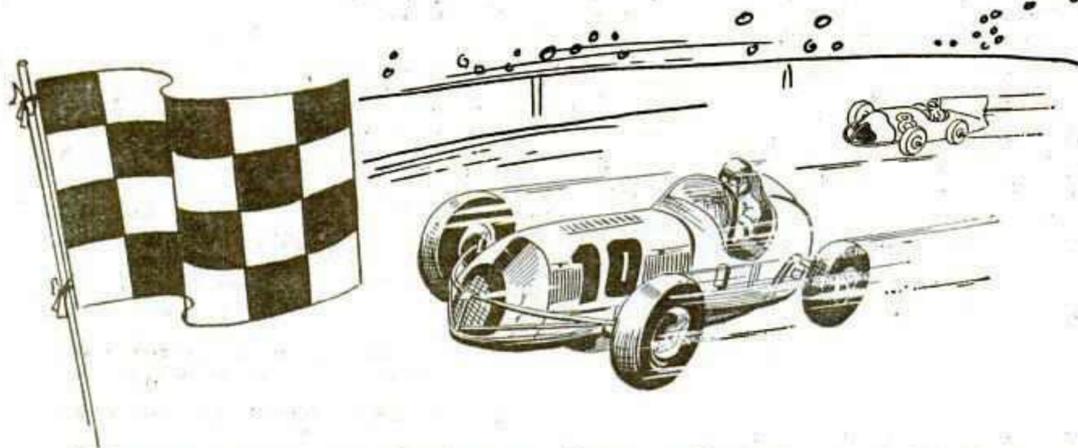
**BALL GUM**

140 Ct. 3,500 Balls Per 25# Case  
 170 Ct. 4,250 Balls Per 25# Case  
 210 Ct. 5,250 Balls Per 25# Case  
 27c Per Lb.

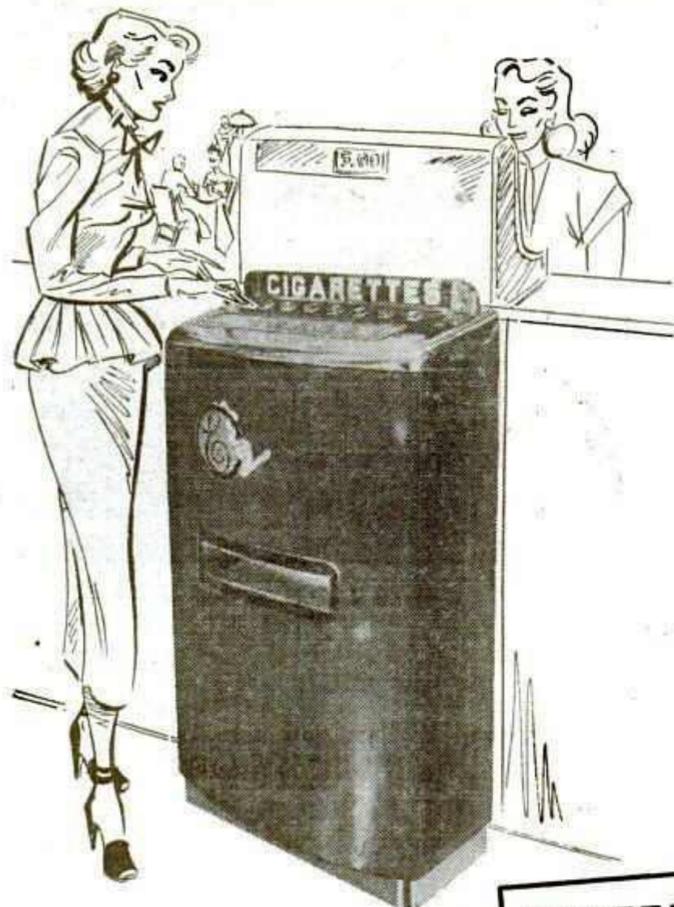
Delivered freight paid on 8 cases or more.

**T. O. THOMAS CO.**  
 Paducah, Ky.

**IT PAYS TO BE UP FRONT!**



In business, as in racing, the front position is usually the most valuable. In cigarette vending Electro is up front in many ways: First and foremost with modern, electric operation; first with modern, electric cash register dependability; and first with top locations, served the profitable UP FRONT way.



It has long been an axiom of the cigarette business that sales increase as much as twenty-five per cent when the point of sale is moved forward in the location, close to the cash register, making is easy for the impulse buyer to pick up a package. This is true whether cigarettes be sold over the counter or by machine. And ELECTRO leads in UP FRONT locations because Electro's exclusive, modern, compact design makes it possible to set it in high profit, front positions where old-fashioned machines could never fit.

GET THE MOST OUT  
 OF YOUR LOCATIONS

**GET UP FRONT  
 WITH ELECTRO**

**EASTERN ELECTRIC INC.**  
 General Motors Bldg. New York 19, N. Y.

**Johnson Sets  
 Changer Output**

CHICAGO, Nov. 11.—Johnson Fare Box Company reported production this week on its coin changer, now featuring interchangeability with other built-in changer units. Harry Griesemer, general sales manager, said this was accomplished by modifying the ABT slug rejector.

In addition to its interchangeable feature, the Johnson Automatic Vending Changer also continues the simple-design pattern introduced with the previous model at the 1949 NAMA convention. This is emphasized by (1) a quick audit tube which empties with one movement of the dump slide; (2) no open-blade relays; (3) break-down into sub-assemblies for quick servicing.

While the changer is currently being produced for use in cup vending equipment, a cabinet housing for exterior mounting on bottle beverage units will also be provided, Griesemer said.

Johnson Fare Box also began production line output of its Downey-Johnson Model 40-SC combination coin sorter-counter this week. Unit, which lists for \$741.50, including federal excise tax (\$46.50), permits sorting and counting of mixed coins from 1 cent to 50-cent pieces. One totalizing cyclometer gives a running total of all coins handled. Both the sorter-counter (introduced at last year's convention but withheld from production until this week) and the coin changer will be featured in firm's NAMA exhibit, according to Griesemer.

**Halsey Ice Pick  
 Venders Rolling**

EVANSVILLE, Ind., Nov. 11.—Halsey Manufacturing Company, Inc., announced its Masterpoint Ice Pick Vender, introduced a year ago, is now in production and available in 10, 15, 20 and 25-cent models.

In quantities of 12 or more, the dime model lists for \$33; 15-cent and 20-cent models for \$36 and the quarter unit for \$37.

**New Chase Sales Reps**

ST. LOUIS, Nov. 11.—Chase Candy Company appointed two sales representatives in the New York area this week. Jack Dubin, New York broker and president of the New York Candy Club last year, will cover the metropolitan area, while Herbert M. Smith has been assigned up-State territory. Smith has 30 years background of candy selling.

Here is the New Flexible

**ALKUNO  
 CRACKER VENDOR**

four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2". Has large merchandise display and self-illuminating plexiglas sign.

**MODEL 700**  
 Metal Cabinet and Base.  
 Ht. on Base, 60".  
 Wt. on Base, 64 Lbs.

**VERY LOW PRICE**

Immediate Delivery  
 In Green Metal Lustre Finish.  
 Write for Catalog of Complete Line, including Cigarette Vendors.

**VISIT OUR  
 BOOTH 8  
 NAMA SHOW**

**Alkuno & Co.** 408 Concord Av., N. Y. 54, N. Y. MEIrose 5-7757

**BUCKLEY  
 DE LUXE  
 DIGGERS**

**EXPERTLY  
 REBUILT**

**\$350.00**

DISCOUNT FOR QUANTITY PURCHASES

**M & P SALES CO.**  
 210 W. Alder St.  
 Missoula, Mont.

Available Now!

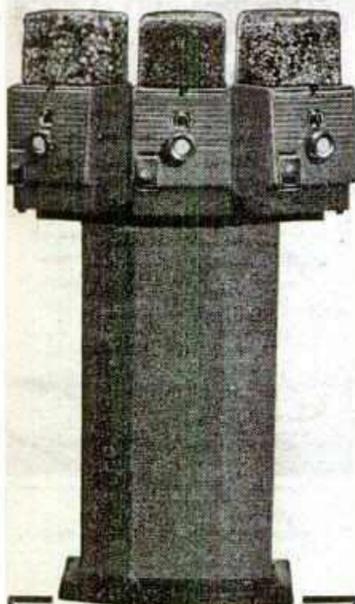
1c or 5c

**ACORN**  
 ALL-PURPOSE  
 BULK MERCHANDISER

**Empire**  
 COIN MACHINE EXCHANGE  
 1012 Milwaukee Ave. • Chicago 22, Ill.

**NOW!**  
**Bigger Profit**  
FROM EVERY LOCATION  
With the New  
*Northwestern*

**CABINET STAND**  
FOR MODEL 49



**WRITE FOR DETAILS**  
OR SEE YOUR DISTRIBUTOR

**THE NORTHWESTERN CORPORATION**  
829A ARMSTRONG STREET, MORRIS, ILL.

**FOR SALE**

Bradley Automatic Two Drink Dispensing Machines, Model "C." Good condition, on location today. \$900.00 each.

**ALLAN D. KLEINMAN**  
6511 Selma Avenue Cleveland, Ohio

## Lyon Ups Price On Three Units As Costs Rise

NEW YORK, Nov. 11.—Spiraling material costs have forced a \$50 across-the-board price increase on the three cup venders in the Lyon Industries line, according to Harry Fehn, executive.

Firm's 1,400-cup single drinker now lists at \$995, the 1,400-cup dual flavor model at \$1,145, and the 500-cup unit, recently acquired from Stewart Products, at \$645. List prices include coin changers.

The machines are produced for Lyon by Worthington Pump. Deliveries are on a 30-day basis, Fehn said.

## Philly Firms Hike Ice Cream Prices

PHILADELPHIA, Nov. 11.—Ice cream manufacturers here are increasing their wholesale prices to 4 cents a quart. As a result, it is expected the retail prices will go up about 5 cents a quart. The manufacturers explain the wholesale price increases was forced up by the rising cost of cream and flavorings.

The Breyer Ice Cream Company reported it had increased its wholesale price last week 2 cents a quart by bulk and pint packages. The Philadelphia Dairy Products Company said it raised the price 2 cents a quart for bulk and 4 cents a quart for pint packages. The increase was estimated at about 5 per cent.

Both Abbotts Dairies, Inc., and the Supplee-Wills-Jones Milk Company announced increases of 2 cents for both bulk and pint packages.

## DETROIT FIRM BUILDS GOOD WILL THRU SPORTS

DETROIT, Nov. 11.—A solid program of support of sports activities is playing off in prestige for Dossin's Food Products, owners of the Pepsi-Cola franchise here. Most spectacular was the success of the Miss Pepsi speedboat entered by the Dossin brothers, which broke the course (five-mile) record in the Silver Cup race on the Detroit River, with a new world's record of 117 miles per hour average speed. The boat also won the President's Cup Regatta at Washington, with a new world record for a three-mile course. The President's Cup was personally presented by President Truman to Roy and Walter Dossin.

Following the Washington award, the Dossins entered Miss Pepsi in a race at New Martinsville, W. Va., on the Ohio River, but had the misfortune of a tipover while rounding a turn at over 100 m.p.h. Both driver and mechanic are still on crutches, but will be able to be back in condition in a few weeks, Bob Dossin said.

### Bowling Champs

In bowling, the Dossin people set an enviable mark, with their men's team champions in their class in Detroit last year—and are again leading the league this season.

The Dossin men's bowling team not only led Detroit last year, but went to Youngstown, O., and won the national championship in the American Bowling Congress, in which over 5,000 teams competed. This season, the men's team is in third place in the local league set-up, but is likely to pull into first shortly, Bob Dossin said.

Last week Dossin was presented with the trophy for both Detroit city and State of Michigan championships in the hardball (baseball) Class A field, won by Dossin Products. The team also entered the national tournament, likewise held at Youngstown, and won third place.

## On-Off Policy Hits Cup Ops

Continued from page 80

on both cold and hot drink units if public acceptance is to be maintained and increased, is the behind-the-scenes opinion of most manufacturers. But with the cost angle entering the picture more importantly within recent months, many have decided to eliminate them rather than further increase machine prices. And operators require detailed information on filter use to bring home the long-range benefits that are to be gained by their use. This is indicated by reports from several machine makers that some operators have not made fullest possible use of built-in filters in the past. Instances were pointed out where operators did not properly service such filters when they had them (changing filter cartridges, checking for proper functioning, etc.).

In addition to providing improved carbonation (longer lasting in the cup due to removal of chlorine, sediment, etc.) filters also act to cut machine maintenance costs in three instances. By removal of foreign matter from the vender's water supply, they reduce wear and tear on check valves, solenoids and pump parts. It is estimated that the average cost to the operator for a filter is 16 cents per 1,000 drinks per machine, or about 3 cents a day, based on average daily sales of 200 drinks. Filter cartridge life ranges from 25,000 up to 35,000 and 40,000 servings.

In those venders offering cola drinks, filters are especially helpful as a higher carbonation is required.

There are two basic types of filters for cup venders: (1) The pre-coat type, which give constant quality water at a gradually reducing flow (as sediment builds up), and (2) the constant-flow type, which maintains full flow with a gradual reduction in quality.

Use of filters in both so-called good and bad water areas will result in benefits, such as a better tasting drink, better carbonation, reduced machine parts wear, it is conceded. While most municipal systems provide safe drinking water on a year-round basis, too little emphasis has been placed on the need for brilliantly clear water for best possible carbonation and longer carbonation life after delivery.

### Bring Out Flavors

Dirt, sand, colloidal materials, bad tastes and odors present in many water systems cause off-tastes and quick loss of carbonation in the delivered drink. While such water itself is essentially "pure," it does not bring out the fullest possible taste and flavor that sirups and carbonation combine to make. This is a fact recognized by bottlers, who spend large sums setting up elaborate filtering equipment.

The cup operator can compete on a more equal basis with the bottle drink operator by offering comparable taste quality in his drinks, a fact which is summed up by this statement by M. L. Finneburgh, general sales manager of the Liquid Carbonic Corporation, Chicago: "Since 85 per cent of a carbonated drink is water, the water used should be perfect . . . too little emphasis has been placed on the need for such water for carbonators."



WEIGHT, 165 LBS.

**\$25**

**DOWN**

**Balance \$10 Monthly**

**400 DE LUXE PENNY FORTUNE SCALE**

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

**WATLING**

Manufacturing Company

4650 W. Fulton St Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

## ATLAS the LEADING PROFIT MAKER



Atlas Brand Almonds — Packed in 5¢ vacuum cans for the Bantam Tray Vendor.

**BANTAM TRAY VENDOR**

A 5c vendor that brings not only SOME profit but STEADY profit. Ideal for bar, counter, table tops, etc. Vends bulk merchandise with speed and ease. Especially made for almonds and pistachios — it dispenses them evenly and WITHOUT injury to the merchandise.

SALEMEN AND DISTRIBUTORS, Write Now

MANUFACTURED BY

**ATLAS**  
EST. 1925

MANUFACTURING AND SALES CORP.

12220 TRISKETT RD., DEPT. CLEVELAND 11, OHIO

## 'POP' CORN SEZ OPERATORS

We have ample parts NOW for 'Pop' Corn Sez Vendors BUT defense work in the factory will make later replacement orders slow.

Review your future parts requirements and WRITE US NOW for your needs.

**AUTO-VEND, INC.**

5210 BONITA DALLAS, TEXAS

You ALWAYS get the best deal at the factory on both NEW and RECONDITIONED 'Pop' Corn Sez Automatic Vendors. There's no margin squeeze with 'Pop' Corn Sez—it's still a LONG PROFIT—LOW EXPENSE OPERATION.



## Oak Acts To Hold Production Level

CULVER CITY, Calif., Nov. 11.—Oak Manufacturing Company reported this week a stockpiling program to permit an even order flow thru the next two years is now being set up. Harold T. Probasco, treasurer and production manager, said the firm currently has sufficient materials on hand to enable filling of all orders for the next 12 months.

A step-up in output of the Acorn All-Purpose and All-Charm penny and nickel venders was also announced.

## Flatto on 1-Week Delivery Schedule

NEW YORK, Nov. 11.—Flatto Manufacturing is back on a one-week delivery schedule for its recently introduced three-column stamp vender, according to E. W. Flatto, general manager. Steel shortages had cut back production in recent months, he said.

Vender, which lists at \$29.95, has a capacity of 170 folders in each column. It features cut-out window displays and porcelain front with baked lettering.

## PEERLESS WEIGHING and VENDING MACHINE CORPORATION

HAVE A SELECT NUMBER OF

"ON LOCATION" SCALE ROUTES AVAILABLE IN VARIOUS SECTIONS OF THE UNITED STATES.

### TERMS AVAILABLE

ROUTES INCLUDE ALL FAMOUS MAKES OF SCALES.

### CONTACT

MR. L. D. CHAMBERS or MR. J. J. CROSBY,  
ROOM 708 AT THE PALMER HOUSE

DURING N. A. M. A. CONVENTION IN CHICAGO,  
NOVEMBER 12-15

OR WRITE TO DEPT. B

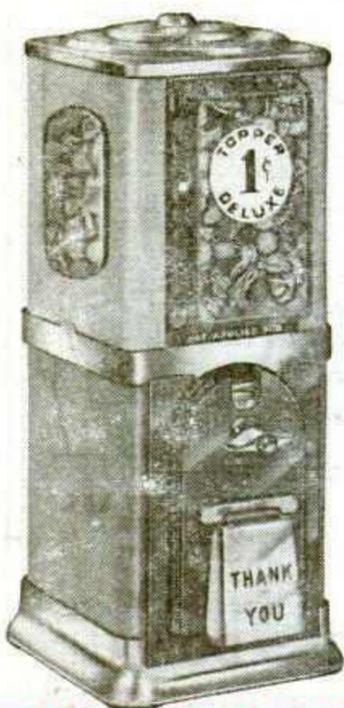
**PEERLESS WEIGHING and VENDING MACHINE CORPORATION**

29-28 Forty-First Avenue Long Island City 1, N. Y.



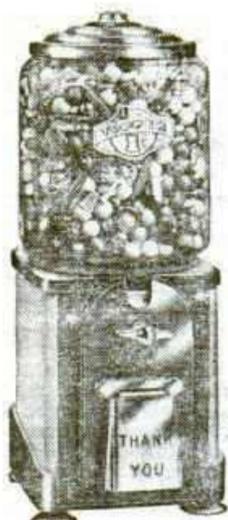
### VICTOR'S TOPPER LINE

# VICTOR IS "TOPS" IN MODERN VENDING!



### TOPPER DELUXE

Tops in performance and beauty. Never have there been so many new ideas put into a bulk vendor. Also, in 5c model for perfect vending of charms exclusively. Available with or without side windows.



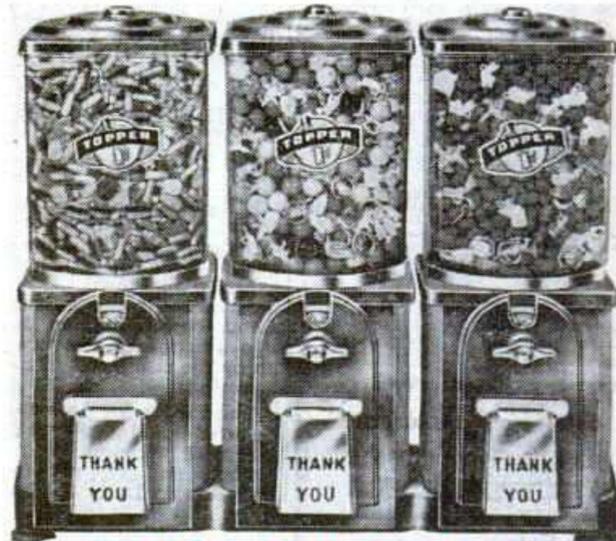
### TOPPER

Vends Ball Gum and Charms plus all other bulk merchandise. You'll agree that here's the machine for "TOP" performance. Comes in 1c only.



### DOUBLE UNIT TOPPER

With New Plastic Globe . . . Designed solely to save operators thousands of dollars in breakage and loss of merchandise.



### TRIPLE UNIT TOPPER

For those locations where two is not enough and four is too big. . . Vends Ball Gum and Charms plus any other bulk merchandise.

### TOPPER 5c ALL-CHARM VENDOR

Now . . . the finest all-charm vendor made. With side display windows.



and  
NOW  
**4**  
UNITS

### VICTOR'S REVOLVING SUPER- MARKET



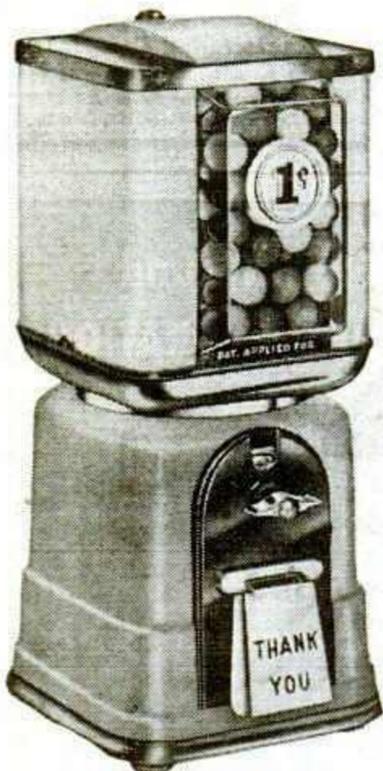
The most practical MULTIPLE bulk vendor ever built . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential.

SEE THEM AT YOUR  
DISTRIBUTOR TODAY...

OR WRITE  
DIRECT TO



America's Finest Vendors—  
Industry's Greatest Values



### JUMBO UNIVERSAL

Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 2,375 balls.



### • UNIVERSAL • MODEL V

Beautiful, modern, colorful—as efficient as it is beautiful. The All-Purpose Vender Built for Profitable Operation. The Universal is truly a creation . . . tops for modern design and efficiency.



Vends all kinds of Bulk Merchandise, including Ball Gum . . . with Charms. The original and still the best. Get the details today.

# VICTOR VENDING CORP.

5707-13 W. GRAND AVE.  
CHICAGO 39, ILLINOIS

**VICTOR'S AMAZING NEW TOPPER**



Special Nov. Offers  
**TOPPERS SOLD 4 TO CASE**... \$45.00  
 1 Case (4) Topper PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for **\$52.25** only (Choice of Glass or Plastic Globes)  
 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 all Gum PLUS 25¢ Candy PLUS 1000 Charms. All for **\$36.00** only  
 1 Triple Unit Topper with stand, plastic globe, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$51.25**

Sample Topper, \$11.75  
 Get today's top money maker—Topper DeLuxe 5¢ all Charm Vender. Sample **\$13.95**

**RAIN-BLO GUM**, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200¢ or more with freight prepaid, 26¢ lb. less 25¢.  
**COLORED BALL GUM**—All Sizes 25¢ or 40¢ carton, 26¢ lb. 160¢ lots, 24¢ lb. with freight prepaid.  
**FULL CASH WITH ORDER**  
 1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

**More \$\$ With Dime Bars?**

Continued from page 80  
 vending in 1948 and 1949 were negligible.  
 "As a matter of fact," the article stated, "during this period even the candy manufacturing industry gave a splendid account of its earnings per share. But not the operators."  
 On the heels of rising candy costs and the prospect of smaller bars, Scheuer pointed out, came the dime bar.  
 "The big if, however," Scheuer contends, "is does the 10-cent bar mean more volume?"  
 His own company's experience with dime bars in 1947 indicated these items do not sell well in vending. Despite this past experience, the company is presently conducting closely supervised tests on dime merchandise. Even so, Scheuer said, he is not optimistic about the outcome.  
 "Anyone," Scheuer wrote, "who wistfully thinks he will sell more merchandise in an industrial plant at a dime than he has at a nickel is simply deluding himself. The average industrial plant is a captured market—nothing more—in which various products are vended day in and day out to the same customers.  
 "Within such an establishment any number of products daily compete for their share of the dollar, dime or nickel—milk, coffee, ice cream, carbonated beverages, pastry, sandwiches and countless other items. At the end of any given period only so much money is expended for vendable items and the share of participation de-

pends on value, unit of sale, manner of presentation and the will of the public."  
 Without entirely discarding dime bars, pending the outcome of current tests, the Vendomat Corporation has a plan of action to offset mounting costs. Merchandising, Scheuer asserted, is the prime factor. Equipment is being moved from fair to heavy volume locations and the emphasis is no longer on the single stop.  
**Commissions Reduced**  
 Rentals (commissions) have been reduced, Scheuer said of his own firm, and control of every department is being tightened up with the thought of gearing overhead to volume of business done.  
 "Whether or not," Scheuer concluded, "candy bars remain at 5 cents, whether the nickel bar passes out of the picture or whether we will ultimately have to sell bars for 10 cents or higher—these are not vital issues. The main challenge is just how good a merchant is the automatic merchandiser?"

**Seek New Va. Cig, Bev Tax**

RICHMOND, Va., Nov. 11.—A request from the Norfolk area for a special session of the General Assembly to enable six communities to adopt uniform sales taxes on cigarettes and soft drinks was taken under advisement by Gov. John S. Battle late last week.  
 Spokesmen for five of the communities declared their request was prompted by the need of more money for schools. The tax, if enacted, would place a 2-cent levy on each pack of cigarettes and 1-cent-per-bottle tax on soft drinks.  
 The communities advocating the tax for school use are Norfolk City, Norfolk County, Portsmouth, Princess Anne County and Virginia Beach.

**Charter New Laundry**  
 RALEIGH, N. C., Nov. 11.—Secretary of state issued a charter to Mitchell's Launderette, Inc., Burlington, with authorized capital stock of \$100,000. Subscribed stock of \$300 was by Claiborne Young, Kenneth Young and Eugene Gordon.



**PAYS 50% TO 200% STEADY PROFITS**

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT  
 ★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

**AMERICAN SCALE MFG. CO.**  
 3206 Grace St., N. W., Washington 7, D. C.  
 Check one of the following:  
 Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.  
 NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**Limited Quantity Brand New MILLS VEST POCKET BELLS \$65.00**

**BRAND NEW IMPS**  
 Either 1¢ or 5¢ Play Cig. or Fruit Reels **\$21.50 Ea.**

**"HIT-A-HOMER" SPECIAL DEAL!**  
**6 FOR \$1!**  
 A special purchase enables us to offer these brand new games (in orig. ctns.) at **\$25.00 EA.** If you buy 5 machines we will give you 1 Free! Buy 5—Get 1 Free. 6 for \$1!

**SPECIAL DEAL FOR JOBBERS!**  
 WE TAKE TRADE-INS LIBERAL ALLOWANCE  
 1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00  
 WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

**Rake** COIN MACHINE EXCHANGE  
 609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

**Fisher Body Co.**

Continued from page 80  
 Several operating firms are participating in the venture, which appears to include most types of venders normally considered suitable for a factory location. The Fred B. Prophet Company, national catering operators who have headquarters here, are the overall caterers for the Fisher plant.

**Spacarb Cup Unit**  
 A three-flavor drink machine is being put in by the Spacarb Company. International Vending Company has coffee, ice cream, sandwich and pastry machines. Dairy Vendors, a local organization with headquarters in the MacDonald Creamery, have the milk vendor. Cigarette, candy and nut machines are being installed by other operators as well.  
 The installation is being made on the top floor of the plant, adjacent to the cafeteria. It is considered likely that similar batteries will be installed on most floors of all Fisher plants if this one proves successful. The automatic machines may be utilized to eliminate the use of wagons brought thru the plants with caterers' supplies, which have been a feature of industrial plant activity for decades.  
 It is too early to predict results from the present full scale experimental installation, but it appears to be upon a scale and variety that promise reasonable chances of success, and the first long-anticipated switchover to automatic merchandising in industry here.

**Another Good Buy is The TOPPER TOP VALUE - LOW PRICE**

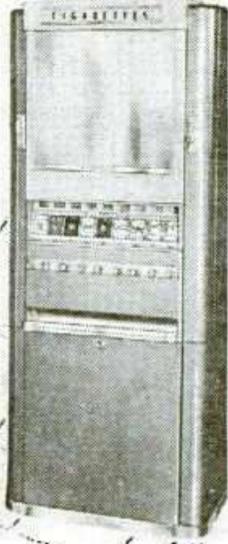
Ask any operator using "Topper" 1¢ Vendors and you will find that these machines cannot be equaled in either performance or low price!  
**4 or more, \$11.25 each**  
**100 or more, 10.50 each**  
 YES, that includes Plastic Globes. All Victor machines can be bought on 20-week plan from TORR.  
**SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.**

**ROY TORR LANSDOWNE, PA.**

Save at Least Part of Each Week's Earnings. Buy U. S. Savings Stamps and Bonds

**Du Grenier Equipment has a LONG LIFE LINE**

DuGrenier cigarette vending equipment is famous not only for its style and simplicity of operation. It boasts an unchallenged record of durability and dependability. For instance, DuGrenier "S" models made in 1935—fifteen years ago—are still on location producing profits every day. It's just the way DuGrenier builds its vendors — sturdily — "like the Rock of Gibraltar."  
 Now we are proud to present the new 1950-51 line of electrically and manually operated machines. These, too, are built not only for beauty. They're built to last. They're built solid — to give you a long and profitable operating life line. That's why DuGrenier equipment is known as "America's Finest Cigarette Machines For America's Finest Locations."



DUGRENIER ALL-COIN COMBINATION MANUAL CIGARETTE MACHINES  
 Other DuGrenier models include the DuGrenier Electric and the Simplicity Manual. All DuGrenier models are available in standard or the new "Shorty" height.

**Arthur H. DuGrenier, inc.**  
 America's Foremost Manufacturer of Cigarette, Candy and Gum Merchandisers  
 15 Hale Street Haverhill, Mass. Phone: 3-3855

**THEY'VE GOT TO GO: CLOSE OUTS**

- Advance 5c Bulk Vendors... \$ 9.75
- Columbus 5c Bulk Vendors... 9.75
- Silver King 5c Bulk Vendors... 9.75
- Victors 5c Bulk Vendors... 9.75
- Gottlieb 3-Way Grips... 27.50
- Globes for Any Machine... 1.50
- Six or More... 1.25
- Leaf Rain-Blo Ball Gum, 200# or 8 cases or more... 6.75
- Prepaid From Factory
- Camera Chief... 12.50
- Test Quest... 17.50
- 2 for 5c Card Vendor With 2,000 Cards... 10.00
- Northwestern 33 Ball Gum... 7.50

ALL ABOVE BRAND NEW, NEVER ON LOCATION.  
**T. O. THOMAS CO.**  
 PADUCAH, KY.

**NEW LOW PRICES U-SELECT-IT CANDY MACHINES**  
 U-Select-It, 72 Bar Size, Each... \$27.50  
**CIGARETTE MACHINES**  
 Write for low prices all makes. COUNTER MODEL... \$17.50 Half Deposit.  
**HARRIS VENDING**  
 2217 N. Park Ave. Philadelphia 32, Pa.

**WE'VE GOT... TOPPER Victor's Terrific Vender**



**Birmingham Vending Co.**  
 540 2ND AVE., N. BIRMINGHAM 4, ALABAMA

**CHARMS THAT PAY OFF! NEW GUNS**  
 (Same size as illust.)  
 Plastic (Ass't. Colors)... \$4.25 M  
 Nickel Plated... 6.50 M  
 Gold, Silver Plated... 7.50  
 Also large assorted Sport Charms. OPPORTUNITY FOR DISTRIBUTORS. DON'T DELAY! ORDER NOW!  
**Paul A. Price Co.**  
 220 Broadway New York 7, N. Y.

See the complete DuGrenier line of cigarette, candy and gum merchandisers in Booth 23 and Room 788 at the N.A.M.A. Show; or, if you can't attend, write for descriptive literature and name and address of representative nearest you.

# OPERATORS -HERE IT IS!



## Northwestern

### SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor . . . big capacity . . . fast servicing . . . simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

**THE NORTHWESTERN CORPORATION**  
829 E. Armstrong St. Morris, Illinois

# Nail Meet Features Ice Mach.

Continued from page 80

It could be used as a guide in judging proposed locations for vendors. He emphasized that the investigation was limited to automatic self-service stations not operated in connection with an ice plant.

### Tonnage Variations

Annual tonnage was found to be 687 tons of block ice and 151 tons of packaged ice for the highest volume stations. Lowest volume vendors had block tonnage of 30 and packaged tonnage of 20 annually. During the week, 50 per cent of the ice is sold between 4:30 and 8 p.m., thus indicating that a location on main arteries from the center of a city would give complete coverage of the residential market. However, 50 per cent of all sales are made from Friday thru Sunday. It was also discovered that the maximum distance people will travel to purchase ice is about one and a half miles for packaged and slightly less for block ice.

"It is interesting to note that ice vendor customers as a rule are loyal customers . . . a very large percentage do not buy elsewhere," Burley stated.

### Locations

Location within a block appeared to have little bearing on the success of a vendor station. Fifty-five per cent of all high volume units were located on corners, but 78 per cent of all low stations contacted also had corner spots. More important than specific position on a block was sight distance and side of the street on which the station was placed. Since 50 per cent of the ice is sold during the three and a half hour period from

4:30 to 8 p.m., a station should be on that side of the street handling the heavy flow of traffic at that time, the survey pointed out.

The distance to another ice vendor should not determine location. Some locations should be no closer than four miles, while others which draw customers from two different areas may be as close as one mile, Burley declared.

Almost all ice vendor stations studied employed some type of advertising. Most common type was distribution of handbills to residents in its area; some operators advertised their vendors on the radio, television or in newspapers.

# VOA WILL PLUG VENDING BIZ

NEW YORK, Nov. 11.—Automatic merchandising's impact on American buying habits is the subject of a feature now being planned by the State Department's Voice of America (VOA). The program, which will include taped statements by leading vending personalities, will be broadcast over VOA radio facilities to Europe, the Far East and Latin America. Translated versions in as many as 29 foreign languages may be beamed at specific countries, a spokesman said.

VOA representatives will be in Chicago next week to interview vending industry figures, it was learned.

# Maryland Cup Names Toppers

BALTIMORE, Nov. 11.—Merrill L. Bank has been elected president of the Maryland Cup Company, with Lawrence W. Barber named vice-president, according to announcement by the firm's board of directors.

The company is enlarging production facilities and will soon make available an expanded line of vending cups.

# Empire Premium Catalog

CHICAGO, Nov. 11.—Empire Coin Machine Exchange here has mailed a new premium catalog to the operator trade. Prepared by Howard Freer, advertising manager, the catalog consists of two pages in black and white and lists premium lines acquired by Empire since its summer catalog was distributed three months ago.

# IT'S Sidmor FOR VICTOR!



### TOPPER DE LUXE

(Illustrated)  
Lots of 100, \$11.95  
Sample, \$12.95.

### VICTOR'S MODEL V

\$12.75 Ea.  
24 or more, \$12.00 Ea.

### VICTOR'S TOPPER

Lots of 100, \$10.50  
Sample, \$11.25.

1/3 dep. with order.  
Bal. C. O. D.,  
F. O. B. Pch.

# Sidmor VENDING CO.

2035 FIFTH AVE. - PITTSBURGH 19, PA.



### TOPPER DELUXE

With Plastic Side  
Display Windows

\$13.45

Topper Standard  
With Plastic  
Globe

\$11.25

JUMBO  
1" BALL GUM

Lots of 100  
\$13.95

DEVICES NOVELTY SALES CO.  
467 N. Milwaukee Ave., Chicago 10, Ill.  
Phone: Monroe 6-7533

# Transit Exec

Continued from page 80

the growing problem of mass transportation.

### Urges Vender Revenue

"In transit systems," said Col. Bingham, "every effort should be made to use all available and other station space for revenue producing purposes . . . Along station walls and at other desirable points, provisions should be made for the installation of all types of coin-operated vending machines. Electric and water outlets should be provided for these machines. Attractively designed and illuminated niches or setbacks in the walls are appropriate locations for these machines as well as for telephone booths."



### TERMS FOR MISSOURI AND ILLINOIS OPERATORS

### TOPPER

(Illustrated)  
Lots of 100,  
\$10.50  
Sample, \$11.75

### Victor's Universal

### JUMBO

1" Ball Gum  
Vendor, Best  
Location Getter  
in Years!

Immediate  
Delivery

1/3 Dep. With Order, Bal. C.O.D.

### J. ROSENFELD CO.

3220 Olive St. St. Louis 3, Mo.  
(Phone: OLive 2800)



# TOP VALUE-LOW PRICE!!

Ask any operator using "Topper" 1 1/2 Vendors and you will find that these machines cannot be equalled in either performance or low price! "Topper" machines start at \$11.25 and drop to \$10.50 per machine on quantity orders. Send for free descriptive leaflet!

### R. H. ADAIR COMPANY

6926 W. Roosevelt Rd.  
Oak Park, Illinois  
Phone: EUclid 6-9219

### SPECIAL SALE

### Factory Reconditioned Machines

100 ROWE STICK AND TAB GUM, 1 1/2	Each \$9.95
25 ASCO HOT NUT, 5 1/2	12.50
25 VICTOR NUT, 1 1/2 or 5 1/2	6.95
25 ADAMS GUM, 1 1/2, 4 Col.	9.95
15 ART CHALLENGER GUNS, 1 1/2	22.50
25 MASTER NUT, 1 1/2-5 1/2	6.00
25 ANDREWS NUT, 1 1/2, 2 Col.	9.95

1/3 Wth Order—Balance C. O. D.

### WANTED TO BUY

Silver King and Ball Gum Machines. Also all other types and makes of Nut and Gum Vending Machines.

### CAMEO VENDING SERVICE

432 W. 43d St. New York 18, N. Y.  
LOngacre 3-1234

# 30 DAY MONEY BACK TRIAL

## Northwestern MODEL 49 SPECIAL

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

### MODEL 49 SPECIAL

### Prices

LESS THAN 25 \$14.35

LESS THAN 100 \$14.15

100 OR MORE \$13.95

### GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 1 1/2 or 5 1/2, Baked Metallic Finish, Red or Green—Sample	\$14.95	33 BALL GUM PORCELAIN, 1 1/2	\$7.45
10 or More	12.95	SILVER KING, 1 1/2 or 5 1/2	6.95
39 PORCELAIN, 1 1/2	7.45	MASTER PORCELAIN, 5 1/2	7.45

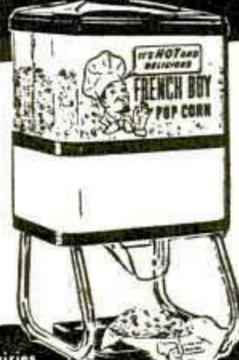
MERCHANDISE AND SUPPLIES		M & M	
PISTACHIO, Jumbo Queen	65¢	1 1/2 BALL GUM, All Sizes (150 Lbs. Min.)	39¢
FANCY TULIP, Large	43¢	150 Lbs. Min., Freight Prepaid	26¢
INDIAN NUTS	34¢	ADAMS, All Flavors	42¢
CASHEW, Whole	53¢	WIGLEY'S, All Flavors	46¢
CASHEW, Butts	51¢	TOPPS, All Flavors	42¢
VIRGINIA PEANUTS, Whole	34¢		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
1/3 Deposit, Balance C. O. D.  
Time Payment Plan Available—Trade-Ins Accepted.

# NORTHWESTERN SALES AND SERVICE COMPANY

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

# FRENCH BOY POP CORN Dispenser



Special heating elements keeps popcorn fresh and tasty.

Keep popcorn 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 own corn or buy fresh, ready-to-eat popcorn from us.

### A B C Popcorn Co., Inc.

3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

Dealer Inquiries Invited

# COLUMBUS VENDING'S "BI-MOR" GETS IN THOSE HARD TO GET LOCATIONS

- ★ Easy to service—no tools, time or bother.
- ★ Ups your sales, profits, cuts service time and call backs.
- ★ Displays merchandise to best advantage—finished in all White, Blue Hammerloid or Light Green.
- ★ Always dependable for smooth operation, they earn more money.

Write today and learn how you can earn more money with Columbus Vendors.



### COLUMBUS VENDING CO.

2005 E. Main St., Dept. B Columbus 9, Ohio

# GIVE TO THE DAMON RUNYON CANCER FUND

# EPY DELIVERS IMMEDIATELY

BEAUTIFUL COLORS—TREMENDOUS ASSORTMENTS

Super Charm Mix	..... \$2.00 per bag
Combo 50-50 Mix	..... 4.40 per 1,000
Plastic Charms #1	..... 2.50 "
PLATED Charms #1	..... 4.25 "
Plastic Charms #2	..... 3.00 "
PLATED Charms #2	..... 5.00 "
Plastic Wonderful #70	..... 3.75 "
PLATED Wonderful #70	..... 5.75 "
GOLD & SILVER #1	..... 5.00 "
GOLD & SILVER #2	..... 6.00 "
Plastic Footballs	..... 4.25 "
PLATED Footballs	..... 6.00 "
Plastic Boxing Gloves	..... 5.25 "
PLATED Boxing Gloves	..... 8.00 "
Plastic Bowling Pins	..... 4.25 "
PLATED Bowling Pins	..... 6.75 "
Plastic Comic Strips	..... 4.25 "
PLATED Comic Strips	..... 6.75 "
License Plates	..... 7.50 "
Plastic Rings	..... 2.75 "
PLATED Rings	..... 5.25 "
Plastic Funny Faces	..... 4.50 "
Plastic Funny Faces with Rhinestone Eyes	..... 10.00 "
PLATED Funny Faces	..... 8.50 "
PLATED Funny Faces with Rhinestone Eyes	..... 14.00 "
A to Z Charms	..... 2.00 "
Grocery Charms	..... 12.50 "
Jewel Charms	..... 10.00 "
Metal Scissors	..... 10.00 "
Scout Knife	..... 10.00 "
Joke Pals	..... 10.00 "
Jing'o Bells, 1/2"	..... 5.00 "
Jingle Bells, 5/8"	..... 6.00 "
Fortune Ball Mix	..... 1.75 " gross

Ball Gum—22c a lb., F.O.B. Chicago, Ill.

# EPY Samuel Eppy & Co., Inc.

91-15 144th Place, Jamaica 2, L.I.C. N.Y.

# ADVANCE

21-A • Unit-C

## STICK GUM and MINT VENDOR

Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 38" high, 3 1/2" wide and 2 1/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1 1/2 or 5 1/2 or 10 mechanism.

ORDER TODAY!

### J. SCHOENBACH

DISTRIBUTORS OF ADVANCE VENDING MACHINES  
1647 Bedford Ave., Brooklyn 25, N. Y.

# GET \* NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

### PENNY KING CO.

413 Neptune Street, Pittsburgh 20, Pa.

# WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

Plastic Charms, small, 1,000	..... \$2.75
Metal Colored Charms, small, 1,000	..... 4.25
Plastic Charms, large, 1,000	..... 3.25
Copper & Nickel, large, 1,000	..... 5.25
Silver Wedding Rings, 1,000	..... 5.95
Toy Watches, 2 gross	..... 2.50
Stone Set Rings, 2 gross	..... 1.95
"Nep Cat" Buttons, 1,000	..... 5.95

### STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for location. Weighs 17 lbs.

\$3.25 each  
EXTRA HEAVY STANDS \$3.99 each

We are factory distributors for all leading makes of VENDING MACHINES.

One-Third Deposit on All Orders.

### PARKWAY MACHINE CORP.

715 Snover St. Baltimore 2, Md.

**LARGEST PROFIT MAKER**

5c Silver-King for Pistachios

Change NOW to 5c Model for REAL PROFITS

5c change-over parts available for all 14 Models.

SAMPLE \$13.95 each TO @ \$12.50 each

100 or more, write for low price.

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 14-1/2 U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers— or write. Ask about the new "Hunter"

**Cameo Vending Service**

Main Office: 432 West 42nd St., New York City 18, N. Y. White Plains Branch: 8 Oranwampum St. White Plains, N. Y.

**If Advance Makes It, We Sell It**

- Sanitary Napkin Vendors
- 1c Box Match Vendors
- 1c Book Match Vendors
- 1c Tab Gum Vendors
- 5c Std. Pkg. Vendors
- Cigarette Vendors
- 5c Candy Bar Vendors
- 1c BALL GUM Vendors
- 1c Peanut Vendors
- 1 & 5c Electric Shockers

Globes for Any Vendor 1 to 5 ..... \$1.50 Each 6 or More ... 1.25

**T. O. Thomas Co.**

1572 JEFFERSON Paducah, Ky.

**Supplies in Brief**

**Sugar Report**

WASHINGTON, Nov. 11.—The Agriculture Department's latest monthly report showed the quantity of sugar charged against the quotas during January-September amounted to 6,534,108 short tons, raw value, compared with 5,904,707 tons during the same period last year.

Ag Department also announced the Commodity Credit Corporation has assigned the following quantities of CCC-owned Cuban sugar for shipment not later than November 22: American Sugar Refining Company, 6,000 short tons; National Sugar Refining Company, 15,120 short tons; Savannah Sugar Refining Corporation, 10,080 short tons. The total quantity of CCC-owned Cuban sugar assigned to refiners to date is 199,200 short tons.

**Filbert Filler**

WASHINGTON, Nov. 11.—The Agriculture Department has established at 92.5 per cent the

salable percentage for merchantable in-shell filberts for production year which began August 1. The surplus percentage was established at 7.5 per cent.

The Filbert-Control Board, the administrative agency which operates the marketing agreement and order regulating the handling of filberts grown in the States of Washington and Oregon, furnished the department with its estimates of merchantable in-shell filbert output. Merchantable filberts representing the salable percentage may be sold on the domestic in-shell market, but the surplus must be disposed of for export or shelling or in other outlets not competitive with the domestic in-shell market. Purpose of the marketing agreement program is to allocate domestic filbert supplies among available market outlets so as to improve grower prices.

**Pecan Quality**

WASHINGTON, Nov. 11.—An upward revision of the minimum quality requirement for in-shell pecans handled under the federal marketing agreement has been announced by the Agriculture Department. Under the regulation which has been in effect, pecans shipped out of the 5-State production area for in-shell distribution are required to meet the minimum quality standards represented by the U. S. commercial grade. The new regulation, which became effective Monday (9), will retain the U. S. Commercial grade as the basis of minimum quality standards for such shipments, but will require that 75 per cent of the kernels in any lot be of U. S. No. 1 quality instead of 85 per cent as required in the U. S. commercial grade.

Ag Department anticipates that trade and consumer demand will be improved by the higher minimum requirements. The change was recommended by the Pecan Administrative Committee.

**SENSATIONAL MODEL 49**

\$14.35 F. O. B. BOSTON SINGLE MACHINE

1c OR 5c

SHIPPED FROM BOSTON STOCK

We carry a full line of merchandise, parts and charms at lowest market price at time of shipping. We also roast and salt our own nut meats exclusively for the vending machine trade. Send us your requirements!

**NORTHWESTERN SALES AND SERVICE**

1198 Tremont St Boston 26, Mass.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

**TOPPER** (Illustrated) Lots of 100 \$10.50 Sample, \$11.75

Victor's Universal **JUMBO** 1" Ball Gum Vendor.

Best Location Getter in Years! Immediate Delivery

**VEEDCO SALES CO.**

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

**VICTOR'S TOPPER**

ONLY \$11.00 Each 24 or More ONLY \$10.50 Each 100 or More

Globes or Plastic Globes UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LIBERAL EASY FINANCE PLAN!!! LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies. VENDING SPECIALIST SINCE 1934

Write for FREE information regarding VENDING SCHOOL for operators.

BERNARD K. BITTERMAN 3002 Truman Rd. Kansas City 1, Mo.

**BRAND NEW LUCKY BOY VENDORS**

\$9.75 EACH Lots of 5, \$8.75 Lots of 25, 1c or 5c MODEL \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 500 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

**FREE** 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE. **BLOYD MFG. CO.** VALLEY STATION, KY.



**VICTOR'S TOPPER**

Only \$10.50 Each

(100 or More) Sample \$11.75

Glass or Plastic Globes UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LOWEST PRICES on BALL GUM, CANDY, CHARMS, STANDS. We stock all parts and supplies.

TRY THE BEST TRY VICTOR'S WRITE TODAY!

H. B. HUTCHINSON JR. 860 North Ave., N. E. Atlanta, Georgia

**SALE**

**VENDALL CANDY VENDORS**

All with Stands or Wall Installation Boards. Clean, good appearance & perfect operating condition

Write for Full Details and Price

**AUTOMATIC MERCHANDISING CO.**

2021 W. Carroll St., Chicago 12, Ill. Phone: HAymarket 1-0005

**POPCORN**

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.



WRITE.

WIRE.

PHONE

'POP' CORN SEZ CO.

8329 Delaware Ave. UPPER DARBY, PENN. Phone: ALlegheny 4-1019

**CHARMS**

Proven Sales Boosters!

Write for Complete Price List!

**Guggenheim**

**Sorry-**

we're not being

**Conventional**

this year!



Frankly,

We've just been too busy nailing down a continuing supply of the materials needed to make it possible for us to keep up with the growing demand for ACORN products. Greetings to the Convention from all of us.

From LITTLE ACORNS

mighty INCOMES grow

**ACORN**

all purpose • all charm BULK MERCHANDISE VENDORS

Mr. M. J. Abelson will be in the Palmer House to greet our distributors and friends.

Distributors! Choice Territories Still Open! Write, Wire, Phone! East & Midwest M. J. Abelson, gen. sales mgr. 1349 Fifth Ave., Pittsburgh AT 1-6478 Pacific Coast Distributor Operators Vending Supply Machine 1023 Grand Ave. Los Angeles, Calif.



**oak manufacturing co., inc.**

11411 KNIGHTSBRIDGE AVE. • CULVER CITY, CALIFORNIA

**CIGARETTE MACHINES**

- UNEEDA, 8 Cols. \$ 95.00
- UNEEDA, 6 Cols. 85.00
- Rowe Royal, 420 Pack Cap. 85.00
- Rowe Royal, 8 Col., 320 Pack Cap. 80.00
- P-X, 10 Col., 425 Pack Cap. 90.00
- Uneeda Model "E," 8 Col. 59.50

**SALE !!**

**MODEL W**

DuGromier 9 Col. 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**

**Candyman**

SHIPMAN STAMP VENDOR (like new) \$ 16.50 (like new) 72 bar cap. Enclosed base

25c CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" New Reconditioned As Is 166 CLYMER ST. EVERgreen 7-4568 BROOKLYN 17, N. Y.



**YOUR VENDING HEADQUARTERS**

**TOPPER**

**WE SPECIALIZE—**

- VICTORS: MACHINES
- PARTS
- SUPPLIES
- MERCHANDISE



\$10.50 Ea. (100 OR MORE)

Everything from the smallest screw to complete machines in stock for immediate delivery. Your order is shipped the same day it is received. Get on our mailing list.

**LOGAN DISTRIBUTING COMPANY**

2320 MILWAUKEE AVE. • CHICAGO 47, ILLINOIS

**GIVE TO THE DAMON RUNYON CANCER FUND**



**TOPPER is tops!**

Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$45.00 per case in lots of 1 to 5 cases

\$10.50 per machine in lots of 25 cases

**TOPPER DELUXE**

Single, \$12.95 Topper Standard with Plastic Globe \$11.25

WEST COAST DISTRIBUTOR **Ace Vending & Dist. Co.** 2702 W. Pico Blvd., Los Angeles 4, Calif



**TOPPER DELUXE**

With Plastic Side Display Windows

\$13.45

Topper Standard With Plastic Globe \$11.25

**JUMBO 1" BALL GUM**

\$14.95

Terms for Mo. & Ill. Operators **J. ROSENFELD CO.** 3220 Olive St. St. Louis 3, Mo. (Phone: OLive 2800)



**TOPPER DELUXE**

With Plastic Side Display Windows

\$13.45

Topper Standard With Plastic Globe \$11.25

**JUMBO 1" BALL GUM**

\$14.95

Lots of 100 \$13.95

**CHAMPION NUT & CHOCOLATE CO.** 1194 TREMONT ST. BOSTON, MASS.

**GIVE TO THE RUNYON CANCER FUND**

### CALENDAR FOR COINMEN

November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.

November 15—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.

November 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

November 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

November 21—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

November 22—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

November 23—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

November 26-29—National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual convention and trade show, Hotel Sherman, Chicago.

November 27—Phonograph Owners' Association (POA), monthly meeting, Boardview Hotel, East St. Louis, Ill.

November 28—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

November 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

November 30—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

December 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

December 6—Coin Machine Operators' Association of Harris County (CMOAH), Chamber of Commerce Building, Houston.

December 7—Washington Music Guild, Inc. (WGMG), monthly meeting, Hotel 2400, Washington.

December 7—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

December 7—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

December 11—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

December 13—Music Operators of Northern Illinois (MONI), monthly dinner discussion meeting, Stone Cottage, Elmhurst, Ill.

December 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

December 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

# Coinmen You Know

#### Chicago:

**N. H. Davis**, Underwriters Laboratories, points out that the number of coin machines going to the Chicago headquarters in the past few months has jumped sharply.

First reports on United Manufacturing's Skee-Alley game have been excellent, according to firm officials. **Billy DeSelm**, general sales manager, advises that quantity shipments on the game will start shortly. Meanwhile the four-player Shuffle Alley unit is still in heavy demand, with United continuing the unit on its production line. **Billy** and **Herb Oettinger** were also busy playing host to the visiting MOA ops.

**Seymour Golden**, head of Coin Machine Service Company, reports the premium business is excellent, and now that **Gerald Zachary** has been named sales manager he will be able to spend more time with visiting operators who drop in at the firm's headquarters. Golden says he is now showing the new Bubble-Garden lamps for which his company is exclusive distributor in the coin machine field.

**Barney Sugarman** and **Abe Green**, Runyon Sales, Newark, N. J., were in to see **Ray Moloney**, **Herb Jones**, **George Jenkins** and **Jack Nelson** at the Bally plant. Three Montana coinmen also stopped in for talks with Bally top staffers on Turf King and the new shuffle game, Hook-Bowler. They were **P. L. Wegh**, head of P. L. Wegh Company, Havre; **Elmer Feigel**, Modern Music, Malta, and **Martin C. Britz**, Britz Music, Great Falls.

**Herb Perkins**, head of Purveyor Shuffleboard, Inc., reports the firm's expansion program after a slight slowdown, will go back into high gear next week. Firm is adding more warehouse space, will remodel the front of its Western Avenue headquarters and will also refurbish the second floor of the building. A new showroom, complete with coin machines and premiums, will be ready in the near future, Perkins says.

Also expanding is the First Distributors' org. **Wally Finke** and **Joe Kline**, partners in the firm, report work on the new basement warehouse is completed and the premium line is being enlarged. **Larry Shapiro** went into the army this week and has been succeeded by **Marvin Lighton** as office manager.

Several out-of-towners were in to see the United Manufacturing Company's new Skee-Alley game last week. Among those greeted by **Billy DeSelm**, general sales manager, and **Ray Riehl** were **Wolf Roberts**, Wolf Distributing, Denver; **Herman Paster**, Mayflower Distributing, St. Paul; **Irv Blumenfeld**, General Vending, Baltimore, and **Leo Weinberger**, Southern Automatic Music Company, Louisville. United's traveling reps, **Ray DeRoche** and **Johnny Casola**, were in Boston last week on their tour of the New England area.

**Bud Lieberman**, who started in the coin machine field here in 1919, is back at his operation headquarters working several hours a day after being hospitalized with heart trouble. Lieberman dropped in at the Coven Distributing Company headquarters last week in see **Ben Coven** and to order some new equipment. **Harold Saul**, Coven exec, took a few hours off recently to pick up a new car.

**Ari Weinand**, Rock-Ola vice-president and director of sales, returned early last week from the preview showing in New York of the new Rocket 51-50 phonograph, and immediately set to work on the upcoming national unveiling. **Ed Lake**, firm's West Coast rep, was in town last week and will move his family to San Francisco. He purchased a home in that city.

**Irv Weiler**, Consolidated Distributing Company, Kansas City, Mo., and **Irv Blumenfeld**, General Vending Sales, Baltimore, were in for a first look at Universal's High Score Bowler and a business powwow with **Mel Binks**, back from an Eastern trip, and **Bill Ryan**. All four believe biz will step up now that elections are out of the way. . . . **Col. Lou Lewis**, Merit Industries, is making

plans for larger quarters now that his South Side coin machine exchange is handling a wide variety of new and used equipment. Merit is also getting results from its service and repair facilities designed for smaller ops not geared for this phase of the trade.

At Empire Coin Machine Exchange, **Gil Kitt** reports the new perpetual inventory control has made a hit with sales staffers. Purpose of the control is to keep salesmen in close contact with quantity of each item in stock. **Howie Freer** says that **Henry Polk**, premium sales specialist, continues to send in those volume orders. Foreign orders, despite the world trade confusion, continue to add up at Empire, Freer points out.

Over at World Wide Distributors' headquarters on Western Avenue, **Len Micon**, **Al Stern** and **Monty West** are doing their best to handle operator requests for the Rock-Ola '51, the line production on the new baby is yet to be released. Meanwhile, **Bernie Auerbach** continues to do a big job for the premium department at World Wide.

**F. W. Zogg**, Freshway Automatic Vendors head, returned from a swing around the country contacting firm's distributors. His tour took in points on both the East and West coasts. . . . **H. M. Schaefer**, president of Victor Vending Corporation, says production and delivery of firm's varied line of bulk venders continues at a good pace in spite of tightening supplies of necessary materials.

#### New York:

**Sid Mittleberg**, of Progressive Music, has bought out the Queens Automatic route of **John Grimaldi**. . . . **Max Weiss**, of Roni Sales and M. W. Vending, will see his daughter, **Phyllis**, married to **Stan West**, November 23. . . . **Ed Leopold**, who was formerly with Master Automatic Music, has purchased a phonograph route in Miami and will make his home in that city.

**Sam Kresberg** and **Al Blendow**, of Automatic Products, getting set in their new Fisk Building offices. They recently moved from the 24th to the 19th floor. Present headquarters used to be occupied by Kresberg a couple of years ago when he was teamed up with **Al** and **Dick Cole** in Drink-O-Mat, Inc.

**Al Cohen**, head of Ajax Distributing, returned from the West Coast recently with his sales manager, **Walter Huff**, who formerly was associated with Shipman Manufacturing. Prior to his stop-off in California, Cohen vacationed in Honolulu, mixing a little business by appointing an operator there to run a string of his National hot nut venders.

**Harry Brodsky**, of Harbor Automatic, still receiving congratulations on becoming a grandfather. . . . **Bert Davidson**, of Permo, was in town on biz recently. . . . **Alex Martin** and **B. J. Guariglia**, of newly formed M. & N. Vending Machines, Inc., are testing models of their low-cost cigarette machine, to be offered to ops soon.

A large delegation representing the operating, distributing and manufacturing segments of the vending machine industry here left Chicago last week to attend the opening of the National Automatic Merchandising Association confab November 12. Among those heading westward were **Barney Sugarman**, of Runyon Sales; **Dave Lowy**, of Dave Lowy & Company, and full-slate delegations from Eastern Electric, Rowe, Lyon Industries, Automatic Products and Automatic Book Vending.

**Joe Madden**, of Old Reliable Music, has purchased a 79-acre farm in East Nassau, N. Y., near Albany. . . . **Bill Schwaemmle**, of Bill-Boyd, is still setting things in order after the recent fire in the basement of the store he shares with **Charlie Lichtman**. . . . **Frank Broccoli**, of Braddock Music, is back at work after a long illness.

**Abe Engelman**, local op affectionately known as Uncle Abe, died Thursday (2). . . . **John Connolly Jr.**, of Connolly Vending, who recently went back into army service, is stationed at a camp in North Carolina.

#### Washington:

The illness of several members forced postponement of the Washington Music Guild November meeting, originally scheduled for November 2. President **Hirsh de La Viez** said that the meeting might be held November 16 instead. Among the bedridden were **Bill Schwartz**, editor of the Guild's News Letter; **John H. Phillips**, head of the Phillips Novelty Company; **E. E. Owens**, Owens Amusement Company, of Oxon Hill, Md., and **Bernard Lichtman**, Kay Koin Machine Company. De La Viez returned from the Chicago meeting of the Music Operators of America (MOA) executive board. The board members drew up plans for the 1951 MOA convention, scheduled for March 19-21.

**Frank V. Connelly**, vice-president of the Vend Mart Corporation, which has the exclusive Minute Maid franchise in this area, is temporarily serving as a consultant with the National Security Resources Board (NSRB). During World War II he served in a similar capacity. He is continuing his regular activities with Vend Mart, according to **James J. Gilroy**, of the firm. Gilroy said that Vend Mart was expanding, with lots of new equipment slated for distribution in Washington and surrounding areas. Machines have been installed recently in several government buildings, he said, and the tie-up with the **Bing Crosby** program, which is now being aired here, has proved extremely helpful.

Among the list of top Capitol juke box hits are **Les Paul's "Goofus"** and the **King Cole-Stan Kenton "Orange Colored Sky,"** reported **Chuck Merillat**, salesman for Nelson & Company, Capitol distributor here. Merillat said that Cole would also score with "Time Out for Tears" and "Get

## MAYFLOWER SPECIALS

**PROVEN BEST BY TEST!**  
WRITE—WIRE—PHONE

### NEW CLOSEOUTS IN ORIGINAL CRATES

United Shuffle Slusser	Write
United Express, 6, 8, 9 1/2 Ft.	\$225.00
Keeney A.B.C. Bowler, 8, 9 1/2 Ft.	175.00
Keeney Pin Boy	165.00
Williams De Luxe Bowler	225.00
Williams Twin Shuffle	175.00
Williams Single Bowler	150.00
Chicago Coin Baseball	150.00
Williams Flying Disc	125.00

### CONVERSIONS

Keeney 4 Player Match Bowler	\$325.00	Express Shuffle Bowler Conv.	\$35.00
Swing Up Conv. for Shuffle Alley	79.50	Swing Up Bally Bowler Conv.	84.50
Swing Up Conv. for Super Sh.	79.50	Swing Up Keeney Pin Boy Conv.	84.50
Alley Conv. for Double Sh.	84.50	Rebound Conv. for United Sh.	49.50
Alley	84.50	Alley	49.50

### CONSOLES

Clover Bells	\$450.00
Bally Triple Bells	225.00
Bonus Super Bell	125.00
Twin Bonus, 5 & 25¢	215.00
Super Bonus, 5, 10, 25¢	345.00
Bally Double Up	195.00
Bally Wild Lemon	165.00
De Luxe Draw Bell	135.00

### ARCADE

Atomic Bomber	\$ 75.00
New Bally Hyroll	115.00
New Quarterback	175.00
Evans Bal-a-Score	200.00
Williams All-Star	99.50
Polette Table	95.00
Chicago Coin Goalie	65.00
Used Hollycrane	375.00

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### USED SHUFFLES

Bally Speed Bowler	\$225.00
Williams Twin Shuffle	75.00
Bally Bowler	100.00
With Swing-Up Pins	165.00
United Shuffle Alley	95.00
With Swing-Up Pins	160.00
Rock-Ola Shuffle Lane	75.00
California Shuffle Pins	35.00
United With Rebound Conv.	140.00

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Rebuilt and Refinished Machines that look and operate like NEW

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The Billboard Cincinnati 22, O.

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3 Champions, just off location, ea. \$250  
3 Citations, clean . . . 150  
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Foreign Buyers, Send for Our Price List.

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## WANTED

New or used Solotone Master Entertainer and Solotone Entertainer Boxes, Model A and Model B. Spot cash. Advise us what you have and quantity.

**BOX D-452**  
c/o The Billboard Cincinnati 22, O.

Vital Statistics

Deaths

Mrs. Ida London, mother of Lew London, Philadelphia coin machine executive, Sunday (5) after a prolonged illness. Services were held in Philadelphia Monday (6).

Deaths

Mrs. Frank Pierce, 63, mother of Tony Jerard, official of D. Gottlieb & Company, in Chicago, Saturday (4).

to Gettin'." He said that Kay Starr's "Oh, Babe" side is moving well, but that the reverse, "Everybody's Somebody's Fool," may soon be nosing it out. Forthcoming numbers that look hot for jukes include Ray Anthony's "Mr. Anthony's Boogie," Gordon Mac-

KEENEY BOWLER LEAGUE 8' & 9 1/2" Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game! Now Taking Orders! Come in and See It in Action! WE'LL ACCEPT TRADES! WANT TO BUY! Post-War Music—Advise what you have and lowest price. Available for immediate delivery—KEENEY ELEC. CIG. VENDOR DAVE LOWY & CO. Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J. 594 Tenth Ave. NEW YORK, N. Y. Phone: CHickering 4-5100

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TERRIFIC BUYS! United Alley with flyback pins \$99.50 United Express Alloys, ea. 179.50 Bally Shuffle Champ 249.50 Rockola Shuffle Jangle 59.50 Late Model Telequiz 125.00 Undersea Raider Gun 35.00 Williams Quarterback 69.50 10 Peanut Machines (Hot Nut, Sun, Mawkeys), ea. 2.50 Wurlitzer 145 Steppers (6), ea. 5.00 Seeburg Le Tone 59.50 1 Wurlitzer 750E 99.50 OLSHEIN DIST. CO. 3100 Broadway Albany 4, N. Y.

PRICES REDUCED! PIN GAMES—USED Superscore 615.00 Tropicana 22.50 Dew-Wa-Dilly 37.50 All Babs 39.50 Screwball 39.50 Gold Mine 37.50 Merry Widow 37.50 Major League 28.00 Rancho 35.00 Just "21" 99.50 These Prices Subject To Change Without Prior Notice. W. B. Distributors, Inc. 1012 Market St. St. Louis, Missouri

COIN MACHINE ROUTE FOR SALE South Eastern Iowa, 35 Jukes, 90 Wall Boxes, 50 Pins, Shuffle Games and Arcade pieces on location; 2 1950 Chev. Trucks. Income last month, \$1,665.35 from machines (all postwar machines). Shop and living quarters under lease, \$28,000 plus shop and parts inventory, can finance. BOX D-456 The Billboard Cincinnati 22, O.

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FOR SALE 3 Bally Shuffle Champs \$239.50 each These machines just like new. Also other makes shuffle games available. Would like offers. Kelly Coin Machine Co. 2948 Kinsey Ave. Des Moines 17, Iowa

Rae's "Use Your Imagination," from the new Cole Porter "Out of This World" score, and, on the hillbilly side, Tex Williams's "Alimony." In the Christmas market, King Cole's "Little Christmas Tree" will probably cop top honors, he said. Altho operators won't handle the number till later on in the month, by the first week in November record shops were ordering the disk in unheard-of quantities. It may be one of Capitol's all-time best sellers, he pointed out. Merillat also added that Tex Ritter's "Daddy's Last Letter," written to his daughter by a soldier killed in Korea, is proving popular on jukes, especially in rural areas.

Record-breaking hot weather that ushered in November wasn't much help to arcade operators, opined Robert Epstein, who owns the Broadway and Playland arcades with his brother Donald. Arcade operators here have been eagerly awaiting colder weather to snap them out of their summer doldrums.

John H. Phillips, of the Phillips Novelty Company, reports he is going out on the street himself now since one of his men was inducted into the army.

Philadelphia:

General Automatic Equipment Company, Inc., Baltimore, declared its intention to apply for Certificate of Authority November 15 to set up a local branch with offices in the West Philadelphia area at 4441 Chestnut Street. Zoie Lynch, New York drink vending machine operator, reported backing Jimmy Nangle, formerly at the Hotel Essex here, in the opening of a new Greenwich Village spot in New York. Y & Y Popcorn Supply have now moved into new quarters at 235 Vine Street.

Daily chatter column by Frank Brookhouser in The Philadelphia Inquirer helped to gain much goodwill for the pinball machine industry. A local pinball operator had a number of obsolete pinball games, and instead of discarding them or selling them for junk, decided to deliver them to orphanages, charitable homes and similar institutions as a gift. Brookhouser's newspaper column served as a clearing house for the distribution of the machines—giving them all out to the credit of the operator who shunned the publicity so richly deserved.

Local newspaper chatter columns report that Rita Devery, of the Cafe Ninon, is marrying "her pinball machine concessionaire" November 13—identify not disclosed. Leven's Modern Recreation Center, in the Olney section, essentially a pocket billiards parlor, has added shuffleboards and pinball machines to give it the character of an amusement machine center. Drink-o-Mat Company, with its principal place of business in the center of town at Seventh and Pine streets, has been set up by John A. Forman.

Jack Beresin, head of Berlo Vending Company here, continues to devote his energies to the various charity drives around town. He is serving as chairman of the Theater Division for the new United Fund. Beresin also took in the annual banquet of the Pittsburgh Variety Club in that city. Berlo Vending Company donated an overnight case and Y & Y Popcorn Supply donated a silver pitcher for the annual golf tournament of the local Variety Club at the Green Valley Country Club. Eastern Sales & Engineering Company, which puts out the Kenro ice cream vending machine, readying an announcement that promises to add another type of machine to the company's line.

Detroit:

Sammy Sapienza, owner of the Eagle Music Company, and two of the Rice Brothers, Jack and Martin, who own the Rice Music Box Company, got together for luncheon in the Avalon Theater Building. Miles Stewart, now with the Quick-Lite Chemical Company, has been installing hot-dog venders in the Cleveland area.

Charles Kessler, vending machine salesman, who has been on the road for several months selling gas conversion units, has returned to Detroit and may make his future headquarters here, depending on his future business connections. Michael Bellantoni, of the Bell Coin Machine Company, who is operating a number of the new Touchdowns on his own route, is also acting

as distributor for this counter game.

A. K. Neilson, sales manager of Service Parts Systems, reports a ready acceptance of the special parts storage bins which they are introducing. This firm, which has an established position in the automotive field, is just entering the vending industry. Leo Weinberger, of Leo's Amusement, is planning to dispose of his route of Groetchen Metal Typers, concentrating on other operations.

Erwin Baldrige, arcade operator at Island Lake, near Brighton, is heading for Kansas and Missouri, and is planning to spend the winter there if he can find the right business set-up. William Kus, head of Bill Popcorn Machine Repair Service, reports a rush of activity in the field. Mrs. Kus has returned to the office, where she serves as manager after a protracted illness, and is busy getting caught up with operations.

John C. Westerdale is establishing the Shuffleboard Secretarial Service at 10301 West McNichols Road. Michael Weinberger, formerly one of the city's major distributors, is now with his son, Leo, in a father-and-son team operating Leo's Amusement. They are switching from other types of game operation to specialize in shuffleboards.

Joseph O'Connor, of Consolidated Productions, reports plans to move the plant, which makes the Penquin coin-operated hair drier, to Fort Lauderdale, Fla., have been completed. The big move will be made Christmas week, with both the new factory and homes for principals in the company expected to be complete by that time.

Arthur J. Caille, who headed the A. C. Manufacturing Company, makers of a seven-player bell-type machine before the war, has switched the company entirely to industrial leasing activity now, but says his heart is still in the coin machine business. He may return to the field, but probably not as a manufacturer. Caille is now the oldest living member of the family of pioneer manufacturers a half-century ago, and is the son of the late founder, Adolph Caille. His son, Arthur A. Caille, who was associated with A. C., is now with the G & M Parts Company sales staff here.

Ben Liddon, owner of the Advance Service Company, has moved from 14th Street to a new enlarged store on Michigan Avenue. Frank Palumbo, Philadelphia night club operator, was in town to visit William E. Bufalino, president of the Service Drivers' Local 985—who is, incidentally, an attorney in Pennsylvania.

Joseph Frederick, Arcade operator, was stricken by a complication of illnesses upon his return to his home here last week, and will shortly undergo major surgery, according to Mrs. Frederick.

Sam Weisser, board operator, has returned to his home to convalesce after an appendectomy at New Grace Hospital. Jim Darios is dividing his time between running his business and preparing to become "the father of the bride" December 2 when his daughter is getting married. Tommy Westerdale, who is the son of John C. Westerdale, director of league play for the Detroit Shuffleboard Association (DSA), is recovering after breaking his collarbone in a football game Thursday.

Dale Sauve, of A. P. Sauve & Son, is proudly showing off his new "twins"—a new Pontiac car, in fireman red tones, and a new elevator installed in his store. Freddie Baynes has been added to John Westerdale's league play staff to assist in organizing tournament play in the city. He is the son of Jack Baynes, an operator, who was formerly treasurer of the Michigan Automatic Phonograph Owners Association.

Cincinnati:

The Automatic Phonograph Owners Association will hold its regular monthly meeting Tuesday evening (14), at the Hotel Sheraton Gibson at 9 p. m. The executive board will meet at 8 p. m. John Maitland, of Capital Record Company, Vern Hawks, of the Decca Record Company, and Melvin Kahn, of MGM Record Company, will attend. Charles Kanter, who suffered a heart attack October 22, is recuperating at his home in Roselawn.

Milwaukee:

Local operators seem pretty well agreed that route collection in recent weeks have been on the downgrade. No one seems to have any notion what has caused the sudden drop. Sam Hasting of Hastings Distributing Company, reports that collections on his routes have dropped in some instances as high as 25 per cent.

The big news in the Hasting household of late, however, is the enlistment of Sam's son, Jack, in Uncle Sam's Navy. Jack, just turned 20 years old, had been working on the routes and in the warehouse up until now.

Recently returned from a business visit to the S. L. London Minneapolis offices, Martha Schalk, finds the Milwaukee salesroom a busy place with the introduction of the new Seeburg 45 r.p.m. music machine. Sales manager Nathan Victor reports the firm is gratified over the warm reception of the newcomer to the Seeburg music line by all the ops who have dropped in to inspect it on the floor. While no special introductory promotion had been used, the word has gotten around and ops from all over the State have been making appearances.

Newest improvement in the physical set-up at the United, Inc., headquarters is the installation of automatic gas heat. Everything there is getting automatic these days, according to boss man Harry Jacobs Sr., who claims that even the sales of Wurlitzer's 1250s are becoming an automatic proposition for them.

Beautiful fall weather this section is enjoying has enabled Harry Jacobs Jr. to get in a few extra rounds of his favorite sport, golf. Both Jacobs, Sr. and Jr., are members of the Westmoor Golf Club, where Harry Jr. is one of the best players, with consistently low scores.

Making the rounds of music and game suppliers in the Beer City was Gene Anacker, of Melody Music Company, Palmyra, Wis.

On Monday, October 30, the ownership of the arcade in the basement of the Plankinton Arcade officially became the property of Al Mack. Mack took over the operation from Mrs. Clara Zenoff, who handled the enterprise for two years following her divorce from Morry Zenoff. Ar-

of about 50 pieces of equipment, a rifle range and a jewelry and souvenir corner. Plans call for some changes in renovating and collecting. New pieces of equipment also are on the schedule as business grosses build. Mack was formerly a coin machine operator for the firm name of Cream City Novelty Company. He still maintains his operator's license and has several pieces of equipment out on location.

Visitors to the Stacy Bros. Tobacco Company are impressed with the friendly sign that is prominently placed over the door. The sign reads: "The World's Finest People, Salesmen, Come Thru This Door—Welcome." This friendly and receptive attitude toward the sales forces of other firms gives a slight indication of some of the reasons the Stacy Bros., Stanley and Nick are so successful and well liked business-wise.

Nick Novasic, head man of the West Allis Vending Company, is looking forward to fulfilling his assignment as member of a panel discussion group at the forthcoming NAMA sessions in Chicago. Nick will help shed some light on the science of vending candy profitably.

Cigarette vending receipts have remained at a comfortable level in recent weeks, according to Ray Ernster. Ray reports the recent purchase of some new equipment for his smokes and sweets locations. New machines were Stoners, Nationals and Keeneys.

Eddie Garsondke, serviceman for the George Schroeder firm, is leaving his job to go to Europe where he will work on electronic installations for the Philco Corporation.

Meanwhile, hunting plans for George Schroeder have been altered with the sudden death of his hunting dog, Buster, a springer spaniel that George raised from a pup. Now he's looking for a new dog to train.

"Oh, Babe," by Louis Prima, on the Robin Hood label, is the top nickel pulling record these days, according to Toni Molik, who presides over the Hasting's Vliet Street record shop.

A change in personnel at the (Continued on page 90)

EVERYTHING We Sell Is Guaranteed! Buy With Confidence in ATLAS Personal Service NEW SHUFFLE GAMES Universal High Score Bowler United Skee Alley Chicago Coin Ace Bowler United 4-Player Rebound Universal DeLuxe Twin Bowler NEW GAMES Exhibit Six-Shooter Exhibit Oasis Gottlieb Joker Genco Harvest Time Fighting Irish RECONDITIONED Jockey Special Champion Citation Special Entry NEW 1-BALLS WINNER • TURF KING 5-10-25c WIRELESS WALLOMATIC W4-L56 \$69.50 Reconditioned and Refinished SHUFFLE GAMES Shuffle Alley, Late 125 Shuffle Alley w/disapp. pins 95 Gottlieb Bowlette 95 Bally Shuffle Bowler 75 Genco Bowling League with disappearing pins 125 Genco Bowling League 75 Chicoin Bowling Alley 125 Rock-Ola Shuffle Jangle 95 GAMES—Ready for Location Exhibit Dale Gun 75 Broncho 49 Major League Baseball 50 Sweet Sue 45 Shooting Stars 35 Playboy 37 Suspense 49 PHONOGRAPHS Reconditioned, Refinished SEEBURG WURLITZER 44-M 275 1015 3275 47-M 325 AMI Model "A" 425 48-M (blonde) 395 AMI Model "B" 525 Terms: 1/2 Deposit, Balance C O D HOME OF PERSONAL SERVICE

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BADGER'S Bargains "Often a few dollars less—Seldom a penny more" LOS ANGELES Bill Happel MILWAUKEE Carl Keepp GUARANTEED RECONDITIONED PHONOGRAPHS SEEBURG 100 SELECTIONS, NEW Write SEEBURG MODEL 147M \$350.00 SEEBURG MODEL 146M 295.00 A.M.I. MODEL C, NEW Write RECONDITIONED CONSOLES BALLY CLOVER BELLS \$445.00 KEENEY BONUS TWINS 249.50 BALLY TRIPLE BELLS 195.00 BALLY DE LUXE DRAW BELLS 149.50 BALLY DRAW BELLS (REG.) 124.50 KEENEY BONUS, SINGLE 149.50 WURLITZER MODEL 1250, NEW Write WURLITZER MODEL 1100 \$495.00 WURLITZER MODEL 1015 295.00 WURLITZER MODEL 1080 295.00 RECONDITIONED ARCADE EXHIBIT ROTARY MDSR. \$249.50 CHI BASKETBALL CHAMP 169.50 EXHIBIT DALE GUN 95.00 QUIZZERS (LIKE NEW) 149.50 WILLIAMS QUARTERBACK 124.50 WILLIAMS DOUBLE HEADER 195.00 Badger Sales Co., Inc. 2251 WEST PICO BLVD. LOS ANGELES 4, CALIF. Phone: DUnkirk 7-2243 Badger Novelty Co. 2546 NORTH 30TH STREET MILWAUKEE 10, WIS. Phone: MIlltop 5-3636

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# Coinmen You Know

Continued from page 89

Coca-Cola vending operation finds **H. A. Grenawalt** departing for the Rockford, Ill., headquarters. His place is being taken by **Jesse Powder**, who hails from Baltimore.

Vending equipment and vending personalities were prominent at the Allied Independent Theater Owners of Wisconsin convention, October 31 to November 1, at the Schroeder Hotel. **Harry Levin** and **Louis Smaniotti** were at the Vendex stand; **Gene Kilburg** and **George** held the fort at the Merchandising Corporation display, while **Ralph Johnson** and **Hal Kubasiak** met the vending-minded exhibitors at the Hires root beer booth.

Milwaukee's Common Council recently okayed a plan to change all parking meters from half-hour limits to full hour. Switch was decided upon after thousands of complaints from irate motorists.

**Los Angeles:**  
**Ben Corenblum**, of Los Angeles, is reported coming along nicely following a recent illness. **Irving Bromberg** visited the row recently to purchase parts to be shipped to his son in Hawaii. **C. E. Stephens**, of Sierra Madre, is back on his route following a combined vacation and business trip of several week's duration in the East.

**Lucille and Paul Laymon**, of the Paul A. Laymon Company, Bally and Wurlitzer distributors, left recently for a vacation trip to the East, which will include Florida. **Hal G. Sherry**, representative of International Brotherhood of Electrical Workers, Local 1052, is back in town following the meeting in Miami. Sherry said that Local 1052 would start a full organization program before the end of the year, based upon promises made at the Florida session. Before returning here, Sherry visited Havana, Mexico City and other towns.

**Eileen Bloomer**, of the Valley Music Company in Mojave, is back at her desk following a vacation. Unable to keep up with her boxes in person, she ordered the needed records over long distance from Leuhenagen's Record Bar. **G. F. (Jerry) Cooper**, Riverside operator, was in town and stopped off at the Laymon Company.

**Ray Eberts**, music machine operator, pens from Paris that he is enjoying his stay in France.

**A. J. (Gus) Fox**, of San Diego, was a recent visitor to coin row. This was the first visit he had made here in several weeks. **Larry Granfield Sr.**, of County Beverage in San Diego, planned out recently for New York. In Gotham he will visit the Spacarb headquarters for several days before going to Chicago to attend the NAMA convention.

**Fred Gaunt**, of General Music, returned recently from Glen Ivy, Hot Springs, where he spent a

few days resting. **C. A. Robinson**, of the C. A. Robinson Company, in town for a few days before taking off again for a visit to his branch office in Reno.

**Bob Cachon**, of Laguna Beach, made one of his infrequent visits to the Los Angeles coin row to see what the jobbers had to offer. **Ben Korte**, Glendale, has had his traveling schedule stymied for the time being. A shortage of help put a crimp in his plans. During the past two years, Ben has sojourned to Alaska and South America. **Henry Van Stetson** was in from Whittier.

**Ray Brandenburg**, of San Bernardino, was seen on the row recently and was introducing his 6-week-old son to those in the industry. **Perry Irwin** down from Ventura. **Pete Thelen** enjoyed a recent week-end visit to Palm Springs. **William Black**, of Bakersfield, is back on the job following several weeks in the hospital. **Mel Hyman** is a new operator in the San Bernardino area. **Dannie Jackson**, of Automatic Games, in the city from the firm's Las Vegas branch.

**Larry Jackson** is helping out at the Leuhenagen Record Bar while waiting for assignments in the hunting dog field trials scheduled to be held in Yolo County. **Jack Leonard**, head of the parts department at Badger Sales Company, is getting things set for a visit from his father, Lou. At this time **Lou Leonard** is in Hot Springs with other members of the Royal American Shows. He plans to come to the West Coast for a visit following the Showmen's League banquet and ball in Chicago the latter part of this month.

**Twin Cities:**  
 Among guests at the wedding of **Dave Gottlieb's** daughter in Chicago last week-end were **Harold Lieberman**, **Hy Greenstein** and **Jonas Bessler**, of Lieberman-Hy G Music Company, Minneapolis. Greenstein returned home Tuesday, followed the next day by Lieberman and Bessler. **Herman Paster**, of Mayflower Distributing Company, St. Paul, spent several days in Chicago on business. **Archie LaBeau**, of LaBeau Novelty Sales Company, St. Paul, reports that he and his staff are still waiting for the new Rock-Ola phonograph to arrive. Latest information is that it will be ready for unveiling in about a month, LaBeau said.

The Minnesota-Iowa football game, when the Gophers lost their homecoming game to the visiting Hawkeyes 13-0, brought a big Iowa delegation to the Twin Cities. Among those who came to the game and took time to visit distributors were **Bob Sweiger**, Davenport; **Harold Ginsberg**, Ottumwa; **George Ray**, Cedar Falls, and **Les Chapman**, Carroll. **Dave Ziskin**, of Dave's Distributing Company, Minneapolis, reports shuffle games and premium business moving well, with one-balls suddenly enjoying a spurt in operator attention.

United's new Skee Alley has taken hold solidly in this area according to **Matt Engel**, of Mayflower Distributing Company, who says his firm has sold its entire stock of machines and has orders piling up. He said business generally is brisk and that the firm's allotment of AMI phones is far from enough to meet the demand. **Archie LaBeau** reports business holding up in fair shape. He says a number of operators were out for the pheasant and duck hunting season, with various reports of luck coming in.

**Mike Crakes**, Minneapolis operator, who underwent several operations recently, is convalescing at his apartment in the Windsor Hotel, Minneapolis. **Jack Backus**, Jamestown, N. D., operator, who was married a few weeks ago to a Minneapolis girl, came to the Twin Cities to move his wife's belongings to Jamestown where they now reside. **Esther Colyar**, Eau Claire, Wis., operator, was a visitor to the Twin Cities recently to buy bowling games for her expanding route operation.

Operator who were in the Twin Cities recently included **Don**

**Hazelwood**, Aitkin, Minn., buying shuffle games; **Norman Hanson**, Osakis, Minn., interested in shuffle games and attending the Gopher football games; **Tom Kady** and son, **Norman**, Grand Forks, N. D.; **John Galep**, Menominee, Wis.; **Perry Lee**, Blair, Wis.; **Ben Jancke**, Hutchinson, Minn.; **Wade Carpenter** and wife, Bemidji, Minn.; **Pete Wye**, Haver, Mont., who stopped en route home from the music operators convention in Chicago; **James Stolp**, Greenbush, Minn., to buy pin games; **P. Y. Young**, Osceola, Wis., buying pinball machines; **William Hunder** and brother, **Bill**, Wheaton, Minn.

**Hartford, Conn.:**  
**John H. Chaplin**, president of Veeder-Root, Inc., manufacturers of counting and computing devices for coin machines, has been elected to the board of directors of the Hartford Better Business Bureau.

**Edward Sarnoff**, vice-president of Radio & Appliance Distributors, Inc., East Hartford, Conn., and son of **David Sarnoff**, chairman of the board of Radio Corporation of America, has been elected to a three-year term as a trustee of the Julius Hart Musical Foundation of Hartford. He also has been named to the foundation's public relations committee.

That November vacation trip planned for Mexico by **Mr. and Mrs. Ralph Colucci**, of Seaboard Distributors, Inc., of Hartford, has been postponed to December.

**Pittsburgh:**  
**Herbert Rosenthal**, sales manager, Banner Specialty Company, reports United's new four-player Shuffle Alleys on test locations are doing as well as last year when the one-player unit created a sensation. Up to four persons may play competitively. It's a fast game now; players don't have to wait until the puck comes back thru the trough.

Coinmen report enforcement of the \$150 State tax required of locations using TV as a sales stimulus, may force these locations to take out video and bring out their music boxes, especially with more TV sets getting into the homes. **Decca records manager, James Winston**, predicts there will be a shortage of 78 classical records this fall. **A. H. Rapport Sr.**, of A. H. Rapport Company, has been ill for three weeks in Montefiore Hospital, room 436, and may remain there several weeks, recuperating. **Mrs. Ange Berglass**, manager, Coin Machine Distributing Company, has been ill the past several weeks.

**M. J. Abelson**, of Oak Manufacturing Company, has returned from a long air tour, which covered Cleveland, Chicago, St. Louis, Memphis, New Orleans, Tampa, Miami and Baltimore. He found heavy rain (part of the hurricane) in New Orleans, more rain in Tampa and flew to Miami to dodge it for two days.

Community Chest booster used as a scotch-tape paster in the front of cigarette machines reads: "Many campaigns in one (are combined in this fund drive), give enough for all (of the organizations represented)."

**Indianapolis:**  
 One of the things music operators here have to contend with is the live entertainment in taverns, including singers, musicians and light vaudeville acts. This form of entertainment is usually put on Saturday night, and the juke box, while illuminated, stands idle. Some taverns go so far as to advertise, "vaudeville tonight." The places are packed but, the juke box does not get a break.

Shipments of new phonographs from the manufacturers have slowed down. Distributors say some vital materials used in the manufacture of phonographs are difficult to obtain and this is causing the delay in deliveries.

**Norman Hass**, factory service representative for Seeburg, visited the Shaffer Music Company last week. Business at the Shaffer Company is reported good for the new model. **Carl Todd**, who formerly operated in Crawfordsville, Ind., has been added to the Shaffer service department. Ed-

(Continued on page 91)



**Here's the easy way to move!**

**ROLL-or-KARI DUAL TRUCKS**

You'll be amazed how easy Roll-or-Kari Dual Trucks move bulky pieces such as organs, juke boxes, pinball machines. Adjustable to any size load. Roll-or-Kari Dual Trucks are easy to attach and easy to roll. Patented Step-on-Lift. Folding handles. Capacity 1,000 lbs.

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**ROLL-or-KARI CO.**  
 ZUMBROTA • MINNESOTA

**ATLANTIC'S**  
 triple tested values

**SPECIAL!**  
 Reconditioned Like New Ready for Location.

**SEEBURG 146S ..... \$239.50**  
**SEEBURG 146M ..... \$269.50**  
 1/2 Deposit, Bal. C. O. D.  
 Write For Complete Music List.

**ATLANTIC NEW YORK CORP.**  
 Exclusive Seeburg Distributors

**MAIN OFFICE:**  
 583 10th Ave. (Near 42nd St.)  
 New York 18, N. Y. Bryant 9-5620

**NEW ENGLAND BRANCH:**  
 624 Franklin Av., Hartford, Conn.  
 Hartford 46-1666

**NEW JERSEY BRANCH:**  
 772 High St. (Near Clinton Ave.)  
 Newark, N. J. Mitchell 2-1891-3

**SHUFFLE ALLEY**

Chicago Coin Bowling Alley with lite-up pins, green cabinet ..... \$109.50  
 Chicago Coin Bowling Classic ..... 149.50  
 Chicago Coin Shuffle Baseball ..... 79.50  
 Williams Double Header ..... 124.50  
 Chicago Coin Trophy Bowl ..... WRITE  
 Bally Speed Bowler ..... 149.50

**5-BALLS**

Speedway	\$29.50	Ballerina	\$34.50
Buttons & Bows	69.50	Wisconsin	29.50
St. Louis	69.50	Robin Hood	29.50
Boston	79.50	Trade Winds	29.50
Maryland	69.50	Champion (Chi. Coin)	79.50
Oklahoma	64.50	Rocket (Genco)	139.50
Mardi Gras	39.50		

**1-BALLS**

Citation	\$174.50	Jockey Special	\$59.50
Gold Cup	84.50		

**General Distributing Co.**  
 223 N. Broad St. New Orleans, La.

**79 Sale**

**JUST 21—Floor Sample**

**SHUFFLEBOARDS (rebuilt) — with Maple or Masonite Tops.**

**UNITED SHUFFLE ALLEY (rebuilt) — Fly-away pins installed, \$20.00 additional.**

**SHUFFLEBOARD SPECIALISTS**  
 4615 S. State Street, LI 8-7772

United Shuffle Alley Express ..... \$159.50  
 Gottlieb Bowlette ..... 84.00  
 Gottlieb Just 21 ..... 90.00  
 Climatic Adjusters (6 to set) ..... 16.50  
 Hot Rods—New ..... 210.00  
 Bally Speed Bowler ..... 210.00  
 Bally Carnival ..... 70.00  
 Score Pads, 8x12 Frames ..... .60  
 Shuffleboards (plus crating) ..... \$59.50 up  
 Wax for Shuffleboards (Case of 12) 3.00

**LATEST PREMIUMS—NEW SHUFFLE and PIN GAMES**  
 Terms: 1/3 deposit, balance C.O.D.

**MERIT INDUSTRIES**  
 6520 S. Halsted St. Chicago 21, Illinois  
 Phones: ENglewood 4-4144—STate 2-5600

## It's NO SECRET...

Everybody's Talking!



About the beautiful, reconditioned equipment that First Dist. is turning out. With each game receiving the finest craftsmanship and skill in the country, it's no wonder that equipment from FIRST looks like new and operates like new.

**FIRST CLASS Reconditioned SHUFFLE GAMES**  
Guaranteed Perfect!

Keeney DOUBLE BOWLER	.....\$225
Chgo. Coin CLASSIC	.....210
Bally SPEED BOWLER	.....205
Universal SUPER TWIN BOWLER	.....199
United SHUFFLE ALLEY EXPRESS	.....165
Keeney KING PIN	.....159
Keeney ABC BOWLER	.....139
Universal TWIN BOWLER	.....125
Chgo. Coin BASEBALL	.....99
Williams TWIN BOWLER	.....70
Bally SHUFFLE BOWLER	.....60
Keeney PIN BOY	.....55
Genco BOWLING LEAGUE	.....50

**FIRST DISTRIBUTORS**  
Wally Finke & Joe Kilne  
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

## Trade Directory

### New Equipment

Fuel vending station—coin-operated—F. B. Dickinson & Company, Des Moines.

Johnson automatic vending changer—interchangeable—Johnson Fare Box Company, Chicago.

Joker—five-ball—D. Gottlieb & Company, Chicago.

Masterpoint ice pick vender—Halsey Manufacturing Company, Inc., Evansville, Ind.

Model 30—portable food vender, milk—F. B. Dickinson & Company, Des Moines.

Model 40—portable food vender, ice cream—F. B. Dickinson & Company, Des Moines.

Punchy—five-ball—Chicago Coin Machine Company, Chicago.

Rag Mop—five-ball—Williams Manufacturing Company, Chicago.

### Personals

William E. Bufalino was re-elected president and business manager of Local 985, service drivers and helpers' local of the Teamsters' Union, Detroit. Other officers are Edward Helbig, vice-president; Arthur Gallo, secretary-treasurer; William Vankoughnet, recording secretary; John Alkuvot, Edward Tubridy and Gerald Davison, trustees.

Chase Candy Company, St. Louis, appointed two sales representatives: Jack Dubin, New York broker, will cover the metropolitan New York area; Herbert M. Smith has been assigned the up-State territory.

### Distributors

M & T Sales, Chicago, appointed Empire Coin Machine Exchange, Chicago, national distributor for the conversion unit for Universal's Twin Bowler shuffle game.

Ristaurat, Inc., Appleton, Wis., appointed two distributors for the State of Pennsylvania: D & H Distributing Company, Harrisburg, and Hamburg Bros., Pittsburgh.



**\$139<sup>50</sup>**

## BRAND NEW ROL-A-TOPS

5c-10c-25c PLAY

Above Prices F. O. B. Chicago

### WATLING MFG CO.

4650 W. Fulton St.  
CHICAGO 44, ILL.  
Est. 1889. Tel.: CALumbus 1-2772  
Cable Address: Watlingsite, Chicago

## FOR OPERATORS

### RECONDITIONED PIN GAMES READY FOR LOCATION

Champion .....\$82.50 Tumblewood .....\$119.50  
Grand Award .....52.50 STAR SERIES .....135.00

#### ONE BALL GAMES

Special Entry .....\$59.50 Keeney Favorite .....\$47.50  
Keeney Hot Tip .....\$39.50

#### BOWLING GAMES

8' Keeney ABC Bowler	.....\$109.50	9 1/2' Keeney Pin Boy with lites	.....74.50
8' Keeney Ten Pins	.....45.00	9 1/2' Keeney ABC Bowler	.....119.50
8' Keeney Lineup	.....39.50	9 1/2' Rock-Ola Shuffle Lane without lites	.....62.50
9 1/2' Keeney Lucky Strikes	.....172.50	9 1/2' Bally Speed Bowler	.....225.00
9 1/2' Keeney Pin Boy without lites	.....64.50		

#### NOW DELIVERING NEW EQUIPMENT

Keeney League Bowler, Bally Turf Kings, Bally Triple Draw Bell, Universal Winner, Fighting Irish, Spot Bowler; Keeney's Electric Vender, Mills Wild Deuce, Mills "21" Bell, Mills Blue Bell, Downey-Johnson Coin Counter.

**ROY MCGINNIS CO.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. • PHONE BELMONT 1806

## Coinmen You Know

Continued from page 90

ward Shaffer Jr., from the home office in Columbus, and Irwin McClelland, district sales manager for Seeburg, were visitors here last week. Others visiting the Shaffer Music Company office last week included Al Judy, operator at Converse, Ind.; Tom Johnson, Brazil, Ind.; Charles Crowley, Greencastle, Ind.; S. J. Fowler, Cambridge City, Ind.; Glen Hudson, Dunkirk, Ind.; Bob Johnson, Logansport Novelty Company; Kenney Swain, Kokomo, Ind., and R. Kirby, Marion, Ind., buying equipment and parts.

Mrs. Lottie Berman, Sicking Company, Inc., was in Chicago, on business. The Sicking Company, presented the Servicemen's Center in the War Memorial with a late model shuffleboard and one Bowling Classic. The boards will be serviced and kept operating by Sicking free of charge. Visitors at Sicking, Inc., buying new equipment included Frank Granger, La Fayette, Ind.; William Helgers, and H. A. Spencer, Malott, and H. A. Spencer, Danville, Ill. Mr. and Mrs. Sam Dicter (he is the manager of the Southern Automatic Music Company branch at Fort Wayne, Ind.) visited the new Sicking showrooms while in the city last week.

## PHONOGRAPHS WITH THE DAVIS 6 POINT GUARANTEE!

WURLITZER		SEEBURG	
1250, new	..... Write	148ML	.....\$409.00
1080	.....\$269.00	147-8M	.....357.00
1015	.....269.00	146-8M	.....319.00
		H246M Hideaway	.....299.00

ROCK-OLA		AIREON	
1422	.....\$159.00	Coronet 400	.....\$129.00
1426	.....229.00		

Phonographs Listed Below Available in Complete and Good Working Order At Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA			
1941 R.C. Special	.....\$99	850	.....\$89	Playmaster	.....\$69
Hightone R.C.	.....99	905	.....89	Super 40	.....59
Hightone E.S.	.....79	600K	.....89	Deluxe 39	.....59
Major	.....79	600R	.....64	Standard 39	.....59
Colonel	.....69	Victory	.....39	Commando	.....49
Regal	.....59	616	.....39		

#### WALL BOXES

SEEBURG: 3W2-L56, 5c, 3 Wire, Refinished Like New	.....\$27.50
W1-L56, 5c, Wireless, New \$37.00	
W1-L56, 5c, Wireless	.....24.50
WB-1Z, 5/10/25	.....17.00
DSB-1Z, 5/10/25	.....17.00
WS-2Z, 5c, Wireless	.....8.95
DS20-1Z, 5c, 3-Wire	.....8.95
Buckley 30-Wire, Illuminated	.....7.50

147 Dome .....\$17.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.  
WE SPECIALIZE IN EXPORT TRADE

## DAVIS

### DISTRIBUTING CORP.

738 ERIE BLVD. EAST  
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Branches in Albany, Rochester, Buffalo

## PIN GAME Headquarters

BARNACLE BILL	.....\$59.50	MARYLAND	.....\$109.50
BERMUDA	.....39.50	OKLAHOMA	.....94.50
BIG TOP	.....89.50	PINCH HITTER	.....79.50
BLACK GOLD	.....89.50	PLAYTIME	.....114.50
BUCCANEER	.....69.50	SALLY	.....54.50
BUTTONS & BOWS	.....89.50	SHANGHAI	.....44.50
BOSTON	.....114.50	SUMMERTIME	.....59.50
CATALINA	.....49.50	SCREWBALL	.....59.50
DALLAS	.....89.50	BOWLER	.....145.00
FLOATING POWER	.....69.50	ST. LOUIS	.....99.50
FOOT BALL	.....104.50	SARATOGA	.....89.50
FRESHIE	.....124.50	THRILL	.....49.50
HUMPTY DUMPTY	.....44.50	TRADE WINDS	.....54.50
HIT PARADE	.....44.50	TELECARD	.....49.50
JUST 21	.....109.50	TUCSON	.....89.50
MERRY WIDOW	.....59.50	UTAH	.....119.50
MOROCCO	.....49.50	VIRGINIA	.....49.50

### SPECIALS!

United SHUFFLE ALLEY with Flyaway Pins	.....\$139.50
Universal TWIN BOWLER	.....145.00
Bally SHUFFLE BOWLER	.....79.50
SHUFFLE ALLEY with rebound version	.....124.50

WANT TO BUY: All late model games. SOLD ON 10 DAY: Exchange Guarantee. Terms: 1/2 deposit, balance C.O.D. PREMIUMS: Finest selection.

**CoInex CORPORATION**  
Murray Rosenthal  
1346 Roscoe Street CHICAGO 13  
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## SHUFFLE ALLEY \$49.50

Come and get them while they last.

### LARGE LIST OF PREMIUMS—WIRE

ONE BALLS	Champs \$340.00	SCOREBOARDS	Wall Type \$59.50
	Citation 215.00		Wall Type (new) Write
	Victory 49.50		
	Specials 49.50		
	Mills 4 Bells 69.50		

#### USED SHUFFLE GAMES

United Shuffle Alley, lighted pins	.....\$ 59.50
United Shuffle Alley with flying pins	.....99.50
Shuffle Alley Express	.....169.50
Shuffle Bowl Attachment	.....49.50
Chicago Coin Bowling Classic	.....219.50
Uni. Super Twin Bowler	.....119.50
Uni. Super Twin Bowler	.....219.50
Genco Glider	.....39.50
Nationwide Baseball (used)	.....99.50
Genco Baseball	.....149.50
Keeney Bowling Champ	.....229.50
Chicago Coin Bowling Classic	.....199.50

#### SHUFFLEBOARDS

18-22 Ft. \$49.50 & Up ALL MAKES

#### SHUFFLEBOARD SUPPLIES

Sheets	.....\$ 4.50
Shuffle Game Wax (case of 12)	.....3.00
Climatic Adjusters	.....10.00
Per set of 10	.....10.00
Bowling Pins, Per set	.....9.50
Liquid Wax, Per can	......80
Paste Wax, Per can	......85
Fast Purveyor Shuffleboard Wax, Per case	.....4.50
Shuffleboard Lights—fluorescent, Each	.....8.75

United Twin Express Rebound .....\$265.00  
Exhibit Strike .....139.50

#### PURVEYOR SHUFFLEBOARD COMPANY

4323-24 N. Western Ave. Chicago, Illinois  
Phones: JUniper 8-1814, 8-1815, 8-1816

## Prices Slashed To Rock Bottom

### FIVE BALLS

United Pinch Hitter	.....\$69.50
United Wisconsin	.....34.50
Gottlieb Buttons & Bows	.....74.50
Gottlieb Bowlette	.....64.50
Chicago Coin Bermuda	.....29.50
Havana, Broncho, Mystery, ea.	.....14.50

### ONE BALLS

Bally Victory Special	.....\$ 35.50
Bally Special Entry	.....45.50
Bally Jockey Special	.....69.50
Bally Citation (A-1)	.....189.50
Gottlieb Daily Races	.....34.50
Universal Photo Finish	.....299.50

### SLOTS & CONSOLES

Mills Vest Pockets	.....\$ 35.00
Pace Comets, 5, 10 or 25c (refinished)	.....44.50
Pace Comets, '46, 5, 10 or 25c	.....64.50
Columbia Deluxe, 5c	.....49.50
Mills Slot Stands	.....17.50
Bally Double Up	.....179.50
Bally Reserve Bell	.....174.50
Bally Draw Bells	.....84.50
Keeney 5 & 25c Bonus Super Bell	.....189.50
Keeney 5c Bonus Super Bell	.....129.50
Mills Jumbo Parade	.....29.50

### POOL TABLE

Two 3 1/2 x 7 Mastic Bullf, ea. ....\$175.00

EVERY PIECE GUARANTEED READY FOR LOCATION

### PARKER DISTRIBUTING COMPANY

311 8TH AVENUE SOUTH NASHVILLE, TENNESSEE PHONE 4-0194-42-1231

## CLOSE-OUT OF GAMES

IN FACTORY SEALED CARTONS

Fighting Irish, New	..... Write
Bowlette	.....\$135.00
Keeney Pin Boy	.....\$175.00
Williams Single Bowler	.....175.00
Keeney Cig. Mach. Smoke Shop, United Single Rebound, Univ. Deluxe Bowler, Chi. Coin Fly-Away—Write.	

**Lehigh Specialty Co.**  
826 N. Broad St., Philadelphia 30, Pa.  
Poplar 5-3299

## SEE OUR SENSATIONAL NEW PREMIUM PAGE 70

COIN MACHINE SERVICE COMPANY

## ABSOLUTE PUBLIC AUCTION SALE

### Extensive Group Penny Arcade Machines

Comprising  
Panoram, Silver Bullet, Hockey, Baseball, Football, Grips, Peep-In, Bally Rapid Fire, Submarine Guns, Horoscope Scales, Pin Ball, Card Machines, Fortune Telling, Love Pilot Shooting Gallery. Equipment and numerous items of kindred character.

All to be offered and sold on the premises  
721 Washington Ave. (7th Floor)  
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TUESDAY, NOV. 21st—BEGINNING AT 1:00 P. M.  
**BEN J. SELKIRK & SONS**  
Auction Management Since 1830  
4166 OLIVE STREET ST. LOUIS 8, MISSOURI

## FOR SALE—MUSIC BOX ROUTE

Located in Midwest city of approximately a half million, consists of thirty-three locations, all Wurlitzer and new Seeburg #100 Phonographs and Boxes, with one exception. Brings in better than \$30,000 per year. Locations all well satisfied, and there should be no investment in new equipment contemplated for years. Full price, \$30,000; \$15,000 cash, balance can be financed for eighteen or twenty-four months. Net profit per week on this should be between \$350 and \$400 per week. Will stand through investigation.

Box D-475, The Billboard, Cincinnati 22, O.

GIVE TO THE DAMON RUNYON CANCER FUND

**KEENEY'S LEAGUE BOWLER**

Four player rebound. Fast-furious-action! For locations which deserve the best. Make good locations better... make fair locations good!

**WILLIAMS DOUBLE HEADER**

Hi-speed rebound game. Record breaking. Unmatched play appeal. Fast! Exciting! A tantalizing one or two player game.

**WORLD WIDE Your Best Bet—Always!**

**CONSOLES**

- ARROW BELL ..... \$365
- Bally TRIPLE BELL ..... 225
- SINGLE BONUS ..... 150
- TWIN BONUS ..... 195
- THREE WAY BONUS ..... 275

**NEW 5 BALL GAMES**

Exhibit OASIS  
Williams PINKY  
Williams GEORGIA  
Genco HARVEST TIME

**Reconditioned SHUFFLE GAMES**

Williams DE LUXE BOWLER ..... \$125	Genco BOWLING LEAGUE ..... \$ 45
United SHUFFLE ALLEY ..... 50	Genco GLIDER ..... 35
Universal TWIN BOWLER ..... 125	Keenev DOUBLE BOWLER ..... 225
Universal SUPER TWIN BOWLER ..... 195	Exhibit STRIKE ..... 125
Chicago Coin BOWLING ALLEY ..... 125	Keenev KING PIN ..... 125
Chicago Coin BOWLING CLASSIC ..... 195	Williams DOUBLE HEADER ..... 185
Bally SHUFFLE BOWLER ..... 60	Gottlieb BOWLETTE ..... 110
Bally SPEED BOWLER ..... \$215	

**FLYAWAY PIN CONVERSIONS**

ROYAL DE LUXE LITE-A-PIN CONVERSION for any SHUFFLE GAME \$ 9.95  
Bally SHUFFLE BOWLER 79.50  
Chicago Coin BOWLING ALLEY 59.50  
Genco BOWLING LEAGUE 79.50  
Universal SHUFFLE ALLEY 79.50

**NEW SHUFFLE GAMES**

Universal HIGH SCORE BOWLER  
Universal DE LUXE TWIN BOWLER  
United TWIN SHUFFLE ALLEY REBOUND  
United 4 PLAYER SHUFFLE ALLEY  
United SKEE ALLEY—9 1/2 Ft.

**Reconditioned 5 BALLS Guaranteed**

Genco HARVEST TIME ..... \$170	MERRY WIDOW ..... \$ 45	ST. LOUIS ..... \$95
BIG TOP ..... 75	MARYLAND ..... 110	TRIPLE ACTION ..... 45
CAROLINA ..... 75	Williams GEORGIA ..... 170	TENNESSEE, not F.P. ..... 45
BLACK GOLD ..... 85	ONE-TWO-THREE ..... 50	MELODY ..... 45
JUST 21 ..... 85	SCREWBALL ..... 50	RAMONA ..... 75
	SARATOGA ..... 85	PARADISE ..... 50

**ONE BALLS**

Universal Winner Write  
PURE KING New Write  
GRANDSTAND New Write  
KENTUCKY ..... \$375  
CHAMPION ..... 225  
LEXINGTON ..... 225  
CITATION ..... 125  
GOLD CUP ..... 115  
JOCKEY SPECIAL ..... 115

**WRITE for our New Premium Catalog**

**NEW EXHIBIT DALE SIX-SHOOTER**

Moving targets. Stage-coach bandits fall off their galloping horses. Exciting! Entirely new. Has player appeal. Wild West in its heyday! 5c or 10c play with skill ticket unit.



**Cleaned, Checked and PRICED TO SELL!**

GAMES	
Genco Total Roll	FREE
Genco Advance Roll	FREE
Crating above, \$20.00 per machine	
7-Hi Pool Table	\$49.50
Genco Glider	34.50
Genco Bing a Roll	89.50
Bally My Roll	69.50
Triple Action	29.50
Trade Winds	29.50
Mardi Gras	29.50
Merry Widow	34.50
Screwball	39.50
Puddinhead	\$49.50
1-2-3	54.50
Yanks	39.50
Virginia	29.50
Wisconsin	29.50
Bermuda	29.50
Spinball	29.50
Catalina	29.50
Thrill	29.50
Stormy	29.50
Sunny	29.50
Humpty Dumpty	29.50

**PHONOGRAPHS AND ACCESSORIES**

FILBEN FP-300 (30 Selection)	\$199.50
SEEBURG COLONEL	69.50
SEEBURG 8200, 8800, 9800	69.50
ROCK-OLA PLAYMASTER	79.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!  
Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

**S. L. Londen Music Co., Inc.**  
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220  
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

**FOR YOUR BEST LOCATIONS!**

CHAMPION ..... \$359.50	SHUFFLE CHAMP UN. SHUFFLE ALLEY \$ 49.50
CITATION ..... 219.50	W/FLY-AWAY PINS 89.50
LEXINGTON ..... 199.50	SPEED BOWLER ..... 199.50
TROPHY ..... 119.50	
JOCKEY SPECIAL ..... 84.50	
SHANGHAI ..... \$ 44.50	DRAW BELL, 5c or 25c. \$ 99.50
THRILL ..... 34.50	REVENUE BELL, 5c or 25c 134.50
SELECT-A-CARD ..... 134.50	WILLIAMS ALL STARS \$ 99.50
BUFFALO BILL ..... 139.50	CHICOIN ALL STAR
SARATOGA ..... 54.50	HOCKEY ..... 29.50
MARDI GRAS ..... 34.50	HIT-A-HOMER ..... 19.50
Genco 1-2-3 ..... 44.50	WURLITZER 1015 ..... \$274.50
BLUE SKY ..... 39.50	SEEBURG 147M ..... 319.50
BANK-A-BALL ..... 164.50	SEEBURG 8800 ..... 79.50
'49 MAJORS ..... 44.50	

Operators in Wisconsin, No. Illinois and Indiana—Use the COVEN Finance Plan.

**COVEN** distributing company  
3181 Elston Chicago 18, Ill. Independence 3-2210  
Authorized Distributors for **Bally and WURLITZER** Products Phonographs

**IF ONLY DREAMS DID COME TRUE**

NEW YORK, Nov. 11.—The coin machine industry got a major TV plug via the Danny Thomas stanza over NBC-TV Wednesday night (8). Thomas, playing one of his standard skits, appeared as a janitor in a beverage company. The owner was seen coming into his office where he found a large bag, prominently displaying a \$ sign.

"What's that," was the question asked of a secretary. "Sixty thousand dollars—yesterday's receipts from your coin machines," was the answer.

A later dream sequence showed many such bags thrown on the floor, representing a million-dollar income from the same machines. Operators' comment: "That sure was some dream!"

**Denver Ops Get**

parts room, with blond hardwood shelving for larger parts such as cases, reels and bases. The front of each drawer bears a white tag on which is the factory serial number and other information. Walls are done in white, with a brilliant fluorescent lighting system overhead. Williams is extremely proud of the completeness of his parts inventory, which means that he has never had to turn down a bell-machine owner on an overhaul or quick repair of any sort.

Continuing the tour the visiting operator sees two mesh-wire separated storerooms, one of which contains used parts and machines, the other finished products of the shop. In between is a small paint room in which Capitol mixes all of its own paints and pigments. "After much experimentation, we developed a practical royal blue crinkle finish which we used on most bell machine exterior refinishing," the Denver distributor said. "We always keep several cases and shells on hand which have been refinished and the color baked on for this reason."

**Shop Set-Up**

The shop itself is remarkable for metal surfaced worktables, neat pull-out metal drawers and tool panels. There are power machines for every conceivable metal working operation in bell machine repairs.

Recently the Capitol organization published its first catalog on repair, parts and new machines, which carries a series of photographs depicting the interior of the shop and parts room. Copy points out that the neat appearance of the shop extends into its completed work, and invites operators to ship from any part of the West.

The ultimate results of this sort of unique promotion has been a steady stream of bell machines from points as far as 1,000 miles away, according to Williams, and considerable respect among the operators for Williams' methods.

**Distribs Bow**

play an important role in the new Gottlieb product. Each side rollover spots two jokers and scores two points, while the single pair of flippers located at the bottom part of the playfield lead to extra scores when skillfully co-ordinated with the speed of the ball in play. One of the special scoring plays is possible after 15 points have been tallied. When this set-up is reached lights alternate bottom rollover switches for replays. Other replays can be made on points or high score.

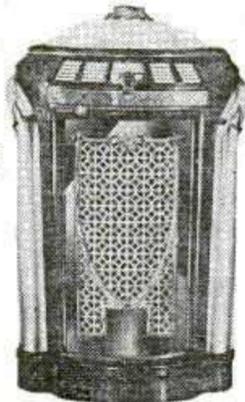
**Forbes Mag Lauds**

public acceptance of bowling, theme of most shuffle games; automatic scoring; availability on location; speed of game; its skill qualities, and slight physical exertion. Operator success requirements listed include keen salesmanship, alertness, adaptability to odd hours of work, breaking down false conceptions, and top repair facilities and mechanics.

In the final paragraph of the article, Forbes concludes that shuffle games with the bowling theme will be popular as long as regulation bowling has its present army of fans.

**LATE MODEL PHONOS**

AT **Record Low Prices!**



**COMPLETELY RECONDITIONED**

While they last... here's real bargains in reconditioned late model phonographs in exceptionally good working order... at prices as low as you'll find anywhere. Phone or wire your order now.

**Look At These Low Prices For Good Late Model Phonographs!**

**SEEBURG**

148-ML	\$425.00
H-148-M HIDEAWAY	350.00
147-M	350.00
H-147-M HIDEAWAY	325.00
147-S	300.00
146-M	300.00
H-146-M HIDEAWAY	289.50
146-S	275.00

**WURLITZER**

"1250", NEW	WRITE
"1015"	\$239.50

**ROCK-OLA**

"1422"	\$149.50
--------	----------

**AMI**

MODEL "C"	WRITE
-----------	-------

**WALL BOXES**

SEEBURG	ROCK-OLA
W6-L56 ..... \$55.00	POST-WAR ..... \$12.50
W4-L56 ..... 49.50	
3W2-L56 ..... 29.50	<b>AMI</b>
W1-L56 ..... 24.50	POST-WAR ..... WRITE
<b>WURLITZER</b>	STEPPERS ..... WRITE
"3020" ..... \$35.00	

Terms: 50% Certified Deposit, Balance C. O. D. All Items Subject To Prior Sale

**SHAFFER MUSIC CO.**

Columbus, Ohio 606 S. High St.  
Cincinnati, Ohio 2333 Gilbert Ave.  
Wheeling, W. Va. 2129 Main St.  
Indianapolis, Ind. 1327 Capitol Ave.

**SOUTHERN AUTOMATIC } BEST BUYS—ANY TIME!**

UNITED SHUFFLE ALLEY	\$ 49.50
WILLIAMS DELUXE BOWLER, DISAPPEARING PINS	99.50
WILLIAMS DOUBLE HEADER, LIKE NEW	199.50
SEEBURG W1-L56 WIRELESS WALL BOX	17.50
SEEBURG W1-L56, CONVERTED TO 3-WIRE	20.00
WS2Z WIRELESS WALL BOX	5.00

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
Terms: 1/3 Deposit, Balance C. O. D.  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
624 S. Third St., Louisville 2, Ky.  
240 Jefferson St., Lexington 2, Ky.  
3011 E. Maumee Ave., Ft. Wayne 4, Ind.  
1000 Broadway, Cincinnati, Ohio  
603 Linden Ave., Dayton 3, Ohio  
325 N. Illinois St., Indianapolis 4, Ind.

**SPECIALS—RECONDITIONED**

United Shuffle Alloy, late	\$ 50
With Disappearing Pins	119
United Shuffle Alloy Express	165
Chicago Coin Bowling Classic	205
Bally Speed Bowlers	195
Bally Shuffle Bowler	60
Chicago Coin Bowling Alley	125
Gottlieb Bowlette	80
Genco Bowling League	50
Chgo. Coin Disappearing Pins	59

**SPECIAL! 'POP' CORN SEZ 10c VENDORS \$49.50 EACH RECONDITIONED LIKE NEW!**

Write for latest list all new and reconditioned Shuffle Games, 5-Balls, 1-Balls, Consoles, Arcades, Bells, etc.  
Terms: 1/3 Dep., Bal. C. O. D.

**MONARCH COIN MACHINE CO.**  
1545 N. FAIRFIELD AVE. (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

YOU'LL CLEAN UP WITH *Williams*

# RAG MOP

It's got the ACTION with a "BOP!"



- NEW TUNNEL KICKBACK
- THUMPER BUMPERS
- HI-POWER FLIPPER
- TILT RESET

## GOT IT? ▶ DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME

GET IT! ▶ and do better all year 'round with the game that's set an earnings record unmatched by any other!

SEE-BUY THESE WILLIAMS' HITS AT YOUR DISTRIBUTOR NOW!

*Williams* MANUFACTURING COMPANY

Creators of Dependable Play Appeal!

4242 W. FILLMORE STREET

CHICAGO 24, ILLINOIS

**AUTOMATIC COIN**  
YOUR RELIABLE DISTRIBUTOR  
Est. 1944



Limited Quantity—Brand New

**MILLS VEST POCKET BELLS**

**NOW DELIVERING MILLS SENSATIONAL NEW 21-BELL**

ALSO BRAND NEW BLUE BELL, BLACK BEAUTY, TOKEN BELL, TOKEN "21" BELL. Write.

**RECONDITIONED GAMES**

United Shuffle Alley, fly-a-way pins	\$139.50
Universal Twin Alley	145.00
Williams Twin Bowler	89.50
Keeney Duck Pin, 8 Ft.	225.00
Keeney Ten Pins	89.50
Keeney King Pin	165.00
Bally Jockey Special, FP	129.50
Bally Gold Cup, FP	149.50
Bally Citation, FP	269.50
Bally Champion, FP	389.50
Universal Photo Finish, FP	335.00
Bally Deluxe Draw Bell	189.50
Keeney Twin Bonus Super Bell, 5c-25c	275.00
Chicago Coin Pistol Pete	159.50
Dale Guns, latest triple switch model	109.50

**NEW EQUIPMENT**

BALLY TURF KING	
WILLIAMS RAG MOP	
COTTLIEB JOKER	
CHICAGO COIN FIGHTING IRISH	
EXHIBIT SIX-SHOOTER	
UNITED SKEE ALLEY	
UNIVERSAL HIGH SCORE BOWLER	

**PIN GAMES**

Bally Carnival	\$79.50
Double Shuffle	94.50
Gottlieb Cinderella	59.50

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!

Mills 5c, 10c or 25c Golden Falls Handload—Mills 5c, 10c or 25c Black Cherry Bells—Mills 5c, 10c or 25c Jewel Bells—Mills 50c Black Gold Handload—Mills 50c Black Cherry, 2/5—Jennings 10c Standard Chief—Jennings 25c Sun Chief—Rebuilt 10c Jewel Bells, in New Cabinets.

WRITE for PRICES

ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE GAMES ..... \$12.50  
FLY-A-WAY PIN CONVERSION FOR UNITED SHUFFLE ALLEY ..... \$9.50

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stand for Bells.

**AUTOMATIC COIN**  
**MACHINES & SUPPLY CO.**  
TELEPHONE: CAPITOL 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Join **MARCH OF DIMES**  
JANUARY 15-31

**WEDDING BELLS**

## Big Turnout At Gottlieb Kin Marriage

CHICAGO, Nov. 11.—Over 400 guests, including some 50 affiliated with the coin machine industry, attended the Judd Weinberg-Marjorie Ellen Gottlieb wedding at the Drake Hotel here Sunday (5). The bride is the daughter of Dave Gottlieb, president of D. Gottlieb & Company.

The ceremony was held at 5:30 p.m., followed by a reception.

Among those attending the event from the Gottlieb company were Mr. and Mrs. Nate Gottlieb, Sol Gottlieb, Mr. and Mrs. Alvin Gottlieb, Mr. and Mrs. Jerry Gottlieb, Mr. and Mrs. Manny Gottlieb, Mandel Skibell, Mr. and Mrs. Harry Mabs, Mr. and Mrs. Robert Smith, Mr. and Mrs. William Wenzel, all of Chicago; Mr. and Mrs. Maury Gottlieb, Mrs. Jake Skibell and Mrs. Al Davis, Dallas.

**Industry Reps**

Others in the industry from the Chicago area included Mr. and Mrs. Sam Wolberg, Chicago Coin Machine Company; Mr. and Mrs. Meyer Gensberg, Genco; Mr. and Mrs. Sam Stern, Williams Manufacturing Company; Mr. and Mrs. Eddie Ginsberg and Mr. and Mrs. Morry Ginsberg, Atlas Novelty Company; Mr. and Mrs. Joe Schwartz, National Coin Machine Exchange; Mr. and Mrs. Lawrence Erickson and Mr. and Mrs. Carl Olson.

Guests from out of town were Mr. and Mrs. Irv Blumenfeld, General Vending Sales Corporation, Baltimore; Mr. and Mrs. Dave Bond, Trimount, Boston; Mr. and Mrs. Sam Weinberger, Southern Automatic Music Company, Louisville; Mr. and Mrs. Henry Greenstein, Mr. and Mrs. Harold Lieberman and Mr. and Mrs. Jonas Bessler, Leiberman Hy-G Music Company, St. Paul; B. D. Lazar and J. D. Lazar, B. D. Lazar & Company, Pittsburgh; Col. and Mrs. A. J. Beck, Bellevue, Neb., and Mr. and Mrs. Al Sweet and Harold Sweet, Dallas.

## Lighton Appointed 1st Distrib Exec

CHICAGO, Nov. 11.—Wally Finke and Joe Kline, First Distributors toppers, have announced the appointment of Marvin Lighton as office manager of the firm effective immediately. Lighton succeeds Larry Shapiro, who has entered military service.

Lighton is a graduate accountant and has been associated with several local firms as an office manager in the past few years.

## Conn. Sept. Tax Take Tops 1949 by 70%

HARTFORD, Conn., Nov. 11.—Connecticut State tax receipts for September rose \$166,000, 7 per cent over same month in 1949, with liquor, corporation and inheritance taxes giving the boost.

Tax Commissioner Dennis P. O'Connor, in releasing the figures, noted that liquor taxes brought in 33 per cent more; corporation taxes, 17 per cent, and inheritance taxes, 17 per cent.

Cutting into these, however, were drops of 10 per cent in cigarette tax stamp revenue and 23 per cent in the investment tax, as compared to September a year ago. Cigarette tax collections for the month were \$647,000, or \$75,000 below a year ago.

Tax officials said, however, that this figure only reflects sales of cig tax stamps to distributors, August more than made up for this drop, showing an \$85,000 rise in collections.

## Colyer Re-Enters Biz As Calif. Op

MARYSVILLE, Calif., Nov. 11.—Robert L. Colyer, who operated the Colyer Music Company here in 1945 and 1946, selling out his route in the latter year for \$115,000, has purchased a diversified coin machine route from Bill Remington, Jr. Firm has been rechristened Robert L. Colyer, Inc., and will maintain headquarters at 326 First Street here.

## REDD'S RECONDITIONED MACHINES

LAST TWICE AS LONG...  
EARN TWICE AS MUCH!

BECAUSE:

- ★ EACH MACHINE IS DOUBLE INSPECTED
- ★ FINEST SERVICE SHOP
- ★ SKILLED MECHANICS



## MONEY INSTANTLY REFUNDED

IF NOT MORE THAN PLEASED WITH EVERY PURCHASE—REGARDLESS OF COST—NEW OR USED

## MUSIC

### WURLITZER

110-1015	Write
1080-1017	Write
850	\$115.00
800	95.00
7502	125.00
600	60.00
500	60.00
245	45.00
616	35.00
71, 61, 451	45.00

### SEEBURG

100 Record, New	Write
146-S	\$210.00
146-M	225.00
Lotone	50.00
Hitone	45.00
VOGUE & GEMS	45.00
ENVOY & CLASSIC	45.00
ROCK-OLA 1422	165.00
AIREON'S DE LUXE	49.00
AMI A & B	Write

### USED WALL BOXES

Wurlitzer 3020	\$50.00	Seeburg Pre-War 3 Wire	\$3.00
Packard	14.00	Seeburg Wallomatic	3.00

### ONE BALLS

Champion	Write
Photo Finish	Write
Bally Kentucky	Write
Victory, Special	\$ 30.00

### CONSOLES

Evans Races—LIKE NEW	\$295.00
Spot Bell	Write

### ARCADE

Seeburg Bear Gun	\$335.00
Star Series	150.00
All Stars	95.00
Genco Baseball (NEW)	250.00
7 Hi Belgium Pool	45.00
Chicago Coin Goalie	65.00

### FIVE BALLS

Lucky Inning	\$125.00
Tahiti	125.00
Selectacoin	125.00
Tumbleweed	125.00
Just 21	65.00
Pinch Hitter	120.00
St. Louis	85.00
Floating Power	85.00

WANTED: Used Phonographs, 5 Balls, One Balls, Wurlitzer 3020, Seeburg Bear Gun, Shuffle Machines. WE WELCOME YOUR TRADE-INS!

## NEW MACHINES Instant Delivery

- |                            |                        |
|----------------------------|------------------------|
| Bally Hook Bowler          | United 4-Way Rebound   |
| United Skee Alley          | United Twin Rebound    |
| Bally Triple Draw Bell     | United Single Rebound  |
| Keeney 4-Way League Bowler | Wurlitzer 1250         |
| Exhibit Six-Shooter        | Wurlitzer 1217         |
| Keeney Cigarette Machine   | Williams Pinky         |
| Mills Vest Pocket          | United Conversion Kits |
| Bally Turf King            | Como Conversion Kits   |
| Exhibit Oasis              |                        |

FRESHEN UP YOUR ROUTE WITH OUR SELECTED PREMIUMS—LATEST RECORDS—FREE TITLE STRIPS

## NEW ENGLAND OPERATORS: LOW DOWN PAYMENTS—EASY TERMS

Exclusive Distributors **WURLITZER BALLY—KEENEY—EXHIBIT—UNITED** and other leading manufacturers FOR ALL NEW ENGLAND!

NEW BRANCH OFFICE: 87 SCHOOL ST., MANCHESTER, N. H.

# REDD

*Distributing Co. Inc.*

298 LINCOLN ST., Phone: AL 4-4040 ALLSTON, MASS.  
BRANCH OFFICE  
811 UNION ST., WEST SPRINGFIELD, MASS. Phone: 6-5418

**Chicago Coin's BIG 3**  
EACH ONE A REAL WINNER!

**#1 FIGHTING IRISH**  
NEW 5 BALL  
6 BIG WAYS TO WIN!  
THRILLING FOOTBALL ACTION!

**#2 For BOWLING THRILLS—**  
**PIN-LITE**  
FOR STRAIGHT NOVELTY PLAY!  
WITH LITED "FLY-AWAY" PINS

**#3 Top Scorer Everywhere!**  
**ACE BOWLER**  
FOR "FREE PLAY"  
WITH LITED "FLY-AWAY" PINS

**CHICAGO COIN MACHINE CO.**  
1725 DIVERSEY BLVD. • CHICAGO, ILL.

**1951 Key Year**  
• *Continued from page 74*

with trade groups. Towards this end the legal department of Coin Machine Institute (CMI) is starting a campaign to alert the trade as a whole to new legal developments. One thing it plans to do is inform operators, distributors and State associations when new measures are introduced. Then if the individual or group desires legal ammunition to oppose the measure CMI will co-operate by working with the coinmen or their attorneys to gain a fair presentation of the bill in a question.

**CMI Activity**  
While CMI has co-operated on such trade matters in the past, its legal department emphasized that this service is now being stepped up because so many legislatures are approaching meeting dates. When asked, CMI will send model coin machine bills for study by coinmen and their attorneys, as well as previous information on measures related to the inquiry. In extreme cases it even plans to send its legal adviser to study measures and acquaint coinmen on effective legal recourse. This service will be available to the entire trade whether CMI members or not.

**Detroit Union**  
• *Continued from page 74*

of employment, wages and hours, and in general to build up a united and unified coin machine union for the State of Michigan" under the teamsters' banner.

Contracts have recently been successfully negotiated with operators in the Grand Rapids and Lansing sections of the State, Bufalino said, and negotiations are currently under way for the eastern part of the State, including the Bay City, Saginaw and Flint territories.

Pointing out the position of the local, No. 985, as an affiliate of the Detroit Teamsters' Joint Council No. 43, Bufalino said that the local "has been successful in obtaining for its members favorable hours and working conditions and wages which compare with the highest standards in the nation in this industry."

**IT'S OUR MOVE!**

**H. C. EVANS & CO.**

Take Pleasure in Announcing the Removal of Their Present Offices and Factory to Their

**NEW BUILDING**

AT  
**1556 WEST CARROLL AVENUE  
CHICAGO 7, ILLINOIS**

Doubled Production Capacity and Improved Facilities To Serve You Best With Better Equipment!

SEE OUR COIN MACHINE AD ON PAGE 78

**FOR BETTER BUYS—BETTER BUY NOW**

<b>COUNTER GAMES—NEW</b>	<b>ARCADE EQUIPMENT</b>	<b>SLOTS</b>
Hit-a-Homer, originally \$32.50. Our price: Single, \$27.50. 10 or more, \$22.50.	Acme Shoe Shiner ..... \$150	<b>New Machine Guarantee</b>
Three of a Kind, originally \$18.50. Our price: Single, \$15.00. 10 or more, \$10.00.	Big Inning ..... 65	5c Blue Bells ..... \$210
Punch-a-Ball, originally \$15.00. Our price: Single, \$12.50.	Boomerang ..... 35	10c Blue Bells ..... 220
Electric Skill Gun, originally \$59.50. Our price: Single, \$47.50. 10 or more, \$45.00.	Chi Coin Hockey ..... 85	25c Blue Bells ..... 230
ABT Model F, originally \$49.50. Our price: Single, \$42.50. 10 or more, \$39.50.	Chi Coin Pistol ..... 125	<b>ONE BALLS</b>
Kickers & Catchers, originally \$35.00. Our price: Single, \$32.50. 10 or more, \$29.50.	Chicken Sam (conv.) ..... 95	15 Jockeys (Specials) ..... 5 85
Advance Electric Shocker, \$19.50.	Evans Ten Strikes ..... 75	5 Citations ..... 195
<b>USED COUNTER GAMES</b>	Exhibit Dale Gun ..... 95	<b>CONSOLES</b>
20 1c Cubs Cigarette Grippers ..... 18.50	Exhibit Silver Bullet ..... 139	Super Bonus Bell (5c) ..... \$125
2 5c Shipman Peek Shows ..... 35.00	Falcon Shoe Shiner ..... 125	Super Bonus Bell (5-25c) ..... 250
10 5c Gushers Fruit Reels ..... 18.50	Goalee ..... 100	Mills Duo Bell ..... 195
5 1c S.K. Ball Gum Vender ..... 20.00	Heavy Hitter ..... 50	Bally's Draw Bell ..... 150
2 1c Five Jacks Gum Vender ..... 25.00	Jack Rabbit ..... 100	Evans Bangtails, GP, late ..... 195
1 1c Split Fire ..... 15.00	Keeney Air Raider ..... 50	Evans Bangtails (comb.) ..... 225
<b>USED VENDORS</b>	Lo Boy 1 1/2 Scales ..... 25	Evans Racer (comb.) ..... 225
12 Victors, 1c ..... 58.50	Panorams ..... 225	Evans Racer, 25c Comb. 275
20 Northwestern Nut #40 ..... 6.50	Pitchem & Batterm ..... 175	Bally Triple Bells, 5-5-25 ..... 245
25 Columbus 1c Gum #33 ..... 6.50	Photomatic, early ..... 550	<b>SHUFFLE ALLEYS—USED</b>
25 Northwestern #33 Gum, 1c ..... 6.50	Photomatic, late ..... 125	United Reg. Alley ..... 5 85
	Quizzes with Film ..... 135	United Super ..... 110
	Record Gram ..... 85	Express ..... 165
	Scientific Xray Poker ..... 75	Keeney Pin Boy ..... 85
	Siro's Brush Up ..... 85	Keeney Lucky Strike ..... 85
	Tommy Gun ..... 85	Bally Bowler ..... 150
	Undersea Raider ..... 95	Genco Bowler ..... 85
	Western Baseball ..... 85	Gottlieb Bowlette ..... 85
	Williams All Stars ..... 125	Chi Coin Double ..... 115
	Exhibit Rotary ..... 225	Belgium Pool Table ..... 75
	Exhibit Diggers ..... 85	Williams Double ..... 135
	<b>USED CIGARETTE VENDERS</b>	
	National 9-A (no base) \$75.00	
	Monarch, 10 column ..... 85.00	
	Unedapak, 500, 15 column ..... 85.00	
	Rowe President, 10 column ..... 75.00	

**AMC Distributors for Northern Ohio**

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2021-2025 PROSPECT AVE • CLEVELAND 15, OHIO  
ALL PHONES: TOWER 1-6715

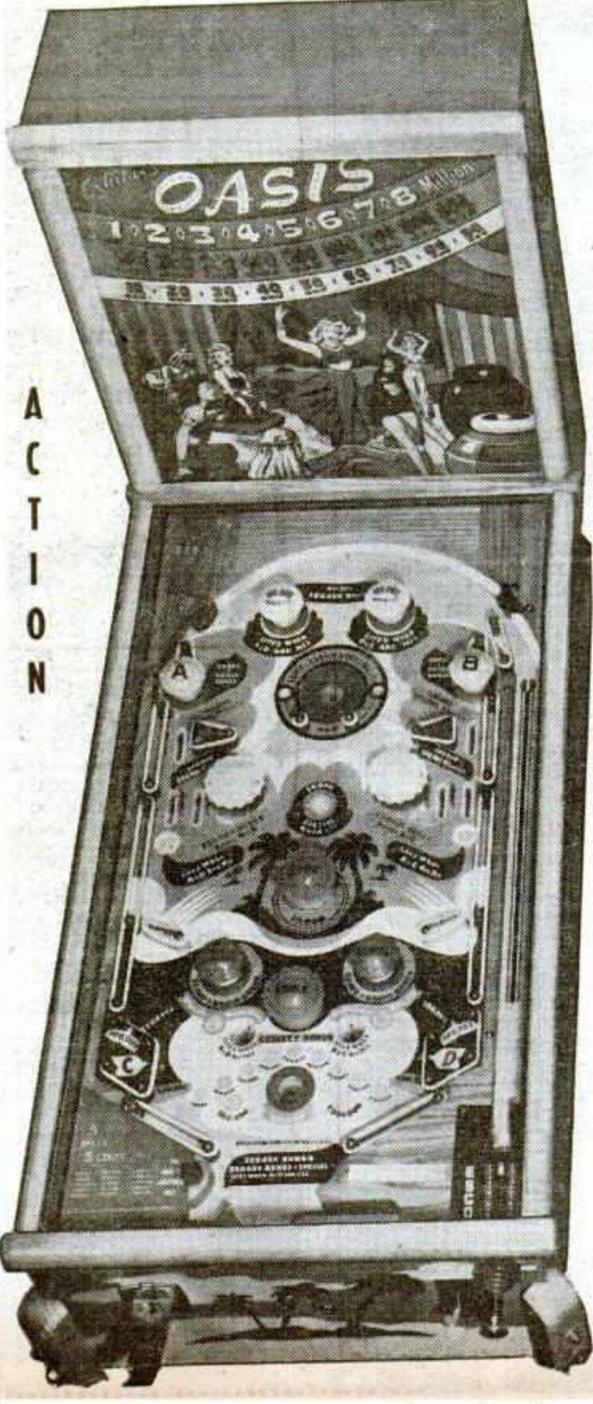
**M.S. GISSER**

**NOW!!**  
AT ALL EXHIBIT DISTRIBUTORS

**OASIS**

EXHIBIT'S NEW FAST 5 BALL

EXHIBIT SUPPLY CO.  
4218-30 W. Lake St. Chicago 24, Ill.



A  
C  
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N

**NATIONAL GUARANTEED VALUES!**

<b>RECONDITIONED SHUFFLE GAMES</b>	<b>5-BALLS</b>
10 Chicoin Blue Cab., Twin Reb'd \$100 Price ea.	5 Buffalo Bills ..... \$148
10 Universal Twin Rebound ..... 100	3 College Daze ..... 125
10 United Super Twin Bowler, disappearing pins ..... 200	5 Select-a-Cards ..... 125
10 United Shuffle Alley with conv. ..... 125	4 Three Musketeers ..... 125
7 Keeney 2-Player, disapp. pins. 200	3 Tumbleweeds ..... 125
3 Chicoin Baseballs ..... 65	3 Bostons ..... 120
10 Bowlettes ..... 70	5 Freshies ..... 120
7 United Shuffle Alley ..... 60	2 De-icers ..... 115
5 Genco Bowling League ..... 65	2 Champions ..... 110
5 Bally Shuffle Bowlers ..... 65	4 Marylands ..... 110
	10 Sharpshooters ..... 110
	5 Three Feathers ..... 105
	10 Bowling Champs ..... 100
	3 Double Shuffle ..... 100
	2 Dallas ..... 100
	5 St. Louis ..... 100
	3 Tucson ..... 100
	2 Utahs ..... 100
	5 Buttons & Bows ..... 95
	5 Just 21 ..... 95
	2 Big Tops ..... 90
	5 Teacards ..... 90
	3 Black Golds ..... 85
	5 Floating Powers ..... 75
	3 Roundups ..... 75
	3 Puddinheads ..... 64

**NEW EQUIPMENT**  
Gottlieb Joker  
Chicago Coin Fighting Irish  
Williams Pinky  
Exhibit Oasis

**PREMIUMS**  
Write for our new illustrated Fall Catalog, now being mailed. Large selection—wide variety.  
Weekly Premium Specials!

10 WATSON DELUXE FORTUNE SCALES — EXCELLENT CONDITION — WRITE!

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1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

**Look at the Savings!**

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 Envoy, RC \$44.50 9800's ..... \$54.50  
 Colonel, RC \$4.50 Crowns ..... 34.50  
 \$200's ..... 54.50 C. Grands ..... 34.50

**ROCK-OLA**  
 Masters ..... \$54.50 | Supers ..... \$54.50

**MILLS**  
 Throne ..... \$49.50 | Empress ..... \$79.50

**FILBEN**  
 Maestro, 30 Rec. .... \$229.50  
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 Music Mirror ..... 149.50

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 Victrolas ..... \$49.50 | 600's ..... \$ 59.50  
 500's ..... 49.50 | 1015's ..... 325.00

**ALL PHONOGRAPHS COMPLETE AND IN WORKING CONDITION**

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 Rock-Ola 22' Shuffleboard ..... \$99.50  
 Genco Glider ..... 39.50  
 Pool-ettes ..... 59.50  
 Wms. All Star ..... 59.50  
 Chicoin Rebounds ..... 39.50  
 Chicken Sam (Conversion) ..... 49.50  
 Grotchen Metal Typer ..... 79.50

Terms: 1/2 Certified Deposit, Balance C. O. D.  
 All Games Plus Crating.

Wisconsin's Leading Distributor

**UNITED INC.**

4227 W. Vliet St., Milwaukee 8, Wis.  
 Phone: WEst 3-3224  
 Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Mich.

**FOR QUICK SALE  
 GOOD CLEAN USED EQUIPMENT**

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- 1 TROPICANA ..... 49.50
- 1 ROUNDUP ..... 49.50
- 3 BERMUDAS ..... 29.50
- 2 MONTERREYS ..... 29.50
- 1 WISCONSIN ..... 29.50
- 1 CAROLINA ..... 29.50
- 1 SINGAPORE ..... 29.50
- 1 STARDUST ..... 29.50
- 1 Exhibit's STAR LITE ..... 29.50
- 1 SEA ISLE ..... 19.50
- 1 United's 10TH INNING (3 Balls 1c) 19.50
- 1 WILLIAMS TORCHY ..... 10.00
- 1 STATE FAIR ..... 10.00
- 2 FAST BALL ..... 10.00
- 3 Chl. Coin BASEBALLS ..... 10.00
- 3 1/2 BAT-A-BALL ..... 10.00

We also have clean and in good shape 8 1015 Wurlitzer Phonographs @ \$279.50  
 1/2 Deposit with order, Balance Order. Notify, give your bank name. You can save any C.O.D. charges by sending full amount. BE QUICK, BE FIRST, AS THEY WON'T LAST AT THESE PRICES.

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**MITE: FRUIT OR CIGARETTE**  
 REELS, 1c, 5c or 10c play.  
 Ball sum vender, 75-25% coin divider.  
 Size 5"x5 1/2"x6 1/2". Also manufacturing COMET, METEOR, CIGGY and KING.  
 Write for full details & quantity prices.

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**SLOT BARGAINS**

- Excellent Condition—Originals**
- 1 50c Mills Black Cherry, Like New, Used 4 Weeks, #515260 ..... \$200.00
  - 1 50c Mills Golden Falls, Hand Load, A-1 ..... 190.00
  - 1 50c Mills Brown Front, A-1 ..... 185.00
  - 1 50c Mills Blue Front, A-1, #459230 ..... 185.00
  - 20 Mills Blue or Brown Fronts, 5c, 10c, 25c, Serials Around 400,000, A-1 ..... 75.00
  - 5 Mills Cherry Bells, 5c, Ser. Over 400,000 ..... 75.00
  - 5 Mills Bonus Bells, 5c, 10c, A-1, Serials Around 450,000 ..... 100.00
  - 10 Mills Iron Folding Stands ..... 1.50
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IDAHO FALLS, IDAHO

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We have a large stock of Used Consoles. 25 Late Used Five Balls, all in No. 1 condition, write for price. 20 Bally Citations, \$175.00 ea.

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 5 AMI Model B ..... \$425.00 ea.  
 5 1015 Wurlitzers ..... 199.50 ea.

**SHUFFLE ALLEYS**  
 Universal Super Twin Bowler ..... \$179.50  
 Nationwide Baseball ..... 99.50  
 Write for price on all New Games

SEND FOR YOUR FREE GIFT

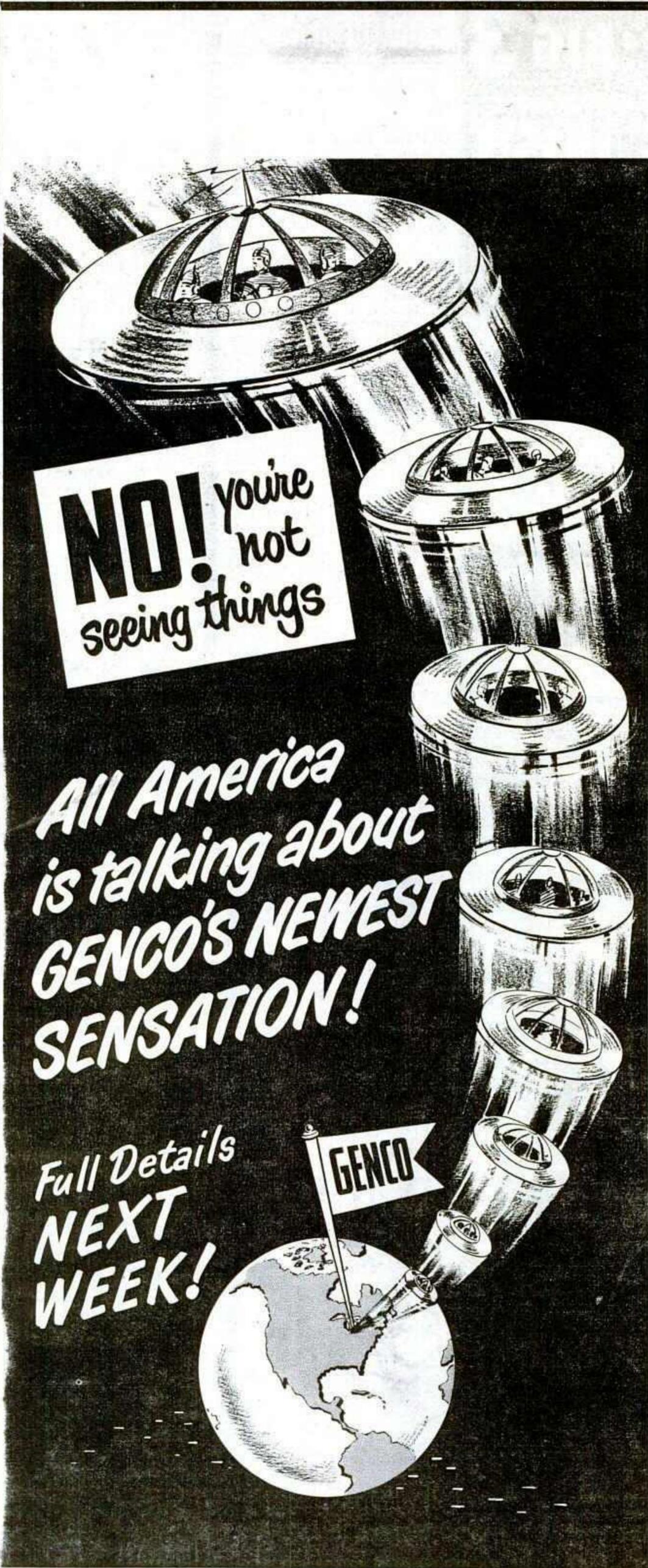
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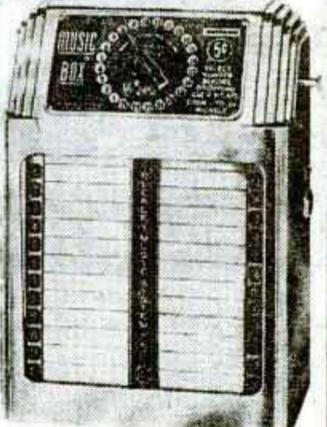


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**\$19.50**

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**DISAPPEARING PIN CONVERSIONS**

For UNIVERSAL TWIN BOWLER and CHICOIN BOWLING ALLEY

UNIT \$59.50  
 PRICE

ALL NEW PARTS

- Motor Driven Pin Reset
- Automatic Scoring of Strikes and Spares Visible in Center of Unit
- Color Schemes Same as Original Games
- Shaped Flyback Pins
- Easy and Quick To Install

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**FIVE BALLS**

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|---------------------------|--------------------------|
| Just 21 ..... \$ 75.00    | Tennessee ..... \$ 25.00 |
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| One-Two ..... 25.00       | Melody ..... 25.00       |
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| Bone Head ..... 40.00     | Maisie ..... 25.00       |
| Robin Hood 30.00          | Bally Heavy              |
| Humpty Dumpty ..... 30.00 | Hitters ..... 32.50      |

**ONE BALL**

- Jockey Special \$ 79.50
- Special Entry ..... 54.50
- Citations ..... 195.00
- Lexington (comb. free play and automatic) 235.00

**CONSOLES**

- Deluxe Draw Bell ..... \$125.00
- Bally Triple Bell ..... 225.00
- Keeney Bonus \$ & 25 ..... 210.00

TERMS: 1/3 Deposit, Balance C.O.D.

**ALBERT'S COIN MACHINE EXCHANGE**  
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**SLOT MACHINES**

- 5c GOLDEN FALLS ..... \$117.50
  - 5c DEUCES WILD ..... 195.00
- Over 200 Slot Machines in Stock.  
 Write for Prices.
- 6-5c BONUS SUPER BELLS ..... \$169.50
  - 9-1015 WURLITZERS ..... 275.00
  - 5-750E WURLITZERS ..... 94.50
- 1/2 Deposit.

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**TRADIO  
 THE GREATEST NAME IN  
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Write for details  
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### Central Ohio Coin Quality Buys

USED PIN GAMES		USED 1-BALLS		NEW PIN GAMES	
Shanghai	\$ 49.50	Champion	\$249.50	Chi Coin—Fighting Irish	
Bally	79.50	Photo-Finish	325.00	Exhibit—Oasis	
Just 21	119.50	Citations	225.00	Gottlieb—Four Horsemen	
Triple Action	49.50	Gold Cups	129.50	Gottlieb—Spot Bowler	
Ballerina	59.50	Special Entry	49.50		
King Cole	59.50	Hot Reds	179.50		
Melody	49.50				
Alice in Wonderland	59.50				
Build Up	59.50				
Jamboree	59.50				
1-2-3	59.50				
Temptation	59.50				
Cover Girl	49.50				
Star Dust	69.50				
Serenade	79.50				
Spinball	49.50				
Blue Skies	49.50				
Floating Power	69.50				
Trade Winds	69.50				
Puddin' Head	69.50				
Heavy Hitter	49.50				
Screw Ball	59.50				

SHUFFLE ALEYS USED		Write for Prices on These Slots	
United Reg. Alley	\$ 85.00	5c Blue or Brown Fronts	
United Reg. w/Dis.		10c Blue or Brown Fronts	
Pins	149.50	25c Blue or Brown Fronts	
Genco Bowling	99.50	5-10-25c Melon Belts	
League	99.50	5c Black Cherrys	
Keehey Tan Pins	125.00	10c Black Cherrys	
Chi Coin Bowling		25c Black Cherrys	
Alley	149.50	50c Black Cherrys	
Chi Coin Baseball	149.50	50c Brown Front	
Gottlieb Bowlettes	109.50	5c New Vest Pockets	
Genco Glider	99.50	5c Mills Q.T., A-1	
		5c Jenn. Standard Chief	
		10c Jenn. Standard Chief	
		25c Jenn. Standard Chief	
		5c Jenn. Deluxe Chief	
		10c Jenn. Deluxe Chief	

MUSIC	
1944 Seeburg	\$295.00
1946 Seeburg Hideaway	225.00
1915 Wurlitzer	259.50

WRITE - WIRE - PHONE - AD. 7254

### CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH - COLUMBUS 15, OHIO

## Turning Back the Clock

**10 Years Ago This Week**  
 CHICAGO, Nov. 9, 1940.—The war-born coin-operated machine gun game boom was mounting, and industry leaders were declaring that this phase of the coin game business was assuming the proportions of an industry in itself.

Reasons were the European war (soon to develop into a full-fledged World War II, with United States participation) and the "subsequent American awareness of a national emergency." Play on such machine gun games took on the aspects of a monopoly wherever they were placed, with other type coin games largely ignored for the trigger units. And the phenomenal rate of play on the gun games was not restricted to the States; the units, mainly in the form of anti-aircraft machine guns, were also drawing record plays in England, South America, South Africa, Asia, Central America, Canada and the U. S. territories of Alaska, Hawaii and the Philippines.

In some instances, major game manufacturers set up separate facilities to turn out the games. J. H. Keeney & Company was one such firm; it established a separate plant to build anti-aircraft gun games. This specialized manufacturing trend grew apace and spread into the operator ranks when many of the latter began to devote their operation to guns only. Whole

batteries of guns began to replace regular game equipment, and arcades made it a point to feature the guns, reporting waiting lines of players while other units remained idle.

Music news of the week included Rudy Greenbaum's announcement of the appointment of George Ponsler as New York distributor for Packard's Product No. 2. . . . Bill Rabkin, International Mutoscope president, reported that coin amusement machines at New York World's Fair had taken in over \$186,000.

Arthur H. DuGrenier, Inc., opened new quarters in the heart of New York's coin machine row, 615 10th Avenue. The venetian blinds and modern tile front set off the exterior, while the interior boasted a more complete stock of parts; repair department, and an array of DuGrenier machines available for immediate delivery.

**15 Years Ago This Week**  
 CHICAGO, Nov. 9, 1935.—Names of the first 70 exhibitors at the 1936 Coin Machine Exposition, to be held in the Hotel Sherman here in January, were released by convention Manager Joe Huber. A total of 129 of the 133 exhibit booths were already sold, he reported. As released, the list showed the following firms had contracted to show:

A. B. T. Manufacturing Co., Chicago; Acme Aluminum Foundry Co., Chicago; Ad-Lee Co., Chicago; Advance Machine Co., Chicago; American Chicle Co., Chicago; Ansell-Simplex Ticket Co., Chicago; Atlas Vending Co., Cleveland; Bally Manufacturing Co., Chicago; Brunswick Record Corp., Chicago; Buckley Manufacturing Co., Chicago; Caille Brothers Co., Detroit; Capehart Corp., Fort Wayne; Central Pattern & Foundry Co., Chicago; Chicago Coin Machine Co.; Chicago Lock Co. Churchill Cabinet Co., Chicago; Columbus Vending Co., Columbus, O.; Daval Manufacturing Co., Chicago; Decca Records Co., Chicago; Dudley Lock Co., Chicago; Electrical Products Co., Detroit; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; G-M Laboratories, Inc., Chicago; John Gabel Co., Chicago; Gardner & Co., Chicago; Genco, Inc., Chicago; John N. Germack, Detroit; D. Gottlieb & Co., Chicago; Groetchen Tool & Manufacturing Co., Chicago; Joseph Hagen Co., Chicago; Hanson Scale Co., Chicago; Harris Co., Chicago; International Mutoscope Reel Co., New York; O. D. Jennings & Co., Chicago; J. H. Keeney & Co., Chicago; Lincoln Novelty Co., Chicago; Malkin-Ilion Corp., Newark, N. J.; Mills Novelty Co., Chicago; National Carbon Company, Inc., New York; National Vendors, Inc., St. Louis; Northwestern Corp., Morris, Ill.; Pace Manufacturing Co., Chicago; Pacific Amusement Manufacturing Co., Chicago; Paris Bead & Novelty House, Chicago; RCA Victor Corp., Chicago; Robot Vendors, Inc., Brooklyn; Rock-Ola Manufacturing Corp., Chicago; J. H. Rosberg Manufacturing Co., Chicago.

**WHY SUCH POPULAR APPEAL for Keeney's LEAGUE BOWLER! Fastest Rebound of all!**

4 COINS EVERY THREE MINUTES!  
 10c PER PLAYER—4 PLAYERS: 40c!  
 45 SECONDS AT MOST FOR EACH GAME!  
 A RICH SOURCE OF READY PROFITS

ALL ELECTRICAL COMPONENTS ACCESSIBLE IN LITE BOX OR ON HINGED BACK DOOR

1-2-3 OR 4 PLAYERS WITH Keeney's

## LEAGUE BOWLER

J. H. Keeney & CO., INC.  
 2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

**SIZES:**  
 9 1/2 FT. LONG  
 2 FT. WIDE  
 8 FT. LONG  
 2 FT. WIDE

**NATIONAL'S HIT 'N' RUN**

Is new and different . . . Players hit the target as it moves across the playing field. Plenty of action . . . Plenty of repeat play . . . Skill, speed and fun to fill the coin box . . . A beautifully finished high quality cabinet in two lengths: 8' or 9'.

**WHY GAMBLE! HERE'S A PROVEN WINNER!**

PROVEN IN HUNDREDS OF LOCATIONS

SEND THIS COUPON TODAY! NATIONAL SHUFFLEBOARD CO., ORANGE, N. J.

**100% Return privilege within 10 days if not satisfied with our reconditioned equipment.**

**WURLITZER 616**

Fully repainted. Perfect condition. Ready for location.

\$79.50 Crated!

With Order, Balance C. O. D. Send for Complete List.

**DAVID ROSEN**

Exclusive AMI Dist. Ea. Pa.

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**MOST LIBERAL MOST MAGNETIC MOST PROFITABLE COIN MACHINES FOR EVERY AMUSEMENT PURPOSE**

**O. D. JENNINGS & CO.**

4307-39 W. LAKE ST., CHICAGO 24, ILL.

GET ALL THE FACTS NOW ON THIS GAME . . . DON'T DELAY . . . PHONE ORange 2-9100, Wire, or use the coupon. Exclusive territories available.

Please send full details on Hit 'n' Run.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

B92550

**FOR TRADE**

United Shuffle Alleys f/w Pins; Chi Coin Bowl, Alleys f/w Pins; 1 Rock-Ola 1424 (1946 Model) Hideaway. Want Seeburg Bear Guns; Wurlitzer 1100; Seeburg Select-a-Matics; Gottlieb Madison 54, Gardens or later. Box 301, Keokuk, Iowa. Tel. 2645-W; 8:00 a.m.



JOE ASH

**WE MAKE NO CHARGE FOR CONVERTING YOUR... WURLITZER 1250 TO 45 or 33 1/3 RPM THAT'S HOW WE GUARANTEE YOUR PROFITS!**

**Exclusive WURLITZER Distributor**  
In S. E. Pa., So. N. J. and Delaware

**ACTIVE AMUSEMENT MACHINES CO.**

666 N. BROAD ST.  
PHILADELPHIA 30, PA.  
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Bigelow 3-4300

*They're both tops...*

THE 2 GREAT

**SEEBURG SELECT-O-MATIC 100's**

one for 78 RPM

one for 45 RPM

The world's first 100 selection music system designed to play 10 & 12" 78 RPM records.

The world's first 100 selection music system designed to play the new 7" 45 RPM record.

**SEE THEM BOTH ON DISPLAY AT TRIMOUNT TODAY!**

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
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**WANTED**

**USED MILLS SLOT MACHINES HIGHEST CASH PRICES PAID!**

**BAKER NOVELTY COMPANY**

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD CHICAGO 12, ILLINOIS

**Chi Distrib Sets New Control Plan**

CHICAGO, Nov. 11.—To step up service to operators, Empire Coin Machine Exchange has instituted a perpetual inventory control system, Owners Gil Kitt and Ralph Sheffield announced.

Under the new set-up, all sales and office staffers will have up to the minute information on the availability of all game, vending, music and premium lines handled by Empire Coin. It also establishes a record of which items are moving best from week to week.

**Hankin in New Office**

ATLANTA, Nov. 11.—Morris Hankin has moved his distributing firm to 1307 Spring Street, N. W., and changed the name of the organization to the Hankin Distributors & Amusement Vending Company. Firm, formerly at 708 Spring Street, was known as Hankin Distributors.

**BOWLING GAMES**

- Bally Speed Bowler lifting pins ..... \$154.50
  - United Shuffle Express lifting pins ..... 154.50
  - Bally Shuffle Bowler lifting pins ..... 124.50
  - Keeney Pin Boy lifting pins ..... 124.50
  - Chi. Coin Bowling Alley lifting pins ..... 124.50
  - Exhibit Strike lifting pins ..... 124.50
  - Un. Super Twin Bowler lifting pins ..... 154.50
  - Keeney ABC Bowler (Rebound) ..... 49.50
  - Genco Bowling League ..... 40.00
  - Gottlieb Bowlette ..... 64.50
  - Keeney Ten Pins ..... 74.50
  - Chi. Coin Shuffle Base ball ..... 124.50
- 1/3 deposit with all orders.

**SICKING, INC.**

America's Oldest Distributor—Established 1895  
1401 Central Pkwy., Cincinnati 14, O.

**LOWEST PRICES**

**FOR CLEAN EQUIPMENT!**

- 1 Bally Shuffle Champ ..... \$244.50
  - 2 Bally Speed Bowlers, F.B.P. ..... 174.50
  - 1 Bally Shuffle Bowler, F.B.P. ..... 99.50
  - 5 Original United Alleys, ea. .... 59.50
  - 1 Genco Glider ..... 24.50
  - 1 Rock-Ola Shuffle Jungle ..... 24.50
  - 1 Seeburg Lo Tone ..... 24.50
  - 1 Wurl. 400K & 2 500K, ea. .... 49.50
- No crating charge—1/3 deposit.

**OLDSHEIN DIST. CO.**

1100 Broadway Albany 4, N. Y.

**CONTACT US BEFORE YOU BUY**

WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES, PIN GAMES AND MILLS BELL MACHINES

**Williamsport Amusement Company**

233 W. 3RD STREET  
WILLIAMSPORT, PA.  
Phone: 2-3326—2-1648

"Central Pennsylvania's Largest Distributors"

**FOR SALE—COIN MACHINE ROUTE**

Established, prosperous route for sale in ideal Southwestern climate near permanent government project. Includes 40 Music Machines, 120 Wallboxes, 20 Speakers, 40 Pinballs, 6 Shoot the Bear Guns, 4 Shuffle Bowlers, plenty of Parts and Supplies. Sale price, \$58,500 cash

**BOX D-453**

c/o THE BILLBOARD CINCINNATI 22, OHIO

**BRING 'WESTERNS' to your spots! CROWDS LIKE 'EM!**

**EXHIBIT'S DALE**

**SIX**

VARI-SPEED MOVING TARGETS

**SIX SHOOTER**

**SHOOTER**

Operators Report Fast Growing Popularity with Location Crowds

OPERATE EVERYWHERE

Vends Ticket on Skill Scores

EVERY HIT TUMBLES OFF A FAST RIDING BANDIT FROM GALLOPING HORSE

TARGET SHOOTING BECOMES A DAILY HABIT

A LONG TERM MONEY MAKER

SEE YOUR "EXHIBIT" DISTRIBUTOR

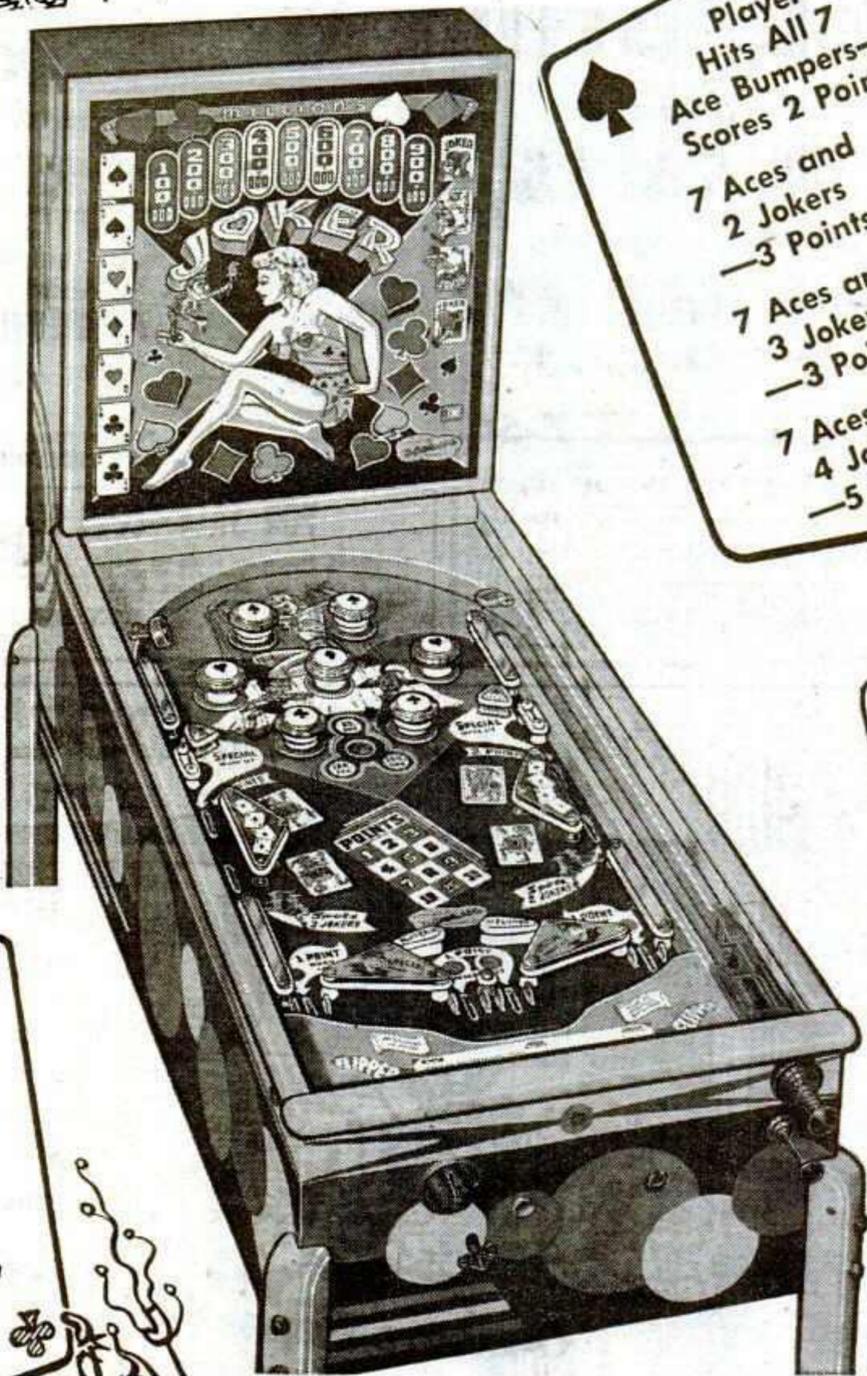
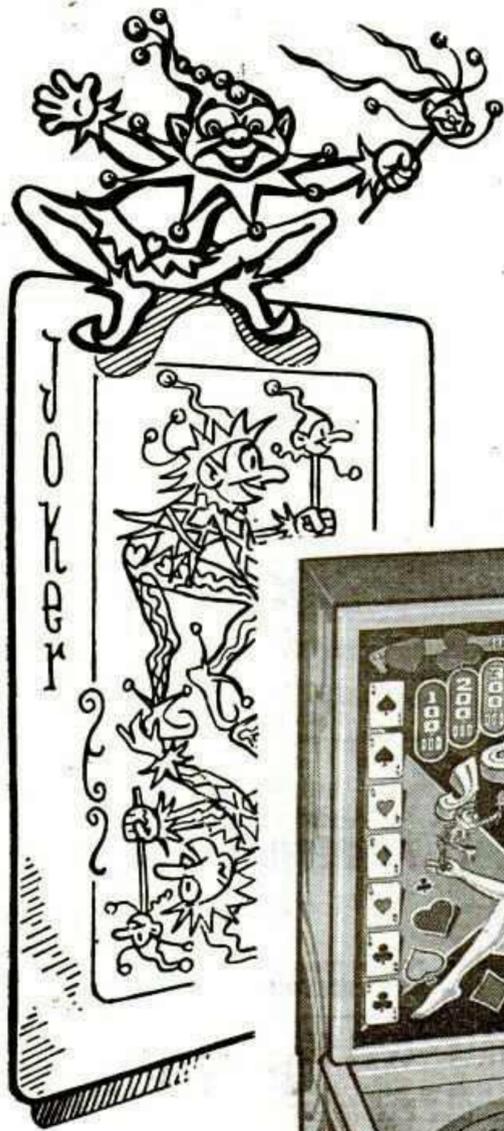
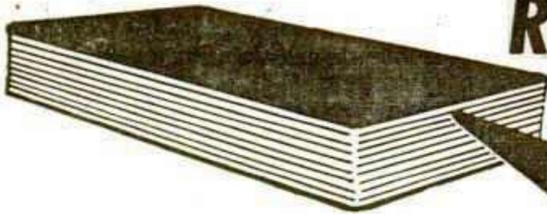
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# JOKER

### They Go Wild, Simply Wild Over JOKER.



♠ Player Hits All 7 Ace Bumpers—Scores 2 Points

7 Aces and 2 Jokers—3 Points

7 Aces and 3 Jokers—3 Points

7 Aces and 4 Jokers—5 Points

♥ 15-Point Score Lights Alternating Bottom Rollovers for Replays

♦ Each Side Rollover Spots 2 Jokers and Scores 2 Points

♣ Replays Awarded on Points—High Score—Mystery Rollovers

♣ EXCITING NEW LAST MINUTE BALL ACTION!

- ♥ Extra Scoring Kickout Hole
- ♠ 3 Super Action "POP" Bumpers
- ♦ Flippers

**"Pre-Tested for Your Protection"**

DEAL YOURSELF IN FOR A SURE-FIRE WIN . . .

**ORDER FROM YOUR DISTRIBUTOR NOW!**

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1140-50 N. KOSTNER AVE.  
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**"There is no substitute for Quality!"**

**UNITED'S  
FOUR PLAYER SHUFFLE ALLEY**  
1 TO 4 CAN PLAY  
IT'S DIFFERENT—FUN TO PLAY  
SKILL and SPEED  
Two Sizes: 8 FT. and 9 FT.

**UNITED'S  
SHUFFLE ALLEY REBOUND**  
OFFICIAL BOWLING SCORING  
SINGLE PLAYER  
SENSATIONAL EARNINGS  
Two Sizes: 8 FT. and 9 FT.

**UNITED'S  
TWIN SHUFFLE ALLEY REBOUND**  
20-30 SCORING  
EXTREMELY FAST PLAY—BIG PROFITS  
Two Sizes: 8 FT. and 9 FT.

**UNITED'S  
SHUFFLE ALLEY DELUXE**  
CONVERSION UNIT FOR  
SHUFFLE ALLEY  
SUPER SHUFFLE ALLEY  
DOUBLE SHUFFLE ALLEY  
EASY TO INSTALL  
ADDS TO EARNING POWER

**FOR THE BIGGEST  
Dollar's Worth  
EVER OFFERED  
TO COIN-MACHINE MEN  
ANYWHERE**

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**UNIVERSAL'S  
SHUFFLE TOURNAMENT**  
The Greatest Conversion Ever Built  
IT'S TERRIFIC

**UNIVERSAL'S  
DELUXE TWIN BOWLER**  
IT'S FAST! IT'S QUIET!  
Convertible—Novelty or Free Play

**UNIVERSAL'S  
OUTSTANDING ONE-BALL  
WINNER  
FEATURE BELL**  
Rings Up Biggest Profits!

**UNIVERSAL'S  
HIGH SCORE BOWLER**  
1 or 2 Players  
It's New!  
It's Different!

**DAVE SIMON**  
**SIMON SALES, INC.**  
(DAVE SIMON, INC.)  
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**NEW YORK 18, N. Y.**  
**PHONE PLAZA 7-5660**  
**UNITED'S SKEE ALLEY**  
AUTOMATIC SCORING SHUFFLE TYPE GAME

**Put New Life Into Your Shuffle Alleys!**

**UNITED'S  
Shuffle Alley Deluxe**

**New Disappearing Pin  
CONVERSION UNIT**



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

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
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- Matches Cabinet Design

SEE YOUR DISTRIBUTOR  
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**Attention!  
FOREIGN  
BUYERS**

We have a complete stock of coin-operated equipment of all types available for immediate shipment at drastically reduced prices.

We carry a complete stock of parts for United and Universal games.

**CASH IN ON THESE  
SENSATIONAL VALUES  
NOW!**

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# EXPERTLY RECONDITIONED SHUFFLE GAMES!

UNITED SHUFFLE ALLEY	\$ 75.00	UNIVERSAL SUPER TWIN BOWLER, 9 Ft.	\$219.50
With United's Disappearing Pin Conv. Installed	149.50	CHI COIN BOWLING ALLEY	139.50
UNITED SUPER SHUFFLE ALLEY	109.50	With Disappearing Pin Conversion Installed	194.50
With United's Disappearing Pin Conv. Installed	189.50	CHI COIN BASEBALL, 1 or 2 Players, Rebound	99.50
UNITED DOUBLE SHUFFLE ALLEY	149.50	GENCO BOWLING LEAGUE, 8' or 9 1/2'	69.50
With United's Disappearing Pin Conv. Installed	229.50	With Disappearing Pin Conversion Installed	144.50
UNITED 2-PLAYER SHUFFLE ALLEY EXPRESS	209.50	BALLY SHUFFLE BOWLER, 9 1/2 Ft.	79.50
UNITED SHUFFLE SLUGGER	119.50	BALLY SPEED BOWLER	225.00
EXHIBIT STRIKE, 1 or 2 Players	159.50	NATION WIDE SHUFFLE POOL	69.50
UNIVERSAL TWIN BOWLER	139.50	GOTTLIEB BOWLETTE	89.50

**DISAPPEARING PIN CONVERSION FOR UNIVERSAL TWIN BOWLER**

ALL BRAND NEW PARTS

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- Automatic Scoring of Strikes and Spares Visible in Center of Unit
- Shaped Fly-Back Pins
- Easy and Quick To Install

UNIT PRICE **\$59.50**

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**NEW** Univ. WINNER, F.P., P.O. or Conv. Bally TURF KING, F.P.

KENTUCKY, P.O.	\$445.00
PHOTO FINISH, F.P. or P.O.	350.00
CHAMPIONS, F.P.	369.50
LEXINGTON, P.O.	250.00
CITATION, F.P.	249.50
TROPHY, P.O.	149.50
GOLD CUP, F.P.	159.50
LOCKEY CLUB, P.O., '47 MOD.	119.50
LOCKEY SPECIAL, F.P.	119.50
BALLY ENTRY, P.O.	89.50
SPECIAL ENTRY, F.P.	89.50
VICTORY DERBY, P.O.	79.50
VICTORY SPECIAL, F.P.	79.50

## PIN CONVERSIONS

REBOUND CONVERSION FOR UNITED'S SHUFFLE ALLEY **\$49.50**

United's SHUFFLE ALLEY DE LUXE DISAPPEARING PIN CONVERSION **\$79.50**

United's DISAPPEARING PIN CONVERSION FOR DOUBLE SHUFFLE ALLEY **\$89.50**

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DISAPPEARING PIN CONVERSION FOR BALLY AND GENCO GAMES **\$79.50**

SPECIAL! LIGHTED PIN CONVERSION FOR CHI. COIN, UNIV., GENCO **\$12.50**

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CUSH-N-ROBE	\$7.50	MAGNUS ELECT. ORGAN	\$14.00
HURRICANE LAMP, PR.	3.25	4 PC. DRESSER SET	4.50
36" GIBSON GIRL DOLLS	3.25	STUFFED PLUSH DOLLS	3.50
8 PC. KROMEX SET	4.00	GLAMOUR GIRL DOLLS	4.50
8 PC. KITCHEN ENSEMBLE	7.00	LIFETIME CAMERA KIT	4.25
10 PC. KNIFE SET WITH CLEAVER	3.50	DELUXE PICNIC KIT	7.95
CASSELINI COSTUME JEWELRY	4.00	DETECTO BATHROOM SCALE	6.50
AUTOMATIC 8 CUP PERCOLATOR	4.00	16 PC. CUTLERY SET	4.50
ELECTRIC CORN POPPER	8.00	NICRO STAINLESS STEEL COFFEE MAKER	6.75
BRONZE HORSE HEAD LAMP	5.25	24 PC. STAINLESS STEEL SILVERWARE SET	4.50
CRYSTAL BOUDOIR LAMP, PR.	6.50	26 PC. EMBASSY SILVER PLATE	5.50
BOWLER LAMP	3.25	8" ELECTRIC FAN	4.25
FRYING PAN LAMP	3.50		
COCKER SPANIEL LAMP	3.50		
BOWLING BALL BAR WITH MUSIC	7.50		
WILD WEST OUTFIT	\$5.00   28" COWHIDE SACHEL	\$ 9.00	
ELECTRIC HEATING PAD	4.95		
12-CUP VACUUM WITH ELECTRIC STOVE	4.50		
BOWLING BALL BAR	5.25		
10" OSCILLATING FAN	10.00		
WEATHERVANE CLOCK	3.00		
HOROSCOPE MANTEL CLOCK	9.50		
MANTEL CLOCK	8.50		
COSTUME JEWELRY SETS	\$3.00 to 5.00		
HANDY BILL CIG. DISPENSER	4.00		
LARGE CERAMIC LAMP	5.45		
LARGE TABLE LAMP	6.75		
BOWLING BALL BAG	3.75		

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**NEW** GOTT. SPOT BOWLER EXH. OASIS GENCO HARVEST TIME CHICOIN FIGHTING IRISH

DREAMY	\$159.50	HOLIDAY	\$69.50
FOOTBALL	149.50	BARNACLE BILL	69.50
SOUTH PACIFIC	149.50	JAMBOREE	64.50
UTAH	134.50	SERENAIDE	64.50
JUST 21	124.50	SCREWBALL	64.50
SELECT-A-CARD	124.50	TEMPTATION	64.50
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OKLAHOMA	119.50	SALLY	59.50
DBLE. SHUFFLE	119.50	PHOENIX	59.50
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AQUACADE	104.50	HUMP, DUMPTY	49.50
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GIN RUMMY	99.50	SPINBALL	49.50
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BOWL'G CHAMP	99.50	YANKS	49.50
EL PASO	99.50	SHANGHAI	49.50
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TELECARD	94.50	BALLERINA	49.50
BLACK GOLD	94.50	VIRGINIA	49.50
TUCSON	89.50	GIZMO	49.50
FL'ING POWER	84.50	COVER GIRL	49.50
1-2-3	79.50	MAJ. L.G. B.B.	44.50
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GONDOLA	79.50	MELODY	39.50
SUCCANEER	74.50	SWEET SUE	39.50
'WANE	69.50	SINGAPORE	39.50
PUDDIN' HEAD	69.50	LEAP YEAR	39.50
GRAND AWARD	69.50		

## CONSOLES

**NEW** UNIV. FEATURE BELL BALLY CLOVER BELL BAKER'S PACERS, D.D., 5-25

EV. COALTOWN EVANS RACES EVANS WINTERBROOK EV. BLACK DIAMOND EVANS BANG TAILS EVANS CASINO BELL JENN. CHALLENGER

BALLY TRIPLE BELL	\$250.00
5-25c TWIN BONUS SUPER	249.50
JENN. CHALLENGER	249.50
5c KEENEY BONUS SUPER BELL	265.00
BALLY DE LUXE DRAW BELL	149.50
BALLY DRAW BELLS, REG.	189.50
TWIN SUPER BELL, 5-25c, PRE WAR	129.50
MILLS JUMBO, LATE HEAD	109.50
MILLS 3 BELLS, LATEST MOD.	69.50
CLOVER BELL, 5-25c, LIKE NEW	495.00

## COUNTER GAMES

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BUDDY CIG. REELS	24.50	NON-COIN COMET	39.50
GROET. SKILL TEST	65.00	MITE OR CIGGY	21.50
IBT CHALLENGER	47.50	KICKER & CATCHER	37.50
IBT MODEL F	47.50	NON-COIN METEOR	39.50
EST QUEST	99.50	IMP, 1c OR 5c	19.50
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DAVAL SKILL THRILL	22.50	ACME SHOCKER	24.50
GROET. KLIX, POK-O-REEL, YANKEE, WINGS, EA.			
LOKER WILD, 4 WAY	\$36.50		
DAVAL 21, 1c OR 5c	14.50		
SPARKS, TOKEN PAYOUT, 1c CIG.	14.50		
MERCURY, TOKEN PAYOUT, 1c CIG.	17.50		
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MARVEL, TOKEN PAYOUT, 1c CIG.	24.50		
AMER. EAGLE, 1c OR 5c, FRT.	24.50		
NON-COIN MARVEL, CIG.	29.50		
NON-COIN EAGLE FRUIT	29.50		

## ARCADE EQUIPMENT

NEW SPECIAL CLOSEOUTS!

UN. DOUBLE SHUFFLE ALLEY	UNITED SHUFFLE SLUGGER	
UNITED S.A. EXPRESS, 6"	UNIV. SHUFFLE TOURNAMENT	
	NEW	
UNITED 4 PLAYER, S.A.	CHICOIN ACE BOWLER, F.P.	
UNITED TWIN REBOUND	EXHIBIT SIX SHOOTER	
UNITED S.A. REBOUND, OFFICIAL BOWLING SCORE	CHICOIN PIN-LITE	
UNIV. DELUXE TWIN BOWLER	UNITED SKEE ALLEY	
	UNIV. HIGH SCORE BOWLER	
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BALL	EXHIBIT DALE GUN, LATE	89.50
TAR SERIES	POKER AND JOKER	49.50
CHICOIN BASKETBALL CHAMP	GENCO GLIDER	69.50
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TARGET MASTER, PISTOL RAY	BALLY HEAVY HITTER	59.50
GUN, BRAND NEW, Closeout	UN. SHUFFLE SKILL	59.50
TELEQUIZ, '48 MODEL	GENCO WHIZZ, F.P.	49.50
ATOM JET, NEW	CHICOIN BANGO	49.50
CHICOIN PISTOL	ABT MODEL F, Plastic Top	37.50
WMS. ALL STARS	ABT CHALLENGER	24.50
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ACORN VENDOR	\$ 13.95
ACORN 5c CHARM	17.95
ATLAS DE LUXE, 1c	14.50
ATLAS 5c BANTAM TRAY VENDORS	14.50
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FRANTZ SCALE	115.00
AMERICAN SCALE	169.50
SILVER KING	13.95
S. K. HOT NUT VEND	29.95
N. W. STAMP VEND	69.00
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N. W. DE LUXE	27.00
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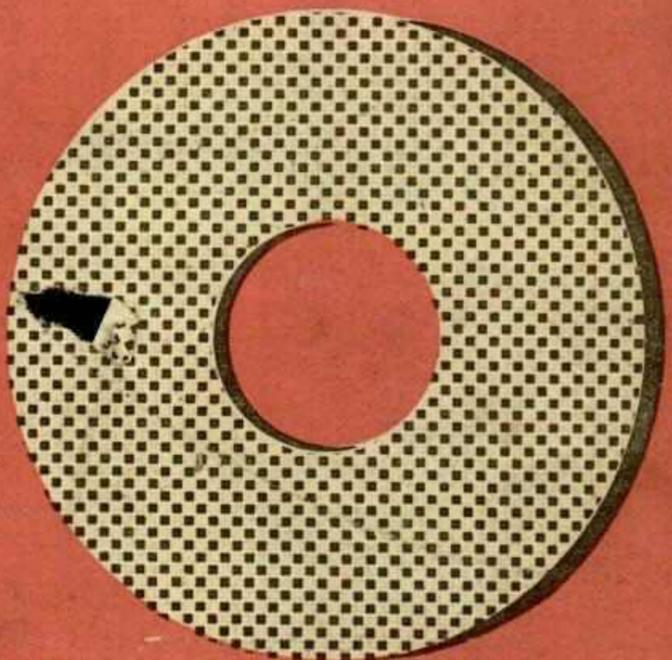
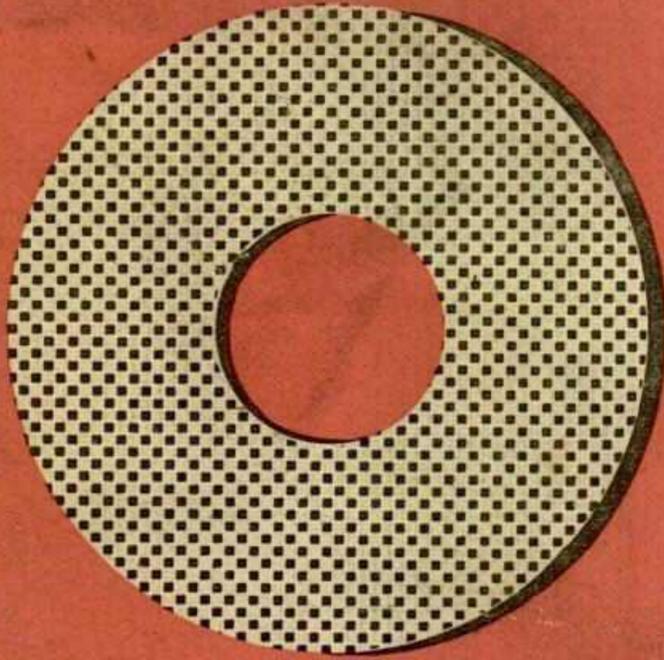
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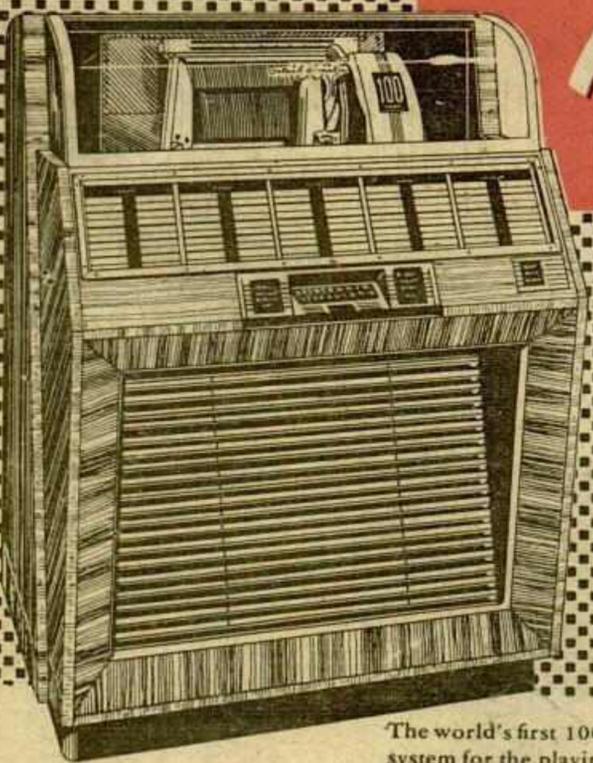
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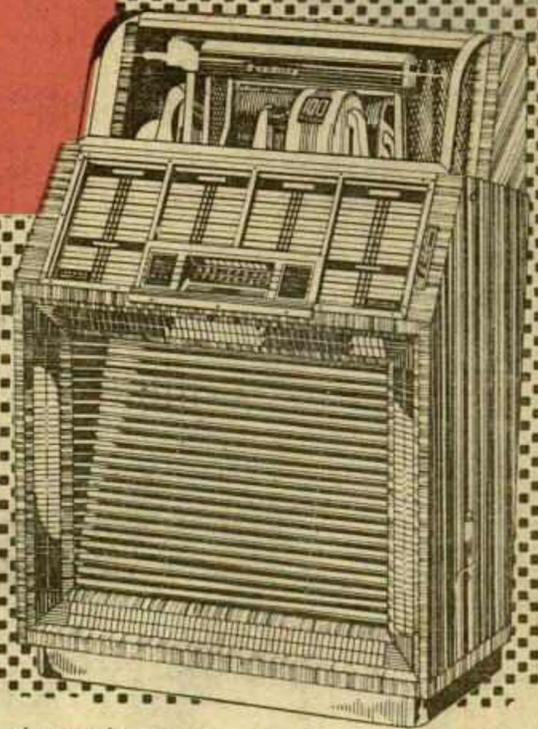


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