

The Billboard

DECEMBER 9, 1950  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

Record Business Spirals; Sets Fast Industry Pace

50-MIL WRONG, ROSE QUILTS

NEW YORK, Dec. 2.—The Billy Rose column, *Pitching Horseshoes*, running in *The Daily News* and other papers for the past few years, will sing its swan song with the Monday (4) issue. Rose, who is recovering from a minor operation, said, "The doctors have been waving cardiograms at me and warning me to take it easy. And besides I have a couple of bucks." The column *Pitching Horseshoes* started as paid ads to hypo biz at his Diamond Horseshoe. Recently thru the Bell Syndicate the column had a readership of over 50,000,000 spread thru the U. S. and 38 foreign countries.

50G Windfall For Scripters In Fresh Pact

NEW YORK, Dec. 2.—A windfall which may total up to \$50,000 will benefit radio writers as the result of an agreement reached this week by the Radio Writers' Guild (RWG) and the networks. The agreement calls for pay raises for scripts broadcast during the past 11 months. Raises apply to the minimum basic agreement covering web writers providing for minimum script fees—increases range from 11 per cent to 33½ per cent. Strip shows—five-a-weekers—went up from \$200 to \$218.75; half-hour sustainers went from \$150 to \$200 and \$250 to \$300 commercially.

Jukes To Get 45 Disks Despite Vinyl Shortage

NEW YORK, Dec. 2.—Major diskeries are confident that they can continue to press 45s, even should the supply of vinyl and

Jo, Autry Wax For Columbia

HOLLYWOOD, Dec. 2.—Jo Stafford's initial duet disk for Columbia Records was cut yesterday with Gene Autry. Pair teamed on *My Heart Cries for You*, already a big seller for the label in the Guy Mitchell version. Columbia is rushing the release of the Stafford-Autry record in an effort to pick up additional sales.

Miss Stafford, whose duet disk sales with Gordon MacRae on Capitol were high, is slated for additional duet sessions with various Columbia artists.

CBS-TV Lures Top Scripters From H'wood

Signs 8, Sees Big Expansion as Door Now Stands Ajar

NEW YORK, Dec. 2.—CBS-TV is in full swing in a concerted drive to lure top Hollywood scripting talent into video writing ranks and in the past several weeks has succeeded in getting eight to accept assignments. As a result, the network anticipates that it will be able to expand its Coast writer ranks rapidly now that the door has been opened.

Among the scripters who have written recent CBS-TV shows are Herman Mankiewicz, Catherine Turney, Hy Kraft, Sig Herzig, Doris Gilbert, Eddie Eliscu, Felix Jackson and De Witt Bodeen. Peter Milne is expected to take an assignment shortly. These scripters are concentrating mainly on several CBS-TV programs—*Studio One*, *Suspense*, *Sure as Fate*, *Danger* and the *Somerset Maugham Theater*.

Most of them have come to New York to settle where they can be on hand for immediate assignment, if anything is available. While they can't get the kind of loot Hollywood pays, especially for adaptations, the rapid consumption of video material makes certain they will have an opportunity to work more frequently in addition to possibly peddle a few legit scripts.

Term Deals

The CBS-TV master plan is to lock up these top-flight scripters [\(Continued on page 3\)](#)

STORMS TAKE HEAVY TOLL OF SHOWBIZ

NEW YORK, Dec. 2.—Show business all over the country was trying to recover this week from a spate of natural disasters that cost theater owners, park operators and talent many millions of dollars. In the East it was a storm at times reaching hurricane proportions that took the heaviest toll. The near-Midwest area, particularly around Pittsburgh and Cleveland, was hit by unprecedented heavy snowfall. On the Pacific Coast floods did the harm. Theaters, night clubs, drive-ins were shut down; routing schedules for acts were disrupted; some talent made their dates but sans costumes or scenery; television service firms went bankrupt. (For details about storm damage, see stories on page 2 and in departments in this issue.)

War Sets Off Buying Spree At Park Meet

CHICAGO, Dec. 2.—Developments on the Korean-Manchurian border during the annual outdoor showbiz conventions in the Hotel Sherman this week sparked a buying spree at the trade show of the National Association of Amusement Parks, Pools and Beaches, one of the several trade organizations which held their conventions simultaneously at the Sherman. The border outbreak gave added force to the belief that many shortages loom, and park men, particularly, made many purchases. Total sales for the show were reported in excess of recent years and classed as of near-record proportions.

The brisk buying was made in the face of lower registration, as snowstorms, which hit along the Atlantic Coast and thru the Central States, prevented many from attending not only the NAAPB convention but also the meetings and social events of the Interna-

that they have secured "radio network" financing.

The implication to potential investors is that either NBC or CBS are the financiers, since only these webs can offer a combination of radio, TV and record coverage for the leggers. Particular, the underplayed, emphasis is made that the original-cast album recording has been secured in this manner.

Tax Yield Tops '49 In 4 Fiscal Months

Lush Disk Grosses Contrast With NSG Status in Other Amusement Fields

NEW YORK, Dec. 2.—The record industry, coming into the 1950 home stretch, promises to wind up the year with the strongest sales figures since the boom year of 1947. This is apparently the greatest comparative comeback of any facet of the amusement business, the disk industry's vitality in many ways outpacing radio's struggle to maintain itself against TV, the film industry's attempt to stabilize

itself and the night club-vaude industry's efforts to keep in the black.

Receipts from the disk tax for the current fiscal year are sailing along at a rate 60 per cent above last year, according to a report from the Bureau of Internal Revenue this week. For the first four months of the 1951 fiscal year (July thru October of 1950) col-

[\(Continued on page 9\)](#)

MEDIUM-BOB DISKS PAY OFF

Hits Not Only Nickel Catchers, Survey Shows

NEW YORK, Dec. 2.—The well-worn axiom that only seven to 10 records in a juke box get 60 to 75 per cent of the play, and the remaining disks in the machine serve as fill-ins and merely pick up a scattering of nickels, is fast being discredited here by opera-

tors of 45-r.p.m., 100-selection phonographs.

A spot survey among such operators this week brought to light [\(Continued on page 6\)](#)

tional Association of Fairs and Expositions, the Showmen's League of America and the American Carnivals' Association.

Higher railroad rates, coupled with other factors, caused one Midwest railroad carnival to call it quits this week at the conventions. The Imperial Shows made the decision when the route which loomed for it didn't add up sufficiently strong to carry the current high railroad move costs.

There were other factors in the sponge-tossing, but the difficulties of railroading now existing was the paramount one. With Imperial out of the competitive picture, two truck shows, the Royal Crown Shows and the 20th Century Shows, came out of the convention with routes which, up until the full impact of the present high costs of railroading were felt, would definitely have been in the railroad show classification.

For details of the outdoor conventions, turn to the Outdoor Section.

TV Networks In Open Feud; DuM. Vs. ABC

NEW YORK, Dec. 2.—A rare instance of one TV web attacking the publicity policies of another network occurred here this week when DuMont took a public swing at ABC. The beef followed DuMont's renewal of *Cavalcade of Stars* and *Cavalcade of Bands*, both hour-long shows sponsored by Drug Store TV Productions, Inc.

Earlier, DuMont charged, ABC had spread the word that it was getting *Stars* away from DuMont.

Decca Decks 1-Day "Guys" With Speed

NEW YORK, Dec. 2.—Decca Records plans to take a fling at recording the original cast package of *Guys and Dolls* in a single all-day session Sunday (3). Goal of the speed-up is to get the album out on the market in time for the tail-end of the Christmas season.

Diskery is planning to give the show, which was greeted with some of the critics' warmest verbiage in some time, as full a disk treatment as possible. Current plans call for the diskery to slice 14 selections from the show. These will be issued on seven 10-inch 78 and 45 r.p.m. disks, and on a single 12-inch long-playing platter.

Recording will include all of the regular casters, including Robert Alda, Vivian Blaine, Sam Levene, Isabel Bigley, Stubby Kaye and Pat Rooney.

Legit Musical Producers Use Nets To Catch Angels

By Hal Webman

NEW YORK, Dec. 2.—Stem legit musical producers have taken on a new tack in making the rounds of the show angel circuit for financial backing. Inspired by the \$225,000 investment of National Broadcasting Company (NBC) in Irving Berlin's *Call Me Madam*, the producers have been pitching for angels' backing by announcing

And original-cast packages have become a major financier's consideration since the success of *South Pacific* and *Kiss Me, Kate* on records. Original-cast packages, if successful, represent money in the show backers' pockets as well as a potent exploitation force for a legit.

At this point it is difficult to get [\(Continued on page 10\)](#)

Billboard Backstage

by Joe Csida

Made Hollywood last week for the first time in a much longer stretch than I ever should permit to go by again. Quarters at 6000 Sunset Boulevard, where our West Coasters hole up, is still the happy, homelike place it was the last time I came out. Benign brother Abbott continues to puff his Meerschaum and dispense his own peculiar brand of soft pressure leadership. And Lee Zhito still seems to be running neck and neck with Louella Parsons for "The Newspaper Guy With the Most Friends" title, tho I hasten to add that Lee's approach differs substantially from Miss P's. Ed Grassick (whom we plan to shanghai back to New York shortly) and Bud Richards continue merrily to preach the gospel and Connie Horner dispenses charm to in-person and on-the-phone callers, as well as perform sundry other important functions in the shop. And Joe Bleeden is a new reporter on the Hollywood beat to whom we're looking for some nice things.

Trip Too Short

One mistake about the trip was making it for just five days, Tuesday thru Sunday. Many, too many old friends to see and get with in that short period. But the little time I had with the few of them I could see was pleasant, and as always, helpful and informative. John West is comfortably ensconced in his NBC Western division headquarters. Has bought a house and by the time this sees print will be reunited with his family. A real happy thing for John, who has done more traveling in the past year than most busy execs in the business. Also no doubt, a happy thing for the little West lasses and Mrs. W.

Spent some warm, comfortable evenings with Tony Martin and his lovely, gracious wife, Cyd, and got with Mrs. Jones's boy, Spike, and his vivacious frau, Helen. Always a genuine heap of fun. Sid Mills tossed a super shindig Friday night and saw scores of old pals there, and even covered a couple of grid tilts, Notre Dame vs. SC Saturday and the Packers from Green Bay against the local Rams Sunday, the latter fuss with Berle Adams and a flock of guys, and the college fracas with a John West newspaper party.

Meets Old Friends

Peggy Lee had solid opening at the Cocoanut Grove Tuesday night and Billy Daniels an equally impressive Mocambo bow-in. Henri Rene, our old stablemate at RCA Victor, is doing a fine job running the record company's West Coast a. and r. operations, ably assisted by secretary Betty Byrne, who fears no music man. Met dynamic Louis Snader, who has some daring pioneering ideas on making TV film, and has already canned 207 three-minute subjects. More about Snader in the news columns from time to time, no doubt. A guy who bears some watching.

Had an interesting session with Hal Roach and son, able movie makers who figure to make a real dent on the video front. Maybe TV is all New York at the moment, but nobody in Hollywood has any doubt that it's eventually going to go heavily film, and that most of that film will come where it's come from for so many years. Could be.

Also had a pleasant visit with RCA West Coast headman Hal Maag, who keeps an even, charm-loaded disposition while rassing with some of the knottiest problems known to any job anywhere. And several interesting sessions. (Continued on page 39)

FCC May Hear Another Gripe Vs. Richards

WASHINGTON, Dec. 2.—Federal Communications Commission (FCC) General Counsel Benedict Cottone is expected to appeal to the full Commission the verdict yesterday (1) by Commissioner Edward Webster denying Cottone extra time to oppose the G. A. Richards' motion for an immediate initial decision in the KMPC case. Cottone had petitioned for an extension until December 20 of the time given him to reply. Richards' counsel, Hugh Fulton, opposed an extension on the grounds that it would defeat the purpose of the KMPC motion—to end the Richards case without continuing with hearings on WGAR and WJR.

Sacks Named RCA Veepee

NEW YORK, Dec. 2.—The board of directors of the Radio Corporation of America (RCA) this week elected Manie Sacks as staff vice-president of RCA. The appointment was announced by David Sarnoff, chairman of the board. Sacks joined RCA February 1 to assume a specially created post as director of artists relations for the RCA Victor division and NBC. He came to RCA after 10 years with Columbia Records where he was a veepee in charge of popular artists and repertoire.

BILLBOARD AD GIVES MAN CAR

CHICAGO, Dec. 2.—Gadget king Robert Kahn was being interviewed at Chez Paree, over WGN's Chicago at Night show, when he told of a gadget he concocted a year and a half ago. He said he ran a spot ad in The Billboard "and we got a terrific response from the whole country." "And now," said the announcer, "You're driving a Cadillac?" "A small one," answered Kahn.

RCA Strike Settled in Quick Talks

CAMDEN, N. J., Dec. 2.—RCA Victor execs and officials of Local 241, International Federation of Technical Engineers (AFL), late last night reached an agreement on contract negotiations affecting approximately 480 draftsmen and technical workers at RCA's Camden plant. It was stated that the strike had been settled, subject to final ratification Sunday (3) by the union.

The settlement was reached at a meeting with Federal Mediator Peter Manno in Philadelphia. Local 241 members walked out. (Continued on page 12)

ANY HASSLE & DURANTE GOES HUNGARIAN, SEE?

NEW YORK, Dec. 2.—A couple of days before Jimmy Durante's recent TV show, he, Lou Cohen, his manager, and Eddie Clayton left the NBC studios walking west. As the trio reached Broadway a man carrying a brief case grabbed Durante.

Cohen straggling way back and Clayton behind him thinking it was an autograph hunter, paid little attention until Durante gave them the office to come on up. Both boys hurried over.

"This is my manager, Mr. Jones," said Durante pointing to Cohen. "This is an agent who has a very interesting offer I want you to listen to."

Agent's Deal

The agent who said he was the exclusive booker for Zimmerman's Restaurant made this offer to Durante. "I can give you \$200 a night for four nights starting Saturday. There may be some trouble with the musicians, but I think we can straighten it out."

Cohen, playing straight, said they had another offer for \$250 a night. "Well," said the agent, "don't let the \$50 stand in the way. I think we can make a deal. We'll give you something off on your meals and things will work out okay." Cards were exchanged, the deal was to be confirmed later and the agent left.

On Wednesday (29) night's TV show, Durante forgot one of his lines where he was supposed to heckle the NBC officials. They were struck speechless when Durante ad libbed, "Don't you NBC people start getting tough. I gotta 'n offer from Zimmerman's Hungarian Restaurant. Maybe there isn't a lot of money in it. But there's a lot of contentment."

Pitt Showbiz Reeling After Double Trouble

PITTSBURGH, Dec. 2.—Already reeling from its recent 48-day newspaper strike, show business here took it on the chin again when a 30-inch snow storm struck the city last Friday (24). The city was still digging out Thursday (30), and every branch of showbiz was badly hit.

In legit, the Nixon was heading for a record week with the showing of I Know My Love and the theater was sold out for the last three performances of the Lunts' engagement when the storm struck. Approximately 100 people braved the storm for the Friday showing, and the two Saturday showings had about 75 apiece. The company was able to get out of town, but the sets and wardrobe were left behind and the show was put on in Detroit Monday with drapes serving as the set.

The new show, Blossom Time, managed to get its people into town but its sets were tied up in the railroad yard. The show was tentatively scheduled to open Thursday but when Mayor David L. Lawrence ordered a road blockade to keep people out of town during the emergency, owner Gabe Rubin decided not to play the show at all after conferring with the Shuberts, and the company left Thursday for Toronto. The week will be played off later in the season.

George Jaffe, owner of the Casino, the burly house here, canceled his Sunday midnight show and pulled the show for the entire week. All the shows at the Syria Mosque were canceled except the Sunday afternoon performance of the Pittsburgh Symphony. Everything in the Gardens, city's only auditorium arena, was canceled.

Al Morgan, who completed an engagement at the Chek in Philadelphia Saturday, was driving thru with his wife, Alice, and two-year-old son, Al Jr., and were caught in a snowdrift at near-by Irwin. After a 17-hour wait, and with the help of two State troopers, Morgan was put on his way in time to make his Monday TV show in Chicago.

The two new TV shows now emanating from the new studios of WDTV were hard hit by inability of personnel to come into town, but they managed to get on the air. The Wilkens Amateur Hour. (Continued on page 39)

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Washington Once-Over

By Ben Atlas

WASHINGTON, Dec. 2.—American Society of Composers, Authors and Publishers' (ASCAP) top hit tune in this city right now could easily be I Wanna Be Loved. The fact is that the capital has quietly fallen in love with ASCAP.

How the colossus of all music royalty collection agencies has managed to shed its monopoly reputation and captivate everybody here, from President Truman on down, is one of Washington's most lifting success epics. After decades of sulking behind dyspeptic legalists who treated newsmen like plague-carriers, ASCAP began donning a new look here two years ago, during its worst throes with the Justice Department. Some of the Society's lawyers were quietly sent on a long rest, and ASCAP opened a fancy account with one of Washington's most brilliant public relations firms, Arthur Newmyer & Associates. The ASCAP melody has lingered harmoniously along the Potomac ever since.

This doesn't mean that New-

myer's whiz-bang outfit has had any direct connection with such matters as the Justice Department's revised consent decree, which gave monopoly-condemned ASCAP a relatively good break. The anti-trusters who wrote the decree are a judicious, well-insulated lot. And the Newmyer people are much too adroit to intrude in that sort of thing even if they could.

Backstage Embassy

But the Newmyer firm has served skillfully as a backstage ambassador, seeing to it that ASCAP's praises are entertainingly sung at appropriate intervals in the capital. When some international experts confabbed here recently on a global copyright treaty, they were treated to an ASCAP dinner party, brightened by such gilt-edged ASCAP-ers as Rudolph Friml, who flew from California for the event. Friml took time out for a good-will fall at the Blair House, where his interview with Truman left Friml with only one avowed disappointment—he didn't hear Harry play the piano.

There was the National Press Club party by ASCAP last year, when the performing rights society was still up to its musical ears in the consent decree negotiations. For nearly two hours Rodgers and Hammerstein led an all-star troupe in regaling an appreciative audience of capital newsmen and government big-shots, including the chief of the anti-trust division.

When Jules Collins, ASCAP sales manager, addressed a luncheon meeting of the D. C. Advertising Club this week on his favorite topic, his audience likewise was carefully sprinkled with government nabobs. Collins made no secret of ASCAP's new-look theme. "We used to hide our light under a bushel, always refused to talk," he said, "but now we're glad to."

Paris Peek

By Art Rosett

PARIS—Maurice Chevalier says that Billy Wilder, of Hollywood, has made him a most attractive offer which he is seriously considering if and when his present one-man show folds. Brown Derby and Lindys of Paris is the Club de Paris at 4 Rue Jean Mermoz, where top performers gather when everything else closes.

Michele Morgan, Rita Hayworth, Ted Lawrie, Carmen Amaya, Eric Von Stroheim, Michele Auclair, Bernard Brothers (George, Bert and Pierce), Peter Sisters, Nicholas Brothers, Libby Holman and Step Brothers are just a few of the mighty who gather nightly there. Monsieur Miranda, owner, thoroly understands and appreciates showfolk.

Old Home Week

Frank Morgan, ex-G.I. flyer who operates an eatery billed as "Morgan of Oregon," ran a display ad day before Thanksgiving, inviting all his friends for turkey and drinks on the house. We went and found ourselves transplanted back to the States. Juke box blaring out Red Hot Mama and bill of fare featuring chili con carne, hot dogs and hamburgers. Morgan is playing to a packed house all the time.

Ran into Sam Yates, Binnie Barnes and William Saal in the Lido. Saal tells us that he and Yates are here to get the latest Errol Flynn flicker in the can if they have to stay here forever.

Appears as if Flynn's vertebrae, sprained in a fall on his wedding day, are holding up production at an enormous cost to the insurance company.

Diek Smart, vocalist, is booking himself into one of the best singing jobs in France. Mervyn Leroy resting and enjoying the show at Carrols. Aly Khan and Rita Hayworth leave Paris for a four-month big game hunt thru Africa. Itinerary includes Spain, Morocco, Egypt, Syria, Iraq, East Africa and India.

Guecin-Friday Sked

Pierre Louis-Guerin and Rene Fraday, co-producers at Club Lido, leave here January 3 to book new. (Continued on page 39)

Admish Taxes Below 1949's

WASHINGTON, Dec. 2.—Collections from the admissions and cabaret taxes continued to run behind last year in October, the Bureau of Internal Revenue reported this week. The drop for both from a year earlier, however, was slight, indicating a possibility that the downward trend is easing.

The admissions tax accounted for \$35,148,922 in October, a decline of \$76,455 from October, 1949. Cabaret tax collections totaled \$3,535,781, a scant \$29,302 less than a year earlier.

The October decreases in admissions and cabaret receipts placed them almost in a class by themselves as far as excise receipts are concerned. Only a half dozen of the two-score excises registered declines.

Stiff Controls Up

The grim twist of events in Asia has brought swift preparations for the stiffest federal controls yet. The full impact will be felt by the entertainment world, which government economists consider to be fairly well girded for the blow. An electrifying shift in plans and objectives is taking place all along Constitution Avenue. Between emergency sessions at the National Production Authority (NPA), one official told an inquiring newsmen, "I can't tell you a damned thing we're gonna do except that we're gonna tear up a lot more blueprints."

By the year's end almost all metals will be blanketed by cut-back orders, with copper getting (Continued on page 39)

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

NEW TELE RATES STILL UNDER PAPER, MAG PAR

NEW YORK, Dec. 2.—Despite the forthcoming hike in TV time costs, the relative price of buying into video as compared with newspapers and magazines is coming down, according to an analysis prepared by the NBC sales planning and research department. The report shows that even with the new rates, the web will supply a lower cost per thousand than top magazines and circulation on about the same level as that of the papers. A breakdown, using the estimated TV circulations as of next January 1 and the TV cost based on the new rates follows:

City	TV Station & Newspaper	Circulation	Cost per 1,000
New York	WNBT	2,030,000	\$1.53
	Daily News	2,241,886	1.26
Chicago	WNBQ	830,000	1.99
	Tribune	923,517	3.90
	KNBH	820,000	2.01
Los Angeles	Times	394,134	4.52
	WPTZ	725,000	2.21
Philadelphia	Bulletin	723,589	3.48
	WWJ-TV	421,000	2.61
Detroit	News	453,684	4.34

Circulation

Following is a comparison of circulation and cost per thousand of the NBC-TV web with leading weeklies. Cost per thousand for the web is based on the new aggregate gross evening rate of \$36,300 for 63 outlets. The magazine figure is based on new rates for a four-color page. All publications listed have recently raised their rates.

Medium	Circulation	Cost per 1,000
NBC-TV Network	10,500,000	\$3.46
Life	5,364,567	4.60
Saturday Evening Post	4,069,220	4.18
Look	3,200,000	4.34
Colliers	3,161,048	3.84
Ladies' Home Journal	4,564,101	3.83
Woman's Home Companion	4,059,383	3.57
McCall's	3,807,101	3.59
Good Housekeeping	3,010,883	3.52
Better Homes and Gardens	3,460,401	3.87
American Home	2,813,804	3.84

Ayer Adopts 16mm. Outlet; Slide Set-Up Seems Hopeless

NEW YORK, Dec. 2.—The N. W. Ayer Agency has been forced to adopt a policy of putting eight and 10-second commercials on 16mm. film because of hopelessly diver-

gent standards of slide specifications at TV stations across the country.

Prior to his exodus from Ayer to McCann-Erickson Friday (1), radio-TV production head Don McClure assembled a complete report on the agency's questionnaire survey of TV slide specifications, as answered by every TV outlet in the country. The results were abysmal; some stations even contradicted themselves when defining their own slide facilities. A top NBC engineer termed the results "fantastic" and attributed the ignorance to the "extreme youth

(Continued on page 8)

NO SEE, NO GLEE

NBC Installs Monitor for Studio Yocks

NEW YORK, Dec. 2.—Problem of comics playing to "cold" theater and studio audiences—largely because the audiences can see very little of the performances, has prompted NBC-TV to install a large monitor in the Center Theater here. The monitor will be full screen size, with the same dimensions as used for de luxe film house screens.

Both in TV studios and theaters, the stages are so cluttered with equipment that the audience is hard put to see anything going on. This is worsened by the fact that the theater stages are cut up into smaller pieces for various sets, taking the action even further away from the in-person audience.

The result has been damaging to several comedy shows. Although the audience could hear, via the p.-a. system, they couldn't see. Thus they didn't laugh and the reaction both in the theater and at homes was spoiled, giving viewers especially the idea the shows were falling flat.

If the monitor works out at the Center, which because of its cavernous size is especially tough to play, it may be duplicated at other NBC-TV origination points.

Petry Preps Slide Facilities Survey

NEW YORK, Dec. 2.—Radio-TV station representative, Ed Petry, is readying a survey of his own video outlets' commercial slide facilities, in a move prompted by N. W. Ayer's recent disclosure of extreme variances in spot specifications listed by TV stations across the country. The Petry survey will utilize major portions of Ayer's audio-video questionnaire, augmented by addition data inquiries.

The station rep outfit hopes to compile a set of co-ordinated spot standards, on the basis of its findings.

NBC Shapes Daytime Video Plans; Four Soapers Skedded for Early '51

NEW YORK, Dec. 2.—The early-daytime TV philosophy of NBC-TV was beginning to take shape this week, with a brace of four soap operas all but set, to be surrounded on either side by 60 minutes of other type programming. The three-hour operation, skedded for the 10 a.m. to 1 p.m. period, will be launched next year, some-

time between February and April.

Exact date operation morning will be launched depends on factors outside of NBC's control, namely sponsors. The web is unlikely to jump in until at least 90 minutes to two hours are fully sponsored. The attitude is that the effectiveness of daytime video needs no further evidence and there is no need for the network to sustain shows in order to prove a point particularly in view of the new talent scales. The web is faced with other problems, notably lack of studio space, but top execs this week said they could begin on very short notice. All that's needed are a few signed contracts.

The NBC thinking with regard to TV soap operas seems considerably different from that of CBS. The latter web, in preparing the debut of First Hundred Years for Procter & Gamble (P&G), is going all out on expensive production mounting and permanent sets. NBC on the other hand is striving to bring in its soapers at little over \$5,000 weekly, with minimum expenditures on production and maximum effort on story line, camera work and thesping.

Four soapers most likely to be put into the middle hour, 11 a.m. to noon, are two web packages, a Carol Irwin show and a Ted Ashley item. All four represent dif-

ferent approaches to the soaper problem, which Fred Wile, director of TV production, says the web is determined to lick once and for all in 1951.

Hawkins Falls, adapted from an evening half-hour show, has been

(Continued on page 8)

GF Up in Air, Tab Likewise

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THE BILLBOARD

1564 Broadway

New York 19, N. Y.

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RCA'S NEW TRICOLOR TV TUBE UNVEILED IN WASH.

Research Veep Sees Improvement; FCC Not Invited to D. C. Showing

WASHINGTON, Dec. 2.—Unleashing a new public relations offensive in the color-TV war, RCA will stage an unveiling here Tuesday (5) of its improved tricolor tube which, on the basis of a preview, gives a brighter large-screen picture than the Federal Communications Commission (FCC) witnessed at the last color demonstration here in the spring. The FCC has not been invited to next week's demonstration, which will be an invitation-only

affair for the press and electronics manufacturers. The Commission is already chewing its collective nails on the sidelines as RCA grabs the spotlight for the obvious purpose of showing manufacturers that they would be wise to await perfection of RCA's compatible big-screen color rather than venture into production under the CBS system, should the CBS standards be upheld by the courts.

Dr. E. W. Engstrom, RCA vice president in charge of research, told *The Billboard* today, and will emphasize at the demonstration Tuesday, that by doubling the number of phosphor dots in the tricolor tube it has been possible to obtain a number of major improvements in the picture. "The red phosphors," he said, "are good enough so that filters are no longer needed. That, too, is how we have

achieved a very much brighter picture.

"We recognized last April that there were too few phosphor dots, and that this had limited the picture brightness on so large a screen as 16 inches. We have changed nothing fundamental in our system since it was first demonstrated. What we have been doing step by

(Continued on page 8)

SLIMY STUFF

Oil Gushes Riches for Hope, Bing

NEW YORK, Dec. 2.—Investments made in Texas oil properties by Bob Hope and Bing Crosby are said to be paying the performers more dough than many of their theatrical activities. According to inside report, royalty checks paid Skid Nose and the Groaner last month came to \$50,000 each; the month before, \$47,000. Hope and Crosby own quarter interests in the wells involved, other partners being Texas oilmen. Juiciest part of the petroleum pelt, insofar as the two actors are

(Continued on page 8)

Chesterfield Rides Tandem

NEW YORK, Dec. 2.—Chesterfields this week made a double buy into NBC's tandem radio sales plan. The tobacco firm bought two participations each in five shows: *Magnificent Montague*, *The Big Show*, *Screen Directors Playhouse*, *Duffy's Tavern* and *Dangerous Assignment*.

Current contract is a short-term deal extending thru the holidays. However, the bankroller has an option to continue the deal if it so decides, and may make its decision after seeing how things go during the trial.

ROSY PROSPECTS

Sees Future Big for TV Film Makers

HOLLYWOOD, Dec. 2.—Hal Roach Sr., one of the film industry's pioneers, sees an ever brightening future for the TV film trailblazers. Roach, two years ago, abandoned theatrical film production to turn to TV pix. While his studios at first operated at a loss, a dozen separate production companies now use his facilities, in addition to himself filming the *Magnavox* series plus rafts of commercial spots.

Two 15-minute strips shows are now on the planning boards and are getting sponsor attention. First is a cliff-hanger serial *a la Perils of Pauline* and is being considered by American Home Products Corporation. Other is entitled *Impy and Angie* and will use live actors garbed as kid doll characters against a background of oversize rear projection figures. Production on both is expected to get underway in 1951.

Magnavox hour-long films are produced on a \$25,000 per pic budget and are shot within four and a half days. Roach is also dickering with Eastern agencies to film hour shows now being produced live in New York. Commercial spot client list includes Bulova, Chevrolet, Falstaff Beer, Max Factor, Ivory Soap, Drene Shampoo and Tide. Bulova's demands alone found Roach delivering over 100 spots for that account. Tele pic producers leasing Roach's lot facilities include Bing Crosby Enterprises, filming *Fire-side Theater* for Procter and Gamble; Jack Chertok's Apex Films and *Lone Ranger*.

TIME COVER PLUGS COLOR

NEW YORK, Dec. 2.—The Time cover story this week on CBS Prexy Frank Stanton describing the color dispute between RCA and CBS is rated one of the top publicity breaks ever achieved in the field.

The story is highlighted by a picture (partially in color) of the web president.

VIDEODEX REPORTS CLASS C TV CUTTING COSTS IN HALF

NEW YORK, Dec. 2.—A Videodex cost analysis, prepared for *The Billboard*, shows that it costs far less to deliver an audience in Class C time than to get a similar rating in Class A time. The following study of five programs, all in Class C time, airing in four different cities, shows the number of homes, ratings and cost per 1,000 homes achieved by these stanzas. It also shows the cost of these same shows to reach 1,000 homes if aired in Class A time. (See story this page.)

Cost Analysis—(Time Costs)					Cost 1,000 Homes	Same Rating as Class A Time Cost 1,000 Homes
City	Time and Station	Program	Rating	No. Homes		
COLUMBUS	12 p.m. (Class C) WLVZ-TV	Fifty Club	11.0	10,000	\$11.21	\$22.50
CINCINNATI	12 p.m. (C) WLVZ-TV	Fifty Club	14.1	22,000	7.50	15.00
DETROIT	3 p.m. (C) WXPZ-TV	Paul Dixon	8.0	12,000	8.75	17.50
CHICAGO	3 p.m. (C) WGN-TV	Pat 'N' Johnny	6.0	19,000	12.63	18.95
CHICAGO	11 a.m. (C) WGN-TV	Barbara Barkley	5.1	30,000	7.50	15.00

Low-Budget TV Films Click; More in Plans

NEW YORK, Dec. 2.—With client reaction extremely favorable, execs at Kenyon & Eckhardt this week were considering filming many more of their TV programs as a result of the success of the filmed *The Three Musketeers* last week on CBS-TV.

Made at the Hal Roach studios on a budget of about \$23G, which compares with its live costs, the film registered nearly as well as a big-budgeted Hollywood movie in quality and, more important, revealed that good films could be brought in at a figure commensurate with what the medium can pay. The program was made for Magnavox. K & E has two more on order for Ford Theater, also telecast on CBS-TV.

According to agency brass, the

TV films now can be used in "a million other ways" besides its initial TV viewing. The most obvious use of the film is to have local dealers buy time on the local TV stations for the same film. Since Ford already has film programs of theater movies on local TV outlets, the films made for the CBS-TV show could easily go into secondary use on these programs. This could be done, tho J. Walter Thompson Agency handles the WOR-TV Ford show.

Another result of the employment of more TV films would be to give the live production units a longer time between shows, so that stronger live dramatic programs could be mounted. Each time TV films are resown, the cast and scripters usually get another fee.

TV-ER BESTS HOLLYWOOD

Fairbanks Footage Outstrips Majors?

NEW YORK, Dec. 2.—Video films completed within the past month by the Jerry Fairbanks Film Studios in Hollywood and New York are believed to total more film footage than that completed by any Hollywood major studio during the same period. This is held as a forerunner of the extent to which TV footage will outdistance theater production in the future, according to Bob Lawrence, veepee in charge of Fairbanks's Eastern operation.

In Hollywood Fairbanks completed four half-hour Bigelow carpet pix, one hour-long Christmas film for Father Patrick Peyton, the half-hour Edgar Bergen TV debut and a number of half-hour piano lesson films featuring Frankie Carle.

Also Two-Reelers

In addition, Fairbanks's Coast studios turned out one or two-reelers—virtually all in color—for Dodge, Plymouth and Oldsmobile; an animated featurette for Metropolitan Life Insurance and the *Crusader Rabbit* animation series. Next week Fairbanks is starting production on *Buckskin Rangers*, which he will syndicate himself. The theory is that it is only thru syndicating such shows, especially with rerun advantages, that film producers can really score for big loot.

In the same 30-day period Fairbanks's Eastern studio, opened earlier this year, produced 31 spot announcements. Some were animations and others live.

"Canned" in Day

Lawrence declares that TV film

production, especially on dramatic shows, is bound to increase because it presents a highly favorable budget aspect. Fairbanks can now get a half-hour show into the "can" in one eight-hour shooting day. The previous best on this was around three days. Part of the edge, according to Lawrence, stems from the studio's development of the multi-cam system, whereby three cameras shoot the same scene simultaneously, obviating retakes, permitting much more editorial choice and providing long, medium and close-up simultaneously. It also permits cuts from one camera to another, a great time-saver.

Lawrence also believes TV stations will ultimately back production of their own films, theorizing they can underwrite shows via local sponsorship and then earn additional profits thru syndication. He has had one such station inquiry recently, he added.

Sponsors Find Fringe Time Is Near TV Audience Top

Class B and C Slots Often Pay Off as Well as A, Survey Shows

NEW YORK, Dec. 2.—Sponsors looking into video's so-called "fringe" time periods are finding that they can get a better shuffle for their buck in Class B or C time than in Class A. In terms of cost per 1,000 viewers, bankrollers are learning that anytime seems to be viewing time in video homes, and the lower B and C time rates make them particularly good buys. This is the conclusion reached by a Videodex survey prepared for *The Billboard* by Jay & Graham Research, Inc.

Up to now, Class B and C time has been used mainly for kinescopes, films, spots and local shows. With the pressure on the webs for more availabilities, however, there

already is a heavy network drift into the so-called marginal time slots. The high potential of such periods is noted in this study, which examines pre-5 p.m. hours, using September Videodex figures to note the sets-in-use percentage, ratings, number of homes using TV during such hours and cost per 1,000 homes.

The comparisons of cost per 1,000 homes in accompanying box clearly show that marginal periods are capable of delivering audience on a parity or beyond Class A time. Even in cases where ratings are achieved in Class B or C time, however, the selling value of the commercial message depends on viewers being potential consumers.

Thus Class B time before 5 p.m. showed a significant number of women per set, according to Videodex audience composition patterns. Programs geared to reach women would maximize their effective coverage by using such periods.

An outstanding example is the Kathi Norris show at 10 a.m. on WNBC, New York, for which 90 per cent of the audience are women. Other examples in New York include *Kitchen Fare* (71 per cent adult, of which 43 per cent are women); *Okay Mother* (40 per cent women, 37 per cent children 12 and under); *Homemakers Exchange* (4 p.m., 88 per cent women). (Continued on page 8)

FTC FROWNS ON TV

Says Misrepresentation In Plugs Is on Increase

WASHINGTON, Dec. 2.—Television plugs are becoming noticeably worse from the standpoint of misrepresentation and deception, the Federal Trade Commission (FTC) reported this week. TV ads being set aside for further investigation are proportionately higher than newspaper and magazine plugs, while the radio commercial continues to be the fair-haired child at the commission.

In its latest report on ads examined, the FTC said that over 7 per cent of all TV ad continuities examined during a 30-day period were tabbed for a probe as being possibly deceptive. In contrast, radio plugs due for investigation comprised only 2.06 per cent of the total examined. Corresponding ratios for newspapers and magazines were 5 per cent and 6 per cent respectively.

TV Increasing

In recent weeks FTC has found an increasing number of suspicious TV plugs, the 7 per cent total being twice as high as in July. Magazine ads probed are also on the increase, but radio and newspaper

ads have been fairly consistent over the past year.

Nevertheless TV ads have yet to be mentioned in the filing of a formal FTC complaint. Radio plugs, however, have been an important part of several major FTC dockets, including the proceedings against the nation's largest cigarette makers. The most recent case involving radio ads was polished off a few weeks ago when the maker of a leading brand of aspirin was ordered to cease and desist from using alleged misrepresentations about the product.

Radio Boners

Among the matters frowned upon by the FTC in radio ads have been misrepresentations that a long-standing price has just been lowered—"now only 15 cents"—that a group other than the manufacturer is sponsoring the program, and that an established price is being lowered temporarily.

FTC officials think that generally advertising is being conducted on a pretty high plane, and that most of what trouble occurs comes from the unending search for superlatives. The agency finds that most advertisers are willing to co-operate when misleading ads are brought to their attention, tho they often disagree with the FTC about what is misleading. Cases of deliberate fraud in radio-TV advertising are practically nonexistent, FTC-ers say.

ABC Gets Uplift; Bra Firm Buys TV

NEW YORK, Dec. 2.—Quest-Shon Mark Bras this week purchased 7-7:15 Mondays, Wednesdays and Fridays beginning January 1 on ABC-TV. The sponsor will program a women's chatter show featuring Jacqueline Susann, wife of Irving Mansfield, CBS-TV producer.

The buy will mean a half hour of women's programs in the 7-7:30 time as Faye Emerson will follow in the 7:15-7:30 segment on ABC-TV on the same days. Harry Jacknick is the agency for the new show.

NEW TELE RATES STILL UNDER PAPER, MAG PAR

NEW YORK, Dec. 2.—Despite the forthcoming hike in TV time costs, the relative price of buying into video as compared with newspapers and magazines is coming down, according to an analysis prepared by the NBC sales planning and research department. The report shows that even with the new rates, the web will supply a lower cost per thousand than top magazines and circulation on about the same level as that of the papers. A breakdown, using the estimated TV circulations as of next January 1 and the TV cost based on the new rates follows:

City	TV Station & Newspaper	Circulation	Cost per 1,000
New York	WNBT	2,030,000	\$1.53
	Daily News	2,241,886	1.26
Chicago	WNBQ	830,000	1.99
	Tribune	923,517	3.90
Los Angeles	KNBH	820,000	2.01
	Times	394,134	4.52
Philadelphia	WPTZ	725,000	2.21
	Bulletin	723,589	3.48
Detroit	WWJ-TV	421,000	2.61
	News	453,684	4.34

Following is a comparison of circulation and cost per thousand of the NBC-TV web with leading weeklies. Cost per thousand for the web is based on the new aggregate gross evening rate of \$36,300 for 63 outlets. The magazine figure is based on new rates for a four-color page. All publications listed have recently raised their rates.

Medium	Circulation	Cost per 1,000
NBC-TV Network	10,500,000	\$3.46
Life	5,364,567	4.60
Saturday Evening Post	4,069,220	4.18
Look	3,200,000	4.34
Colliers	3,161,048	3.84
Ladies' Home Journal	4,564,101	3.83
Woman's Home Companion	4,059,383	3.57
McCall's	3,807,101	3.59
Good Housekeeping	3,010,883	3.52
Better Homes and Gardens	3,460,401	3.87
American Home	2,813,804	3.84

Ayer Adopts 16mm. Outlet; Slide Set-Up Seems Hopeless

NEW YORK, Dec. 2.—The N. W. Ayer Agency has been forced to adopt a policy of putting eight and 10-second commercials on 16mm. film because of hopelessly diver-

gent standards of slide specifications at TV stations across the country.

Prior to his exodus from Ayer to McCann-Erickson Friday (1), radio-TV production head Don McClure assembled a complete report on the agency's questionnaire survey of TV slide specifications, as answered by every TV outlet in the country. The results were abysmal; some stations even contradicted themselves when defining their own slide facilities. A top NBC engineer termed the results "fantastic" and attributed the ignorance to the "extreme youth" (Continued on page 8)

NO SEE, NO GLEE

NBC Installs Monitor for Studio Yocks

NEW YORK, Dec. 2.—Problem of comics playing to "cold" theater and studio audiences—largely because the audiences can see very little of the performances, has prompted NBC-TV to install a large monitor in the Center Theater here. The monitor will be full screen size, with the same dimensions as used for de luxe film house screens.

Both in TV studios and theaters, the stages are so cluttered with equipment that the audience is hard put to see anything going on. This is worsened by the fact that the theater stages are cut up into smaller pieces for various sets, taking the action even further away from the in-person audience.

The result has been damaging to several comedy shows. Altho the audience could hear, via the p.-a. system, they couldn't see. Thus they didn't laugh and the reaction both in the theater and at homes was spoiled, giving viewers especially the idea the shows were falling flat.

If the monitor works out at the Center, which because of its cavernous size is especially tough to play, it may be duplicated at other NBC-TV origination points.

Petry Preps Slide Facilities Survey

NEW YORK, Dec. 2.—Radio-TV station representative, Ed Petry, is readying a survey of his own video outlets' commercial slide facilities, in a move prompted by N. W. Ayer's recent disclosure of extreme variances in spot specifications listed by TV stations across the country. The Petry survey will utilize major portions of Ayer's audio-video questionnaire, augmented by addition data inquiries.

The station rep outfit hopes to compile a set of co-ordinated spot standards, on the basis of its findings.

NBC Shapes Daytime Video Plans; Four Soapers Skedded for Early '51

NEW YORK, Dec. 2.—The early-daytime TV philosophy of NBC-TV was beginning to take shape this week, with a brace of four soap operas all but set, to be surrounded on either side by 60 minutes of other type programming. The three-hour operation, skedded for the 10 a.m. to 1 p.m. period, will be launched next year, some-

time between February and April.

Exact date operation morning will be launched depends on factors outside of NBC's control, namely sponsors. The web is unlikely to jump in until at least 90 minutes to two hours are fully sponsored. The attitude is that the effectiveness of daytime video needs no further evidence and there is no need for the network to sustain shows in order to prove a point particularly in view of the new talent scales. The web is faced with other problems, notably lack of studio space, but top execs this week said they could begin on very short notice. All that's needed are a few signed contracts.

The NBC thinking with regard to TV soap operas seems considerably different from that of CBS. The latter web, in preparing the debut of *First Hundred Years* for Procter & Gamble (P&G), is going all out on expensive production mounting and permanent sets. NBC on the other hand is striving to bring in its soapers at little over \$5,000 weekly, with minimum expenditures on production and maximum effort on story line, camera work and thesping.

Four soapers most likely to be put into the middle hour, 11 a.m. to noon, are two web packages, a Carol Irwin show and a Ted Ashley item. All four represent dif-

ferent approaches to the soaper problem, which Fred Wile, director of TV production, says the web is determined to lick once and for all in 1951.

Hawkins Falls, adapted from an evening half-hour show, has been (Continued on page 8)

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WASHINGTON, Dec. 2.—Unleashing a new public relations offensive in the color-TV war, RCA will stage an unveiling here Tuesday (5) of its improved tricolor tube which, on the basis of a preview, gives a brighter large-screen picture than the Federal Communications Commission (FCC) witnessed at the last color demonstration here in the spring. The FCC has not been invited to next week's demonstration, which will be an invitation-only

affair for the press and electronics manufacturers. The Commission is already chewing its collective nails on the sidelines as RCA grabs the spotlight for the obvious purpose of showing manufacturers that they would be wise to await perfection of RCA's compatible big-screen color rather than venture into production under the CBS system, should the CBS standards be upheld by the courts.

Dr. E. W. Engstrom, RCA vice president in charge of research, told *The Billboard* today, and will emphasize at the demonstration Tuesday, that by doubling the number of phosphor dots in the tricolor tube it has been possible to obtain a number of major improvements in the picture. "The red phosphors," he said, "are good enough so that filters are no longer needed. That, too, is how we have

achieved a very much brighter picture.

"We recognized last April that there were too few phosphor dots, and that this had limited the picture brightness on so large a screen as 16 inches. We have changed nothing fundamental in our system since it was first demonstrated. What we have been doing step by step

(Continued on page 8)

SLIMY STUFF

Oil Gushes Riches for Hope, Bing

NEW YORK, Dec. 2.—Investments made in Texas oil properties by Bob Hope and Bing Crosby are said to be paying the performers more dough than many of their theatrical activities.

According to inside report, royalty checks paid Skid Nose and the Groaner last month came to \$50,000 each; the month before, \$47,000. Hope and Crosby own quarter interests in the wells involved, other partners being Texas oilmen.

Juiciest part of the petroleum pelt, insofar as the two actors are

(Continued on page 8)

Chesterfield Rides Tandem

NEW YORK, Dec. 2.—Chesterfields this week made a double buy into NBC's tandem radio sales plan. The tobacco firm bought two participations each in five shows: *Magnificent Montague*, *The Big Show*, *Screen Directors Playhouse*, *Duffy's Tavern* and *Dangerous Assignment*.

Current contract is a short-term deal extending thru the holidays. However, the bankroller has an option to continue the deal if it so decides, and may make its decision after seeing how things go during the trial.

TV-ER BESTS HOLLYWOOD

Fairbanks Footage Outstrips Majors?

NEW YORK, Dec. 2.—Video films completed within the past month by the Jerry Fairbanks Film Studios in Hollywood and New York are believed to total more film footage than that completed by any Hollywood major studio during the same period. This is held as a forerunner of the extent to which TV footage will outdistance theater production in the future, according to Bob Lawrence, veepee in charge of Fairbanks's Eastern operation.

In Hollywood Fairbanks completed four half-hour Bigelow carpet pix, one hour-long Christmas film for Father Patrick Peyton, the half-hour Edgar Bergen TV debut and a number of half-hour piano lesson films featuring Frankie Carle.

Also Two-Reelers

In addition, Fairbanks's Coast studios turned out one or two-reelers—virtually all in color—for Dodge, Plymouth and Oldsmobile; an animated featurette for Metropolitan Life Insurance and the *Crusader Rabbit* animation series. Next week Fairbanks is starting production on *Buckskin Rangers*, which he will syndicate himself. The theory is that it is only thru syndicating such shows, especially with rerun advantages, that film producers can really score for big loot.

In the same 30-day period Fairbanks's Eastern studio, opened earlier this year, produced 31 spot announcements. Some were animations and others live.

"Canned" in Day

Lawrence declares that TV film

Wynn Tops TBA Panel

NEW YORK, Dec. 2.—Ed Wynn heads a list of 21 speakers lined up for the Television Broadcasters Association's (TBA) annual television clinic Friday (8) at the Waldorf-Astoria.

Wynn, who spoke at TBA's first TV convention in 1944, will discuss *Television—As I See It Six Years Later*, as the principal speaker at the Luncheon session.

production, especially on dramatic shows, is bound to increase because it presents a highly favorable budget aspect. Fairbanks can now get a half-hour show into the "can" in one eight-hour shooting day. The previous best on this was around three days. Part of the edge, according to Lawrence, stems from the studio's development of the multi-cam system, whereby three cameras shoot the same scene simultaneously, obviating retakes, permitting much more editorial choice and providing long, medium and close-up simultaneously. It also permits cuts from one camera to another, a great time-saver.

Lawrence also believes TV stations will ultimately back production of their own films, theorizing they can underwrite shows via local sponsorship and then earn additional profits thru syndication. He has had one such station inquiry recently, he added.

Sponsors Find Fringe Time Is Near TV Audience Top

Class B and C Slots Often Pay Off as Well as A, Survey Shows

NEW YORK, Dec. 2.—Sponsors looking into video's so-called "fringe" time periods are finding that they can get a better shuffle for their buck in Class B or C time than in Class A. In terms of cost per 1,000 viewers, bankrollers are learning that anytime seems to be viewing time in video homes, and the lower B and C time rates make them particularly good buys. This is the conclusion reached by a Videodex survey prepared for *The Billboard* by Jay & Graham Research, Inc.

Up to now, Class B and C time has been used mainly for kinescopes, films, spots and local shows. With the pressure on the webs for more availabilities, however, there

ROSY PROSPECTS

Sees Future Big for TV Film Makers

HOLLYWOOD, Dec. 2.—Hal Roach Sr., one of the film industry's pioneers, sees an ever brightening future for the TV film trailblazers. Roach, two years ago, abandoned theatrical film production to turn to TV pix. While his studios at first operated at a loss, a dozen separate production companies now use his facilities, in addition to himself filming the *Magnavox* series plus rafts of commercial spots.

Two 15-minute strips shows are now on the planning boards and are getting sponsor attention. First is a cliff-hanger serial a la *Perils of Pauline* and is being considered by American Home Products Corporation. Other is entitled *Impy and Angie* and will use live actors garbed as kid doll characters against a background of oversize rear projection figures. Production on both is expected to get underway in 1951.

Magnavox hour-long films are produced on a \$25,000 per pic budget and are shot within four and a half days. Roach is also dicker with Eastern agencies to film hour shows now being produced live in New York. Commercial spot client list includes Bulova, Chevrolet, Falstaff Beer, Max Factor, Ivory Soap, Drene Shampoo and Tide. Bulova's demands alone found Roach delivering over 100 spots for that account.

Tele pic producers leasing Roach's lot facilities include Bing Crosby Enterprises, filming *Fire-side Theater* for Procter and Gamble; Jack Chertok's Apex Films and *Lone Ranger*.

TIME COVER PLUGS COLOR

NEW YORK, Dec. 2.—The Time cover story this week on CBS Prexy Frank Stanton describing the color dispute between RCA and CBS is rated one of the top publicity breaks ever achieved in the field.

The story is highlighted by a picture (partially in color) of the web president.

VIDEODEX REPORTS CLASS C TV CUTTING COSTS IN HALF

NEW YORK, Dec. 2.—A Videodex cost analysis, prepared for *The Billboard*, shows that it costs far less to deliver an audience in Class C time than to get a similar rating in Class A time. The following study of five programs, all in Class C time, airing in four different cities, shows the number of homes, ratings and cost per 1,000 homes achieved by these stanzas. It also shows the cost of these same shows to reach 1,000 homes if aired in Class A time. (See story this page.)

Cost Analysis—(Time Costs)

City	Time and Station	Program	Rating	No. Homes	Cost 1,000 Homes	Same Rating on Class A Time Cost 1,000 Homes
COLUMBUS	Wednesday 12 p.m. (Class C) WLW-C	Fifty Club	11.0	10,000	\$11.21	\$22.50
CINCINNATI	Monday 12 p.m. (C) WLW-T	Fifty Club	14.1	22,000	7.50	15.00
	3 p.m. (C) WCPO-TV	Paul Dixon	6.0	12,000	8.75	17.50
DETROIT	Friday 3 p.m. (C) WXYZ	Pat 'N' Johnny	6.0	19,000	12.63	18.95
CHICAGO	Monday 11 a.m. (C) WGN-TV	Barbara Barkley	5.1	30,000	7.50	15.00

Low-Budget TV Films Click; More in Plans

NEW YORK, Dec. 2.—With client reaction extremely favorable, execs at Kenyon & Eckhardt this week were considering filming many more of their TV programs as a result of the success of the filmed *The Three Musketeers* last week on CBS-TV.

Made at the Hal Roach studios on a budget of about 23G, which compares with its live costs, the film registered nearly as well as a big-budgeted Hollywood movie in quality and, more important, revealed that good films could be brought in at a figure commensurate with what the medium can pay. The program was made for Magnavox. K & E has two more on order for *Ford Theater*, also telecast on CBS-TV.

According to agency brass, the

TV films now can be used in "a million other ways" besides its initial TV viewing. The most obvious use of the film is to have local dealers buy time on the local TV stations for the same film. Since Ford already has film programs of theater movies on local TV outlets, the films made for the CBS-TV show could easily go into secondary use on these programs. This could be done, tho J. Walter Thompson Agency handles the WOR-TV Ford show.

Another result of the employment of more TV films would be to give the live production units a longer time between shows, so that stronger live dramatic programs could be mounted. Each time TV films are reshowed, the cast and scripters usually get another fee.

FTC FROWNS ON TV

Says Misrepresentation In Plugs Is on Increase

WASHINGTON, Dec. 2.—Television plugs are becoming noticeably worse from the standpoint of misrepresentation and deception, the Federal Trade Commission (FTC) reported this week. TV ads being set aside for further investigation are proportionately higher than newspaper and magazine plugs, while the radio commercial continues to be the fair-haired child at the commission.

In its latest report on ads examined, the FTC said that over 7 per cent of all TV ad continuities examined during a 30-day period were tabbed for a probe as being possibly deceptive. In contrast, radio plugs due for investigation comprised only 2.06 per cent of the total examined. Corresponding ratios for newspapers and magazines were 5 per cent and 6 per cent respectively.

TV Increasing

In recent weeks FTC has found an increasing number of suspicious TV plugs, the 7 per cent total being twice as high as in July. Magazine ads probed are also on the increase, but radio and newspaper

ads have been fairly consistent over the past year.

Nevertheless TV ads have yet to be mentioned in the filing of a formal FTC complaint. Radio plugs, however, have been an important part of several major FTC dockets, including the proceedings against the nation's largest cigarette makers. The most recent case involving radio ads was polished off a few weeks ago when the maker of a leading brand of aspirin was ordered to cease and desist from using alleged misrepresentations about the product.

Radio Boners

Among the matters frowned upon by the FTC in radio ads have been misrepresentations that a long-standing price has just been lowered—"now only 15 cents"—that a group other than the manufacturer is sponsoring the program, and that an established price is being lowered temporarily.

FTC officials think that generally advertising is being conducted on a pretty high plane, and that most of what trouble occurs comes from the unending search for superlatives. The agency finds that most advertisers are willing to co-operate when misleading ads are brought to their attention, tho they often disagree with the FTC about what is misleading. Cases of deliberate fraud in radio-TV advertising are practically nonexistent, FTC-ers say.

ABC Gets Uplift; Bra Firm Buys TV

NEW YORK, Dec. 2.—Quest-Shon Mark Bras this week purchased 7-7:15 Mondays, Wednesdays and Fridays beginning January 1 on ABC-TV. The sponsor will program a women's chatter show featuring Jacqueline Susann, wife of Irving Mansfield, CBS-TV producer.

The buy will mean a half hour of women's programs in the 7-7:30 time as Faye Emerson will follow in the 7:15-7:30 segment on ABC-TV on the same days. Harry Jacknick is the agency for the new show.

(Continued on page 8)

SACEM Inking CAPAC in '51, FAC in Cold

France, Canada To Get 4 Seats; Bilingual Org Bid a Gesture

TORONTO, Dec. 2. — As predicted in the December 2 issue of *The Billboard*, SACEM, French performing rights society, will sign with Composers, Authors & Publishers' Association of Canada (CAPAC) for 1951.

The deal is expected to be sealed at a CAPAC board meeting Friday (9). CAPAC will also elect officers. As was also predicted here, four of the seats will go to French Canadians.

The Federation of Authors of Canada (FAC), newly created bilingual Canadian performing rights society, is definitely out of the picture for 1951. The new society has withdrawn its application to the Canadian Copyright Appeals Board for a tariff. The interpretation here that FAC was intended only as a gesture is thus borne out.

Cromwell Files "Tzena" Ouster

NEW YORK, Dec. 2.—A general denial of all allegations and a request for dismissal of the Mills Music action for alleged infringement of the tune, *Tzena*, was filed this week by Howie Richmond's Cromwell Music in U. S. District Court. Meanwhile, Cromwell filed a counter-claim against Mills and a notice for the examination of Issacher Miron, whom Mills claims is co-writer of the tune.

Included in the Cromwell defense are allegations that Miron and Julius Grossman were not original writers of the tune, that the music has been in the public domain for years and that the melody, theme, rhythm and lyric content of the Mills version were not new or original material. Cromwell also claims that Miron and Grossman copied or appropriated substantial portions from prior works and that the Mills writers waived their rights and dedicated the tune to the public domain.

Cromwell's counter-claim was filed in the form of a copyright infringement suit against Mills in which the former alleges that prior to June, Gordon Jenkins and Spencer Ross wrote and assigned to them all rights to *Tzena*, *Tzena*, *Tzena*. Examination of Miron is scheduled for Thursday (7).

La Smith Inks National Pact

NEW YORK, Dec. 2.—National Records this week signed Kate Smith to an exclusive long-term recording contract, according to National chief Al Green.

The warbler's first releases under the National label will be *Little Bitty Baby* backed by *The Same Lord*, and *Ave Maria* backed by *The Lord's Prayer*. Miss Smith was last pacted to MGM Records.

2d Licensor Dickers With SCA on Rights

NEW YORK, Dec. 2.—Screen Composers' Association (SCA), still dickering with the American Society of Composers, Authors and Publishers (ASCAP) for credits for movie background music, has been approached by another licensing organization for both domestic and foreign performing rights.

Background cleffers have been after a deal from ASCAP for years, looking for recognition of sound-track backgrounds, but until the consent decree have always got

WHAT'S A ZERO TWIXT RIVALS?

NEW YORK, Dec. 2. — A sage sales manager of a top waxery, commenting about the reports of fabulous sales of disks on competing labels, remarked:

"The only difference between 100,000 and 1,000,000 with those other record guys is a single zero."

Carle Signs With Glaser

NEW YORK, Dec. 2.—Joe Glaser's Associated Booking Corporation (ABC) signed Frankie Carle this week to a term management contract, the pact coming as a surprise to the trade.

Carle's paper with the General Artists Corporation (GAC) expires February 13; band agencies have been negotiating with him thru his attorneys, Zissu and Marcus, and his personal manager, Warren Pearl, for seven months, when word got out that he intended to leave GAC. The Music Corporation of America (MCA) was known to have the inside track; Glaser came in as strictly a dark horse and a late entry at that, but the deal he offered is reportedly considerably more attractive than that of the nearest competitor.

Last GAC Stand

Carle's last GAC booking will be an eight-week stand at the Hotel Statler beginning December 29. ABC will take over as soon as the Statler stand ends.

Carle had been with GAC since he left Horace Heidt to form his own band nearly a decade ago, and has been one of the country's top orksters from the start. Other ABC band properties include Russ Morgan, Les Brown, Lionel Hampton and Elliot Lawrence.

GAC is currently grooming a piano band to replace Carle. The agency is keeping the identity of the replacement under wraps until he's ready to go.

Decca Yields 12½c Dividend

NEW YORK, Dec. 2. — Decca Records' board of directors this week declared a regular quarterly dividend of 12½ cents per share of the 776,000 outstanding shares of capital stock. The diskery's current business continues to move at a rate which is ahead of last year's take for the comparable period.

At the end of the nine-month period of the current year, the diskery's earnings were 30 per cent ahead of the take for the same period last year.

Fran, Ezio A Disk Team

NEW YORK, Dec. 2. — Fran Warren will fly to the Coast on December 13 for a two-day recording session with Ezio Pinza. The thrush will do the projected Victor album of songs from Pinza's first celluloid venture, *Mr. Imperium*, along with the Metopera-turned-movie star basso.

the brush. Now ASCAP for the first time is discussing a special pay-off for the track cleffers (*The Billboard*, November 18). Meanwhile the SCA has been talking with SACEM, the French society, about foreign rights. It is known that SACEM would welcome the Hollywood cleffers.

The unidentified licensing organization which has entered a bid for the track cleffers is reportedly one which is always on the lookout for additions to its repertory from any quarter.

Recording Industry Booms; 1950 Biggest Since 1947

July-October Tax Yield \$2,133,879; 60 Per Cent Above 1949 Period

Continued from page 1

lections amounted to \$2,133,879 as compared with \$1,442,371 for the same period last year.

If the present rate continues, tradesters are speculating how closely the 1951 fiscal year may come to the 1947 level of some \$8,500,000. The last three fiscal years showed successive declines of about \$1,000,000 annually to

reach a low of \$5,500,000 in the 1950 fiscal year.

October is usually a less-than-average month for disk tax collections, but October, 1950, brought in \$568,002—a gain of \$135,798 over the preceding October and the fourth highest month in the past 15.

The continuing gain in tax col-

lections over the past few months, which directly reflects a similar gain in disk sales, indicates that the early apprehensions over the possible deleterious effect of the news speeds were unfounded.

Diskeries are now coming into a particularly lush period—the majors and indies being set for a Christmas rush far exceeding that experienced last year. Christmas merchandise, given the benefit of highly geared promotion campaigns by many diskeries, is already moving rapidly. Evidence of the lush year has been accumulating for some time, with financial reports within the last few weeks lending strong evidence to the picture.

Decca, for instance, in its financial report for the first nine months (Continued on page 14)

NBOA SLUGGING FOR LEVY KAYO

Briefs Park Men on Tax Tussle Negotiations With ASCAP, BMI

CHICAGO, Dec. 2.—Directors of the National Ballroom Operators' Association (NBOA), meeting in emergency session here November 26-27, decided to put full steam behind legal and legislative attempts to eliminate terpalaces from their present classification with amusement spots which are paying the 20 per cent cabaret tax. The nine board members agreed that hardships imposed by applying the 20 per cent bite on concessions and services within a ballroom threaten the future of the dancery biz.

In a talk before the National Association of Amusement Parks, Pools and Beaches convention this week, Tom Roberts, NBOA legal counsel, told park men that the terp orgs will require their full co-operation. Approximately 125 of the park org membership operate ballrooms which are taxable. Roberts told park men that it is wishful thinking to believe that they might escape the bite of the Treasury Department. In certain areas in the country, internal revenue collectors have held off taking out the cabaret tax from ballrooms within their jurisdiction, because of the recent appeal by T-men from Judge Henry Gravens' decision, which ruled in the case of Birmingham vs. Geer that ballrooms are not taxable. Since the ruling of the Circuit Court of Appeals two weeks ago, Roberts explained that the brake is off and that collectors will start taking the 20 per cent stipend. The Appeals Court ruled against NBOA and overruled the Gravens decision (*The Billboard*, November 18).

NBOA Asks Writ

Roberts said that NBOA has petitioned for a writ of certiorari from the Supreme Court (*The Billboard*, December 2), emphasizing that only 10 per cent of such petitions are granted by the highest tribunal. Ballroom men also intend to start wheels rolling for a legislative program which would insert a provision in a congress-

sional proposal, eliminating ballrooms from the tax.

Roberts explained that NBOA negotiations with Broadcast Music, Inc., are stalemated, but that American Society of Composers, Authors and Publishers (ASCAP) negotiations are continuing successfully. He told park men that ASCAP is seeking a 1 per cent take on gross admissions of a ballroom, while NBOA is countering for ½ of 1 per cent. Roberts asked park men who operate terperies to send him reports of their total admission gross for the years 1946-1950, together with the amount of ASCAP fees paid each year. This information, which will be held in strictest confidence, will be presented later to ASCAP as a basis for further negotiation.

In the last stages of negotiations with BMI early this year, Roberts said that NBOA would not agree to terms of the BMI pact, which demanded ½ of 1 per cent up to \$50,000 of the music salaries and ¼ of 1 per cent over that amount.

Cherry in Top Decca Bracket

NEW YORK, Dec. 2. — Don Cherry was handed a new contract at Decca which puts him into the upper brackets with regards to royalties and guarantees. The new contract was drawn at the waxery's instance, since the warbler's old pact would have had nine months to run.

Cherry, whose *Thinking of You* platter is a strong best seller, will continue to wax both as featured performer and co-billed with the waxery's name orksters. He is engaging on a 26-city tour in which he will visit Decca distributives as well as deejays and disk shops.

Cherry is discontinuing his NBC radio sustainer, with Victor's Eddie Fisher reportedly taking his place, but continues as a regular on ABC's *TV Penthouse Party* show.

Cab Preps Unit For S. A. Date

NEW YORK, Dec. 2. — Cab Calloway will reorganize a 15-piece band for a four-week date in South America. Calloway, who has been working with a quartet for the past year or so, has been booked to play a government celebration in Uruguay. The fiesta runs for a month beginning February 3. The band will work in the country's capital city, Montivideo.

Prior to his South American jaunt, Calloway will play 30 one-nighters during the month of January. He will work as an entertainer and emcee on a package which includes a beauty contest and a dance band.

Calloway has been inked to a Regal Records' contract. Diskery specializes in rhythm and blues wax, and Calloway will slice r. and b. type material.

Six-Month Wax Ante To MPTF Hits 750G

NEW YORK, Dec. 2.—Contributions to the Music Performance Trust Fund (MPTF) for records sold during the first half of 1950 are about \$750,000—an increase of more than 13 per cent over the same period last year, when \$660,000 was paid in to the fund.

Contributions were turned in by some 500 active diskeries. There are some 700 signatories, but about 200 reported no sales.

Of the \$750,000, trustee Samuel R. Rosenbaum has allotted \$700,000 for disbursement in the first

half of 1951. Money will be used to provide employment for musicians in free public concerts, entertainment in hospitals, etc.

Computing on the basis of 1 per cent contributed for 78 r.p.m. sales, it might be figured that record sales grossed \$75,000,000 for the first half of this year. However, the trustee indicated that LP and 45 sales are selling in a far greater proportion than formerly, so that \$75,000,000 may be taken only as a rough rule of thumb.

This One



ZGOR-ZN2-94LL

Copyrighted material

COLUMBIA-GOODY COURT DECISION TOTES DYNAMITE

Tradesters See Discount Plan Shaky, Radio-TV Implications

NEW YORK, Dec. 2.—The dismissal this week of the Columbia Records complaint against Sam Goody, local dealer, for violation of the diskery's fair trade agreement, carried with it some dynamite-laden legal opinion handed down by New York State Supreme Court referee Isador Wasservogel.

While the full industry-wide effect of Wasservogel's decision may not be felt until the Columbia appeal is heard, tradesters already see the possibility of the collapse of the discount and price structure.

In addition, the decision in the Columbia-Goody case is seen as having an immediate effect on dealer-distributor-manufacturer relations in fields other than phonograph records, particularly radio-TV and appliances. The decision touched on such basic disk industry factors as exclusive artist contracts, manufacturer-distributor relationships, co-op advertising and manufacturer-sponsored clearance sales.

Columbia Will Appeal

Columbia had sought an injunction against Goody and six other dealers in New York to restrain them from advertising or selling Columbia LPs at prices below those set forth in fair trade agreements. The court Wednesday (29) dismissed the complaint holding that the diskery was not entitled to the relief it sought. Columbia prexy, Ted Wallerstein, immediately issued the following statement: "We intend to appeal promptly from Justice Wasservogel's decision against Columbia Records, Inc., in its efforts to

utilize the provisions of the Fair Trade Act in the record field. We are still of the opinion that we properly and legally invoked the provisions of the Fair Trade Act and we are confident that our position will be sustained on appeal." Goody would not comment on the decision.

The Wasservogel decision contained some vital pronouncements affecting the disk business: The New York State Feld-Crawford Fair Trade Act was not intended as a means of price fixing but as a method of protecting the name and good will of the manufacturer. Failing to offer all dealers the same co-operative advertising deal and

(Continued on page 31)

Macy's Slashes LP's as Result Of Court Rule

NEW YORK, Dec. 2.—As a direct result of the dismissal of Columbia Records complaint against Sam Goody, local dealer (see separate story), Macy's department store, one of the top disk outlets in the country, slashed prices on Columbia's LP, pop and kiddie lines yesterday (1). While the store will not advertise the price cut in newspapers, the disk department displays a giant-sized poster advertising the records at "up to 30 per cent off."

Macy's new price list on Columbia disks has 79 cents pop records at 59 cents, the \$1.05 kiddie line at 74 cents, \$2.85 LPs at \$1.99, \$3.85 LPs at \$2.69, \$4.85 LPs at \$3.39, \$9.70 LP sets at \$6.78 and \$14.55 LP sets at \$10.17. All prices include tax. New prices are in effect at the Macy branch stores in the Bronx, Brooklyn, White Plains and Jamaica.

GAC, Vaughan Ink Management Pact

NEW YORK, Dec. 2.—General Artists Corporation (GAC) recently signed singer-arranger-composer-conductor Denny Vaughan to a term management contract. The agency is planning to build an ark around Vaughan sometime in the future.

The timing of this project will be based on the wax development of the versatile Vaughan via his Coral recording pact. His first pair of platters were released a couple of weeks ago.

NETS FOR ANGELS

Legit Lures Backers With 'Coin From Webs'

• Continued from page 1

confirmation of the claims of network backing. It is known that both CBS and NBC have expressed interest in moving further into the financing of musicals. The webs' primary interests in legiters apparently have been to angle for TV production rights for the future. There probably is no doubt that some shows will acquire web money for financing, but current money-raising efforts have taken on a note of mystery with reports of unidentified web backing.

There are at least three musicals in preparation regarding which reports have circulated about "radio network" financing.

Last week Julie Styne, songwriter turned producer, held an angels' audition for his forthcoming production of a musical version of *The Good Fairy*, which has a score by Hugh Martin, who already has made a pubbing deal for his songs with E. H. Morris. The gathering was told that the show had acquired a sizable percentage of the required \$200,000 backing from a "major radio network," but the identity of the web investor was not announced.

Styne, when contacted late this week, said that the deal with the still unidentified network was not complete, and that he was not at liberty to divulge any further information. He also added that the web's backing would be for 25 per cent.

The other two shows in preparation for which there have been

indications that major radio network money will be involved include the latest Rodgers-Hammerstein venture, *Anna and the King of Siam*, and *Mister Marco Polo*, a new musical with a score written by Johnny Mercer and Robert Emmett Dolan.

At NBC and CBS, execs could not confirm participation in any forthcoming legiters at the moment, tho it was indicated that either or both webs would shell out "when the right show comes along."

SET SLUMP IS PLATTER BOOM?

Dealers, Distributors May Use Disks To Offset AM-TV Dip

NEW YORK, Dec. 2.—With many distributors and dealers already feeling the bite as a result of the slowdown of TV, radio and home appliance production, and anticipating an even greater loss of revenue as a consequence of the expected 50 per cent cutback of TV set production by spring, it is generally believed that the jobbers and retailers will turn to records as a source of substitute merchandising to help make up for the expected dent in volume.

In line with this, disk manufacturers are anticipating a platter boom in the coming months, but the optimism is cloaked with the sad reality that the business inflation will come as a direct result of the unexpected turn of events in the Korean war.

Turn to Disk Lines

Most home appliance distributors handle or have handled disk lines as secondary merchandise. The TV boom, which was gener-

COURT REVEALS VITAL DISK FACTS, FIGURES

NEW YORK, Dec. 2.—Contained in the official court record and final decision in the Columbia Records-Sam Goody Fair Trade action, were facts and findings of particular interest to the entire disk industry. Following are some of the sales figures revealed and quotes from Justice Wasservogel's decision:

Columbia Records' prexy, Ted Wallerstein, testified that the diskery's annual gross sales reached \$20,000,000. Times-Columbia, Metropolitan New York distrib, disclosed that its billings for the first nine months of 1950 totaled \$1,800,000. Also revealed in the testimony were such facts as that Goody, in the first nine months of this year, bought 15,000 more Columbia disks than did Liberty Music Shops, and that Goody tripled the Macy's department store volume. Last year, Macy's bought about 10,000 more, and Liberty 100,000 more Columbia records than did Goody. Goody's volume now reaches about \$1,000,000 a year.

Exclusivity

On the subject of exclusive artist contracts, Wasservogel declared: "Columbia records are not in fair and open competition with other manufacturers' phonograph records of the same general class. . . . A recording by a performer . . .

must be considered as unique and extraordinary . . . Thus, when a customer wishes to have the recording of a particular artist, he must buy the record manufactured by the particular recording company which owns the services of such artist. It follows, therefore, that when a record manufacturer has contractual arrangements for the exclusive services of a performer, it does not require the protection afforded by the Feld-Crawford (Fair Trade) Act, as the principal competition existing between recording companies is not the trade-marked selections listed in their respective catalogs, but rather their attempts to obtain exclusive contractual arrangements with recording artists."

MGM Inks Vocal Duo and Edwards

NEW YORK, Dec. 2.—MGM Records this week made a pair of talent additions. The diskery inked warbler Tommy Edwards who formerly waxed for National Records. A vocal duo, Paul Sears and Johnny Heymer, also was signed to a waxing pact.

Edwards sliced his first date Thursday (30), while the duo will not record until after the first of the year.

Pay Boost Set For Copyists And Arrangers

NEW YORK, Dec. 2.—Weekly scale for copyists and arrangers was boosted \$7.50 when Local 802 and Music Publishers' Protective Association (MPPA) agreed this week on terms of a new three-year pact.

Other terms include an additional \$2.50 boost after one year; a 3 per cent welfare fund paid by the employer; \$12.50 weekly on top of the other raise for workers a majority of whose time is spent in ditto and reproduction work.

(Continued on page 29)

N. Y. Rules On Orksters' Side

NEW YORK, Dec. 2.—Stephen C. Vladeck, attorney for Local 802, last week obtained from the New York Workmen's Compensation Board a ruling on liability for disability benefits for musicians. Ruling is as follows:

Where the employer has previously provided compensation for

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WORD TO WISE IS SUFFICIENT

NEW YORK, Dec. 2.—Under the how-hungry-can-you-get heading, we print, with certain deletions, contents of a post card received by a local publisher from a small-town (and small-time) disk jockey:

"Your tune blank-blank is pretty cute. I'd like to plug it for you, but other folks are co-operating with me for their tunes. (signed)

"Blank, station Blank."
"P.S.: Did you see the display windows in Wallachs 33d Street store? Man, there's a brown sweater with a checked brown shirt on the 5th Avenue side that's terrific. I wear a SMALL size."

MPPA EXECS SET; REPORT IS READ

Says Bootleg Biz Waning, Racks Below General Sales in July

NEW YORK, Dec. 2.—A strong turn-out of publishers attended the Wednesday (29) meeting of the Music Publishers' Protective Association (MPPA), at which session President Lester Santly's annual report was read and discussed and all MPPA directors re-elected.

The report reviewed the year's business, touching on legal matters, labor situation, sheet music sales and other facets of the publishing business.

The report stated that bootleg activity on sheet music has virtually ceased, altho other types of infringement have cropped up—notably in Chicago. Two cases were mentioned wherein Tune Dex cards were used to compile by photo offset a book containing as many as 1,000 standards—both words and music. This was sold to musicians for between \$6 and \$20. One of these cases was closed

after a civil action, the other is still being prosecuted. The report also mentioned "persistent" efforts of arrangers to make and sell infringing arrangements of copyrighted works. Two such cases are still pending. Similar cases involving the preparation and sale of illegal "fake books," containing choruses of standards, have also been largely stamped out. Infringements generally, says the report, have been held to a minimum.

Rack Sale Status Quo

Net sales of sheet music on the music racks has not increased in proportion to the increase in general sheet music sales since July. Walter Douglas, MPPA board chairman, last month huddled with execs of the International Circulation Company and as a result, George Marcum, director of news-

(Continued on page 14)

LE JAZZ HIGH-HAT

France Gives Hot Toot Bigtime Lick

PARIS, Dec. 2.—Celebrating the 50th anniversary of New Orleans jazz, the Hot-Clubs Federation of France is presenting the world's first jazz exposition here from December 1 thru 5. Sponsored by the French Ministry of Education, the event is definitely on a high-tone cultural level. "Oscars du Jazz" will go to the best New Orleans

band, the best trumpet man, the best tenor sax, etc.

The event marks a high spot in efforts of French jazz fans to bring their art to the attention of the general public. For years they have been holding jazz festivals. Now these have grown to exposition size and are combining a commercial and industrial fair with the first international jazz convention. An exhibition of fine arts based on the jazz motif will also be shown.

Presidents of jazz clubs from all over Europe and other parts of the world will converge on Paris for the affair. They will create here an international jazz federation to obtain better co-operation between countries, arrange concert tours and exchange records and ideas.

Largely responsible for the exposition is Charles Delaunay, who has devoted 20 years to the "jazz crusade" without pay. He heads the organization of French Jazz-Hot Clubs, which publishes the magazine *Jazz-Hot*, and arranges for concert tours among the jazz clubs scattered thruout France.

Now an Art

"It has taken us years to build a public for jazz," Delaunay said, "but it is at last being recognized as an art form. The companies

(Continued on page 31)

2 GREAT NEW HITS by

DANNY



KAYE

With Orchestra and Chorus
Directed by KEN DARBY



THE THING

and

THE LITTLE WHITE DUCK

DECCA 27350 (78 rpm) and DECCA *9-27350 (45 rpm)

CHRISTMAS SINGLES

A CROSBY CHRISTMAS	
GARY, PHILIP, DENNIS, LINDSAY AND BING CROSBY Decca 27249 In Decorative Envelope (78 RPM) DU-796 (45 RPM) 1-134	
ADESTE FIDELES	
BING CROSBY	Decca 23777 and *9-23777
FRED WARING	Decca 23644 and *9-23644
DEANNA DURBIN	Decca 23657 and *9-23657
THE CLOISTER BELLS	Decca 25258 and *9-25258
ETHEL SMITH	Decca 24734 and *9-24734
BEHOLD THAT STAR	
FRED WARING	Decca 27285 and *9-27285
BIRTHDAY OF A KING	
JUDY GARLAND	Decca 23658 and *9-23658
BLUE CHRISTMAS	
ERNEST TUBB	Decca 46186 and *9-46186
RUSS MORGAN	Decca 24766 and *9-24766
BOOGIE WOOGIE SANTA CLAUS	
LIONEL HAMPTON	Decca 27325 and *9-27325
CANTIQUE DE NOEL	
FRED WARING	Decca 23644 and *9-23644
CAROL OF THE BELLS (Medley)	
FRED WARING	Decca 23645 and *9-23645
FRED WARING	Decca 27285 and *9-27285
C-H-R-I-S-T-M-A-S	
ERNEST TUBB	Decca 46268 and *9-46268
CHRISTMAS CANDLES	
ANDREWS SISTERS and GUY LOMBARDO	Decca 24748 and *9-24748
CHRISTMAS CANDLE	
TONY MARTIN	Decca 25235 and *9-25235
CHRISTMAS CAROLS	
BING CROSBY	Decca 24670 and *9-24670
CHRISTMAS DREAMING	
DICK HAYMES and GORDON JENKINS	Decca 24169 and *9-24169
CHRISTMAS IN KILLARNEY	
MARY CARTON	Decca 27348 and *9-27348
SONG SPINNERS AND LARRY FOTINE	Decca 27331 and *9-27331
CHRISTMAS ISLAND	
ERNEST TUBB	Decca 46268 and *9-46268
ANDREWS SISTERS and GUY LOMBARDO	Decca 23722 and *9-23722
CHRISTMAS SONG	
BING CROSBY	Decca 24144 and *9-24144
FRED WARING	Decca 27283 and *9-27283
DICK HAYMES and GORDON JENKINS	Decca 24169 and *9-24169
CHRISTMAS TREE ANGEL	
ANDREWS SISTERS	Decca 27251 and *9-27251
CRADLE SONG OF THE VIRGIN	
DICK HAYMES	Decca 23737 and *9-23737
DID SANTA CLAUS COME FROM IRELAND?	
MARY CARTON	Decca 27348 and *9-27348
FIRST NOWELL	
BING CROSBY	Decca 24659 and *9-24659
DICK HAYMES	Decca 23737 and *9-23737
FRED WARING	Decca 23645 and *9-23645
FROSTY THE SNOW MAN	
GUY LOMBARDO	Decca 27257 and *9-27257
RED FOLEY and The Little Foleys	Decca 46267 and *9-46267
In Decorative Envelope (78 RPM) K-23 (45 RPM) 1-132	
GOD REST YE MERRY, GENTLEMEN	
BING CROSBY	23778 and *9-23778
HARK! THE HERALD ANGELS SING	
KENNY BAKER	Decca 23672 and *9-23672
ETHEL SMITH	Decca 24735 and *9-24735
HEIGH HO THE HOLLY	
FRED WARING	Decca 27285 and *9-27285
HELLO SANTA CLAUS	
CECIL GANT	Decca 48185 and *9-48185
HERE COMES SANTA CLAUS	
BING CROSBY and ANDREWS SISTERS	Decca 24658 and *9-24658
RED FOLEY	Decca 46185 and *9-46185
HE'S A CHUBBY LITTLE FELLOW	
STUBBY and THE BUCCANEERS	Decca 46193 and *9-46193
I'D LIKE TO HITCH A RIDE WITH SANTA CLAUS	
ANDREWS SISTERS	Decca 27251 and *9-27251
I'LL BE HOME FOR CHRISTMAS	
BING CROSBY	Decca 23779 and *9-23779

*Indicates 45 RPM Version

IF I WERE SANTA CLAUS	GUY LOMBARDO	Decca 27257 and *9-27257
IT CAME UPON THE MIDNIGHT CLEAR		
DICK HAYMES and JESSE CRAWFORD	Decca 24121 and *9-24121	
ETHEL SMITH	Decca 24736 and *9-24736	
KENNY BAKER	Decca 23671 and *9-23671	
IT'S CHRISTMAS TIME AGAIN		
CECIL GANT	Decca 48185 and *9-48185	
JINGLE BELLS		
BING CROSBY and ANDREWS SISTERS	Decca 23281 and *9-23281	
ETHEL SMITH	Decca 24142 and *9-24142	
FRED WARING	Decca 27286 and *9-27286	
JOLLY OLD SAINT NICHOLAS		
STUBBY and THE BUCCANEERS	Decca 46193 and *9-46193	
JOY TO THE WORLD		
DICK HAYMES and JESSE CRAWFORD	Decca 24120 and *9-24120	
JESSE CRAWFORD	Decca 24143 and *9-24143	
JUMPIN' JIMINY CHRISTMAS		
SONG SPINNERS and LARRY FOTINE	Decca 27331 and *9-27331	
KENTUCKY WASSAIL SONG		
FRED WARING	Decca 27284 and *9-27284	
MELE KALIKIMAKA (Merry Christmas)		
BING CROSBY and ANDREWS SISTERS	Decca 27228 and *9-27228	
GEORGE KAINAPAU	Decca 27220 and *9-27220	
MERRY CHRISTMAS, BABY		
LIONEL HAMPTON	Decca 27325 and *9-27325	
Merry Christmas, Baby	LIONEL HAMPTON	
Boogie Woogie Santa Claus	Decca 27325 and *9-27325	
MERRY CHRISTMAS POLKA		
ANDREWS SISTERS and GUY LOMBARDO	Decca 24748 and *9-24748	
MERRY CHRISTMAS AT GRANDMOTHER'S HOUSE		
ANDREWS SISTERS and DANNY KAYE	Decca 24769 and *9-24769	
MERRY CHRISTMAS WALTZ		
GUY LOMBARDO	Decca 24770 and *9-24770	
MISTLETOE KISS		
RUSS MORGAN	Decca 24766 and *9-24766	
A MUSICAL CHRISTMAS CARD		
FRED WARING	Decca 27284 and *9-27284	
MY CHRISTMAS SONG FOR YOU		
MILLS BROTHERS	Decca 24768 and *9-24768	
(All I Want for Christmas Is)		
MY TWO FRONT TEETH		
PATTY ANDREWS and DANNY KAYE	Decca 24769 and *9-24769	
O CHRISTMAS TREE		
FRED WARING	Decca 27284 and *9-27284	
O FIR TREE DARK		
BING CROSBY	Decca 24144 and *9-24144	
O HOLY NIGHT		
ETHEL SMITH	Decca 24736 and *9-24736	
KENNY BAKER	Decca 23672 and *9-23672	
O LITTLE TOWN OF BETHLEHEM		
ETHEL SMITH	Decca 24735 and *9-24735	
DICK HAYMES and JESSE CRAWFORD	Decca 24120 and *9-24120	
FRED WARING	Decca 23645 and *9-23645	
KENNY BAKER	Decca 23671 and *9-23671	
OLDEST CHRISTMAS STORY		
CHARLES LAUGHTON	Decca 23365 and *9-23365	
ON THIS CHRISTMAS EVE		
MILLS BROTHERS	Decca 24768 and *9-24768	
OH GATHERING CLOUDS		
FRED WARING	Decca 23643 and *9-23643	
AN OLD CHRISTMAS CARD		
NELSON KING and MERVIN SHINER	Decca 46192 and *9-46192	
AN OLD-FASHIONED TREE		
GUY LOMBARDO	Decca 24770 and *9-24770	
OUR CHRISTMAS WALTZ		
RED FOLEY	Decca 46185 and *9-46185	
POPPA SANTA CLAUS		
BING CROSBY and ANDREWS SISTERS	Decca 27228 and *9-27228	
RUDOLPH THE RED-NOSED REINDEER		
BING CROSBY	Decca 27159 and *9-27159	
In Decorative Envelope (78 RPM) K-15 (45 RPM) 1-123		
RED FOLEY		
and The Little Foleys	Decca 46267 and *9-46267	
In Decorative Envelope (78 RPM) K-23 (45 RPM) 1-132		
SANTA CLAUS IS COMIN' TO TOWN		
BING CROSBY and ANDREWS SISTERS	Decca 23281 and *9-23281	

SANTA CLAUS GOT STUCK	
ELLA FITZGERALD	Decca 27255 and *9-27255
SANTA, SANTA DON'T BE MAD AT ME	
MERVIN SHINER	Decca 46280 and *9-46280
SEE AMID THE WINTER'S SNOW	
FRED WARING	Decca 27285 and *9-27285
SILENT NIGHT	
BING CROSBY	Decca 23777 and *9-23777
CARMEN CAVALLARO	Decca 24141 and *9-24141
FRED WARING	Decca 23643 and *9-23643
DEANNA DURBIN	Decca 23657 and *9-23657
THE CLOISTER BELLS	Decca 25258 and *9-25258
SISTER ROSETTA THARPE	Decca 48119 and *9-48119
ETHEL SMITH	Decca 24734 and *9-24734
GEORGE KAINAPAU	Decca 27220 and *9-27220
SILVER BELLS	
BING CROSBY	Decca 27229 and *9-27229
THE SLEIGH	
FRED WARING	Decca 27284 and *9-27284
SMALL ONE (Album)	
BING CROSBY	DA-553 DL 6000
In Decorative Envelope 2-111 (45 RPM)	
SONG OF CHRISTMAS (Album)	
FRED WARING	A-497 DAU-13 9-74
THE STAR OF THE EAST	
JUDY GARLAND	Decca 23658 and *9-23658
THE STORY OF THE THREE WISE MEN	
CHARLES LAUGHTON	Decca 23365 and *9-23365
THAT CHRISTMAS FEELING	
BING CROSBY	Decca 27229 and *9-27229
THAT'S CHRISTMAS	
NELSON KING	Decca 46192 and *9-46192
'T WAS THE NIGHT BEFORE CHRISTMAS	
FRED WARING	Decca 23642 and *9-23642
FRED WARING (Album)	A-480 9-67 DL 5021
TWELVE DAYS OF CHRISTMAS	
FRED WARING	Decca 24500 and *9-24500
BING CROSBY and ANDREWS SISTERS	Decca 24658 and *9-24658
WHEN ANGELS SANG OF PEACE	
FRED WARING	Decca 27283 and *9-27283
WHITE CHRISTMAS	
BING CROSBY	Decca 23778 and *9-23778
JASCHA HEIFETZ	Decca 23376 and *9-23376
GUY LOMBARDO	Decca 23738 and *9-23738
INK SPOTS	Decca 24140 and *9-24140
CARMEN CAVALLARO	Decca 24141 and *9-24141
ETHEL SMITH	Decca 24142 and *9-24142
JESSE CRAWFORD	Decca 24143 and *9-24143
FRED WARING	Decca 24500 and *9-24500
ERNEST TUBB	Decca 46186 and *9-46186
SISTER ROSETTA THARPE	Decca 48119 and *9-48119
WINTER WONDERLAND	
ANDREWS SISTERS and GUY LOMBARDO	Decca 23722 and *9-23722
FRED WARING	Decca 24501 and *9-24501
YOU'RE ALL I WANT FOR CHRISTMAS	
BING CROSBY	Decca 24659 and *9-24659

*Available in Both 78 and 45 RPM

SPECIALS

Don't Say You Care (Unless You Really Do) JACK OWENS
I Wanna Ring Around My Rosie's Finger Decca 27362 and *9-27362

NEW RELEASES

Long Before I Knew You GUY LOMBARDO
It's Raining Sundrops Decca 27327 and *9-27327
I Cry BUDDY JOHNSON
Satisfy My Soul Decca 27330 and *9-27330
God Answers Prayers MANHATTAN GOSPEL SINGERS
I'm Happy In The Service Of The Lord Decca 48188 and *9-48188

*Indicates 45 RPM Version



America's Fastest Selling Records

Tough Demands on Music Face AM-TV

802 Ready To Turn on Heat; Petrillo Seen Backing His Men in Hefty Push

NEW YORK, Dec. 2.—Local 802 will have American Federation of Musicians (AFM) prexy James C. Petrillo's whole-hearted support for the TV and AM employment demands set forth in the local's rank-and-file "magna carta" (*The Billboard*, November 18).

Those present at a meeting between the 802 rank-and-file committee, exec board, and the AFM prexy last Friday night (24) report that Petrillo was extremely receptive to the 802 negotiating demands. It had been expected that he would try to soften the requests, perhaps insist that many of the provisions be eliminated in the interest of easy negotiation with the webs. Instead, he green-lighted the entire program as it stood.

After the local elections Thursday (7), reps from 802, 10 (Chicago) and 47 (Los Angeles) will meet, probably in Chicago, to compare notes and equate negotiating demands. Current pact with the webs expires January 31; bargaining will probably open before December is out.

Here's how tradesters assess the tough 802 program and Petrillo's ready assent thereto: Radio tootlers, who had looked for big things from TV, have not only been getting short shrift from the new medium, but their AM employment has dwindled also. They are virtually against the wall and can't go wrong with a we-have-nothing-to-lose attitude. Petrillo, it appears, is in sympathy. The last web pact, in 1948, was strictly a matter of holding the line, with no improvements for musicians. This time, the tootlers can go nowhere but up.

That is why the local has been so bold as to blueprint demands for the elimination of platters from TV and radio stations till after midnight, restriction of staffers to

sustaining programs, hefty improvements in rehearsal pay, paid vacations, severance, health insurance, and other such benefits.

How the broadcasters will feel when confronted with these demands can easily be guessed. Both radio and TV have been cutting corners in musician employment, making heavy use of e.t.'s and platters, using staffers for as many commercial shows as possible, dropping legit orks.

One local official regards these activities as more than economy moves; he sees them as preparation for the imminent negotiation with the AFM locals. Broadcasters, he figures, want to be able to show how nicely they've been getting along with few musicians, thereby strengthening their bargaining position. However, the tootlers really feel they are against the wall.

TV webs gave in to TVA in the face of a strike threat by the actors' unions. Whether they would yield before a musicians' strike is another matter, since shows can be put on without live music, but can't do without actors and technicians. It also remains to be seen whether the TVA would honor an AFM picket line. There has been little love lost between the actors' unions and the AFM.

CBS Explains "Songs"-BMI Sales Tie-Up

NEW YORK, Dec. 2.—Production execs of the CBS program, *Songs for Sale*, this week moved to ax rumors that the program is tied in with Broadcast Music, Inc. (BMI). Program packager Herbert M. Moss, in a letter to Walter G. Douglas, chairman of the board of the Music Publishers' Protective Association (MPPA), asked that the latter explain the facts, which Moss states are these:

While program was in formative stages, packagers approached the American Society of Composers, Authors and Publishers (ASCAP) with the idea of finding a publisher for the weekly winning song. ASCAP, while favoring the idea, acts as a collection agency and has no provision for publishing, Moss was told. "BMI then offered to undertake publication. . . ."

"The proviso was made, however, that should a publisher happen to be a member of our judges' panel, he was to have first choice. . . . secondly, should any publisher, ASCAP or BMI, call the program during the show, or directly after, and ask for any song, publication rights were to be given to him. . . . The wires are open for one hour past show time. . . . If no one claims the

TRIMMED TO SIZE

Denver Platter Store Gives Tots Own Shop

DENVER, Dec. 2.—Converting an air-conditioned, sound-proofed, glassed-in radio-phono demonstration room into a special section for kidisks and players has upped sales in moppet merchandise 400 per cent at the Nides General Electric Company, local radio-phono-TV-rec'd dealership. In addition to using the space to display disks and players, Manager Jack Nides airs a weekly jive deejay show from the room.

Finding that radio-phono buyers would just as soon make their purchases from the main display floor of the shop, Nides decided to hype the kidisk department. Giving moppets a shopping area of their own was a terrific idea, says Nides. Stripping the studio of all its former equipment, he installed seven tiers of display shelves along three walls of the room, added some juve furniture and stocked the area with player mer-

WALTZ IN SNOW TO DEEJAYS GO

NEW YORK, Dec. 2.—With tradesters blaming the sluggish beginnings of their new Christmas tunes on the unseasonably dulcet weather of the last few weeks here, Seena Starr, Juggy Gayles' gal Friday at the Gale & Gayles pubbery, dreamed up this snow job of a promotion letter to the deejays. Confetti "snow" was inclosed:

'Tis the month before Christmas, and all thru the sky Not a snowflake is falling and the temperature's high. The weather man's throwing a curve at us so We thought it would help if we sent our own snow. It's all to remind you it's time to begin To please give our Winter Waltz record a spin.

Leeds Seeks Ways To Stage Tunes on TV

Chief Levy Hunts Special Scripting For Dressing Songs

NEW YORK, Dec. 2.—Leeds Music chief Lou Levy is scheduled to go to Hollywood in mid-December to sound out a half dozen scenario writers and choreographers about the possibility of writing TV production ideas for Leeds tunes. Levy's venture, which he has mulled over a long time, points up the growing problem of plugging music on TV—how to stage the tunes, what production ideas are feasible, to what degree should the publisher become involved in production, etc.

If Levy's venture does not hit a snag he will have each scripter submit a flock of sample ideas. The situation parallels early days of vaudeville and stagelights, when publishers seeking plugs contacted such show business figures as Earl Carroll, Harry Delmar and Fanchon & Marco. Levy figures, for instance, that a top choreographer like Agnes DeMille might be amenable to the idea of writing three minutes of choreography for *Sabre Dance* and the music. Others are now latching on to the same idea. For instance, Raymond Scott, musical director on *Lucky Strike's Hit Parade*, is experimenting with choreographic arrangements in order to present music more effectively visually.

Should Levy's Coast venture prove economically feasible, he would probably submit to TV producers a mimeographed set of production suggestions on major Leeds tunes.

winning song, BMI will then assume the obligation of publication."

According to Moss, the caliber of the material to date has been such that publishers personally have requested practically all the winning songs.

TV-Phono Merchandising

NEW YORK, Dec. 2.—The freak wind and snow storm that hit the East last week-end may well turn out to be the proverbial "straw that broke the camel's back." The camel, according to tradesters, being the independent service company. While in almost every single instance, servicers are charging set owners for repair and replacement of TV antennas, the pressure of servicing the thousands of homes, parts shortages, limited capital, inability to get well-trained servicemen and kick-backs to dealers are putting the squeeze on service contractors.

Local tradesters were literally shocked when Prudential Television Service Corporation, with about 25,000 contracts, suspended operations this week. In Philadelphia the Television Contractors' Association reported that at least six service companies had folded. Better Business Bureaus are getting increasing numbers of complaints from TV owners, and there seems to be no relief in sight for either the dealers, contractors or set owners.

Set makers tend to blame the situation on the poor business ability of the service contractors and their limited capital. The service people, however, complain that sets coming off production lines are faulty, necessitating many more service calls than contract payments can cover. The dealers insist that they have no part in the situation, tho many admit to getting kick-backs on each service contract placed.

Prices Up

Talk that prices of radios, TV sets and phonographs would rise after the first of the year was fact this week, as top brass admitted that production would drop drastically and that 1951 prices would be 10 to 25 per cent higher than

Joe Shribman, Trotta Split With Paxton

NEW YORK, Dec. 2.—George Paxton and his partners, Joe Shribman and Charley Trotta, parted company this week. Shribman and Trotta will set up their own firm, Roger Music; Paxton will continue as the George Paxton Music Publishing Company.

The separation is accompanied by a split straight down the middle of cash, copyrights and all other assets, with 50 per cent to Paxton and 50 per cent to Shribman and Trotta.

Strong Start

The firm, which had been in business for only a year and a half, was conspicuously successful from the outset. The combine began without a catalog and a comparatively small capitalization, but got a good foothold with a series of strong songs in the hit and near-hit category.

Among the tunes Paxton retains are *Count Every Star*, *I Wanna Go Home With You*, *Punky Punkin*; *What, Where and When*, and *Little Red Caboose*. The Shribman-Trotta firm gets *There's No Tomorrow*, *Mr. Touchdown*, *She's a Lady*, *If I Ever Love Again*, *Over and Over* and others. *Where Do I Go From You* will be published jointly by Paxton and Roger.

Both firms continue as American Society of Composers, Authors and Publishers (ASCAP) members.

D.J. To Hype Disk Sales by Movie Quiz

NEW YORK, Dec. 2.—Four-way promotion to hype sales on Decca's *Mr. Music* album has been set up here among the diskery, deejay Jack Lacey, the Paramount Theater and the local Admiral radio-TV distributor. Package is based on a contest in which Lacey will ask his WINS listeners to identify Crosby disks and films from which they came. Decca, Paramount and the distributor will turn out theater lobby displays, 100,000 entry blanks, 1,000 posters and 500 window streamers for exhibit in both disk and radio-TV shops.

Set-up was arranged by Paramount flack Fred Goldberg and Decca's Eastern division promotion manager, Leonard Wolf. Deal, which includes prizes of an Admiral radio-phono, Decca albums and Jayson sport shirts, will probably be moved to other cities.

current lists. Parts and raw materials continued to be in short supply. Tradesters see the critical TV situation as a boon to diskeries (see separate story).

Tax Figures

As reflected in tax figures, sales of radios and phonos are soaring toward 1948 levels. October receipts from the federal excise tax hit a mark of \$5,892,095, the highest monthly return since July, 1948, and more than double the mark of the preceding October. Federal Reserve Board figures for August show department store sales of radio-phono-TV equipment were 167 per cent above August, 1949.

West Coast Survey

Of trade interest are some of the results of a consumer survey taken among 3,000 TV set owners in the Los Angeles, San Francisco and San Bernardino areas of California. Project was undertaken by Woodbury College, and results include the following: 44 per cent owned their sets less than six months, 26 per cent from seven to 12 months, 24 per cent from one to two years and only 9 per cent over two years. Brands of TV sets most in use on the West Coast were, in order, Hoffman, RCA Victor, Admiral, Philco, Packard-Bell, Motorola and Zenith. The largest share of the 3,000 interviewed believed that color video would be here within one to two years, second largest group expected color would take longer than two years. The smallest group expected color within six months, but a great many had no answer to the question.

Industry Items

RCA Victor will spend about \$4,000,000 in readying a recently acquired plant in Cincinnati for the manufacture of miniature receiving tubes. . . . Majestic division of Wilcox-Gay named Warren Frebel as purchasing director. . . . Fred A. Lyman, assistant national sales manager for DuMont, takes on the added duties of director of sales training. . . . Philo International Corporation names Frederick J. Willard as vice-president in charge of sales and F. Leroy Sherman as vice-president in charge of foreign operations. . . . H. A. White has been named sales service engineer of the radio tube division at Sylvania. . . . Philco and Hazeltine signed a license agreement, with color television developments figuring heavily in the swap. . . . Scott started a monthly publication for sales personnel of its dealers. . . . Sparton announced a complete new line of 11 basic TV set models and three new radios.

Co-Op Buying Plan by NBOA

CHICAGO, Dec. 2.—The National Ballroom Operators' Association has started its first co-operative buying effort, with Otto Weber, the org's managing secretary, notifying members that band show cards will now be available from the Harless Company, Des Moines, poster firm, at a lower price than is now offered by the dance band booking offices. The term men first discussed such a buying venture at their national convention here two and a half months ago. At that time, operators griped because of the steady rise in show card prices. Ops said that cards were costing them between 10 and 15 cents.

The NBOA's co-op buying venture will directly affect booking firm's office operation budgets, for it is known that booking offices wrote off a major part of their phone bill by selling show cards, with a kick-back coming from the printing firms. The NBOA announced that the cost of show cards from Harless will range from 8 cents each in quantities up to 100, while for orders of 400 or more the cost will be 6 cents each. The Harless Company is offering show cards at this price on approximately 65 different name bands. Imprinting is also done by the Harless firm.

Court Hands Palmer 2 1/2G In Fox Action

NEW YORK, Dec. 2.—Frank Palmer was awarded a summary judgment amounting to \$2,750 in Federal Court here against the Sam Fox pubbery. The award was the result of a second suit brought by Palmer; he had won a Circuit Court judgment for \$8,000 two years ago. The latter suit was entered to bring the amount due him up to date.

The original action was brought over a catalog Palmer reportedly turned over to Fox in 1928. The deal, Palmer said, was to have included performance and sync earnings as well as other forms of royalties. Fox, Palmer charged, reportedly failed to pay the performance and sync moneys. The case dragged thru the courts for several years, ending in the Circuit Court win for the plaintiff. The subsequent suit was brought by Palmer for interest and other considerations accruing during the first litigation.

Palmer was represented by Zissu and Marcus; Fox by Jack London.

Johnson Joins Simon House

NEW YORK, Dec. 2.—Jerry Johnson bought into partnership with George Simon in the latter's Simon House pubbery last week. Johnson will supervise the New York operation, with Simon overseeing Coast affairs.

First tune under the new regime will be *Tear Drops In My Eyes*, which Simon bought from Atlantic Records last week. Ditty, which is topping the R. and B. lists, is getting a push in the pop field, with some 10 major and indie diskings out or in the can.

Firm, also sole selling agent for Carlos Gastel's Bradshaw Music, is a Broadcast Music, Inc. (BMI) affiliate with a substantial guarantee deal.

Johnson was most recently associated with shipping tycoon Michael Grace in Michael Music, and before that had served as professional manager for Southern, Bourne and Robbins.

2 Great DECCA Versions of

RUDOLPH



THE RED-NOSED

REINDEER



Available in **78 RPM** and **45 RPM**

by **BING CROSBY**

by **RED FOLEY**

and The **LITTLE FOLEYS**

coupled with

coupled with

THE TEDDY BEAR'S PICNIC

FROSTY THE SNOW MAN

One Ten-inch 78 rpm Decalite* Record in Decorative Envelope
K-15 • Price \$1.00

One Ten-inch 78 rpm Decalite* Record in Decorative Envelope
K-23 • Price \$1.00

One Unbreakable 45 rpm Record in Decorative Envelope
1-123 • Price 95¢

One Unbreakable 45 rpm Record in Decorative Envelope
1-132 • Price 95¢

One Ten-inch 78 rpm Record
27159 • Price 75¢

One Ten-inch 78 rpm Record
46267 • Price 75¢

One Unbreakable 45 rpm Record
9-27159 • Price 75¢

One Unbreakable 45 rpm Record
9-46267 • Price 75¢

*Unbreakable under normal use.

*Unbreakable under normal use.

America's Fastest Selling Records



TIN PAN ALLEY? PLEASE, SIR, NO!

WASHINGTON, Dec. 2. — When you refer to the nation's music industry, please don't call it "Tin Pan Alley." That, in effect, was the advice given by Jules M. Collins, sales manager of the American Society of Composers, Authors and Publishers (ASCAP), in a talk at a luncheon of the D. C. Ad Club here this week (29).

"There is a rather common opinion that ASCAP members and publishers are engaged solely in the business of creating and publishing popular tunes," said Collins. "This has erroneously resulted in the designation of 'Tin Pan Alley' being applied to the music business in the United States. Nothing is further from the truth. Of the 2,000 ASCAP members engaged in writing music, approximately 750 write so-called standard or serious music. I need only mention such names as Aaron Copland, Fritz Kreisler, Walter Damrosch, Leopold Stokowski, Roy Harris, Leonard Bernstein. . . ."

MPPA Execs Get Nod

• Continued from page 10

stand sales, agreed to take personal charge of the music department November 1. Marchum will see that music is displayed advantageously, etc. The report added that the rack operation must be carefully supervised, lest it deteriorate.

While rack sales have not increased the past year, they have not decreased, according to the report.

The labor section of the report went into the matter of the final clarification of the status of contact men—who are considered as not coming under the wages and hours law if they earn \$75 weekly and are administrative employees.

The copyright section of the report gave most attention to the decision of Judge Michael L. Igoe in the case of Shapiro-Bernstein vs. Miracle Records, wherein it was ruled that the release of a song on a disk constitutes publication and results in the song becoming public domain unless it was copyrighted prior to the making of the disk. MPPA members have been urged to make sure none of their compositions are recorded unless properly protected.

Leeds Proposal

The report also rehearsed a proposal of Leeds Music chief Lou Levy to get piano manufacturers to market a \$99 instrument, and considered relations with the Songwriters' Protective Association (SPA) with regard to the latter's request that a standard form be used for Canadian assignments. The MPPA approved the latter.

The MPPA, however, does not go along with the SPA's advocacy of a standard form to cover assignment of renewals. The publishers' org feels that renewals are a matter for individual negotiation.

Activities of the National Music Council, of which Douglas is treasurer, were termed very effective by the report, especially in the field of serious music. An International Music Council, it was stated, is currently being formed under auspices of the United Nations Educational, Social and Cultural Organization.

Biz Is Bright

The report noted that the outlook for the disk business is bright and pointed out that sheet music sales in general (apart from the rack) have gone up substantially. The work of the various committees on sheet music was gone into, the report noting that the main committee, called the Music Industry Committee, has been "somewhat successful." A note was also taken of other attempts to hypo sheet sales, notably the Arnold Shaw-Ted Cott Songwriter Hall of Fame show over NBC and Charley Tobias's projected TV show now being mulled by the William Morris Agency.

All MPPA directors were re-elected for another term. These include Louis Bernstein, Saul Bourne, Jack Bregman, Abe Olman, Bernard Goodwin, Jack Mills, Max Dreyfus, E. H. Morris and Lester Santly.

Set Slump Platter Boom?

• Continued from page 10

place threatened volume losses. Those distributors which have no disk lines now are fishing to pick up at least one top line. In addition to production cuts, distributors and dealers believe their businesses will be hurt by expected price rises of up to 25 per cent and by the recently initiated government credit controls. The platter business represents a quick turnover operation to a distributor and dealer, and doesn't require the hefty bankroll needed to maintain a solid home appliance-TV-radio agency.

Shortages

The war-bred shortages which are hurting in the TV-radio business include tightening of such materials as aluminum, copper (used for wiring), steel and cobalt (for which there is no available substitute and which is essential in the production of speakers) and of such essential parts as tubes, screws, nuts and bolts. The effects of these shortages already are being felt while the record industry's only immediate war shortage threat is wrapped up in the vinyl picture (see other story in General Department).

The TV boom resulted also in the jobbers' grab and conversion of the best disk-selling manpower for

their TV merchandising. With the expected slack-off of TV sales, the expectancy is that the jobbers will make use of their cream salesmen for record merchandising.

More Dealers Eye Disks

Dealers, facing the same shortage problems as distributors as well as the same threatened drop in volume, likewise are beginning to renew interest in lagging record departments. A number of appliance dealers who went into business strictly on the strength of TV now are beginning to establish record departments as dollar volume protection for the future. Typical example of this type of move is the Sunset Appliance chain here, four stores strong and a heavy volume TV outfit, which just began to open up record departments. The chain is selling 45 r.p.m. disks only at the moment, this presumably to service customers who buy 45 players. But it is believed that the move is the beginning of full-fledged disk departments.

The basis for the entire move to disks is that the TV shortage will leave distributors and dealers bundles of excess cash which can be put to use in purchase, promotion and selling of records.

Recording Industry Booms

• Continued from page 9

of 1950 showed consolidated net earnings running 30 per cent ahead of the diskery's take for the same period last year (*The Billboard*, November 11). Capitol's third quarter net earnings this year more than doubled the company's income for the same period in 1949 (*The Billboard*, November 11). RCA Victor, which was still operating at a loss at the end of the first nine months of 1950, has nevertheless picked up considerably in the pop field in the last six weeks. Phil Harris's disk of *The Thing*, for instance, has already hit a five-week sales figure of 750,000 and really broke the ice for the diskery after a long period of doldrums. Also in the forefront as hypos in the Victor picture have been the Comohutton etching of *Bushel and a Peck* and Como's *Patricia*. Company's Red Seal kiddie and pop album business maintained consistent level during the rough pop period and continues at a sturdy pace.

Columbia likewise has had a resurgence of business in the pop field. Acquisition of such name talent as Sammy Kaye, Paul Weston, Jo Stafford, in addition to the blossoming of young talent, has materially brightened the picture. Kaye's *Harbor Lights* and Gene Autry's diskings of *Rudolph* and *Frosty the Snowman* have

been outstanding during the latter part of the year. Now Guy Mitchell's *My Heart Cries for You* and Paul Weston's *Nevertheless* are adding to the impetus.

Mercury has been hitting a consistent level with Patti Paige's *Tennessee Waltz* and earlier Vic Damone diskings, and MGM's sound track albums and Billy Eckstine cuttings are sparking the indie picture. A flock of lesser indies have been sailing along rapidly, via such strong sellers as Louis Prima's *Oh, Babe* on Robin Hood; *Bake a Cake* early in the year, started by National, etc. Specialty houses, including rhythm and blues label and country and Western diskeries, such as King, Aladdin, Modern and Atlantic, have all hit with solid disks.

It is ironic, but still another situation may add to the industry's strong financial outlook. This is the international situation. The war, if prolonged, is figured as certain to materially hurt production of such items as TV sets, electric irons and refrigerators, leaving disks in the comparative clear. Already (see separate story in Music Department) many distributors and dealers are turning to record lines as insurance against loss of income stemming from cutbacks on TV and other production.

The picture in other phases of the indoor show business is some-

Philly Orksters Say Buck Too Dear for Rates

PHILADELPHIA, Dec. 2. — While the value of the dollar bill may be way down these days, it is still too high when it comes to meeting the newly increased wage scale rates established by the Philly local of the American Federation of Musicians (AFM), according to the complaints and beefs registered vocally by many band leaders.

One of the more active stick wavers, catering to the school set, complained that the upped scale has reduced his bookings to the rate of two a month. And with the competition being what it is, it's impossible to hold to the scale if you want to hold on to your sidemen.

Leaders catering to weddings and receptions involving dates that call for trios and quartets don't face the problem of most of the others trying to keep eight or 10 men together.

The complaint is that schools, fraternities, women's clubs and bazaars can't afford to meet the increased music scale and as a result buy below the scale or use non-union bands.

Fear is expressed that mounting costs in music will eventually make music a luxury rather than a necessity with the result that only a select few will be able to afford it. One leader said that for five men plus himself, he had to bid \$175 for a job. And for the same number of men for New Year's Eve, he had to submit a price of \$240. Another union band, he said, came along and took both dates for almost half the required amounts.

Victor Albums Tie In With Mag Campaign

NEW YORK, Dec. 2. — RCA Victor has prepared a pair of special 45 r.p.m. album series designed to tie in with the diskery's *Words and Music Time* national mag advertising campaign. A long-hair group to be known as the "best seller" series and a "showcase" series to package the Al Goodman show recordings make up the project.

The diskery has prepared 27 packages for the *Words and Music* project, with each to be boxed in sets which will be priced under \$10.

The ad series lists three best selling platters of an individual artist, and each album will contain the top selling efforts of three of the label's artists.

For example, one set will contain three disks each of Toscanini, Heifetz and William Kapell. Likewise the Goodman series will package songs from three show albums. One will house works from three Victor Herbert scores.

what spotty. Network AM business, with the exception of CBS, is down as compared to last year. Columbia, however, is up appreciably. TV, as compared to last year, is up fabulously on both the manufacturing and time sales levels. Many TV outlets are in the black and many are sold out completely. However, network TV operations continue at heavy losses owing to tremendous program and operations costs. On the other hand, network owned-and-operated TV stations are making big money and network owned-and-operated AM stations are having, for the most part, banner business. In general, AM is doing well in non-TV markets, but in TV markets the business conditions are very variable.

The vaudeville-night clubs picture nationally is not bright. Business is way down, owing in part to a lack of attractions and poor films and high living costs. Collections from the admissions and cabaret taxes continue to run behind last year (see separate story in General).

Returning to the disk industry, this is by far the brightest angle of the entire music business. Sheet music lately has been moving very well, but is still far below peak years.

MGM SETS UP PAGAN CONTEST

NEW YORK, Dec. 2.—MGM Records this week set up a window display contest for the diskery's sound track album on the *Pagan Love Song* flick. Cash prizes will go to both disk retailers and exhibitors tying in on the best display. The contest closes April 16, 1951. The winning exhibitor and dealer divide \$100, second placers split \$50 and the third team gets \$30 each.

Coral Names New Sales Mgr.

NEW YORK, Dec. 2.—Frank Holland, a veteran of the Decca diskery organization, will take over the Eastern and Southeastern sales territories for Coral Records, the wholly-owned Decca subsid label.

Holland, who will work out of Coral's New York headquarters, takes over the territory sales management Monday (4). He was elevated to the new post from the branch managership of the diskery's Southern office in Atlanta.

Coral this week finished the preparation of the diskery's first complete catalog. The 32-page listing will cover the single and album releases on three speeds of both Coral and Brunswick items.

TENNESSEE WALTZ
ALL PAGE
Mercury 5534

"C'EST LA VIE"
recorded by
Johnny Desmond
MGM #10850

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

Another BMI Pin-Up Hit!
YOU'RE ALL I WANT FOR CHRISTMAS
Published by Porgie
Recorded by
Bing Crosby & Andrew Sisters (Decca)
Frankie Laine (Mercury)
Johnny Desmond (MGM)
Frank Gallagher (Dana)
Frank Winterhalter (Columbia)
Janette Davis (Harmony)
Seger Ellis (Bullet)
Joe Graydon (Coral)
Exclusively licensed by
BROADCAST MUSIC, INC.

THE LITTLE GENERAL
Says:
"A LITTLE WHITE DUCK"
"WILL BE IN SEASON ALL THE WAY THROUGH EASTER"
GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

"THE WINTER WALTZ"
recorded by
FRANKIE CARLE
VICTOR 20-3952
Gale and Gayles
Incorporated
1619 BROADWAY, NEW YORK 19, N. Y.

I'M IN THE MIDDLE OF A RIDDLE
recorded and featured by
DOROTHY CLAIRE
M.G.M.
PERCY FAITH ORCH. & CHORUS
Columbia
LARRY GREEN & HIS ORCHESTRA
RCA Victor
ANTON KARAS—KAY ARMEN
London
EVELYN KNIGHT—GUY LOMBARDO
Decca
SNOOKY LANSON
London
JO STAFFORD—GORDON MACRAE
Capitol
TED STEELE
Rainbow
LAWRENCE WELK & HIS ORCHESTRA
Mercury
ROBBINS MUSIC CORPORATION

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.

BLUETAIL THE RED FOX
"I WONDER WHY HIS TAIL TURNED BLUE?"

BREAKING!!
"LUCKY, LUCKY, LUCKY ME"
AS RECORDED BY
EVELYN KNIGHT
DECCA #27182
SANTLY-JOY, INC.
1619 Broadway New York 19, N. Y.

MUSIC BOURNE TO LIVE
ARTHUR GODFREY
SINGS
THE HIT VERSION OF
"YEA BOO"
COLUMBIA #39068
BOURNE, Inc. 109-7th Ave., N.Y.C.N.Y.

THERE'S STILL TIME TO BUILD CHRISTMAS VOLUME WITH THESE SUPERB DECCA PHONOGRAPHS

5 GREAT 3-SPEED PORTABLES

Model DP-61... Last Word in Portable Radio-Phonograph! Plays records of all speeds (45, 78, 33 1/2 r.p.m.) and all sizes automatically... 5 tube high sensitivity radio... 5" Alnico speaker... built-in loop antenna. Handsome case waterproof simulated leather, rust color... brass locks and hardware. A.C. only. (18 3/4" x 16" x 9"). Also available as DP-62 U.L. approved.



Model DP-70... Budget priced Portable Phonograph! Handsome 3-speed phonograph... 5" Alnico Speaker... lightweight pick-up... permanent type sapphire needle for all speeds (45, 78, 33 1/2 r.p.m.). Case lock corner wood frame; waterproof simulated leather covering; lucite handle. Weight 9 lbs. A.C. only. (12 1/2" x 12 1/4" x 5"). Also available as DP-71 U.L. Approved.



Model DP-72... Deluxe Portable Phonograph! Plays all records at all speeds (45, 78, 33 1/2 r.p.m.), smaller than a portable typewriter (and lighter too). 5" Alnico speaker... two needles to play three speeds, three tube chassis... separate tone and volume control. Case lock corner wood frame, waterproof simulated pigskin leather covering, padded and saddle-stitched... weight 9 lbs. A.C. only. (12 1/2" x 12 1/4" x 5"). U.L. Approved.



Model DP-32... Excellence in Portable Phonograph! Plays all records at all speeds (45, 78, 33 1/2 r.p.m.) automatically. Designed to deliver the ultimate in tonal reproduction... extra large chassis, 6 1/2" Alnico speaker, with oversize magnet and heavy duty transformer... deluxe luggage type case in multi-tone brown simulated rawhide. A.C. only. (18 3/4" x 15 1/4" x 9"). Also available as DP-33 U.L. Approved.



Model DP-51... Compact Portable Radio-Phonograph! 5 tube radio, 5" Alnico V.P.M. speaker... built-in loop antenna... phonograph plays all records (45, 78, 33 1/2 r.p.m.)... lightweight Deccatone arm, finger-like needle control. Waterproof simulated leather... brass locks and hardware... weight 12 lbs... A.C. only. (16" x 6 1/2" x 10 1/2"). Also available as DP-52 U.L. Approved.



2 GREAT NEW CHILDREN'S PLAYERS

Model DP-47... Frank Luther Children's Phonograph! For the youth (very young) market... quiet, constant speed motor, 78 r.p.m.... 2 tube chassis with volume control... heavy duty Alnico speaker... cabinet formed of tough unbreakable steel, finished in four brilliant colors. Weight 4 lbs., A.C. only (11" x 7" x 8 1/2").



The Cowboy... A New 3-Speed Children's Portable That Plays All Records! Gaily decorated in colorful Western design, "The Cowboy" (DP-19) will make a delightful gift for any lucky youngster. It's a 3-speed portable, rugged and serviceable, that embodies many special features usually found in adult phonographs. A.C. only. Also available as DP-20 U.L. Approved.



4 GREAT 45 RPM PLAYERS PLUS...

Model P-904... The Pride of 45 RPM Table Model Radio-Phonograph! Here is a royally-designed, custom-featured model which has no equal in its field! The P-904 is gifted with a splendid, rich appearance and a perfection of performance that is truly noteworthy! This fine instrument boasts separate tone and volume controls and a silent Sapphire pick-up that guarantees the maximum in entertainment from every record! A.C. only. U.L. Approved.



Model P-902... A 45 RPM Table-Phonograph For Top Play! For sleek, attractive styling and excellence of performance—for richness and clarity of tone and impeccable workmanship—the P-902 is a top-notch choice! Here is an ultra-handsome table model phonograph which plays up to ten 45 RPM records automatically! Priced amazingly low, the P-902 offers a bright promise of many, many hours of listening pleasure. A.C. only. U.L. Approved.



Model P-901... A Great 45 RPM Record Changer! Colorfully attractive and flawlessly designed, here is a great new high-fidelity 45 RPM record changer which will play up to 10 records automatically! A.C. only. U.L. Approved.



Model P-903... A New 45 RPM Portable Phonograph! Here is a neat and attractive, ruggedly-constructed, compact portable phonograph that's just the thing for home and away! Beautifully styled and finished in modern plastic, the P-903 with its marvelous tone and superior technical performance plays up to 12 records automatically! Tops in lightweight portables. A.C. only. U.L. Approved.



DECCA'S 6 RECORD BONUS BOOK

A Decca 45 RPM Bonus Book is supplied to the dealer along with every Decca 45 RPM instrument. With every purchase of a Decca 45 RPM instrument through February 1951, the customer receives a Decca 45 RPM Bonus Book free containing six coupons. For each coupon, the customer is entitled to receive a Decca 45 RPM record of his own choice every month for six months.

MAIL COUPON TODAY TO YOUR DECCA BRANCH OR DISTRIBUTOR

USE THIS HANDY FORM TO ORDER DECCA PHONOGRAPHS
Gentlemen:
Please enter our order for the following phonographs:

Quantity	Item	Quantity	Item
45 RPM PHONOGRAPHS	P-901	3 SPEED PHONOGRAPHS	DP-61
	P-902		DP-51
	P-903		DP-32
	P-904		DP-70
CHILDREN'S PHONOGRAPHS	DP-47		DP-72
	DP-19		DP-62
			DP-52
			DP-20
			DP-33
			DP-71

Name _____
Address _____
City _____ State _____

DECCA RECORDS

ORDER NOW... FOR IMMEDIATE DELIVERY

Discovery Hypes Jazz

Discovery Records will begin its most extensive promotional campaign to hypo sales of its modern jazz series with the release of eight Dizzy Gillespie sides late this month.

Decca Readies Catalogs

Decca Records last week readied for first-of-the-year distribution a pair of catalogs for the diskery's 33 and 45 lines.

Sarton to America

Harry Sarton, artists and repertoire head of British Decca, arrived here Tuesday (5) for a two-week stay.

Church Studio

Bobby Wayne, young London disk warbler, cut four Catholic religious songs last week—appropriately enough—in a Catholic church.

New York:

The Weavers will have a Christmas concert at Town Hall Saturday night (23), promoted by their p. m., Pete Cameron.

Jack Emerson and Tony Valentine have signed with Abbey Records; Abbey Prexy Pete Dorraine is on a month's tour of deejays and distributors around the country.

Price of Down Home disks has been dropped from \$1.05 to 79 cents. Label turns out jazz platters by Lou Watters, Ralph Sutton and Clancy Hayes.

MGM warbler Bill Farrell opens at Birdland Thursday (7). DeeJay Johnny Clarke has been appointed radio-publicity committee chairman for the New York State Committee for the Blind.

Flack Dick Linke, who has entered the personal management field, is now handling warbler Pat Terry and The Three Notes.

Music As Written

part of London Records' new flying promotion program, longhair department staffer Henry Principe conducted an "educational campaign" last week in Detroit and Chicago.

Empire Room, Palmer House, Chicago.

Tunesmith-warbler-orkster Terry Shand has formed a publishing firm, Roddy Publications, Inc., with Sid Nathan, King Records prexy.

Balladeer Murray Phillips, occasional warmer-upper on the NBC-TV Jack Carter show, has been signed permanently to that spot.

The Commodore Music Shop is profiled by George Frazier in the current Cosmopolitan.

Champ Butler, Barbara Bell's warbler discovery, cut four sides for Columbia Records on the Coast.

Chicago:

Ray Pearl and his band will cut six sides next week for Citation, the Detroit diskery.

Dick Haymes, downed by virus pneumonia at the Riverside Theater, Milwaukee, Saturday (25), was forced to cancel out Oriental Theater, Chicago debut Thursday (30).

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

Table with 2 columns: Song Title, Price. Includes 'MY HEART CRIES FOR YOU' by Jimmy Wakely, 'GESHRAY OF DeVILDE KOTCHKE' by Mickey Katz, 'TAMBARINA' by Les Baxter.

HOT SELLERS!

Table with 2 columns: Song Title, Price. Includes 'TENNESSEE WALTZ' by Les Paul, 'THE SHOT GUN BOOGIE' by Tennessee Ernie, 'I YUST GO NUTS AT CHRISTMAS' by Yogi Yorgesson.

WESTERN & FOLK

Table with 2 columns: Song Title, Price. Includes 'RAMBLIN' JIMMIE DOLAN' by R F D Blues, 'Daddy's Last Letter' by Tex Ritter.



Week ending DEC. 9, 1950 Hot Sellers based on Actual Sales Reports

THE BIG ONE TO WATCH!

STOCK UP NOW! A YULETIDE MILLION-SELLER RIDING HIGH IN SALES



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

CAPITOL RECORD NO. 781 on 78 rpm • F781 on 45 rpm

NEW RELEASES ON Capitol

Table with 4 columns: Artist, Song Title, Price (78 rpm), Price (45 rpm). Includes Jan Garber 'IT'S A SIN', Art Van Damme 'HAWAIIAN WAR CHANT'.

Table with 4 columns: Artist, Song Title, Price (78 rpm), Price (45 rpm). Includes Mel Blanc 'The Woody Woodpecker Polka', Sharkey 'The Eyes Of Texas Are Upon You'.

Table with 4 columns: Artist, Song Title, Price (78 rpm), Price (45 rpm). Includes Tex Ritter 'STAY AWAY FROM MY HEART', Carl Butler 'WHITE ROSE'.

bling with Ray Pearl's ork. Pearl is adding another saxman to his band. . . . **Walt (Kousin) Kay**, the Cleveland d. j. and TV entertainer, has cut sides for Junior Records, the Continental Records kiddie subsid.

Johnny Long into the Hotel Roosevelt, New Orleans, January 4 for four weeks. . . . **Sonny Dunham** making his first junket with his new band outside New York plays the San Antonio air bases early in December for a week. . . . **Jerry Jones**, owner of Rainbow Randevu, Salt Lake City, has been elected to the State Legislature. . . . **Mr. and Mrs. William H. Weems** will celebrate their golden wedding anniversary soon, with their sons, **Art** (GAC exec in New York), **Ted** (the band leader) and **Bob** (Arena Stars Midwest rep) at home for the occasion.

Philadelphia:

Bandsman **Meyer Davis** is one of the backers of the new "Bless You All" musical revue making a pre-Broadway pitch at the Forrest Theater. . . . **Carl Waxman**, for many years top alto sax sideman with bands around town, is building a band of his own. . . . Composer **Clay Boland** missing his first "Mask and Wig" show opener in years. He's back with the navy in Washington. . . . Contract has been let for renovations at the musicians' union building with upward of \$30,000 to be spent to change the basement room into a club-like lounge. . . . **Jolly Joyce**, who manages the unit, reports that **Steve Gibson** and the **Red Caps** flew to Hollywood last week from Las Vegas, Nev., to cut their first sides for RCA Victor, with **Henri Rene** supervising the first couplet that took in "The Thing" and "Am I To Blame." A second session

will be slated next month when the unit opens at Larry Potter's Supper Club in North Hollywood.

Charles Ventura is staging Sunday afternoon jazz concerts at his own Plantation Cafe at Lindenwald, N. J., where he holds forth this month with his own band. . . . **Reese DuPree**, dean of the Negro dance promoters, marked his 50th year of dance-giving business Thanksgiving Day. . . . **Stanley Gaines** brought his bass fiddle home from tour and is no longer with the Cats 'n' Fiddle unit. . . . **George (Bon Bon) Tunnell**, after a spell as a disk jockey on WPEN here, re-embarks on his vocal career that was the big spark in the late **Jan Savitt's** band. . . . **Harry (Doc) Bagby**, former band leader, now with Gotham Records here as talent scout and musical executive, shows as a single at the Hammond organ at the Hotel Carver Lounge. . . . **Clinton (Slim) Waters**, who traveled the musical lanes with **Fletcher Hen-**

erson, Jimmy Lunceford, Hot Lips Page and others, has built a small combo around his trumpet playing for party dates when he is not occupied with writing and arranging for other bands. . . . **Joe Jaffe**, one of the top 88-men around town, has turned private eye, getting a license to set up a detective agency. . . . The first Jazz Festival Society concert of the season at the Academy of Music, December 9, stars **Wild Bill Davidson** and **Ralph Sutton**. . . . **Roger Courtland**, public relations counsel for the Philly local of the American Federation of Musicians (AFM) and who holds the rank of major in the honorary reserve, turned down an invite from the army to work in Washington.

Hollywood:

Tempo Records has released "St. Louis Blues" and "Cumana" by harpist **Robert Maxwell**. Max-

well just finished the harp soundtrack for 20th-Century Fox's "For Heaven's Sake." **Clifton Webb** starrer. . . . **Ralph and Evangeline Carmichael**, stars of "Campus Christian Hour," aired weekly on KTSL, Hollywood, cut four sides for tyro diskery Christian Artists Recording Corporation. Sides are among 100 platters set for release this month. . . . Western orkster **Sandy Stanton** and combo are reportedly ready to sign for a TV show with a local outlet. Stanton records for Song Writers' Co-operative, Inc., on the Bronco label. Same diskery is doing good biz with chirp **Karen O'Hara's** disk-ing of "Fire on the Mountain."

On the Soundtrack

Alex Worth will score Warners' "Streetcar Named Desire." He penned musical backgrounds for the stage production of "Death of a Salesman" and "The Innocents." . . . **Mario Lanza** times a concert tour of 18 major cities with the release of his latest for MGM, "The Great Caruso." . . . "Show Boat," Metro's next big musical, goes before the lensers to give Producer **Arthur Freed** his fifth this year. Cast includes **Kathryn Grayson** and **Howard Keel**. . . . Warners has boosted **Doris Day's** usual number of tunes in her next musical to six. Flick, "Lullaby of Broadway," will find songstress handling lyrics on "You're Getting To Be a Habit With Me," "Just One of Those Things," "Zing Went the Strings of My Heart," "Somebody Loves Me," "I Love the Way You Say Goodnight" and "Lullaby of Broadway." First three will be done solo, following three with **Gene Nelson** and title tune as finale with the cast. Flick will feature 10 songs in all. Others are "Shanty in Old Shanty Town," "Please Don't Talk About Me When I'm Gone," "You're Dependable" and "We'd Like To Go on a Trip."

order **CHRISTMAS RECORDS** now!

MARGARET WHITING & JIMMY WAKELY
"CHRISTMAS CANDY"
 coupled with **"SILVER BELLS"**
 On 78 rpm No. 1255 • on 45 rpm No. F1255

NAT "KING" COLE
"LITTLE CHRISTMAS TREE"
 coupled with **"FROSTY THE SNOWMAN"**
 On 78 rpm No. 1203 • on 45 rpm No. F1203

SMILEY BURNETTE
"RUDOLPH THE RED-NOSED REINDEER"
 coupled with **"THE SWISS BOY"**
 On 78 rpm No. 30133 • on 45 rpm No. F30133

BOB ATCHER & THE DINNING SISTERS
"BLUE CHRISTMAS"
 coupled with **"CHRISTMAS ISLAND"**
 On 78 rpm No. 1258 • on 45 rpm No. F1258

		78 rpm	45 rpm
KAY STARR	"Christopher Robin Is Saying His Prayers" and "Everybody's Waitin' for the Man With the Bag"	1256	F1256
NAT 'KING' COLE & His Trio	"The Christmas Song" and "(All I Want for Christmas Is) My Two Front Teeth"	90036	F90036
FROSTY	"Frosty the Snowman" and "The Tubby the Tuba Song"	CAS-3079	CASF-3079
JO STAFFORD & GORDON MacRAE	"Songs of Christmas" (A medley of famous Christmas songs)	7-90032	6F-90032
JAN GARBER	"What'cha Gonna Get Me for Christmas" and "Blue Christmas"	1257	F1257
JOHNNY MERCER & PIED PIPERS	"Jingle Bells" and "Santa Claus Is Coming To Town"	1261	F90041
CLARK DENNIS	"O Little Town of Bethlehem," "Joy to the World" and "Cantique de Noel"	90038	F90038

Holiday Hits that are Tops and Music the Whole World Loves!

- 78 45**
rpm rpm
- "HAVE YOURSELF A MERRY LITTLE CHRISTMAS," "MISTLETOE KISS POLKA" Margaret Whiting. . . . 90033 F90033
- "WHITE CHRISTMAS," "SILENT NIGHT" Jo Stafford. . . . 1262 F90042
- "IF SANTA CLAUS COULD BRING YOU BACK TO ME," "CHRISTMAS POLKA" Jimmy Wakely. . . . 90040 F90040
- "ADESTE FIDELIS," "MERRY CHRISTMAS WALTZ" Gordon MacRae. . . . 90034 F90034
- "HERE COMES SANTA CLAUS," "THE CHRISTMAS WALTZ" Cliffie Stone. . . . 1265 F1265
- "HERE COMES SANTA CLAUS," "THE MERRY CHRISTMAS POLKA" Benny Strong. . . . 90039 F90039

- "THE CHRISTMAS SPELL," "SONG AT MIDNIGHT" Peggy Lee. . . . 90035 F90035
- "MERRY CHRISTMAS POLKA," "CHRISTMAS CAROLS BY THE OLD CORRAL" Tex Ritter. . . . 1264 F1264
- "RUDOLPH, THE RED-NOSED REINDEER," "CHRISTMAS BOOGIE" Sugar "Chile" Robinson. . . . 1259 F1259
- "GABBY, THE GOBBLER," "DO YOU BELIEVE IN SANTA CLAUS!" Ken Carson. . . . 1260 F1260



3 Pubs Take Up Bibletone's At Cost Offer

NEW YORK, Dec. 2.—The Sam Fox, Lewis, and Will Rossiter pubberies have accepted Bibletone Record's offer to cut, press and distribute religious tunes at cost. Bibletone, a leading indie in the religious field, has set up strong disk jockey connections—there are some 73 Bibletone programs on the air in 33 States. Their pubber plan calls for the pubber to pay for recording and shipping of 500 records, which go out to deejays, with samples to distribs. If the tune is in the choral field, samples also go to choral directors. The rationale is to stimulate sheet sales via the disks, rather than to create disk hits in themselves. Should any of the platters show signs of stepping out, however, Bibletone will press them in market quantities.

Local 10 Hikes Two Chi Scales

CHICAGO, Dec. 2. — Local 10, Chi branch of the American Federation of Musicians (AFM), will raise the scale for club dates and Class A ballrooms, starting January 1, it was learned this week. The no written confirmation has been sent to club date and band skedders, union reps have notified persons calling regarding scale changes, that scale will be raised \$3 for the three-hour period. Club date scale will be jumped from \$16 to \$19, while major ballrooms will be hiked from \$14 to \$17. Scale raise is coming at a time when club date biz is pretty good, but dancery attendance is in the doldrums. One terp op told *The Billboard* that if biz doesn't get any better after the scale raise comes in, he intends to cut one night of his weekly operation to make up for the pay raise. On previous occasions when scale hikes were invoked, the union okayed pacts, which were inked before the notification of the raise, at the old scale. This time union execs have told bookers that the local board will deliberate each individual pact which was made before the scale went into effect. Percentage-wise, similar scale hikes have been reported within the past 60 days for such important dance vicinities as Lincoln, Neb.; Moline and Rock Island, Ill.; Davenport and Dubuque, Ia., and Milwaukee.

2 THRILLING VERSIONS OF A GREAT SONG!

POPULAR
BOB HOUSTON
AND
JACK PLEIS

Vocal and Piano with Orchestra and Chorus
backed by
"A SWEETHEARTS PRAYER"
NO. 872 (78 rpm)
NO. 45-872 (45 rpm)

"IT IS NO SECRET"
(WHAT GOD CAN DO)

COUNTRY

RAY SMITH

with Instrumental Accomp.
backed by
ALL ALONE "NEATH THE BLUE GRASS"
NO. 1603 (78 rpm)
NO. 30289 (45 rpm)

LONDON
RECORDS

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS
Trade Mark Reg.

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 29, 30, December 1.

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, (45)6-784, (33)1-784; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher, Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.
4. **2. The Thing**
... By Charlie Grean—Published by Hollis (BMI)
RECORDS AVAILABLE: Ames Brothers-R. Ross Ork, Coral 60333; A. Godfrey-A. Bleyer Ork, Col 39068; T. Brewer-H. Jerome Ork, London 873; Phil Harris, V 20-3968; Two Ton Baker-D. Le Winter Ork, Mer 5548; Steve Gibson's Red Caps, V 20-3986; Danny Kaye, Dec 27350; S. Jaworski, Dana 717.
(No information on electrical transcription libraries available as The Billboard goes to press.)
2. **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; The Embassy Trio, Mastertone 75-100-1; Anita Ellis, MGM 30240.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus.
6. **4. Tennessee Waltz**
... By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-2680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus.
5. **5. Bushel and a Peck**
... 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; J. & H. Weigel, Dana 716.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Welk, Standard; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Henry Jerome, Lang-Worth.
3. **6. All My Love**
... By Paul Durand, Mitchell Parrish and Henri Contet—Published by Mills (ASCAP)
RECORDS AVAILABLE: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27177; 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; Bette Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman, Muzak; Henry Jerome, Lang-Worth.
7. **7. 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; Bob Chester Ork, Standard.
10. **8. Rudolph, the Red-Nosed Reindeer**
... By Johnny Marks—Published by St. Nicholas (ASCAP)
RECORDS AVAILABLE: H. Babbitt, Coral 60271; G. Aury, Col(38)610, (33)1-375; S. Burnette-E. Scott Ork, Cap 30133; D. Crosby, Dec 88050; R. Foley, Dec 46267; A. Gentry-Happy Tones, Hi-Tone 311; K. Griffin, Col 38981; E. Howard, Mer 5360; E. Howard Ork, Mer MMP-67; Spike Jones, V 20-3934; Montana Slim, V 21-0392; "Sugar Chile" Robinson, Cap CAS-3085; P. Scala, London 740; Ted Black Ork, Dana 2061.
ELECTRICAL TRANSCRIPTION LIBRARIES: Johnny Guarnieri, Thesaurus; Jan Garber, Capitol; Henry Jerome, Lang-Worth; Chuck Foster, Lang-Worth; Four Knights, Lang-Worth; Glen Osser, Muzak; Lawrence Welk, Standard; Satisfiers, Associated.
8. **9. 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. Dea, Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Aury, Col(78)20738, (33)1-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Belis 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.
9. **10. 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 2726; S. Jaworski, Dana 717.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachelors, Standard.

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**FIRST LONDON
RELEASE BY...**

BILL SNYDER

HIS ORCHESTRA

and OSCAR the Magic Piano

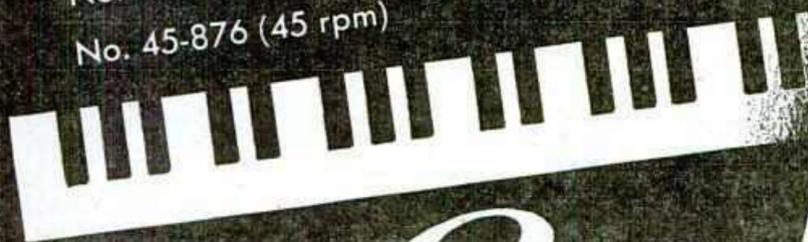


"THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL"

backed by
"ME AND MY SHADOW"

No. 876 (78 rpm)

No. 45-876 (45 rpm)



NOW AVAILABLE

EXCLUSIVELY
ON LONDON RECORDS
BILL SNYDER

HIS MAGIC PIANO AND ORCHESTRA

**BEWITCHED
DRIFTING SANDS**

(Vocal by Ralph Sterling)

No. 868 (78 rpm)

No. 45-868 (45 rpm)

**DREAM CONCERTO
RIDIN' THE OFFBEAT**

No. 869 (78 rpm)

No. 45-869 (45 rpm)

**MY SILENT LOVE
CHOPPIN' UP CHOPIN**

No. 870 (78 rpm)

No. 45-870 (45 rpm)

IMMEDIATE DELIVERY!

London

RECORDS

hit,
after
hit,
after
hit!
by

DORIS DAY



"TEA FOR TWO"

Crazy Rhythm • Here In My Arms • I Know
That You Know • I Want To Be Happy •
Do Do Do • I Only Have Eyes For You •
Oh Me! Oh My! • Tea For Two
33½ rpm CL-6149 or 78 rpm C-215

"YOUNG MAN WITH A HORN"

I May Be Wrong • Get Happy • The
Man I Love • Too Marvelous For
Words • The Very Thought Of You
Limehouse Blues • Melancholy
Rhapsody • With A Song in My Heart
33½ rpm CL-6106 or 78 rpm C-198

COMING!

"LULLABY OF BROADWAY"

Watch for Announcements of this Great New Album

"A BUSHEL AND A PECK"

From "Guys and Dolls" and

"THE BEST THING FOR YOU"

From "Call Me Madam"

78 rpm 39008 33½ rpm 1-838 45 rpm 6-838

"ORANGE COLORED SKY"

and

"A LOAD OF HAY"

With the Page Cavanaugh Trio

78 rpm 38980 33½ rpm 1-811 45 rpm 6-811

"NOBODY'S CHASING ME"

From "Out Of This World" and

"IT'S A LOVELY DAY TODAY"

From "Call Me Madam"

78 rpm 39055 33½ rpm 1-910 45 rpm 6-910

Columbia Records

FIRST, FINEST, FOREMOST IN RECORDED MUSIC

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received November 29, 30 and December 1

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

Table with columns: POSITION, Weeks Last This to date/Week/Week, Record Title, Artist, and Copyright/Label info.

Songs With Greatest Radio Audiences (ACI)

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

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

Table with columns: Song Title, Artist, and Copyright/Label info.

VOX JOX

Preems

Bill Apple, KRSC, Seattle, is emceeing a TV show, "Coffee Time," on KING-TV three times a week. Wally Nelskog, also of KRSC, has increased his daily show from 2 to 7 p.m.

Gab Bag

It's a boy for the Art Scanlon's, WINS, New York. "Hurrah for us!" writes Don Thurston, WTWN, St. Johnsbury, Vt.

Best Selling Sheet Music

based on reports received November 29, 30 and December 1

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers.

Table with columns: POSITION, Weeks Last This to date/Week/Week, Record Title, Artist, and Publishers.

NOTE: Due to the appearance of Christmas standards on the popularity chart, we are listing more than the usual 15 popular songs.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date/Week/Week, English, American, and Record Title.

*Publisher not available as The Billboard goes to press.

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.

Table with columns: Song Title, Artist, and Total Points.

DINAH SHORE
DINAH SHORE
DINAH SHORE



IT'S A HIT!
IT'S A HIT!
IT'S A HIT!

"My Heart Cries For You"

RCA VICTOR 45rpm 47-3978 78rpm 20-3978

This week's

New Releases ... on RCA Victor

Release 50-49

Ships Coast to Coast, Week of December 10

POPULAR

IRVING FIELDS TRIO

Come Away to Comaguey
Parade of the Wooden Soldiers
20-3984—(47-3984)*

PEREZ PRADO and His Orchestra

Cuban Mambo
Mambo Del Papelero
20-3988—(47-3988)*

LISA KIRK with Henri Rene and His Orchestra

Gotta See Ya Once More
Ja-Da
20-3989—(47-3989)*

LARRY GREEN and His Orchestra

I'll Get By (As Long as I Have You)
Western Melody
20-3990—(47-3990)*

DON CORNELL with HUGO WINTERHALTER and His Orchestra

Sue Me
Velvet Lips
20-3991—(47-3991)*

COUNTRY

EDDY ARNOLD, the Tennessee Plowboy

There's Been a Change in Me
Tie Me to Your Apron Strings Again
21-0412—(48-0412)*

EDDIE MARSHALL and His Trail Dusters

The Lovin'-You-Continu'lly Blues
Coffee, Cigarettes and Tears
21-0413—(48-0413)*

BLUES

TAMPA RED

Sweet Little Angel
Don't Blame Shorty for That
22-0107—(50-0107)*

POP SPECIALTY

BERNIE WYTE and His Polka Band

The Cow Bell Song—Polka
(Tolon, Tolon)
Hotcakes—Waltz
25-1182—(51-1182)*

*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.

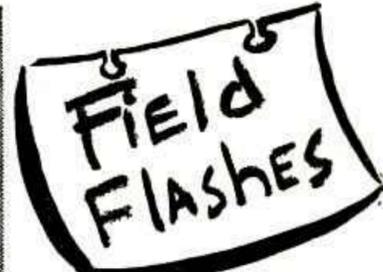
- \$ **The Thing**
Phil Harris and His Orchestra20-3968—(47-3968)*
- \$ **Mommy, Won't You Buy a Baby Brother?**
Spike Jones and His City Slickers20-3934—(47-3934)*
- \$ **Christmas in Killarney**
Dennis Day20-3970—(47-3970)*
- \$ **A Bushel and a Peck**
Perry Como and Betty Hutton20-3930—(47-3930)*
- \$ **I'm Moving On**
Hank Snow and His Rainbow Ranch Boys21-0328—(48-0328)*
- \$ **Patricia**
Perry Como20-3905—(47-3905)*
- \$ **The Golden Rocket**
Hank Snow and His Rainbow Ranch Boys21-0400—(48-0400)*
- \$ **Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork20-3901—(47-3901)*
- \$ **Nobody's Chasing Me**
- \$ **My Heart Cries for You**
Dinah Shore20-3978—(47-3978)*
- \$ **Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Ork20-3920—(47-3920)*
- \$ **You're Just in Love**
Perry Como20-3945—(47-3945)*
- \$ **A Marshmallow World**
Vaughn Monroe20-3942—(47-3942)*



★ . . . 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.

- ★ **Nobody's Chasing Me**
Dinah Shore 20-3978—(47-3978)*
No. 7 Disk Jockey Pick, Billboard, Dec. 2;
Billboard Pick, Nov. 25.
- ★ **Be My Love**
Marlo Lanza 10-1561—(49-1561)*
No. 9 Disk Jockey Pick, Billboard, Dec. 2;
No. 8 Retailers Pick, Billboard, Nov. 25.
- ★ **I Can't Give You Anything But Love**
Buddy Morrow 20-3947—(47-3947)*
No. 10 Disk Jockey Pick, Billboard, Dec. 2.
- ★ **A Marshmallow World**
Vaughn Monroe 20-3942—(47-3942)*
No. 7 Operators Pick, Billboard, Dec. 2;
No. 4 Retailers Pick, Billboard, Nov. 25.
- ★ **Oh, Baby**
Ralph Flanagan 20-3954—(47-3954)*
No. 5 Operators Pick, Billboard, Dec. 2.

TIPS TELL ME TONIGHT TONY MARTIN
20-3987—(47-3987)*



THE MAGIC OF A SONG

We're downright proud of the fact that the Foster Parents Plan for War Children is using our latest **Spike Jones** hit recording "MOMMY, WON'T YOU BUY A BABY BROTHER," to better acquaint thousands of Americans with what the plan is doing throughout the world to help children of 14 different nationalities.

Through the Foster Parents Plan, anyone can provide food, clothing, medical care, shelter and education for children orphaned and distressed as a result of the ravages of war, at a cost of \$180 per year. The adoption is in name only, since the child remains in his native country, but a complete background on the child is supplied the Foster Parents, whose only further obligation is to write to the child occasionally.

When the Foster Parents heard the **Spike Jones** "Mommy" recording, they immediately realized that here was a message which could be understood by everyone; it was obviously a message which would serve as a potent tie-in for the great work they were doing. Spike Jones cooperated by personally adopting a Polish war orphan, and enthusiastically agreed to help the Foster Parents publicize their fine work. At the suggestion of Foster Parents, RCA Victor is sending out a special recording made in Europe by the Polish war orphan, on which the child introduces himself to his new "Papa," **Spike Jones**. Spike's acknowledgment of the introduction is also on the record. This record will go to disk jockeys throughout the country, and will be accompanied by a script which carries a plea for the Foster Parents cause.

Every year, of course, we dream up hundreds of publicity ideas. But when we discuss one that has as strong a humanitarian angle as this one, we're glad to put a lot of special effort into it. We'll probably sell a million copies of the **Spike Jones** recording of "Mommy," and wouldn't it be wonderful if it helped 60,000 unfortunate kids.

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

Best Selling Pop Singles

... based on reports received November 29, 30 and December 1

Table of Best Selling Pop Singles with columns for Rank, Title, Artist, and Record Label.

Best Selling Pop Albums

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate.

Table of Best Selling Pop Albums with columns for Rank, Title, Artist, and Record Label.

DEALER DOINGS

Dealer-Diskers

Putting out its own Christmas album this year is Huff Music, Bethlehem, Pa., Titled "Christmas Music From Bethlehem," the shop will package three 10-inch, 78-r.p.m. disks, including two traditional Moravian hymns and 10 chorales from Bach's "Christmas Oratorio" as sung by the Bethlehem Boys' Choir.

News and Chatter

A smart show-album ad stopper was pulled by McCoy's, Waterbury, Conn., which ran an ad headlined, "Reserved Seats for 'Call Me Madam,' the hit show of 1950 featuring Ethel Merman—right in your own home on records."

Disk Give-Away

Terrific promotion that drew over 2,500 people was staged recently by Radio Center, Fort Worth. The shop decided to unload dead stock in rhythm and blues disks and offered to give 2 cents to anyone who came in and took one of the records out of the store.

Display Winner

Weinberg Music Shop, Lexington, Va., not only did itself some good but also won the local Chamber of Commerce award for the best retail store window display for the Washington and Lee University Home-Coming Day celebration.

Big Beefs

"Why does Columbia insist on numbering their 45 disks differently from the 78s? Trying to catalog and remember two different numbers for the same title decreases store efficiency—and efficiency spells sales."

Antiques & Disks

Rudolph L. Green, prop of Green's Record Shop, Pottstown, Pa., and one of the largest Country and Western dealers in Eastern Pennsylvania, is doubling as a dealer in antiques.

Best Selling Children's Records

... based on reports received November 29, 30 and December 1

Table of Best Selling Children's Records with columns for Rank, Title, Artist, and Record Label.

Best Selling Classical Titles

... based on reports received November 29, 30 and December 1

Table of Best Selling Classical Titles with columns for Rank, Title, Artist, and Record Label.

Advance Classical Releases

Table of Advance Classical Releases with columns for Title, Artist, and Record Label.

The Christmas Disk that TOPS THEM ALL!

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b/w

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78 r.p.m. 45 r.p.m.



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... based on reports received November 29, 30 and December 1

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 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 to date	Last Week	This Week	Record Title	Artist	Label
14	1	1.	1.	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784; (45)6-784—ASCAP
3	4	2.	2.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
3	6	3.	3.	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI
15	2	4.	4.	ALL MY LOVE	P. Page	Mercury(78)5455; (45)5455X45—ASCAP
5	7	5.	5.	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP
9	5	6.	6.	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208—ASCAP
6	14	7.	7.	BUSHEL AND A PECK	M. Whiting-J. Wakely	Cap(78)1234; (45)F-1234—ASCAP
5	8	8.	8.	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930—ASCAP
7	10	9.	9.	THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128—ASCAP
22	3	10.	10.	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077; (45)9-27077—BMI
4	18	11.	11.	HARBOR LIGHTS	B. Crosby	Dec(78)27219; (45)9-27219—ASCAP
5	19	12.	12.	OH BABE	L. Prima	Robin Hood 101—ASCAP (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; Leroy Holmes, MGM 10858)
10	17	13.	13.	ORANGE COLORED SKY	King Cole-S. Kenton	Cap(78)1184; (45)F-1184—ASCAP
9	15	14.	14.	ALL MY LOVE	B. Crosby	Dec(78)27117; (45)9-27117—ASCAP
6	11	15.	15.	NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904—ASCAP
10	12	16.	16.	ALL MY LOVE	G. Lombardo	Dec(78)27118; (45)9-27118—ASCAP
3	21	16.	16.	OH BABE	K. Starr	Cap(78)1278; (45)F-1278—ASCAP
16	9	18.	18.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP (E. Fitzgerald-L. Jordan, Dec 27200; J. Indig-J. Pleis Ork, London 654; 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)
7	16	19.	19.	NEVERTHELESS	P. Weston	Col(78)38982; (33)1-813—ASCAP
5	24	20.	20.	TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury(78)5517; (45)5517X45—ASCAP (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; Three Suns, V 20-3976)
3	—	21.	21.	NEVERTHELESS	F. Laine	Mercury(78)5495; (45)5495X45—ASCAP
26	13	22.	22.	MONA LISA	Nat "King" Cole	Cap(78)1010; (45)F-1010—ASCAP (Alexander Bros., Mer 5447; D. Day-H. Rene Ork, V 20-3753; F. Culley Ork, Atlantic 918; B. Cole, Cap(78)1104; (45)F-1104; Sias Jaworski-Harmony Bells Ork, Dana 706; C. Spivak Ork, London 619; R. Flanagan, V 20-3888; L. Noble, Coral 60250; H. James Ork, Col(78)38768; (33)1-588; "T" Texas Tyler, 4 Star 1514; A. Lund-L. Holmes Ork, MGM 10689; M. Mulligan, King 886; J. Wakely, Cap 151; V. Young Ork, Dec 27048)
10	26	22.	22.	HARBOR LIGHTS	K. Griffin	Col(78)38889; (33)1-710; (45)6-710—ASCAP
3	20	24.	24.	OH BABE	Ames Brothers	Coral(78)60327; (45)9-60327—ASCAP
11	30	25.	25.	PATRICIA	P. Como	V(78)20-3905; (45)47-3905—ASCAP (D. Jurgens Ork, Col 38965; E. Howard Ork, Mer 5491; Russ Morgan, Dec 27258; S. Kaye-Kaydets, Col 39030; D. Vaughan Ork, Coral 60316; L. Lawrence, London 821)
3	23	26.	26.	NEVERTHELESS	R. Anthony	Cap(78)1190; (45)F-1190—ASCAP
4	24	27.	27.	THINKING OF YOU	H. Winterhalter-E. Fisher	V(78)20-3901; (45)47-3901—ASCAP
18	21	28.	28.	CAN ANYONE EXPLAIN?	Ames Bros.	Coral(78)60253; (45)9-60253—ASCAP (S. Churchill, Arco 1259; R. Anthony Ork, Cap 1131; V. Damone, Mer 5474; L. Green-Honeydreamers, V 20-3902; D. Haymes, Dec 27161; H. Ranch Ork, MGM 10777; Soft Notes, Mer 5464; A. Morgan, London 766; E. Fitzgerald-L. Armstrong, Dec 27209; D. Shore-H. Zimmerman, Col(78)38927; (33)1-759)
4	—	29.	29.	HARBOR LIGHTS	J. Byrd-Harmonicats	Mercury(78)5461; (45)5461X45—ASCAP
1	—	30.	30.	BUSHEL AND A PECK	Andrews Sisters	Dec(78)27252; (45)9-27252—ASCAP

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15088 DON'T EVER LEAVE ME COULD BE
- ★ **JOHNNY LONG**
15081 I DON'T CARE ONCE YOU FIND YOUR GUY
- ★ **PEE WEE ERWIN**
15073 MUSIC—SOUTHERN STYLE ECCENTRIC
15074 MASHUGA OVER YOU SHAKE IT AND BREAK IT
- ★ **MARGARET PHELAN**
15089 HALF AS MUCH FLIRTIN' THINKING OF YOU
- ★ **GENE WILLIAMS**
15090 MARCOT FROM THIS MOMENT ON

FOLK-WESTERN

- ★ **COWBOY COPAS**
696 TENNESSEE WALTZ HOW MUCH DO I OWE YOU?
- ★ **COWBOY COPAS and RUBY WRIGHT**
TENNESSEE WALTZ
- ★ **WAYNE RANEY**
914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME REAL HOT BOOGIE
- ★ **REDD STEWART**
907 WORRIED 'CAUSE I'M LOSING YOU TAKE BACK YOUR PAPER HEART
- ★ **DELMORE BROTHERS**
911 BLUES YOU NEVER LOSE LIFE'S TOO SHORT
- ★ **HAWKSHAW HAWKINS**
918 I LOVE YOU A THOUSAND WAYS TEARDROPS FROM MY EYES
- ★ **RED PERKINS**
903 BIG BLUE DIAMONDS RAG MAN BOOGIE

SEPIA-BLUES

- ★ **TINY BRADSHAW**
4417 BREAKING UP THE HOUSE IF YOU DON'T LOVE ME, TELL ME SO
- ★ **WYNONIE HARRIS and LUCKY MILLINDER**
4418 OH BABE! SILENT GEORGE
4419 TEARDROPS FROM MY EYES PLEASE OPEN YOUR HEART
- ★ **BULL MOOSE JACKSON**
4412 MY BELOVED BIG FAT MAMAS ARE BACK IN STYLE AGAIN
- ★ **LONNIE JOHNSON**
4411 I'M SO CRAZY FOR LOVE NOTHIN' CLICKIN', CHICKEN
- ★ **SONNY THOMPSON**
4399 BLUES FOR THE NIGHT-OWLS HARLEM RUG CUTTERS
- ★ **SPIRIT OF MEMPHIS QUARTET**
4340 DAYS PASSED AND GONE BLESSED ARE THE DEAD
- ★ **RED MILLER**
4416 LET'S FACE IT AS LONG AS FOREVER

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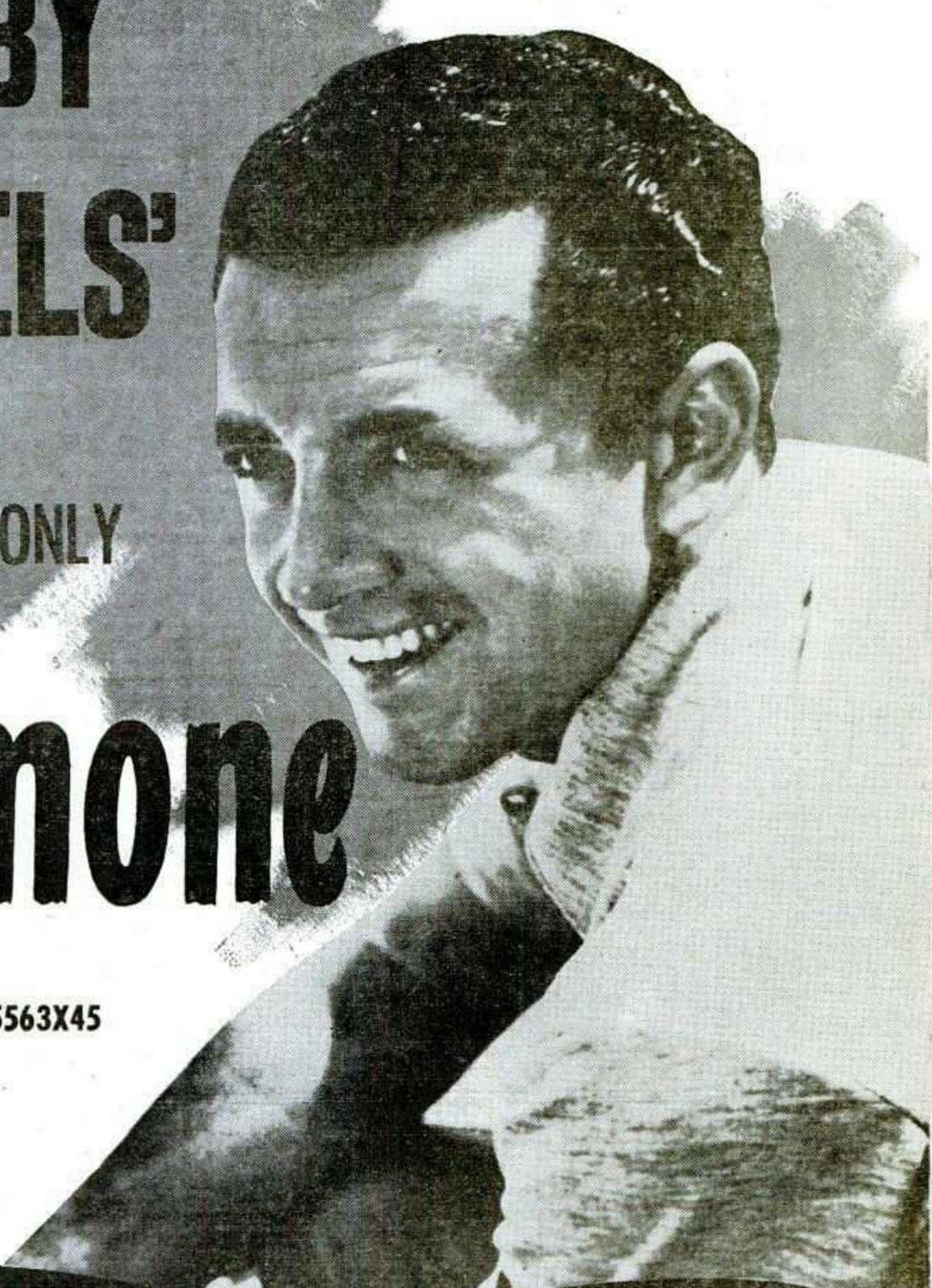
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THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

... based on reports received November 29, 30 and December 1

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.

Weeks to date	Last Week	This Week	Record	Artist	Label
24	1	1	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
19	3	2	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI
11	2	3	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
6	7	4	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)2-770; (45)8-770
5	5	5	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (45)8-770; (33)2-770—BMI
4	6	6	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K-10832
13	4	7	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
3	8	8	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400
5	9	9	FADED LOVE	B. Willis	MGM(78)10786; (45)K-10786—BMI
3	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 29, 30 and December 1

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.

Weeks to date	Last Week	This Week	Record	Artist	Label
21	1	1	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
10	2	2	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
9	3	3	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
5	4	4	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
3	5	4	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K-10832
13	6	4	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI
4	7	7	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb	Dec(78)46269; (45)9-46269—BMI
2	10	8	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400
3	9	9	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770
1	—	10	PRISON WITHOUT WALLS	E. Arnold	V(78)21-0382; (45)48-0382—BMI

Best Selling Retail Folk (Country & Western) Records

... based on reports received November 29, 30 and December 1

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

Weeks to date	Last Week	This Week	Record	Artist	Label
23	1	1	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
3	4	2	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K-10832
2	6	3	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400
11	5	4	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
7	2	5	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
15	3	6	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI
12	8	7	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
5	7	8	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb	Dec(78)46269; (45)9-46269—BMI
3	—	9	DADDY'S LAST LETTER	Tex Ritter	Cap(78)1267; (45)F-1267
4	—	10	OUR LADY OF FATIMA	R. Foley	Dec(78)14526; (45)9-14526—ASCAP
1	—	10	FROSTY THE SNOW MAN	G. Autry	Col(78)38907; (33)1-742—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Charley Schultz, combination harmonica and guitar man, last at WUBU, Portage, Wis., is now at WLS, Chicago. . . . **Murray Nash**, of Mercury, reports that he cut **Ken Marvin**, last with Capitol. Marvin in real life is **Lloyd George**, who also played **Lonzo** of the team, **Lonzo and Oscar**, at WSM, Nashville. . . . **Casey Simmons**, now in National City, Calif., has inked with Crystal Records. . . . **Johnny Howard** (Crystal) has just finished four Westerns with **Lash Larue**. **Ray Broome**, of the **Broome Brothers**, was also in the pic cast. . . . **Alberta Slim** (Victor) reports that he has just come off six months of Canadian touring, and is relaxing at his home in Burnaby, B. C., before going to CKNW, New Westminster, B. C., where he'll do a daily show. His Spanish guitarist, **Texas Roy**, is an expectant father. . . . **Don Pierce**, sales manager of 4 Star and Gilt Edge, reports that **T Tex Tyler** is playing Texas dates as a single, with d. j. **Al Turner** handling him.

Steve Stebbins is arranging a Coast tour for **Hank Locklin**. . . . **Jerry Jericho** is temporarily hospitalized at the Veterans' Administration Hospital, Houston. . . . **Don Whitney**, KLCN, Blytheville, Ark., is now doing a nightly d. j. show over the Liberty Network. . . . **Arkie Shibley**, who cut the original "Hot Rod Race" on 4 Star, is touring the Northwest with his **Mountain Dew Boys**. He headquarters at the Y Inn, Potlach, Idaho. . . . The **Leon Paynes** (Capitol) became parents of a son, **Leon Roger Jr.**, November 2 in Shreveport. Payne is heard on KWKH. . . . **Ernest Tubb** (Decca) reports that he is fulfilling a lifetime wish with his forthcoming album of the late **Jimmie Rodgers**' songs. The foreword of the album will be written by Mrs. **Carrie Rodgers**, his widow, now residing in San Antonio. **Calvin Tubb** has recorded "She Slipped Out On Me" for Bullet. Tune was written by **Talmadge Tubb**, Calvin's son. . . . Country talent at WSM, Nashville, is doing a 15-minute show daily over WSM-TV. Different stars from the station work each night.

Bill Bailey, who left his emceeing post with WLS, Chicago, last June, has set up his own radio-TV packaging firm. Thus far, he has a 90-minute local radio show each Saturday night over WBBM, Chicago, which stars **Kenny Roberts**, along with the **DeZurik Sisters** and other station entertainers. Bailey is currently working on a TV package for network submission. Bailey himself handles emcee work on the WBBM airer. Report is that **Nancy Lee** and the **Hilltoppers**, now at WOWO, Fort Wayne, Ind., may come to Chicago to do the WBBM airer when it goes to two hours soon. . . . **Andy Anderson**, who recently made his first sides for Columbia, has enlisted in the army and is stationed at Fort Bragg, N. C. . . . **Marge Tillman** (Columbia) who was divorced sometime ago from **Floyd**, the songspinner-recorder, has taken over her hubby's ork as part of the divorce settlement. Tillman is still living in Houston.

DISK JOCKEY DOINGS

Ed Tacy, WGAC, Augusta, Ga., has started picking and singing to pace his disk segs. . . . **George Sanders**, KFVD, Los Angeles, became father of a son recently. He reports that **Jimmy Wakely** returned to Hollywood after his junket to Korea with **Bob Hope** with a Chinese jacket, presented by the G. I.'s. . . . **Zeke Clements**, last at KWKH, Shreveport, La., is doing a daily TV show at WAPI-TV, Birmingham, according to **Frank Page**, of KWKH. **Johnny and Jack**, with **Kitty Wells**, formerly at the station, are now in Raleigh, N. C.

Ken Ritter, KRIC, Beaumont, Tex., reports that his brother, **Gordon**, is fronting a band, working around Longview, Tex. Both boys are nephews of **Tex Ritter**. . . . **Ken Kribbs**, WROL, Knoxville, reports that **Carl Butler**, of Knoxville, has gone with Capitol Records. His first disks were cut (Continued on page 27)

Advance Folk (Country & Western) Record Releases

At the Rainbow's End—Stubby and The Buccaneers (You Never) Dec 46282	Place Where I Worship, The—Mac McGuire Quintet (I'm Gonna) Cap 1314
Because You Love Me—Leon Payne (My Daddy) Cap 1321	Place Where I Worship—Ozie Waters-The Kentones (It Is) Coral 64069
Broken Heart and a Glass of Beer, A—Hank Thompson (If I) Cap 1327	Please, Daddy, Don't Go to War—"Skeets" Donald (So I) London 16046
By Heck—The Buckeye Boys (Little Liza) London 858	Rock 'n' Rye Polka—Buckeye Boys (Thelma Polka) London 856
Devil On My Shoulder—Gene O'Quin (You're Smiling) Cap 1315	Rose-Colored Memories—Gene Autry (Let Me) Col 20763
Gonna See My Sunday Baby Saturday Night—Die Rasmussen (The Sandhills) Cap 1323	Sandhills of Old Nebraska, The—Die Rasmussen (Gonna See) Cap 1323
Hot Rod Race—Ramblin' Jimmy Dolan (Walkin' the) Cap 1322	So I Cried Myself to Sleep—"Skeets" Donald (Please, Daddy) Londo 16046
I Am a Pilgrim—Lulu Belle and Scotty (You're Not) London 16047	Sooner or Later—Shorty Warren (You're Breaking) London 16045
I Won't Be at Home—Carl Smith (This Side) Col 20765	Statue in the Bay, The—Joe Allison (It Is) Cap 1308
If I Cry—Hank Thompson (A Broken) Cap 1327	Thelma Polka—Buckeye Boys (Rock 'n' Rye) London 856
I'm Gonna Dry Every Tear With a Kiss—Mac McGuire Quintet (The Place) Cap 1314	This Side of Heaven—Carl Smith (I Won't) Col 20765
It Is No Secret—Joe Allison (The Statue) Cap 1308	Walkin' the Blues—Ramblin' Jimmy Dolan (Hot Rod) Cap 1322
It Is No Secret—Ozzie Waters-The Kentones (The Place) Coral 64069	When the Saints Go Marching Home—Ray Smith (You Gotta) London 857
Let Me Cry on Your Shoulder—Gene Autry (Rose Colored) Col 20763	You Gotta Walk the Straight and Narrow—Ray Smith (When the) London 857
Little Liza Jane—Buckeye Boys (By Heck) London 858	You Never Say I Love You Anymore—Stubby and the Buccaneers (At the) Dec 46282
My Daddy—Leon Payne (Because You) Cap 13211	You're Breaking the Only Heart—Shorty Warren (Sooner or) London 16045
My Red Hot Potato—Fred Kirby (My Zig) Col 20764	You're Smiling at Another—Gene O'Quin (Devil On) Cap 1315
My Zig Zaggin' Baby—Fred Kirby (My Red) Col 20764	

Country & Western (Folk) Record Reviews

... based on reports received November 29, 30 and December 1

ARTIST LABEL AND NO.	TUNES COMMENT	DETAILS
JERRY BYRD South MERCURY 6291—Byrd solos on the steel with lilting-beat rhythm section. Tune's the famous Benny Moten blues, an all-time juke fave. Should get solid action.		78--76--78--80
St. Louis Blues Guitarist really preaches the Handy blues in a slow, easy-ride job with heavy echo effects.		81--81--81--81
JIMMY MORRIS Alaska HORACE HEIDT MS-1053—Heidt's country warbling discovery has one here for Alaskan buyers.		38--40--40--35
Your Birthday Song Happy birthday tune, competently disked by its writer, could be useful to country spinners.		65--75--60--60
SALTY HOLMES (Tiny and Boys) Wabash Blues LONDON 788—Holmes' spins a neat mood rendition of this standard blues on his harmonica. Could pick up juke action in both country and pop locations.		76--76--74--78
Swanee Swing This is "Swanee River" treated in a light country swing fashion with some persuasive Holmes' harmonica and a neat guitar bit.		68--68--65--70
ERNIE LEE If You've Got the Money I've Got the Time MERCURY 6289—Deep bary and country honky-tonk crew does fine by the oncoming Lefty Frizzell tune. Should do business.		79--78--78--80
No, No, Joe Lee follows another power, Luke the Drifter, with the potent message-to-Stalin. Strong coupling is a buy.		79--78--78--80
THE BAILEY BROTHERS John Henry RICH-R-TONE 449—Banjo-pluckin', harmony-shoutin' hill boys cut a wonderfully spirited, colorful back-country version of the time-honored folk song.		73--75--73--72
I Will Never Marry Excellent brother team should do heavy territorial business with this full-flavored fare.		77--77--77--77
ARTHUR SMITH Mr. Stalin, You're Eating Too High on the Hog MGM 10829—Smith with characteristic bucolic humor, joins the parade of Stalin admonishers.		72--74--70--72
Banjo Buster The "Guitar" Boogie' man turns to the banjo for a sparkling hunk of hominy. Should do okay on the country boxes.		77--78--76--78
VIC BANKS One Way Street CRYSTAL 301—Tune's a good country romance-moralizer. Rendition doesn't come near doing it justice.		65--67--65--63
Worthless Dreams Tune here's a routine weeper, warbling and orking quite inferior.		35--35--35--35

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305 S. FAIR OAKS AVE. PASADENA 1, CALIFORNIA

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
ARTHUR (GUITAR BOOGIE) SMITH (Roy Lear-Billie Burton) Merry Christmas, Everyone MGM 10847—Novelty borrows freely from "Rudolph" and other Christmas pops, but the quotes don't help it.		50--50--50--50
Guitar Jingle Bells Strong beat and a good sound on this spanking guitar rendition, jump style, of "Jingle Bells."		78--78--78--78
HANK "SUGARFOOT" GARLAND (His Sugarfooters) Flying Eagle Polka DECCA 46281—The old march is done as guitar-organ country swinger. No world beater.		64--65--64--63
It Is No Secret Male solo and harmony warbling on the promising Hamblen religious. Mediocre job here must face rugged competition.		67--67--67--67
MERVIN SHINER (Sunshine Trio) Fee-Fi-Fiddle-ee-i-o DECCA 46280—Shiner and a fluty fem trio do a fine job with a charming kid jingle about the circus. Likely for the tot trade but not the general pop market.		72--73--74--70
Santa, Santa, Don't Be Mad at Me Another tot-oriented ditty for the Christmas sweepstakes. Well done, but tune's just one of dozens of equal calibre.		65--65--67--63
BUDD HOBBS Tears From a Silver-Haired Lady MGM 10848—Routine waltz weeper about the repentant son and the tearful mom. Acceptably chanted and arked, but in no way distinguished.		63--63--63--63
Try Being True Dull torcher, mediocre rendition.		56--56--56--56
RED SOVINE Dear Mister Santa Claus MGM 10782—Just another in the flood of Yule entries. Nothing extra in any department.		60--60--60--60
Christmas Alone And another.		60--60--60--60
DELMORE BROTHERS Blues You Never Lose KING 911—Effective wailing harmony blues is rendered with great rhythm and mood. Boogie guitar backing and harmonica are factors.		80--80--80--80
Life's Too Short Brighter tempo and potent projection, but a comparatively light-weight tune here.		76--77--75--75
HOMER AND JETHRO Oh, Babe VICTOR 21-0404—Country novelty team go "straight" in a guitar and vocal romper version of the pop rhythm hit. Should catch on rural boxes if pushed.		76--78--75--75
Disc Jockey's Nightmare Montage of pop and country song titles, while an overworked idea, has some lustre in the lads' powered projection.		75--78--75--73
WESLEY TUTTLE The Lightning Express CORAL 64068—Throbber, shouted forcefully by Tuttle and boys, carries a potent theme of a lad en route to wish Mother goodbye.		78--79--78--77
That Silver-Haired Daddy of Mine Oldie, always good for fair action, is warbled with effective tenderness by Tuttle.		73--71--71--76
OZIE WATERS My Dearest, My Darling CORAL 64067—Rag-time piano punctuates a danceable, but lyrically ineffectual "lonesome" ditty.		64--62--64--70
Silver Dew on the Blue Grass Tonight So-so country side here.		63--62--62--66

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
CHET ATKINS The Birth of the Blues VICTOR 21-0402—Easy-going, inventive guitar solo on the pop standard is good dance fare. Guitar fans in rural and urban sectors should like.		71--73--70--70
Confusin' More dancey, guitar-heavy matter, this one with boy-girl duo. Nothing special here.		59--60--60--58
WAYNE RANEY Old-Fashioned Matrimony in Mind KING 910—Entertaining hunk of hominy is twanged out with considerable flavor by the country warbler.		83--84--83--83
Pardon My Whiskers Bright, light novelty—while nothing outstanding—should register with Raney fans.		75--78--74--74
WAYNE RANEY Real Hot Boogie KING 914—Routine country vocal-boogie side should pick up some support among "Blues Stay Away From Me" fanciers.		76--76--75--78
If You've Got the Money I've Got the Time Raney fans will welcome this one, tho the original Frizzell version has a big head start.		76--75--75--77
WES HOLLY (Hal Bradley Ork) So Now You Cry TENNESSEE 722—Tune's a good-enough weeper; Holly has a good voice. But rendition has no life or spark.		45--45--45--45
Teardrops From My Eyes (Joy and Wes Holly) Same drawback—boy-gal duet on the blues hit lacks punch.		55--55--55--55
RAMBLIN' JIMMIE DOLAN R.F.D. Blues CAPITOL 1302—Jingle about the country post system has humor and lift, is delivered with sparkle and zest by Jimmie. Could be.		82--83--81--82
I'll Make Believe Fine Tubb-style warble, good beat, make neat spin of a catchy ballad. Strong coupling.		82--83--81--82
SKEETS BENNETT Waiting for My Daddy CRYSTAL 296—Tune's about the wait for an errant daddy to come home. Bennett sings well, but idea of a grown man with a robust baby voice walling for his daddy is out of reason.		40--40--40--40
Mean, Mean Woman Adequately performed but undistinguished country rhythm blues novelty.		45--45--45--45

FOLK TALENT AND TUNES
• Continued from page 26

with backing by Carl Sauceman's Green Valley Boys at the station. . . . Jim Russell, WWGP, Sanford, N. C., informs that the Kelly Sisters have left his station, after four years, to go with WBT, Charlotte. . . . Don Owens, WGAY, Silver Spring, Md., reports that Hank Snow is set for the Hippodrome, Baltimore, December 7 for a week. . . . Little Tex, KRNO, San

Bernardino, Calif., reports that fellow d. j. Okie Bob has opened the Big Valley Ballroom there. Texas Jim Lewis and his band have left the station temporarily to do theaters in Washington and Vancouver, B. C. . . . Larry Carrothers, KMOX, St. Louis, spent a recent week-end visiting in Memphis with Al Rogers and the Blackwood Brothers, of WMPS.

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THE BILLBOARD Music Popularity Charts

• Best Selling Retail Rhythm & Blues Records

... based on reports received November 29, 30 and December 1

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	3	1. TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
		Am I Making the Same Mistake Again?		
10	1	2. ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
		Come Back, Daddy Daddy		
4	4	3. BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
		I'm Gonna Tell My Mama		
7	2	4. PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
		Strange Things Happening		
2	—	5. OH BABE	L. Darnell	Regal (78)3298—ASCAP
		It's Going To Be a Blue Christmas		
3	5	6. OH BABE	J. Preston-B. Evans	Derby 748—ASCAP
		Stop That, Baby		
1	—	7. FAR AWAY BLUES	"Little" Esther-J. Otis	Savoy 764—BMI
		Wedding Boogie		
1	—	7. EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
		Korea Blues		
4	—	9. MILLION DOLLAR SECRET	H. Humes	Modern 779
		I'm Gonna Let Him Ride		
2	8	10. OH BABE	R. Milton	Specialty 378—ASCAP
		Christmas Blues		

• Advance Rhythm & Blues Record Releases

Back-Breaking Blues—Joe Turner (Empty Pocket) Aladdin 3070	Gas Happy Blues—Hubert Robinson (Hard Loving) Jade 206
Beer Bottle Otis—M. Scott-J. Otis (Uneasy Blues) Regent 1025	Good After Hours—Frank Culley (Little Miss) Atlantic 922
Big Fat Mamas Are Back in Style Again—Bull Moose Jackson (My Beloved) King 4412	Good Looking Fellow—Tiny Brown Ork (Merry-Go) Cap 1305
Big John's A-Blowin'—Big John Greer (Red Juice) V 22-0104	Good Man Is Hard To Find, A—Wini Brown (This Is) Col 39041
Birmingham—Jimmie Mitchell (Song of) King 4413	Got To Go Back Again—Four Barons (Lemon Squeezer) Regent 1026
Blues, Blues, Blues—Ralph Willis (Somebody) Jubilee 5034	Hard Lovin' Daddy—Hubert Jackson (Gas Happy) Jade 206
Blues Came Falling Down, The—Al Hibbler (Old Folks) Atlantic 925	Hello, Santa Claus—Cecil Gant (It's Christmas) Dec 48185
Breaking Up the House—Tiny Bradshaw (If You) King 4417	I Wanna Go Where You Go, Then I'll Be Happy—Four Freshmen (Mr. B's) Cap 1293
Christmas in Heaven—Bill Cook (A Letter) Regal 3247	If I Could Stop Loving You—F. Farrell (New) Jubilee 5042
Climbing Up to Heaven Blues—Jimmy Earle (Cold Love) Atlantic 924	If You Don't Love Me Tell Me So—Tiny Bradshaw (Breaking Up) King 4417
Cold Love—Lucky Davis (Climbing Up) Atlantic 924	I'll Always Care for You—Henry Wright-Dawson Trio (Slap Happy) Big Nickel 1009
Don't Look Now—Ravens (Time Takes) Col 39050	I'll Cry a Little—Eilene Howard-H. Schelb (Wait for) Crystal 315
Early Morning Blues—Carl Campbell (Traveling) Peacock 1538	I'll Never, Never, Let You Go—Shadows (Jitterbug Special) Sittin' In With 583
Empty Pocket Blues—Joe Turner (Back-Breaking) Aladdin 3070	

(Continued on page 29)

RHYTHM & BLUES NOTES

Atlantic artist, vocalist **Ruth Brown**, now on tour with tenorman **Willis Jackson** and his combo, under the aegis of **Ben Bart's** Universal Attractions, has been booked into Harlem's Apollo the week of December 7. . . . **Chuck Darwyn**, one-time road manager for **Eddie (Cleanhead) Vinson**, has joined The Ravens in a similar capacity. . . . **Randy Dixon**, who pilots the "Harlem Hit Parade" plattering on WDAS, has organized a Randy Dixon Corporation to promote a line of choice toiletries, including a pomade, under his monicker. . . . **Ramon Bruce**, WHAT spinner devoted to the rhythm and blues biscuits, is opening up his own retail record mart.

The **Treniers** (Claude, Cliff and Buddy) added another brother, **Milt**, for their return run at Chubby's, Collingswood, N. J. . . . **Baggie (Orville) Hardiman** and His Four Kings, last with Mercury records, back in Philly, this time locating at Spider Kelly's. . . . **Jolly Joyce Agency** has **Buddy Hawkins** and His Keynotes opening at Parkside Tavern, Toronto, remaining there until January 13, 1951. . . . **Paul Gayten** makes a return trip to Philadelphia's Showboat, along with Roost Records' **Little Jimmy Scott**. . . . **Four Tunes** up to Toronto for a fortnight at the Barclay Hotel there, and the **Three Peppers**, following their run at the Click here, opened at the Belvedere Club, McKeesport, Pa.

Amos Milburn's "Bad, Bad Whiskey," on the Aladdin label, is exceeding the diskery's former top seller, "Chicken Shack Boogie," in the four weeks it's been out. Tune has passed the 100,000 copies mark and is expected to be waxery's big seller before its run is over. . . . Discovery Records last week cut four sides with **Helen Humes** and **Dexter Gordon** and his six-piece blues combo. Platters will be released late this month. . . . Blues warbler **Willie Rockwell** has been inked by Modern Records and will begin waxing immediately. . . . **Art Rupe**, of Specialty Records, tore up **Percy Mayfield's** old contract and pact the r. and b. singer to a new exclusive five-year deal. New pact calls for doubling of usual disk royalties. Mayfield was first signed on a try-out basis and proved himself with initial waxing of "Please Send Me Someone To Love," now second in both the rhythm and blues retail and juke box charts (The Billboard, December 2).

The **Orioles** will play a one-nighter in the large Atlanta Convention Hall on Christmas night. Group will turn over 10 per cent of their take which the promoter will match as a benefit contribution for the late **Tommy Gaither's** family; Gaither was the guitarist with the group and was killed in an auto crack-up recently. . . . Same group has been booked to

play the Copa Club in Long Island on December 7-9 and the Holiday Inn in Newark, N. J., on December 14-17. . . . A three-cornered package, **Roy Brown**, **Charlie Brown** and **Joe Morris**, grossed \$8,680 on a Thanksgiving Day one-nighter in Atlanta.

The **Lynn Hope Quintet** has been held over for an additional four weeks at the Ebony Club in Cleveland. Group had a big waxing of "Tenderly" on premium records.



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"WEST INDIES BLUES"
"PACK UP, MOVE OUT"
ED WILEY
Sittin' In #585

"MY WISH"
"BULL-CORN BLUES"
ROCKY THOMPSON
Jade #207

"HARD LOVIN' DADDY"
"GAS HAPPY BLUES"
HUBERT ROBINSON
Jade #206

"BOOGIE IN BLUES"
"WEeping LITTLE WOMAN"
WILLIE JOHNSON
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• Most-Played Juke Box Rhythm & Blues Records

... based on reports received November 29, 30 and December 1

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	1.	2.	3.	4.	5.	6.	7.	8.	9.
10	1	1.	ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914					
18	3	2.	BLUE SHADOWS	L. Fulson	Swingtime 226					
7	2	3.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375					
3	4	4.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI					
4	5	5.	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237-BMI					
16	6	6.	BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec(78)27114; (45)9-27114-BMI					
1	—	7.	OH BABE	R. Milton	Specialty 381					
2	8	8.	OH BABE	L. Darnell	Regal (78)3298-ASCAP					
6	10	9.	EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	Dec(78)27176; (45)9-27176					
8	—	9.	LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306-BMI					

• Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	CL	CH	RE	RI
SMOKEY HOGG Let's Get Together and Drink Some Gin MODERN 20-783—Hogg does a so-so southern shout blues in slow tempo. Melody is in the "How Long" vein, lyric not especially strong.	63--63--63--63				
Possum Hunt Romping boogie blues in the old tradition. Material is real southern back country stuff, honest and earthy. Hogg and combo do a zesty, happy job.	72--72--72--72				
JIMMY LIGGINS (His Drops of Joy) Shuffle-Shuck SPECIALTY SP 380—A romping sax-gone-crazy instrumental riffer. Should get attention	82--82--80--84				
I Want My Baby for Christmas Uninspired Christmas blues.	62--62--62--62				
ARTHUR "BIG BOY" CRUDUP She's Just Like Caledonia VICTOR 22-0105—Crudup and trio knock out a tasty little blues in the southern groove. Side has a slow, easy-ride swing feel.	72--71--72--73				
She Ain't Nothing But Trouble Another okay slowrock blues for southern buyers.	71--70--71--72				
THE ELLINGTONIANS-AL HIBBLER White Christmas MERCER M 1953—Combo's dark chording and Hibbler's deadpan approach make a dirge out of the Berlin classic.	58--61--58--55				
Nobody Knows the Trouble I've Seen Again, the approach is heavy. Hibbler's voice is most pleasant, but the concert-format restricts commercial possibilities.	52--60--55--40				
FLOYD DIXON (Oscar Moore-Johnny Moore's Three Blazers) Telephone Blues ALADDIN 3075—Dixon shouts an effective slow blues with a strong guitar interlude by Johnny Moore. Could pick up action particularly on the Atlanta-New Orleans axis.	83--84--83--83				
Real Lovin' Mama Dixon and a thrush exchange choruses of an up blues with a tenor sax added to the Blazers' combo for added drive. Good but not unlike many other good rockers.	69--68--68--70				

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• Rhythm & Blues Record Releases

• Continued from page 28

I'm So Crazy for Love—The Ravens (My Baby's) Col 39070
 It's Christmas Time Again—Cecil Gant (Hello, Santa) Dec 48185
 It's Too Late Now—The Four Deals (There) Cap 1313
 Jitterbug Special—Shadows (I'll Never) Sittin' In With 583
 Lemon Squeezer—Four Barons (Got to) Regent 1026
 Letter to Santa, A—Bill Cook (Christmas in) Regal 3247
 Little Miss Blues—Frank Cully (Gone After) Atlantic 922
 Lonliest House on the Street, The—Little Jimmy Scott (It's the) Roost 613
 Lord's Prayer, The—Orieles (Oh, Holy) Jubilee 5045
 Lowland Bounce—Bennie Green Ork (Our Very) Jubilee 5036
 Maggie's Boogie — Hadda Brooks (A Rendezvous) London 796
 Merry-Go-Round Blues—Tiny Brown Ork (Good Lookin') Cap 1305
 My Baby's Gone—The Ravens (I'm So) Col 39070
 My Beloved—Bull Moose Jackson (Big Fat) King 4412
 My Heart Tells Me—J. Otis (Rockin') Savoy 766
 My Rancho Serenade—Casey Simmons (Tears Won't) Crystal 309
 New Man Blues—F. Farrell (If I) Jubilee 5042
 Nobody Loves You—Cecil Gant (Cryin') Dec 1016
 Oh Babe—R. Milton (Christmas Time) Specialty 381
 Oh, Holy Night—Orieles (The Lord's) Jubilee 5045
 Old Folks—Al Hibbler (The Blues) Atlantic 925
 Oo-Wee Baby—E. Broughton (Trouble, Trouble) Modern 20-786
 Our Very Own—Bennie Green (Lowland) Jubilee 5036
 Real Lovin' Mama — F. Dixon-J. Moore's Three Blazers (Telephone Blues) Aladdin 3075
 Red Juice—Big John Greer (Big John's) V 22-0104
 Red's Boogie—Piano Red (Rockin' With) V 22-0099
 Rendezvous With the Blues, A — Hadda Brooks (Maggie's Boogie) London 796
 Rockin' Blues—J. Otis (My Heart) Savoy 766
 Rockin' With Red—Piano Red (Red's Boogie) V 22-0099
 She Ain't Nothing But Trouble—A. "Big Boy" Crudup (She's Just) V 22-0105
 She Walk Right In—C. (Gatemouth) Brown (Win) Peacock 1561
 She's Just Like Caledonia—A "Big Boy" Crudup (She Ain't) V 22-0105
 Shrinking Up Fast — C. Howard Ork (I Ain't) Specialty 378
 Shuffle-Shuck—Jimmy Liggins (I Want) Specialty 380
 Shoo Boogie Mama—Dusty Brooks (Liddy) Col 30230
 Silent Night—The Ravens (White Christmas) National 9062
 Since You've Been Gone—J. Vaughan (How Long) Dec 48187
 Slap Happy—Doc Dawson Trio (I'll Always) Big Nickle 1009
 Smooth Sailing—A. Cobb Ork (Your Wonderful) Col 39040
 Somebody Is Got To Go—Ralph Willis (Blues) Jubilee 5034
 Song of the Wanderer—Jimmie Mitchell (Birmingham) King 4413
 Telephone Blues — F. Dixon-J. Moore's Three Blazers (Real Lovin') Aladdin 3075
 There Ain't No Bears in the Forest—The Four Deals (It's Too) Cap 1313
 There Ain't Nothin' Better—J. Witherspoon (I'm Just) Modern 20-782
 This Is the Last Time—Wini Brown (Good Man) Col 39041
 Time Takes Care of Everything—Ravens (Don't Look) Col 39050
 Tingle Kissing Daddy—Eddie Williams (Your Papa) Crystal 303
 Too Many Fish in the Sea—H. Fisher (Don't Take) Modern 20-784
 Traveling On—Carl Campbell (Early) Peacock 1538
 Trouble, Trouble, Trouble—E. Broughton (Oo-Wee Baby) Modern 20-786
 Uneasy Blues—M. Scott-J. Otis (Beer Bottle) Regent 1025
 Wait for Me—J. Polce-H. Scheib (I'll Cry) Crystal 315
 When It's All Goin' Out, and Nothing Comin' In—Tom Fletcher (Nobody) Dec 48184
 White Christmas—The Ravens (Silent Night) National 9062
 Win With Me, Baby—C. (Gatemouth) Brown (She) Peacock 1561
 You Never Miss a Good Woman 'Til She's Gone—Little Willie Littlefield (Ain't a) Modern 20-781
 Your Papa Is a Soldier Again—Eddie Williams (Tingle Kissing) Crystal 303
 Your Wonderful Love—A. Cobb Ork (Smooth) Col 39040

Pay Boost Set

• Continued from page 10

It was also agreed that the weekly salary is to cover only work done for actual print and publication; special arrangements for TV, radio, musical comedies, etc., shall be paid for as extra work on a freelance basis.

Pact, which will be signed by individual pubber members following MPPA's go-ahead, is retroactive to last October 1.

Before the new contract, scales, based on a 35-hour week, were \$75 for copyists, \$110 for arrangers, \$135 for supervisors.

MPPA and 802 are still at loggerheads over one point involving infringement liability, but have agreed to the rest of the package.

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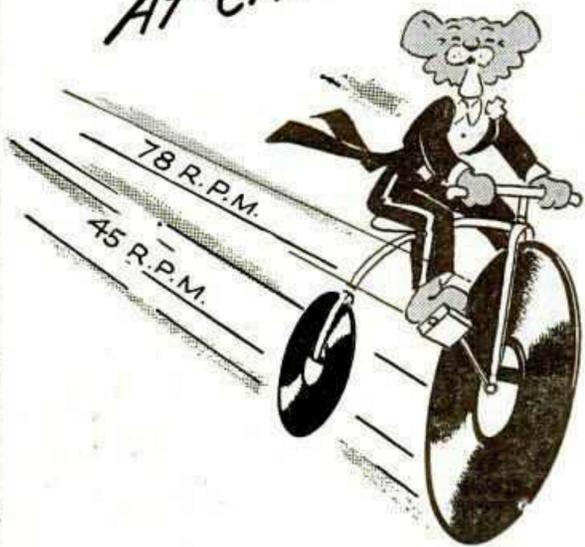
COLUMBIA 7-inch 33 1/3 rpm record 1-866
78 rpm record 39035

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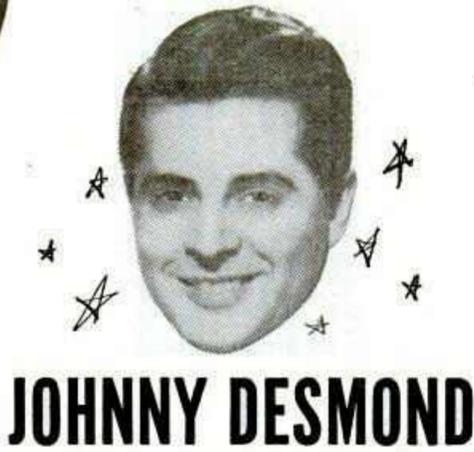
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and his Orchestra

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BEST SELLERS

BILLY ECKSTINE	I'm So Crazy For Love • I Guess I'll Have To Dream The Rest	MGM 10856*
GEORGE SHEARING	When Your Lover Has Gone • Carnegie Horizons	MGM 10763*
HANK WILLIAMS	Moanin' The Blues • Nobody's Lonesome For Me	MGM 10832*
BLUE BARRON	You Are The Ideal Of My Dreams • That's The Way It Goes With Love	MGM 10820*
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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.

- MY HEART CRIES FOR YOU.....Vic Damone.....Mercury
Tune, which is coming along via the Guy Mitchell and Dinah Shore waxings, gets a heartfelt go from Damone with appealing ork-chorus backing led by George Siravo. Also worthy of mention is Bill Farrell's version, MGM 10868.
- SMILE, SMILE, SMILE.....Primo Scala.....London 823
The English orkster has a nifty gang waltz here that's strongly reminiscent of "Cruising Down the River." Might be the follow up.
- LITTLE ROCK GETAWAY.....Les Paul.....Capitol 1316
Paul gets an enthralling sound out of his multiple-dub guitar waxing of the classic Joe Sullivan instrumental. A beautiful, arresting juke item here. Flip value in Mary Ford's dubbed harmonizing of "Tennessee Waltz" a la Patti Page.

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:

- LET IT SNOW, LET IT SNOW.....Frank Sinatra.....Columbia 39069
- THE ROVING KIND.....Guy Mitchell.....Columbia 39067
- SMILE, SMILE, SMILE.....Mitch Miller.....Columbia 39053
- MOMMY, WON'T YOU BUY ME A BABY.....Spike Jones.....Victor 20-3934
- MUSIC BY THE ANGELS.....Ames Brothers.....Coral 60333
- YEA BOO.....Anita O'Day.....London 867
- CROSBY CHRISTMAS.....Gary, Phillip, Dennis, Lindsay and Bing Crosby.....Decca 27249
- CHRISTMAS IN KILLARNEY.....Percy Faith.....Columbia 39048
- SILVER BELLS.....Margaret Whiting and Jimmy Wakely.....Capitol 1255

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:

- YEA BOO.....Anita O'Day.....London 867
- BE MY LOVE.....Mario Lanza.....Victor 10-1561
- THE ROVING KIND.....Guy Mitchell.....Columbia 39067
- CHRISTMAS IN KILLARNEY.....Dennis Day.....Victor 20-3970
- I'M GONNA LIVE 'TIL I DIE.....Frankie Laine.....Mercury 5544
- TO THINK YOU'VE CHOSEN ME.....Ames Brothers.....Coral 60327
- OH, BABE.....Ralph Flanagan.....Victor 20-3954
- SILVER BELLS.....Doris Day.....Columbia 39032
- IT IS NO SECRET.....Three Suns.....Victor 20-3976

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:

- MY HEART CRIES FOR YOU.....Guy Mitchell-Mitch Miller.....Columbia 39067
- TENNESSEE WALTZ.....Jo Stafford.....Columbia 39065
- TO THINK YOU'VE CHOSEN ME.....Ames Brothers.....Coral 60327
- YOU'RE JUST IN LOVE.....Perry Como.....Victor 20-3945
- TENNESSEE WALTZ.....Guy Lombardo.....Decca 27336
- MARSHMALLOW WORLD.....Vaughn Monroe.....Victor 20-3942
- GOOFUS.....Les Paul.....Capitol 1192
- ONE FINGER MELODY.....Frankie Carle.....Victor 20-3952
- I'M GONNA LIVE 'TIL I DIE.....Frankie Laine.....Mercury 5544
- IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME.....Jo Stafford.....Columbia 39065

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:

- TENNESSEE WALTZ.....Patti Page.....Mercury 5534
- SHOTGUN BOOGIE.....Tennessee Ernie.....Capitol 1295
- HOT ROD RACE.....A. Shilley.....Gilt Edge 5021
- ALIMONY.....Hank Williams.....
- IT IS NO SECRET.....Stuart Hamblen.....Columbia 20724
- TATER PIE.....Bab Willis.....MGM 10836
- TEXAS VS. KENTUCKY.....Red Foley-Ernest Tubbs.....Decca 46278
- GIVE YOURSELF TO ME FOR CHRISTMAS.....D. Whitney.....4 Star 1531
- I OVERLOOKED AN ORCHID.....Mervin Shiner.....Decca 46274
- ONE AND ONE IS TWO, BARY.....Rosalie Allen.....Victor 21-0403

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

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.

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; game 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

POPULAR

Table listing popular records with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Billy Williams Quartet, Gloria De Haven, Art Lund, Phil Brito, Lional Barrymore, Mary Mayo, Pee Wee Hunt, Jo Stafford, Ray Anthony, Bill Farrell, Joe 'Fingers' Carr, Jan Garber, and Mary Carton.

Columbia-Goody

return privilege was declared discriminatory. Phonograph records do not meet the "fair and open competition" requirements of fair trade laws.

Trade talk concerning the future of discounts and list prices centers around two points: (1) The possibility that manufacturers may cut the list price as a method of eliminating price cutting, and (2) dealer discounts may be shortened to make it unprofitable for the retailer to offer records at less than the present list price.

The industry-wide clearance on shellac albums, in effect early this year, prejudiced the Columbia case according to the court's finding. Wasservogel pointed out that the company had freely permitted the sale of its shellac records by all retailers at any price, and that the diskery has still not fair traded its 45 and 78 r.p.m. lines.

Abraham Lowenthal, who appeared as counsel for Goody, pointed out that while the decision does not in any way affect the legality of the Feld-Crawford act, it does make it advantageous for all manufacturers to act in strict adherence to both the letter and intent of fair trade laws.

New York Rules

other types of help, as with operators of night clubs, hotels, restaurants, etc., he has the burden of responsibility for musicians playing in his location. In case of ballroom one-nighters, where the band is in the name-band class, the leader is responsible for compensation payments.

Gladeck's request for a ruling came as a result of queries by leaders, to whom the State board had mailed out compensation forms. The orksters did not believe they were responsible in all types of employment, and the ruling subsequently bore them out.

Le Jazz High-Hat

that make records used to think we were crazy when we went to them to have disks pressed with hot jazz. Now they come to us for advice.

Musical instrument manufacturers, record companies, sheet music companies and others in related industries are spending over \$5,000 for displays at the exposition. They also are donating prizes for the winning bands and players.

Movie jazz shorts will be shown every afternoon at the fair. These include Jazz Cocktail (Nos. 1, 2 and 3), New-Orleans, Jamin' the Blues and Story Weather. Lectures and discussions about jazz, with

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

Table listing popular records with columns for Artist, Label and No., Tuning, and Comment. Includes entries for After You're Gone, All Anthony and No Cleopatra, Am I To Blame, America Forever, Autumn Leaves, Christmas in Killarney, Copenhagen, Delilah Dance, Did Santa Claus Come, Every Day, Get Out Those Old Records, Honky Tonky Ten Cent Dance, I Don't Care, I Dropped a Penny, I Never Knew I'd Miss You, I Will Love You Forever, If I Were a Bell, If We Met for the First Time, I'm Afraid to Love You, It Was So Beautiful, It's a Lovely Day Today, I've Never Been in Love Before, Jealous Stars, The Wreck of the John B, Let It Snow, Let It Snow, Let It Snow, Let's Stop Pretending, Little White Duck, Little White Duck, Louella, Love Is a Masquerade, Lovebug Itch, Merry Christmas Everywhere, Molly Malone, My Heart Cries for You, My Heart Cries for You, Narcissus, Night Is Young and You're So Beautiful, Once You Find Your Guy, One Finger, Melody, Petite Waltz, Powder Blue, Remember Me in Your Dreams, Rocky's Rag, Roving Kind, Sea of the Moon, Smile, Smile, Some of These Days, Song of Delilah, Sophisticated Lady, Tell Me Tonight, There's a Little White House, Thing, Thing, Three-Handed Woman.

Table listing popular records with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Till I Met You, We're Alone at Last, What Am I Gonna Do This Christmas, (Please Don't Call Me) Wolfie-Wolfie, You Dyed Your Hair, You're Just in Love, Christmas in Killarney, Copenhagen, Delilah Dance, Did Santa Claus Come, Every Day, Get Out Those Old Records, Honky Tonky Ten Cent Dance, I Don't Care, I Dropped a Penny, I Never Knew I'd Miss You, I Will Love You Forever, If I Were a Bell, If We Met for the First Time, I'm Afraid to Love You, It Was So Beautiful, It's a Lovely Day Today, I've Never Been in Love Before, Jealous Stars, The Wreck of the John B, Let It Snow, Let It Snow, Let It Snow, Let's Stop Pretending, Little White Duck, Little White Duck, Louella, Love Is a Masquerade, Lovebug Itch, Merry Christmas Everywhere, Molly Malone, My Heart Cries for You, My Heart Cries for You, Narcissus, Night Is Young and You're So Beautiful, Once You Find Your Guy, One Finger, Melody, Petite Waltz, Powder Blue, Remember Me in Your Dreams, Rocky's Rag, Roving Kind, Sea of the Moon, Smile, Smile, Some of These Days, Song of Delilah, Sophisticated Lady, Tell Me Tonight, There's a Little White House, Thing, Thing, Three-Handed Woman.

POPULAR ALBUMS

Table listing popular albums with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Eddie Edwards and Original Dixieland Jazz Band, Edmond Hall Quartet and Teddy Wilson, Billie Holiday, Hot Jazz at Blue Note, Ink Spots, Jazz Classics, Sammy Kaye Sunday Serenade, Kid Dry, King of Tailgate Trombone, New Orleans Memories, Little White Duck, Jo Stafford-Gordon MacRae Sunday Evening Songs.

RELIGIOUS ALBUMS

Table listing religious albums with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Florida Storm, Hallelujah, Jesus Is Real to Me, Songs at Christmastide, Songs at Yuletide, Walking with the King.

LATIN AMERICAN

Table listing Latin American records with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Mambo Pa Chiango, St. Louis Blues.

INTERNATIONAL

Table listing international records with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Around and Around Obertek, Ballroom Polka, Hurray for Charlie, Pretty Sue, Rustic Waltz.

CHILDREN'S

Table listing children's records with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Buntly the Bear, Hot Cross Buns, Mary Doodle, Nothing to Do, Silly Lies.

HOT JAZZ

Table listing hot jazz records with columns for Artist, Label and No., Tuning, and Comment. Includes entries for Dancing in the Dark, I Don't Know Why, Laura, Perdido, Seven Eleven, When Johnny Comes Marching Home.

musical illustration will also be held for the devotees.

Jazz concerts will be the main feature of the exposition, with hot clubs from all over France competing for the title of "Best New Orleans Band." Individual players will also compete for prizes.

Entrance fee for the show is only 15 cents "because most jazz fans are young and haven't much money."

(Continued on page 66)

THE BILLBOARD Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 80—CON CONRAD (Part II)

Continued from last week

Stage Musicals

1921—BOMBO
A revue starring Al Jolson with a cast that included Janet Adair and Forrest Huff. Lyrics by Harold Atteridge, Harms, Inc.
MORNING WILL COME DON'T SEND YOUR WIFE TO THE COUNTRY THAT BARBER IN SEVILLE DON'T CRY SWANEE

THE PEAK OF MUSICAL DISTINCTION

"THE HALLS OF IVY"
Flip
"DRINK, DRINK, DRINK"

by

HENRY RUSSELL and HIS COLLEGE CHOIR
Tower Record 1490

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RICKY VALLO

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"WISHING YOU WERE HERE TONIGHT" AND
"I LOVE YOU MUCH TOO MUCH"
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APOLLO #1175

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"I Dropped a Penny in the Wishing Well"
backed by
"We're Alone at Last"
Vocal by **KATHY MARCH**
Abbey #15032

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1924—MOONLIGHT
Book by William LeBaron, lyrics by B. W. Friedlander, and presented by a cast headed by Ailyn King, Ernest Glendinning and Maxine Brown. Later Julia Sanderson and Frank Crumit took over the leading roles.
FAIR WEATHER FRIENDS THE DAFFYDILL IF I WERE OF THE HOI POLLOI FOREVER HOW CAN A LADY BE CERTAIN? AREN'T WE ALL? SAY IT AGAIN ON SUCH A NIGHT JAPANESE GIRL SOUTH SEA ISLAND GIRL IN A BUNGALOW TURN ON THE POPULAR MOON HOW DO I KNOW HE LOVES ME? THE PASSING OF THE NIGHT DON'T PUT ME OUT OF YOUR HEART DANCING HONEYMOON BLUES

1925—MERCENARY MARY
With William B. Friedlander. Book and lyrics by Isabel Leighton and Friedlander, and presented by a cast that included Allen Kearns, Madeline Fairbanks, Sam Hearn and Winnie Baldwin.
OVER A GARDEN WALL JUST YOU AND I AND THE BABY CHARLESTON MAD HONEY, I'M IN LOVE THEY STILL LOOK GOOD TOMORROW COME ON ALONG MERCENARY MARY BEAUTIFUL BABY CHASTE WOMAN CHERCHEZ LA FEMME EVERYTHING'S GOING TO BE ALL RIGHT THE COMIC SUPPLEMENT
With Henry Souvaine. Book and lyrics by J. P. McEvoy, and starring W. C. Fields in a cast that included Rae Dooley, Clarence Nordstrom and Brook Johns.
SUNDAY POIPERS ON THE BEACHES KISSING CAFETERIA CHOW GOO-GOO-GOO LITTLE TWO BY FOUR JUNGLE JOY
Henry Souvaine is credited with the following numbers:
LOVIN' YOU THE COP AND THE NURSE MARRIAGE LICENSE BY THE SIDE OF THE ROAD

1926—KITTY'S KISSES
Book by Philip Bartholomae and Otto Harbach, lyrics by Gut, Kahn, and presented by a cast that included Dorothy Dilley, John Boles and Nick Long, Jr.
WALKIN' THE TRACK CHOO-CHOO LOVE KITTY'S KISSES I LOVE TO DANCE THINKING OF YOU I'M IN LOVE TWO FELLOWS AND A GIRL BOUNCE ME I'M A LITTLE TOO OLD TO DANCE MISTER AND MISSUS EARLY IN THE MORNING I DON'T WANT HIM NEEDLES DON'T DO THAT STEPPING ON THE BLUES CRYSTAL BALL AMERICANA
With Henry Souvaine. Book and lyrics by J. P. McEvoy, and presented by a cast that included Roy Atwell, Lew Brice, Charles Butterworth, Betty Compton and Helen Morgan, who made her first stage appearance perched on a piano.
RIVERSIDE BUS TABLOID PAPERS THANKS AWFUL
Lyrics by Sam Lewis and Joe Young.
SUNNY DISPOSH DREAMING
Music by Henry Souvaine.
NOBODY WANTS ME
Music by Henry Souvaine.
LOST BARBER SHOP CHORD
By Ira and George Gershwin.
KOSHER KLEAGLE
Music by Phil Charig.

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.

SONGWRITERS COMING UP!

BILLY ROSE
In Subsequent Issues The Billboard Will Present

HARRY WARREN HARRY M. WOODS ALLIE WRUBEL RALPH RAINGER JAY CORNEY SPENCER WILLIAMS MABEL WAYNE FRANK LOESSER JOAN WHITNEY AND ALEX KRAMER SAMMY STEPT CLIFF FRIEND SAMMY FAIN JOE BURKE

BLOWING THE BLUES AWAY
By Ira Gershwin and Phil Charig.
WHY DO YOU ROLL THOSE EYES
By Morris Ryskind and Phil Charig.

Film Songs and Scores

1929—FOX MOVIE TONE FOLLIES
A Fox picture with Sue Carol, Lola Lane, Sharon Lynn and Stepin Fetchit. Lyrics by Sidney Mitchell. Crawford Music Corporation.
WALKING WITH SUSIE WHY CAN'T I BE LIKE YOU? LEGS THE BREAKAWAY THAT'S YOUR BABY LOOK WHAT YOU'VE DONE TO ME

1931—PALMY DAYS
A United Artists' picture starring Eddie Cantor with a cast that included Charlotte Greenwood and George Raft. Lyrics by Ballard MacDonald. Mayfair Music Corporation.
BEND DOWN, SISTER MY BABY SAID YES, YES

1934—THE GIFT OF GAB
A Universal picture with Edmund Lowe, Gloria Stuart, Paul Lucas, Boris Karloff, Roger Pryor, June Knight, Ruth Etting, Phil Baker, Chester Morris, Bela Lugosi, Alice White, Alexander Woolcott, Victor Moore, Hugh O'Connell and Graham McNamee. Lyrics by Herb Magidson, Harms, Inc.
TALKING TO MYSELF GIFT OF GAB I LIKE IT THAT WAY
A Universal picture with Gloria Stuart, Reger Pryor, Marian Marsh, Lucile Gyeason and Mickey Rooney. Lyrics by Herb Magidson, Harms, Inc.
BLUE SKY AVENUE LET'S PUT TWO AND TWO TOGETHER I LIKE IT THAT WAY I AIN'T GONNA SIN NO MORE THE GAY DIVORCEE
An RKO picture with Fred Astaire, Ginger Rogers, Alice Brady, Edward Everett Horton and Eric Blore. Lyrics by Herb Magidson, Harms, Inc.
LOOKING FOR A NEEDLE IN A HAYSTACK THE CONTINENTAL
This was the first song ever to be awarded an Oscar.
(Available on the following records: Decca 24069 in A-1934, Bob Grant orchestra; Capitol 15344, Alvino Rey; Victor 20-2664, Eddie Heywood; Victor 20-3450, Tommy Dorsey; Columbia 35516 in C-18, Larry Adler, harmonica; Columbia 36624 in C-92, Don Baker, console; Victor 4287, Boston Pops Orchestra; Victor P(20-1511) in P-136, David Rose orchestra; Victor P-20-1822) in P-154, Whitmore and Lowe, dual pianos; MGM 10596, George Shearing Quartet.)

1935—HERE'S TO ROMANCE
A 20th Century-Fox picture with Nini Martini, Genevieve Tobin, Anita Louise, Maria Gambarelli, Madame Schumann-Heink and Reginald Denny. Lyrics by Herb Magidson. Movietone Music Corporation.
MIDNIGHT IN PARIS HERE'S TO ROMANCE RECKLESS
An MGM picture starring Jean Harlow and William Powell. Lyrics by Herb Magidson. Robbins Music Corporation.
HI DIDDLE DEE DUM KING SOLOMON OF BROADWAY
A Universal picture. Lyrics by Herb Magidson, T. D. Harms Company.
MOANING IN THE MOONLIGHT A FLOWER IN MY LAPEL

1936—I'D GIVE MY LIFE
A Paramount picture with Sir Guy Standing, Frances Drake, Tom Brown and Janet Beecher. Lyrics by Herb Magidson. Famous Music Corporation.
SOME DAY WE'LL MEET AGAIN

1939—THE STORY OF THE CASTLES
An RKO picture starring Ginger Rogers and Fred Astaire. Lyrics by Herman Ruby and Bert Kalmar. Crawford Music Corporation.
ONLY WHEN YOU'RE IN MY ARMS

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 or 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

PIANO MOODS—WALTER GROSS TRIO 72
(1-10")
Columbia (33) CL-6141

Dearest; Mozartiana; Dream a Little Dream of Me; Three Little Words; The Way You Look Tonight; Intermezzo; Tenderly; Crazy Rhythm. Gross is one of the most fluent pop keyboard artists in the business. His collection for this Columbia keyboard series is one of the most vibrant in performance and execution as well as in selection of material. Included is his first recording of his own lovely "Tenderly." Gross has accumulated a large following on the Coast where he has worked for the past two years. Previously he was a radio studio pianist of note and a musical director for Musicraft Records. With these factors in his commercial favor and with an altogether fine piano package to offer, this could prove a brisk selling entity in the series.

JUKES Not suitable
JOCKS One of the better pianists and a sock collection for those segs which can spare the uninterrupted 15 minute runs.

GUYS AND DOLLS—Audrey Marsh-Donald Richards-Roy Charles-Morey Amsterdam-The Guild Choristers-Al Goodman Ork (4-7")
Victor (45)WK-27

Guys and Dolls; More I Cannot Wish You; Sue Me; If I Were a Bell; My Time of Day; I'll Know; I've Never Been in Love Before; Bushel and a Peck; Sit Down, You're Rockin' the Boat.

MUSIC FROM FRENCH OPERETTAS—Jacques Lebreque-Raymond Legrand, Cond. (1-10")
London (33) LPS-268

This is rather an involved project in recorded selections from the late 19th century French operettas. Procedure is as follows: Each side begins with an orchestral overture—side 1 with Lecoq's "La Fille De Madame Angot," side 2 with Offenbach's "Madame Favart." Then an unexceptional tenor sings songs from other operettas—on side 1 from works by Planquette and Adam. On side 2 he gets around to a pair of tunes from the Lecoq work introduced instrumentally on side 1. On neither side does he sing any Offenbach. Maybe students of Gallic light opera can follow the record okay—anybody else is going to have trouble. Nor is the musical worth so strong as to make all the procedural confusion a matter of no moment.

PUCCINI: TOSCA—LOVE DUET AND "VISSI D'ARTE"—Ljuba Welitch-Richard Tucker (1-10")
80

J. STRAUSS: DIE FLEDERMAUS—CZARDAS; DER ZIGUNERBARON—"HABET ACHT"—Ljuba Welitch-Ork of Metropolitan Opera Association of N. Y.—Max Rudolf, Cond.
WEBER: DER FREISCHUTZ—AGATHE'S PRAYER—Ljuba Welitch-The Philharmonic Ork-Walter Susskind, Cond.
Col (33) ML-2139

Miss Welitch is superb in these four operatic selections, singing with magnificent voice and an intense sense of drama. Tucker's tenor is a handsome match for her thrilling soprano in the Love Duet from "Tosca." On the "Vissi" selection from the same opera, her performance is an enthralling thing, the essence of romantic emotion. Rates and figures to get a wide sale among vocal enthusiasts.

BEETHOVEN: SYMPHONY NO. 7 IN A MAJOR OPUS 92—The Concertgebouw Ork of Amsterdam-Erich Kleiber, Cond. (1-12")
75

The radiant rhythms and melodious wealth of Beethoven's Seventh are accorded an altogether satisfying performance by Kleiber and the Concertgebouw. The reading actually grows in spirit and vigor as it unfolds. It still does not match the famed but ancient Toscanini reading of the early thirties but the recording should stand on its own merit against contemporary competition. The technical recording in the FFRR method is superb and considerably enhances the job turned in by Kleiber and the orchestra.

MARCHES OF THE WORLD—The Vienna Symphony Ork-Robert Stolz, Cond. (1-10")
75

Stars and Stripes; Entry of the Gladiators; Madeline; Goodbye, My Little Captain; Sons of the Brave; Radetzky March; March of the Cavalry; Rakoczy March. Most of these marches should be familiar to average semi-classic buyers. The package derives its little from the inclusion of eight marches representing eight different nations on the single LP. All are played with much gusto and vigor and are well recorded. Disking should make a fairly solid catalog item for march-loving middle brow buyers—and there are quite a few.

TCHAIKOVSKY: AURORA'S WEDDING—Royal Opera Ork, Covent Garden, London-Warwick Braithwaite, conductor (1-10")
80

MGM (33) E-524
This section from the "Sleeping Beauty" ballet is a natural hunk of repertoire for the pop diskery's entry to the longhair lists. It's ballet music of the most popular variety, well-played and brilliantly recorded. For those who don't insist on the entire ballet, and who prefer 10-inch platter.

Scheduling this disk for release on all three speeds, RCA Victor obviously expects to find a large audience waiting for recordings of the anticipated hit musical score. That an original cast version will also be marketed makes this a second choice package, but a good one. Al Goodman's ork and the Guild choristers supply excellent backings, the Audrey Marsh and Roy Charles are merely adequate. Best sides are Amsterdam's "Sue Me" and the Marsh-Charles "Bushel and a Peck."

JUKES Good but pop names will be preferred.
JOCKS Of particular immediate interest are some songs from show making first wax experience.

CHRISTMAS CHEER—Andrews Sisters-Danny Kaye-Dick Haymes-Guy Lombardo (1-10")
82

Dec (33)DL-5282
Winter Wonderland; Christmas Island; The Christmas Song; Christmas Dreaming; Merry Christmas Polka; Christmas Candles; My Two Front Teeth; A Merry Christmas at Grandmother's House. As nice a hunk of family entertainment as has ever been packaged. That's the best description of this LP disk. Taking some top disks by top artists and putting them onto a single LP is no great feat—unless the artists are the Andrews, Lombardo, Kaye and Haymes. Jocks, dealers and disk buyers can all have a yuletide ball with this one.

JUKES Solid all the way on 78 singles.
JOCKS An aid for making Christmas merry.

CLASSICAL

RICHARD STRAUSS: "AUS ITALIEN" SYMPHONIC FANTASY IN G MAJOR, OP. 16—Vienna Symphony Ork-Henry Swoboda, conductor
Westminster (33) WL-50-32

A lyrical, sunny early Strauss program piece here is accorded its first complete recording. The piece was written at a point when Strauss was beginning to break from orthodox composition and was falling under the spell of a combination of Wagner, Liszt and Berlioz. These influences are quite evident in the lush melodic piece at hand. The work, while hardly able to hold a candle to the composer's later efforts, certainly is diverting and entertaining and should be accorded more recognition than it has received in the concert hall. This could develop into a popular piece with the aid of repetition. Recording maintains the high standards set by this enterprising diskery. Swoboda conducts a vigorous and spirited reading.

GRIEG: PIANO CONCERTO IN A MINOR, OP. 16—Victor Schioler-Danish State Radio Symphony Ork-Erik Tuxen, conductor (1-10")
75

Mercury (33) MG-15012
An import from Danish Tono matrices, this is one of the finest available recordings of the Grieg warhorse. Schioler, a keyboard virtuoso to be reckoned with, plays the solo role with fire and technical brilliance. Disking's high level is further buoyed by the sympathetic collaboration of Tuxen and the Danish State Radio ork. Well recorded.

SHOSTAKOVICH: QUARTET NO. 3, OP. 73—Fine Arts Quartet of the American Broadcasting Company (1-12")
65

Mercury (33) MG-10049
This is a transfer from a Keynote shellac, and it is an excellent one. The work, composed in 1946, has many intriguing passages, packed with peppery melodies and Shostakovich's fine command of dissonances. Occasionally, work seems overblown and attenuated. Performance is a premium sample of string quartet playing.

MOZART: IDOMENEO (complete opera)—Franz Klarwein-Gottfried Riedner-Marianne Schech-Maud Cunis-Heinz Maria Lins-Kurt Messerschmidt-Maximilian Eibel-Chorus and Ork of the Bavarian Radio-Hans Atلمان, conductor (2-12")
62

Mercury (33) MGL-5
One of Mozart's lesser known operas, this heroic work has many majestic and rewarding moments, particularly in the choral sections. The libretto is an involved reworking of Greek myths, conceived in a formalistic, super-heroic manner. Work, consequently, has been deemed too old-fashioned for inclusion in, say, the Met's repertory. For the sweeping choral passages alone, however, devout Mozartians will want this one. Recording varies from stage distance to medium close. Not likely to be a mass item, but should have a collectors' sale. Handsomely packaged in a leatherette album with German-English libretto included.

EDWARD VITO (HARPIST) RAVEL: INTRODUCTION AND ALLEGRO DEBUSSY: DANSE SACREE AND DANSE PROFANE SAINT-SAENS: FANTAISIE FAURE: IMPROMPTU—E. Vito-Arnold Eidus-Stradivari Records String Quartet (1-12")
72

Stradivari (33) SLP-1007
Edward Vito, solo harpist with the NBC symphony is featured in four of the most popular works in the harp literature. The selection is as apt and pleasing as one could ask, and Vito's performances are elegant. His accompaniment varies in instrumentation, making for a variegated and stimulating program: the Ravel uses harp, flute and string quartet, the Debussy string quartet, the Saint Saens violin, the Faure is for solo harp. Support is uniformly excellent; on the Saint-Saens Arnold Eidus's violin is tremendous—flowing, sonorous, virile. Smartly packaged repertory, impeccably recorded, this album has wider sales prospects than the average chamber release.
(Continued on page 67)

15 SCHINE HOUSES CALL VAUDE QUILTS

Less Work for 75 Acts; Reasons For Circuit's Decision Are Varied

NEW YORK, Dec. 2.—The Schine Circuit, with 15 theaters thruout Upper New York State, and stretching into Kentucky and Ohio, will drop flesh after the current bills play out their time.

Dropping of stagershow at these houses will mean fewer jobs for some 75 acts, since the houses used five acts on each bill, doing split-weekers.

The reasons for the elimination of the vauders are varied, tho well-placed informants claim lack of business. There is some effort made to attribute dropping flesh to the American Guild of Variety Artists (AGVA), tho the Dow office, which has booked the Schine Time for many years, denied it.

The background of the decision was in a series of letters between AGVA and Gus Lemke, manager of the Schine Time. The former asked Lemke to cover acts by accident insurance because of the long jumps between houses. The cost would be about \$2.50 a week. Lemke refused, stating that his deals with other craft unions didn't include insurance. AGVA replied that other craft union members were listed as employees and covered by workmen's compensation, but AGVA people were listed as independent contractors and therefore without coverage. It also cited a couple of auto-

mobile accidents incurred by acts while making a couple of jumps while working for Schine.

No further action was taken until late Friday (1), when Lemke instructed Dow to drop all shows.

PROVIDENCE, Dec. 2.—Fays, vaude stronghold here for 30 years, goes dark Wednesday (6) night. The theater recently swung to split-week policy to bolster lagging business, but the take has failed to pick up under the new plan. The management's explanation of the shutdown is its inability to obtain headline attractions. Abe Feinberg, Fay's booker, said the shutdown was customary before Christmas. The house will reopen for the holidays.

Stone Troupe Returns From Overseas Hop

NEW YORK, Dec. 2.—An RKO troupe of eight acts, headed by Harvey Stone, returned to the U. S. after a 24-day-playing jaunt to army bases in France, Germany and Austria.

The tour, arranged by Sol Schwartz, RKO topper, consisted of Bud and Cece Robinson, Three Edwards Brothers, Tommy Hanlon and Company, Ruth Davis, the Appletons, Jackie Bright, Wells and the Four Fays and was headed by David Bines, RKO producer.

The company played to over 20,000 people in widely scattered areas which took in Weisbaden, Frankfurt and Nuremberg. The first show was given to the U. S. Army Air Force at Westover Field, Mass., from where the troupe took off for Europe. The last performance was given at Lagens, Azores.

Life abroad wasn't all peaches and cream, according to some of the performers. In many places all personnel lived under military rule, tho it was stressed that the U. S. Air Force gave every help and consideration.

According to Bines the hit of the show was Jackie Bright with his auctioneer routine, tho the other performers were also popular.

Wash. Clubs Add Talent

WASHINGTON, Dec. 2.—Two more after-dark spots are being added to the rapidly growing list of talent users in the nation's capital. The newly opened Club 33 started yesterday (1) when it

CAPITOL BOWS; TV'S OKAY NOW

NEW YORK, Dec. 2.—The Capitol Theater, considered to be Broadway's last stand in the anti-TV battle, has apparently given up the ghost. Heading the current flesh bill is Skitch Henderson billed as a "WNBT personality." On stage, Henderson plugs his Talent Search video program "on WNBT, Channel 4."

Holiday Gale Wrecks N. Y. Combo Takes

Grosses Far Short Of Thanksgiving Expectations

NEW YORK, Dec. 2.—What would ordinarily be a juicy week, what with Thanksgiving Day on Thursday plus a big week-end coming up, fell apart when the big winds of Saturday kept prospective patrons home and off Broadway. The over-all take for the week was \$363,000, still a plus against the previous week's \$348,000, but down against expectations.

Radio City Music Hall (6,200 seats; average \$123,000) did \$128,000 for its second week with King Solomon's Mines, plus stage show, against an opener of \$127,000.

Roxy (6,000 seats; average \$68,000) pulled \$72,000 for its first full week with Jackpot, Paul Remos and ice show.

Capitol (4,627 seats; average \$43,000) did \$54,000 for its tee-off of Skitch Henderson ork, Vagabonds, Kay Armen and Two Weeks With Love.

Paramount (3,654 seats; average \$78,000) wound up its bill of Ames Brothers, Tex Beneke band and I'll Get By with \$54,000. New show, reviewed this issue, has Nat King Cole, Jimmy Dorsey, Mickey Deems and Let's Dance.

Strand (2,700 seats; average \$41,000) flopped all the way down to \$48,000 for Break-through, Mimi Benzell and Herb Shriner against an opener of \$63,000.

Palace (1,700 seats; average \$18,000) did \$16,000 for eight-acter of Frank Conville, Harris and Radcliff, six other acts plus Saddle Tramp, against \$18,000 the week before. New bill, reviewed this issue, has Fritzie Scheff, Benny Meroff, six other acts and Farewell to Yesterday.

Billie Holiday for a week's engagement.

Mat Windsor, operator of the Windsor Room, plans to open a new club at the Cairo Hotel before the end of the year. Some half dozen clubs have perished at the hotel in the last few years, but Windsor figures a no-cover, no-minimum policy will bring them in.

SEE COMBO HALLS AS TV TRY-SPOTS

Hope Click at B'klyn Paramount Suggests Three-Way Advantages

NEW YORK, Dec. 2.—As a result of the smash biz done by Bob Hope at the Brooklyn Paramount, Saturday (25), in the face of the worst storm to hit New York, Bob Weitman, Paramount Theater veepee, is now trying to line up other attractions to play the Brooklyn house Saturdays.

Stress will be made on television names, with a suggestion that the big attractions can use the house to break in their TV shows before live audiences and still make a buck doing it.

Talks are now under way with Jimmy Durante and Milton Berle to come in for two shows a day on Saturday, ahead of their TV shows, giving them the same sort of a deal Hope received.

Hope, plus his entire company, including the Les Brown band and Marilyn Maxwell, came in for 50-50 from the first buck and walked out with close to \$4,000. The house, a 4,000-seater, was scaled at \$1.50 and, despite the big storm, worked to s.r.o. for the second show, with theater taking in \$8,100 for the day. Paramount figured to do about \$9,000 to \$10,000 with normal weather. Average Saturday gross is about \$5,000-\$6,000.

Solves Many Problems

The problem of doing a couple of break-ins ahead of a major TV show has been troubling name comics for some time. There have been complaints that long rehearsals plus a camera rehearsal was insufficient to iron out the bugs in a TV show. There has been some talk of doing a couple of live shows ahead of the telecast, but the huge costs involved have so far stymied it.

The Weitman proposal, according to trade sources, can solve many of these problems. It is pointed out that not only would it give the TV show the break-in but at the same time would permit the performers to pick up

some additional loot. That the house would also make a buck goes without saying.

Flesh Clicks In Detroit as Owners Change

Korman Moves Into B'way-Capitol as New Policy's Cut

DETROIT, Dec. 2.—Surprising success of the first week of a two-week stagershow experiment at the Broadway-Capitol Theater heralded the sale of the house by United Detroit Theaters to Saul Korman, local indie. One of the three largest downtown houses, it marks the first venture by Korman into the de luxe field.

Move may mean stagershow as a regular policy downtown for the first time in several seasons. Last week's bill of Illinois Jacquet's band and the Golden Gate Quartet got off to a big start Thanksgiving Day, with business continuing good despite the snowstorm. Current bill, starring Duke Ellington, is expected to do even better.

Korman takes over December 7, with plans still uncertain. He is considering a policy of big name shows, like the present bills, plus first-run pictures, possibly alternating with second-run film bills. Plans also call for the policy innovation of operating as a grind house, either all-night or 24 hours, running straight films late at night with a different admission price.

Arden, Fletcher Set Cafe Pkg. For 40 Weeks

NEW YORK, Dec. 2.—A cafe package consisting of 11 acts has been set up by Donn Arden and Ron Fletcher, with 40 weeks already set for the unit.

The package, tagged Confetti, will open at the Lookout House, Covington, Ky., December 18, for two weeks and then will do a number of weeks in Florida. From there it will head west for additional playing time.

The unit will be headed by the Mad Moisesles, George Hall, and Barbara Cooke. Also in the unit will be Joy Skylar, Maggi Nelson, Bob Millar, Eric Shepard, Roscoe French, Cordelia Ware, Jack Timmers and George Floyd.

Perry Watkins has provided the sets for Confetti, while the costumes were made by Bob Mackintosh. Staging and choreography are by Arden and Fletcher.

If the cafe package hits, Arden and Fletcher plan to put out other units and perhaps even work one of them into a Broadway musical.

AGVA Branches Flipflop on Bite

NEW YORK, Dec. 2.—Branch memberships in the American Guild of Variety Artists (AGVA), Chicago, made a complete reversal on the 1 per cent weekly salary bite. Two weeks ago the performers in that area voted to turn it down, then tabled it. Last week they voted to go for it.

Miami members also voted to go along with the national board in imposing the 1 per cent salary tax. This leaves Philadelphia as the only branch to fight against it.

Dagmar Club Slapped For Liquor Violations

PHILADELPHIA, Dec. 2.—Dagmar Club, a lush private spot, ran afoul of the State Liquor Control Board and was hit with a 35-day suspension. Suspension is due to become effective December 6.

The Dagmar, which has a floor-show and band, was charged with "sales to non-members, sales after hours, license not in a conspicuous place, failure to keep complete and truthful records for two years, and storage of liquor on premises not covered by license."

MIAMI FRONT "UNITED FRONT" SPLIT

AGVA Cracks Hotels With Pact After Sherry Frontenac Signs

MIAMI, Dec. 2.—The wall set up against the use of performers in the Miami beach front hotels, cracked wide open Thursday (30) when the Sherry Frontenac signed the original American Guild of Variety Artists (AGVA) agreement.

The breaking away of the Sherry Frontenac from the Hotel Owners Association was particularly significant because it was Ivan Blacker, owner of the hotel, who was most active in opposing the AGVA demands. AGVA has asked the hotels to sign a pact calling for \$125 single act minimums and the depositing of a cash bond with the union.

The hotels countered with a \$75 minimum and flatly refused to put up bonds. Subsequently, when negotiations broke down, most of the hotels were placed on the AGVA national unfair list. The

first break came when the Casablanca signed. With its 400-seat capacity and the big show it had set, hotel was in no mood to fight the talent union.

Negotiations are now going on between Jerry Baker, Miami AGVA rep, and Ben Novak, owner of the Sans Souci, another big beach hotel. Latter has bought Manor and Mignon, dance team, for the season. Dance team, members of AGVA, have refused to go in unless it had the union okay. While no terms have been decided, informants claim that Sans Souci will also sign before many days.

So what started out as an active war, with the hotel men on one side and AGVA on the other, is practically over. Among the other hotels that have signed with AGVA are the Lord Tarleton and the Madison.

BIG BLOW KAYOS SHOWBIZ

AGVA in Quandary Over Performance Contracts

NEW YORK, Dec. 2.—The big blow of Saturday (25) took anywhere from \$5,000 to \$8,000 away from the presentation houses in business that was permanently lost. The lower figure applied to practically all the combo theaters; the higher figure was the loss sustained by the Music Hall.

Cafes were similarly hit, tho in their case what biz was lost Saturday came back either the following night or subsequent nights.

Outside of New York, in the cities hit by snows, damage was

much greater. Cincy, for example, had practically no showbiz during the blizzard. Northern Kentucky cafes were unapproachable because of huge snowdrifts. The early Saturday shows worked to half houses. The late shows had practically nobody out front.

Next day, Sunday, it was just as bad. There were no taxis. Even the nabe flickers were knocked out. Monday and Tuesday, schools remained shut. There was a little pick-up later in the week but, with more bad weather promised for the week-end, the outlook was dreary.

Cleveland Hit Hard

Cleveland had only hotel rooms going, Hollenden's Vogue and Statler's Terrace. In both cases the acts lived on the premises, and the customers, too. But transient biz was non-existent. Ironic twist was given to Pirschner's Alpine Village. The big snows kept people

(Continued on page 40)

Talk Deal for N.Y. Slapsie's

NEW YORK, Dec. 2.—The recently shuttered Paradise nitery may reopen shortly as Slapsy Maxie's if present talks get anywhere.

Spot, currently owned by Abe Ellis, who has the mortgage and operates the coat room concession, has been offered to Maxie Rosenbloom and Max Baer on a profit-sharing basis. Rosenbloom said he was interested and could get the \$15,000 to \$20,000 it would need to buy a show.

If a deal is made Rosenbloom intends to put in a line of girls, a headliner and two bands. Both he and Baer would also work in the show.

Night Club Reviews

Tic-Toc Club, Milwaukee

(Monday, November 27)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Al Tusa, Booking, Phil Tyrell. Manager, Armin Weinberger. Estimated budget this show, \$1,200. Estimated budget last show, \$1,200.

Johnny Howard's current two weeks with options is stretching out to a five-weeker—the first emcee the club has held over in a long time.

Night caught, the place was sold out to a local B'nai B'rith group for the first show, and Howard had his work cut out for him. He held the floor during his own portion for a full hour and a half and had to beg off. His work was heavily spiced with Yiddishism and quite blue at times. But the lad sparkled and apparently could do no wrong, displaying top ad lib abilities. His shouting camp meeting audience participation bit had the joint rocking while he knocked himself out.

Whistling Scores

Pace of the regular second show necessarily slowed down somewhat, but his vibrant story-telling style still registered yocks with the early-morning ringsiders. Surprise ending to his light-veined work on both shows was his easy to listen to, seriously done whistling job on *Gaite Parisienne* and a Spanish number.

Fem singer, Barbara Smith, tall and nicely gowned, gave out with the sultriest voice in this town and won healthy mits. No specials, her throaty chirping of *Brazil* and *Can't Help Loving That Man* were high spots. She paced her work well and you could have heard a pin drop during her *Molly Malone* clincher.

Show opened with a cute, well-stacked blonde, Tanya, who did a baton-twirling biz. Tho act was well done, it seemed out of place on this bill.

Latin beats were excellently served up by Steve Varela and his gang. Smiling Johnny Davis, still holding down the steadiest music job in town, cut his usual top-rate show. *Benn Oilman.*

Monte Carlo, Pittsburgh

(Tuesday, November 21)

Capacity, 200. No cover, no minimum. Shows at 8:30 and 12:30. Owner-operator, Alan F. Clark. Booking, non-exclusive. Estimated budget this show, \$900. Estimated budget last show, \$750.

Paul Lewis, in his preem nitery engagement, shows lots of guts and an excellent memory for "borrowed" material, but since he goes back to his old job of selling heating units next week, he shows excellent judgment.

In the star spot, Helen Kane had them in her palm by the time she was thru with her first song. Miss Kane still uses her familiar vocal tricks to advantage, tho she has added a lot of comedy material to make her a sock turn.

When caught she satisfied those who wanted nostalgia with the tunes she made famous and she has added a few special material numbers that brought her a big mitt. Gal looks great and sells like the old Helen Kane.

Bobby Cardillo's ork (5) does its usual excellent job for dancing and show cutting. *Len Litman.*

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Folies Bergere, Paris

(Friday, November 17)

Capacity 1,700. Price range, 200-1,000 francs. One show nightly; matinee Wednesday and Saturday. House booker-producer: Paul Derval. Show played by Pierre Larrieu's house ork.

The three Peter Sisters have just about taken over the Folies Bergere and the customer's hearts.

During the opener, a blue and gold number with everybody on-stage, the Peter Sisters are parachuted on to the stage from the proscenium arch to the apron in front of the line.

In the second act, the Peter Sisters, costumed as Arabs, sing several numbers to solid yocks. Their next was a take-off on Maurice Chevalier.

In the next, the lines wear short crinoline skirts and parasols for a cute ballet routine. On this one the Peter Sisters work on a 15-foot tight rope, also wearing short crinoline skirts showing expansive legs. Their panto of tight rope strutters was hysterical.

A 15 minute blackout featuring the comic of the show, "Dandy," and his straight man, "Privat," plus of number of talking parade girls followed and layed an egg.

Finale of the first act is a terrific Scotch number. Boy singer Frederic Rey did the Scotch tune in French (the burr being recognizable). Back drop represents a Scotch scene full of show girls, some of them wearing kilts. Peter Sisters ring down the curtain marching across the apron costumed as bag-pipers.

Second half of show had a ballet number featuring Yvonne Menard and Frederic Rey in a Garden of Eden scene.

Peter Sisters came back as matadors, in a bull fight scene that was good for additional yocks.

Big production number of the show was the Queen of Scots with entire company participating. It showed the women's prison; the "last hour," and Yvonne Menard, as Mary Stuart, going up the steps to the executioner. Scene was one of most magnificent ever portrayed here. Entire house was transposed into a church interior. Leaded glass windows appear over vents and center dome of house. Musical theme is *Ave Maria* with church bells, mounted on proscenium, pealing. All characters costumed in phosphorescent clothes of Mary Stuart's time, which blends well with over-all picture. Finale was a carousel number.

Peter Sisters work without mikes, and their voices, while exceptionally sweet, are lost in this big house. Their pantomime is funny and clever.

Paul Derval, producer, has done an outstanding job in both the wardrobing and run-down; some of Michel Gyarmathy's sets are a little shoddy and do not keep pace with the wardrobe.

Arthur Rosett.

Persian Room, Hotel Plaza, New York

(Tuesday, November 28)

Capacity, 285. Price policy, \$2-2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Estimated budget current show, \$3,000.

Victor Borge rocked the class room like it has seldom been rocked before. His material wasn't new. He's done it before, at the Waldorf and out of town, but his timing, delivery and bits was such that everything he did seemed a gem. His sly asides about political figures were aimed at both the Republicans and the Democrats. As the Persian Room has its share of both, partisan glee was equally divided. But it wasn't his political observations as much as his dropped sentences, plus his always excellent piano work, that registered.

Artini and Consuelo, doing a return date, were as satisfactory this time as they were their previous engagement here. Team is slick and polished, using most of its time to do requests. Their best was a rumba to just a brush beat. It was the essence of grace and exciting to watch. Incidentally, the gal still looks agonized in an effort to register pleasure.

Dick La Salle's ork does an excellent show-cutting job. Fronter's arrangements for customers' dancing is highly listenable and equally toe-tickling. Mark Monte's relief work is top drawer.

Bill Smith.

Wedgwood Room, Waldorf-Astoria, New York

(Thursday, November 30)

Capacity, 444. Price policy, \$2 cover after 9:30. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Paul Stewart. Estimated budget this show, \$2,000.

Lisa Kirk, flashing a sequin covered chassis, came in with a real act. It packed a lot of commercial eye appeal plus the customary ear appeal expected of a girl singer. In addition to her show tunes with which she's identified—*Gentleman Is a Dope* and *True to You in My Fashion*, both worked into the act in slick style—the gal pulled a couple of comedy-novelty bits that held the patrons ga-ga. Her best was a phone number (mike in a regular handset) with which she strolled, making a play for carnation wearers at ringside. Before the show flowers were distributed "compliments of Miss Kirk" to patrons. The number was well set up with a good choral assist from the Coleman band. Miss Kirk paced herself excellently. After a comedy number, she gave with a ballad, then back to comedy. In fact, it was the comedy which she stressed that made her a solid hit here.

Dummy Dance

The show opened with De Mattiazzi, the novelty dance act first caught months ago at the Palace. The doll-like prance across the floor of a couple of dummies is so realistic that audience is caught gasping at the denouement. The two-act (girl inside a double dummy) is on for only a few minutes, just long enough to hit and stay on top all the way.

Emil Coleman's band backed in tip-top fashion. Mischa Borr's relief was equally good.

Bill Smith.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, November 28)

Capacity, 960. Price, \$1.50 cover. Shows at 10:30 p.m. Owner, Ambassador Hotel. Operator, Ashton Stanley. House bookers, Tony Cabot, Dave Michlin. Estimated budget this show, \$6,000. Estimated budget last show, \$6,500.

There've been some changes made—and all for the better—since Tony Cabot (Cabot and Michlin) took over the room's reins. He's attempting to key up the room by changing it from a drab, tired business men's night spot into a swankery. White tie and tails for the maitre d', properly garbed wine steward, intermission harpist, etc., all add sparkle.

Peggy Lee as headliner gives Cabot's new policy a solid send-off. Her warm personality fills the room as she dusts off a set of song faves. Contrasting tunes keep interest alive and display her versatility. Selections included *S'Wonderful*, *Where or When* (in which hubby Dave Barbour's accompanying guitar added to the effect), bright tempoed *It's a Good Day*, *Golden Earrings*, and her top sales job, *Don't Smoke in Bed*.

To tighten the show, she'll do well to drop the more demanding *La Vie En Rose*. For a strong wind-up, her disk clicks, *Do Right* and *Manana*, leave patrons wanting more. Barbour's quartet provided an ideal setting.

Barbara Perry's imaginative ballet tap routines opened the show. Best is her tap takeoff of a dude ranch rider. Geri Galian's rumba flavored Steinway solo follows to good hands. Eddie Bergman's house ork (15) supplies danceable music with Galian's combo (5) adding Latin paced dance numbers.

Lee Zhitto.

Mocambo, Hollywood

(Tuesday, November 28)

Capacity, 220. Price, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press representative, Charlotte Rogers. Estimated budget this show, \$3,500. Estimated budget last show, \$4,000.

Billy Daniels, who wowed 'em here a few months ago, returns to a rousing welcome. The hard working showman makes the most of exaggerated vocal dynamics and body English to effectively sell his song wares. Intimate manner is well suited to the room. With piano accompanist Benny Payne occasionally chiming in on a vocal assist, Daniels pulled solid hands for his treatments of *I Get a Kick Out of You*, *I've Got You Under My Skin*, *If I Could Be With You*, plus his regulars, *Bye, Bye, Blackbird* and *Black Magic*. Eddie Oliver's combo competently backs Daniels and provides dance music.

Lee Zhitto.

Vaudeville Reviews

Palace, New York

(Thursday, November 30)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show cut by Don Albert's house ork.

This isn't one of the theater's best shows. The chief fault is the lack of real comedy on the eight-acter. The bill started with George and Ann Oliver in a solid roller skating act. The boy does a stand-out bit as a single in a high hat dance. The biggest in the act, however, was a fast back bend hold and spin with the girl sipping a drink thru a straw while the fellow spins rapidly around. They finished to good hands.

Ross Harvey is a combo hooper and bird handler. His hoofing is neat and clean, tho it suffers from lack of salesmanship. He gives his act a lift with the handling of some parakeets. In fact, it is hard to see what he wants to do, be a hooper or do a bird novelty act. The latter is what got the hands.

Brownlees Lose

The Brownlee Sisters (4), Horace Heidt grads, dressed youthfully, all in white, and looked like kids at a high school graduation exercise. The gals' four part voices, all well blended, sound okay tho their material seemed inadequate. After opening with *Oh, Marie* they went into a heavy *With My Eyes Wide Open* with a minor key arrangement that was meaningless as it was confusing. Until the Brownlees are established, they'd do better to stick to melody. They came back a little with a novelty closing of *I Didn't Know the Gun Was Loaded*, but the audience was no longer interested.

Foxx and White, two Negro lads, showed a good hoofing act, tho they missed completely as comics, which they are evidently supposed to be. If the boys intend to continue with chatter, they'll have to get material. Even for a square audience like the Palace frequently gets, their gags died.

Rey and Gomez, one of the better dance teams to play the house, were a solid hit. Using a series of flamenco numbers, the well-dressed couple did an exciting act which pulled big hands time and again. Their finisher, a very commercial flirtation bit, got them in fine fashion.

Fritzi Scheff was fine in her slot. Standing way back from the mike, Miss Scheff radiated ease and assurance as she commented on her age. Having warmed them up, she held them with songs long identified with her. As she went into opening bars of various numbers, including a Victor Herbert medley, the house broke into applause. An encore was arranged—and excellently produced—to bring her back for her trademark, *Kiss Me Again*. A cute walk-off added to her already big hands.

Benny Meroff, working with his wife, Catherine McLoughlin, had a tough time. His material was so dated it barely got a hand, not to mention a giggle. His variety instrument playing got some results, particularly the Ted Lewis bit, but if it weren't for his wife's straightening in a short bit, the act would have got nowhere. Meroff used Miss McLoughlin, a tall, well-stacked looker with a pair of flashy gams, in a number built around *Wine, Whiskey and Women*. The many obvious bits got yocks practically all the way.

The Sandys, three males, one a midget, and a gal did very nice trampoline act, using a high barred perch for catches. The little guy in the act was used for comedy effects. The turn wound up to good applause.

Pic, Farewell to Yesterday.
Bill Smith.

DC GETS LATE NEW YR. BOOZE

WASHINGTON, Dec. 2.—As the result of a special dispensation from the D. C. commissioner, local niteries will be permitted to serve liquor from 12:01-2 a.m. New Year's Eve. With the holiday falling on a Sunday, clubs would ordinarily be limited to beer and wine. Appropriately enough, the liquor decision came thru the efforts of Bourbon Dawes, secretary of the D. C. Hotel Association.

Paramount, New York

(Wednesday, November 29)

Capacity, 3,634. Price range, 55 cents-\$1.50. Four shows daily; five on Saturdays. Chain booker, Harry Levine. Show played by Jimmy Dorsey's ork.

Since its companion flicker, *Let's Dance*, runs almost two hours, the new stage bill was necessarily brief, with only one really sock act, Nat King Cole and his trio, on the bill. However, by virtue of its very brevity, the show was snappily paced and built well.

In the closing spot, Cole displayed his customary brand of easy showmanship and ace musicianship, backed by his own musical group (bass, guitar, bongo drum and leader on piano), plus a neat assist from Jimmy Dorsey's ork.

Cole opened with an inconsequential but pleasing pop tune *That's My Girl*, followed with some soft crooning on a ballad *Time Out for Tears*, and really hit his stride with the bombastic *Orange Colored Sky* and a delicately phrased version of *Mona Lisa*. The latter two numbers are Cole's current best selling disks on Capitol, and he socked them across to tremendous applause.

His encore vocal, *Calypto Blues*, with only a bongo drum accompaniment, was musically impressive, but, judging by the house reaction, none too commercial. He closed with a sure-fire seasonal click *The Christmas Song*.

Then Dorsey

From a technical standpoint, Jimmy Dorsey's current band (four trumpet, three trombone, bass, piano, drums and six sax, including the leader) is the best he's assembled in several years, particularly in the Dixieland department. It's visual impact, tho, was nil. With the exception of one sincere bit with Cole, Dorsey handled his emcee chores in extremely off-hand fashion, and his sidemen reflected the same disinterested attitude. Vocalist Pat O'Connor, a pert pretty brunette, was promising on a showmanly novelty number *Kiss Me* with trumpeter Shorty Sherock, and might have clicked big with more to do, a la the type of routines essayed by Dorsey's most popular canary, Helen O'Connell.

Comedian Mickey Deems, a mild-mannered likeable young lad, started slow with a so-so ditty about saloons. The crowd liked him, tho, and his closing number, a somewhat sadistic pantomime illustrating how to dispose of a little brat, drew consistent chuckles.

Rounding out the bill, the Tong Brothers, a good balance act, drew admiring gasps with a smartly paced display of muscular coordination. Their bow-off applause deserved an encore.

June Bundy.

Montreal Ops Axed by Ban

MONTREAL, Dec. 2.—All-night clubs in this city have been ordered closed Christmas and New Year's eve as well as Christmas and New Year's Day. Maurice Duplessis, premier of strongly Catholic Quebec, announced the shutdown in view of Holy Year and because both holidays fall on Sunday.

Night club operators immediately raised a storm of protest, stating that many had booked extravagant shows and because of the closing there would be a great decline in revenue.

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PHILADELPHIA, PA.

Burlesque Bits

by Uno

HUDSON, Union City, N. J., suffered no damage outside of broken neon lights and shattered glass because of the heavy storm November 25. The first evening show that Saturday was sold out, but the house was only one-third filled. In response to many phone calls, ticket holders were told their seats were good for any performance on the four days following. . . . **Harry Koler**, of the former combo, **Koler, Hall and Morton**, is in Morrisania Hospital, Bronx, a victim of the storm. Gale blew him down the subway stairs and he sustained a fractured pelvis, a broken bone in his left hand and cuts on ear and head. He will be in a cast about eight weeks. . . . **Renee LaRue** is headlining at the **Follies**, Los Angeles, with **Tempest, Nana and Sylvia** among supporting principals. . . . **Jack Reid**, who operated and played in his own show, "Record Breakers," on the big wheels, celebrated his 77th birthday last week in St. Louis. . . . Circuit houses to shutter over the pre-holiday season are the **Casino**, Pittsburgh, weeks of December 1, 8, 15; **Gayety**, Columbus, O., 8, 15, 22; and **Park**, Youngstown, O.; **Embassy**, Rochester, and **Mayfair**, Dayton, O., 1, 8, 15, 22. All reopen December 29 with the exception of Pittsburgh, which resumes December 22.

ROXY HART, now featured on the Ohio circuit, was a child star acro dancer at the Palladium Theater, London. . . . Burbank, Los Angeles, has **Jennie Lee**, featured, with **Harry Clexx, Shirley**, and **Arabella and Bene**, also in the cast. . . . **Shorty McAllister**, after a layoff of three years in and out of hospitals, is back on the circuit with the **Stinky Fields** unit. . . . **Primrose Semon**, who opened at the new Klondike Room, New York, November 25, is also featured in an interview broadcast every night over WINS. Act was set by **Hal Gould**, who has recovered from a lengthy illness in St. Clare Hospital, New York. . . . **Helena Gardner**, featured with the **Bob Ferguson** unit, is a first

timer on the wheel. Another newcomer is **Ilka DeCalva**, strip woman at the Grand, St. Louis. . . . **Dave Ferguson, Harry Jarboe, Harry Jackson, Mandy Kaye** and **Joe Dick** were among those attending funeral services for **Jimmie Fulton**, 86, former number producer on the Columbia Circuit, November 22, at Cook's Chapel, New York. . . . **Wilbur Clark's** Desert Inn, Las Vegas, Nev., opened to capacity biz with **Minsky's Follies**, November 14. Entire production is under personal direction of **Harold Minsky**. Principals include **Bobby Morris, Joe DeRita, Murray Briscoe, George Moore, Allen Cole, Ruth Joseph, Dardy Orlando**, featured; **Carrie Finnell**, the **Zerbys**, dance team, and **Leo Diamond**, harmonica player. Chorus comprises 14 dancers and six paraders, lavishly wardrobe. Number producer is **Don Arden**, assisted by **Ronnie Fletcher, Carlton Hayes** is ork leader of 10. **Stanley Montfort**, who staged the scenes, is also company manager. . . . **Lena Daly**, former headliner and show ("French Follies") owner on the Columbia wheel, was the guest of **Mr. and Mrs. Claude Schenk** in their St. Louis home recently. . . . After seven weeks on the Jack Kane Circuit, **Yvette** has returned to the Star Follies Theater, Portland, Ore., for the winter under personal management of **Harry Fairros**.

Toronto Clubs Face Curfew

TORONTO, Dec. 2. — Additional headache for nitery owners here is the proposal that all dining lounges close at midnight. This would replace the present 2 a.m. closing thru the week and 11:30 p.m. Saturdays. Speculation is that the regulation will come into effect beginning April 1, 1951. Liquor licenses expire March 31, and must be renewed annually. The dining-lounge licenses issued this year have a midnight-closing requirement, in comparison to the 2 a.m. closing for licenses granted last year. Pressure for the earlier closing is being led by restaurants which don't use entertainment.

Casino Fires Chorus Line

TORONTO, Dec. 2. — The Casino Theater, which is the only continuous vaude house here, has dismissed its 13-girl line, effective November 30. In its place, Manager Murray Little is booking in twin-headliners, **Dunninger** and **Eddie Fisher**, as opening show starters. Acts booked to follow are **George Shearing, Richard Cannon, Billy Farrell, Dizzy Gillespie, Delta Rythm Boys, Jan August, Kay Starr, Victor Borge** and **Artie Shaw**.

Extra Added

Brief but important night club-vaudeville news

Plantation Expands

Plantation, Lindenwood, N. J., under new management, will increase its entertainment budget. Spot now has **Charlie Ventura** with a 14-piece ork, featuring **Lucille Reed** and **Marty Napoleon**. Floorshow is topped by **Joey Carter** and **Jackie De Marco** for the opening week.

Books Billie Holiday

Powelton Cafe, Philadelphia, brought in **Billie Holiday** last week. Only name played here in the past was **Sarah Vaughan**.

New York:

Frank Fontaine got his release from **Mickey Alpert**. . . . **Sandra Berle**, Milton's mother, is at the Flower Hospital after a heart attack. . . . **Billy Rose** is getting over a minor operation. . . . The Philly resolution (bite on talent buyers \$5-\$25 per week) will come up again at the American Guild of Variety Artists (AGVA) June convention.

Kurt Hofmann got the St. Moritz p-a. account against tough competition. . . . Local cafes narrowly averted a strike when kitchen help demanded more dough. The Latin Quarter signed and the Diamond Horseshoe is now dickering. . . . United Paramount Theaters declared a 50-cent dividend on the common, payable December 5.

At the Friar's luncheon to **Chico Marx** and **George Burns**, **Ted Lewis** got up, "I've played everything from Maine to California." **Fat Jack Leonard** broke in with, "What's in Maine?" . . . **Kitty Kallen** will do a benefit in Puerto Rico December 9 for the March of Dimes. . . . **Bill Miller** is making a strong pitch for **Jimmy Durante** for his Riviera next spring.

Smiling Jack Collins, cocktail single, wound up an eight-week engagement last week at **Danny's Musical Bar**, Cincinnati, to open November 27 at the Chateau, Cumberland, Md.

Fritzi Scheff goes into the Palace November 30. . . . **Tony and Sally DeMarco** had their option picked up at the Pierre and will stay there until January 8, making it eight weeks in all. . . . **Eric Thorsen** will get his first Coast date when he opens at the Coconut Grove, Hollywood, December 19, following **Peggy Lee**. . . . **Joe Glaser** now booking Philly Plantation. . . . **Richard Himber**, who usually takes the 6:09 to Long Island every night to his home, went to Kingston Wednesday (22) night to do a club date. The Long Island's 6:09 was one of the trains involved in the wreck. . . . New York clubs are faced with fresh union demands. This time it's the chefs, cooks and assistants. They want 15 cents an hour raise; the clubs offer 5 cents. . . . The independent contractor versus employee beef will come up to plague American Guild of Variety Artists in the immediate future.

Philadelphia:

Martin Wagner, ex-Coast office of William Morris Agency, working with the **Jolly Joyce Agency** here. . . . **Enrica and Novello**, who had to cut short their run at the Embassy Club when the male member sprained his ankle, are back in the room's new show. . . . **I. Hirst Enterprises**, which operates the chain of Hirst burlesque houses, among other amusement enterprises, has increased the authorized capital stock of the corporation from 5,000 shares of no par common to 7,000 shares of no par common stock. . . . **Jolly Joyce Agency** now booking the **Quonset Inn, Silver Hall, Md. Eddie Schaeffer, Jo-Ann Tolley** and **Paddy Daye** head the first show.

Buddy Lewis, local Philly comic, pinch-hit for the ailing **Mickey Shaughnessy** at **Frank Palumbo's**, and the night after rushed over to **Charley Ventura's** Plantation Cafe, on the Jersey side, to take the place of **Joey Karter**, who was knocked out and feeling low.

Bridgeport, Conn.:

The Poli-New England Theaters, operating thruout Connecticut and Massachusetts as a division of the Loew circuit, retired \$228,300 in first mortgage bonds last week.

Here and There:

Georges and Jo Ann, dancers, who opened at the Neil House Town and Country Room, Atlanta, November 30 for three weeks, are set to follow with the **South Ocean Club, Palm Beach, Fla.**, December 24 to remain thru Easter Sunday.

Hocus-Pocus

of Magic and Magi

by Bill Sachs

JAY PALMER and **Doreen** are still going great guns in England with their comedy magic. They open Monday (11) at the Hippodrome, Birmingham, for a week, and wind up their English bookings with a week at the Palace, Blackpool, beginning December 18. Palmer and Doreen are slated to return to London next season for a 16-week stretch at the Empress Hall as a feature of the Festival of Britain celebration. "For that occasion," scribbles Jay, "we will do a Palmerized (comedy) version of a large, modernized magic show. We will do the Triple Trunk Mystery, wherein I shoot Doreen from a cannon on stage to a trunk at the dome of the theater, all with the comedy angle. Also have comedy version of the Substitution Trunk and the Sword Box. In the latter, Doreen escapes from the box after all swords are in place, and cuts off my head with one of my own swords and runs me out of the theater. She goes on to finish the act herself. We have a corking idea and can revive almost any standard illusion and make it good again by using the comedy angle. And there's no exposing of any kind." . . . **Ade and True Duval** have just concluded a two-weeker at Bellevue Casino, Montreal's largest nitery, with their silks and smoke routine. . . . **Sirdani**, English magus, has just played his first American engagement—a week at the Gayety Theater, Montreal. . . . **The Great Nahala** is vacationing in Houston after a 26-week season with his own Illusion Show on fairs and celebrations. He put in 15 weeks with the L. J. Heth Shows, four weeks with the Great Sutton Shows, and the remainder of the run with the Cavalcade of Amusements. . . . **Justin Ratterman (Justini)**, Cincinnati trixster, appeared on the **Vaughn Monroe** TV show over the CBS network last Tuesday night (28). . . . **Larry Weeks**, juggler-magician, postal's from Pittsburgh under date of November 29: "Still working this snowbound area and set on banquets here thru December 10. Showbiz has been at a complete standstill since last Friday, with almost all shows canceled out and clubs closed. All are expected to resume this week-end, however."

of trickery, have just concluded a fortnight's stand at Montreal's swank **Folies Bergere**. . . . **Milbourne Christopher** moved into Club Charles, Baltimore, November 22 with the **Sophie Tucker** show. On Saturday morning (25), Christopher ducked back to New York to do a kinescope with **Faye Emerson**, which is being used for her network TV show while she is honeymooning in Mexico. Yep! That's Christopher causing **Crosse and Blackwell's** "Cocktailer" to float in mid-air on Page 149 of the December issue of **House and Garden**. . . . The National Council of the Society of American Magicians has reaffirmed the Chicago convention vote calling for the SAM to put out its own magazine come next June. . . . **Robert L. Friend**, mentalist and hypnotist, is featured on the "Sleep Show," new radio program which made its debut recently over **WMAL**, Washington, sponsored by **Simon Distributing Corporation**, radio distributors. **Robert J. Enders Advertising, Inc.**, owns the copyright on the show which is heard each Thursday at midnight.

Caught Again

Club Lido, Paris

The Bernard Brothers' pantomime act gets big yocks nightly. The lads do their standard act, tho it still registers heavily as ever. Their material consisted of **Andrews Sisters** recordings, the old **Crosby-Mary Martin Wait Till the Sun Shines** number, plus a couple of novelties. As usual the boys wear comedy costumes for each number, adding sight to the ear effect.

The boys have added a **Kirsten Flagstad** record and a **Spike Jones's Cocktails for Two**, finally ending with a newsreel number for which they brought on a third man. *Art Rosett.*

Le Ruban Bleu, New York

Most of the acts current here have been caught before. They all do excellent jobs, tho there seems to be a conflict between two comics, **George Hall** and **Ronnie Graham**. Hall is a stand-up talker with some clever material based on strange subjects like the **Almanac de Gotha**, a **Sousa** march, etc. **Graham**, on the other hand, does his act from a piano, using special lyrics that *(Continued on page 40)*

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BILL NEFF is reported chalking up excellent grosses in RKO houses in the New York area with his combo mystery and horror show. **Anton Scibilia**, of the Joe Hiller Agency, Pittsburgh, continues to serve as **Neff's** personal manager. . . . **Michael Dove**, currently presenting his dove magic at Club Gay Haven, Detroit, moves into Ohio territory soon. . . . **A. Telfair Ritchie**, who died at his home in Commerce Lake, Mich., November 30 of pneumonia, was a well-known collector of magic memorabilia, as well as a manufacturer of magic apparatus. He was also an early member of the Society of Detroit Magicians. . . . **Roy Hall** is back in harness at his Detroit magic shop after an absence caused by recurrence of a heart ailment. He has **Dr. Harlan Tarbell** skedded to appear at his shop with his lecture-demonstration January 12. . . . **The Three Marvellos**, with their amazing brand

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NY-133	Creme Paper Hats, head sizes, asstd. colors, imprinted "Happy New Year." Gro.	6.50
NY-134	Creme Paper Hats, same as above without imprint. Gro.	4.50
NY-136	Metallic Cardboard Hats, head size, asstd. designs and colors, pkd. 50 in carton. Per Carton	7.50
NY-138	Metallic Hats, asstd. fancy shapes, a most beautiful assortment, pkd. 25 in carton. Per Carton	6.50
NY-139	Felt Party Hat Assortment, all head sizes, asstd. shapes and colors, pkd. 25 in carton. Per Carton	5.00
NY-142	Confetti, individual bags, generous amount, ready to pass out. Per Hundred Bags	4.00
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NEVER THE SAME IN N. Y., SAY PHILLY CRIX

Tell Readers How Local Turkeys Become Smash Broadway Hits

PHILADELPHIA, Dec. 2. — In order to get themselves off the hook, local theater critics are telling their readers trade secrets to explain how some of the local try-out turkeys turn into Broadway birds of paradise. In comparing the evaluations of local critics with word-to-mouth reactions, and then seeing the New York appraisals, local drama devotees begin to wonder whether the local boys are in possession of all their buttons, or whether the same show is being talked about.

It remained for Harry Harris, of *The Evening Bulletin*, to come out boldly for the first time and tell the public in print that the "at-

tractions viewed by first-nighters in Philadelphia and New York have very little in common but their titles." *Bulletin's* drama pundit added that, very often even the titles are altered during the 90-mile trip from Philadelphia to New York.

Philly "Tryouts"

Harris explained that the showings here are merely "tryouts—expressly meant for mending." A case in point, he said, is the just-departed *Out of This World*. Broadway's verdict is still anybody's guess, since the Cole Porter show went to Boston for added face-lifting "but it's certain," said Harris, "that the New York version will bear little resemblance, at least dialogwise, to the Philadelphia unveiling."

During its recent local premiere, Sam Spewack's *The Golden State* was switched from two-acts to three, with more emphasis on comedy and less on pathos. *Hilda Crane* had a new ending tacked on here. *Guys and Dolls* had several songs and an entire act re-staged. *The Relapse*, despite the fact that it is 254 years old, locally acquired an informal prolog. When Mike Todd's *Peep Show* left Philadelphia last June, it had a conventional finale. When it opened in New York several nights later, the final curtain descended on chorines splashing merrily in a giant bubble bath.

While it's New York that finally sees the renovations, this season will mark a switch when Alfred Lunt and Lynn Fontaine bring their *I Know My Love* to town. Thruout the New York run of S. N. Behrman's play, it began with the stars' 50th wedding anniversary and then shuttled back to their marriage and subsequent adventures. When Philadelphians see it within the next few months, the first scene will be the last—the Lunts like it better that way.

WELLS GROSSES BIG IN DALLAS

DALLAS, Dec. 2.—Sadler's Wells Ballet pulled audiences totaling 89.7 per cent of capacity of 4303-seat State Fair Auditorium in four performances, November 25 thru 27.

Over 16,300 admissions grossed close to \$60,000 at a \$4.80 top. No performance was a complete sell-out, but only seats left were top-of-balcony, lower-priced pews.

New Hartford Theater Group Being Formed

HARTFORD, Conn., Dec. 2.—Incorporation papers are to be filed with the secretary of state here for a new Connecticut corporation, to be called Connecticut Theater, Inc. Primary objective is "to produce a series of original one-act plays by Connecticut writers, to be presented by community theaters thruout Connecticut, in theater-in-the-round style, over a period of nine weeks."

Attorney Joseph Neiman, of Hartford, stated that "subsequent activities may include other phases of amusement presentations." The group's season is tentatively scheduled for the spring and summer of 1951 and locations and series opener will shortly be announced.

Executive director will be Paul Neil DeSole, of the Mark Twain Masquers and Group 20 Players, area dramatic groups; managing director, William Condon, Cue and Curtain, East Hartford; technical director, Herbert Carlson, Mark Twain Masquers; personnel, Joseph Neiman, and publicity, James P. Dawson, associate of Neiman in law practice.

HUB WON'T GO FOR LOVE-DOVE URGES

Lady Censor Knows Exactly What She Dislikes in Porter's "Out of This World"

BOSTON, Dec. 2. — Boston wouldn't be Boston if the censor weren't lurking in the back of every theater to exercise his (or her) authority as guardian of the public morality. True to the theater, in his (or her) fashion, the censor viewed *Out of This World*, the new Cole Porter musical stopping off at the Shubert on its way to Broadway, and found it something more than a slight offense to his (or her) delicate nostrils. Nothing said about how the public feels about it. However, none of the Boston reviewers found it objectionable.

No Plot for Moppets

As the advance reviews have indicated, is not a charade for children. It stems from the old Greek Aphytrion legend in which Jupiter gets one of his periodical yens for mortal bedroom antics. But while he cavorts on the earthly planet, chasing woman, his goddess wife, Juno, roams searching for him. Somehow, before things get too serious, she drags him back to Olympus.

On such a slim framework, authors Dwight Taylor and Reginald Lawrence have hung a libretto decked with many a sly wink and wanton wile. Some of these the censor objected to in very plain language. Beatrice Whelton, of the censor's office, was reported to have seen the show and forwarded

to the Shubert Theater a long list stating "we would appreciate the following eliminations being made . . ."

Beantown Morality Beefs

Miss Whelton asked that dialog be "modified," that Janet Collins put on more clothes for the dance she does as the character "Night," that "positions and actions of girl in 'dove' costume be less suggestive, particularly when she is at right of stage draped over three men."

Miss Whelton asked that such typical Cole Porter phrases as "saving my urchins for vestal virgins," "old bag" and "sexual insecurity" be eliminated.

The ballet which closes Act 1 (which created a stir in Beantown all the way from Philly before the show arrived here) was ordered "greatly modified."

All told, 10 major changes in costuming, staging and dialog were ordered, much in the fashion of a new director who arrives on the scene to give a new show some zip before a Broadway opening.

Lunts on Bare Detroit Stage Due to Storm

DETROIT, Dec. 2.—Last Saturday's (25) storm caused a near-blackout of the local legitimate scene.

At the Cass Theater, the Lunts arrived minus all baggage, and opened Monday (27) on a blank stage in street clothes with *I Know My Love*. Scenery and costumes were stranded in Pittsburgh. Lunt announced the situation, and introduced the setting verbally. Refunds were offered in the event of dissatisfaction. Only nine customers out of a full house asked for their money back.

The marooning in Cleveland of Alfred Salmaggi's International Grand Opera Company shuttered the Shubert-Lafayette Theater for the week. First cancellation was for Sunday night, in the hope that the company could make the relatively short jump in time to open Monday, but this proved impossible and the week was dropped. Billing is currently up for *Brigadoon*, booked in for December 11.

HERE TO STAY

Arena-Type Theater Is D. C. Fave

WASHINGTON, Dec. 2.—Continuing to draw good crowds, the theater-in-the-round at the Hippodrome's Arena Stage is apparently here to stay. The idea has taken hold easily in the nation's capital where the only other legit theater is the Gayety. Just finishing a two weeks' run, *Taming of the Shrew*, will be replaced next week by *Pygmalion*, which will be followed by *Alice in Wonderland*, skedded for the Christmas holiday period.

The Arena, which has a seating capacity of only 247 and maintains a non-Jim Crow policy, has come off well in a highly varied rep which has included: *She Stoops To Conquer*, *The Firebrand*, *Of Mice and Men* and *The Delectable Judge*. The cast is enthusiastic and versatile, and direction has been tops, making the most of the intimacy of the center-stage idea.

Especially interesting is the current show, *Shrew*, the troupe's first attempt at a Shakespearean play. While not up to the slick acting and arrangement of Goldsmith's "She Stoops To Conquer," the group's version of the Shakespeare comedy was frolicsome and in the Elizabethan manner.

Noteworthy also have been *Firebrand* and *Mice and Men*, as produced by Edward Mangum.

The theater, located on New York Avenue just off Ninth Street, is expected to operate the year-round. Shows are daily except Sunday, with matinees on Wednesday and Saturday. Night prices are \$1.90, and matinees are \$1.50. Ben Atlas.

NATIONAL BALLET WINS RAVES AT PARIS PREEM

PARIS, Dec. 2.—The American National Ballet Theater climaxed its European tour with a brilliantly successful opening at the Palais de Chaillot. Hoopla occasion received big advance spreads in the French press, resulting in a sell-out for opening November 17. Tickets are hard to get for the rest of run, to December 5.

The Ballet Theater is nearing the end of a triumphant tour. After Paris it will give three performances in Berlin and return to the U. S. for Christmas.

Blessed by the Department of State, President Truman and Mrs. Roosevelt, and sponsored by the American National Theater and Academy, the group was originally offered transportation by government plane to further its goodwill aspects.

War Cancels Plans

The outbreak of war in Korea canceled these plans after the troupe had been flown to Wiesbaden, Germany, for its first performance. Since then they have had to travel at their own expense by plane and train, carry four freight car loads of scenery, costumes and props.

Tho the company has governmental sanctions, no financial backing has come from this source. Undisclosed private sponsors, however, are willing to pay losses up to \$100,000. The company has played to capacity houses everywhere, but the production itself is so costly that a deficit at the tour's end is likely.

In terms of good will, its success is overwhelming. The company danced under the noses of the Russians in Berlin and Trieste and accomplished an excellent cultural mission everywhere.

Presented by Blevins Davis, the American National Ballet Theater is under the direction of Lucia Chase and Oliver Smith. Its stars include Igor Yousekevitch, Alicia Alonzo, Mary-Ellen Moylan, John Kriza, Nora Kaye, Norma Vance, Paul Godkin, Allyn McLerie and James Mitchell. Dimitri Romanoff is manager and Edward Caton

maitre-de-ballet. Alexander Smalens wields the baton. Tariff for the local stand scales from 60 cents to \$2.30.

Crix Mix Kudos

Opening program alternated essentially American ballets with classical numbers. Local critics, who in the past have not been too kind to American ballet, gave laurels to the technique of the principals and the perfection of the ensemble. While there were no complaints as to quality of the dancing, the critics were not so kind to the native American patterns, criticizing them for their subject matter and costuming. The settings received some biting criticism. American companies going to Europe would do well to take into account these differences in taste.

(Continued on page 37)

Theater '50 Sets Musical

DALLAS, Dec. 2.—Theater '50, local arena playhouse, will present its first musical next spring. Producer Margo Jones announced the skedding this week of *Walls Rise Up*, from the George Sessions Perry novel with book and lyrics by Frank Duane. Music is by Richard Shannon of Houston.

The musical will open March 12 for a three-week run and will replace *School for Scandal* on schedule. Music for the opus, which must be scaled down to dimensions of the 200-seat playhouse, will likely be provided by a two-piano team.

The title of Edward Caulfield's new play, set for Theater '50 January 29-February 17, has been changed from *An Innocent in Time to Lord Byron*.

The theater has organized new audience guild, lecture series for clientele, supplemented by newsletter. Tallulah Bankhead will be first speaker Tuesday (5).

Mimic in Suit For \$1 Million Vs. Mae West

NEW YORK, Dec. 2.—Mae West, playing *Diamond Lil* at the Blackstone, Chicago, this week, faces a \$1,000,000 suit in New York Supreme Court brought by Sara Allen, comedienne. Miss Allen, who does an imitation of Mae West, charges that the star has conspired to prevent her from obtaining employment.

In an affidavit filed in connection with a motion for examination before trial, Miss Allen claims that Miss West at one time gave her consent to the impersonation, which the plaintiff claims to have conceived after having worked with the star in *Diamond Lil*.

The affidavit, which was filed by attorney Harry H. Lipsig, alleges that Miss West contacted the plaintiff.

(Continued on page 37)

Sides and Asides

Brief but important legit news

CTP Rehuddles on Tix

The Committee of Theatrical Producers (CTP) asked the League of New York Theaters and the Ticket Code Authority for more time last week to consider final recommendations anent ticket distribution problems. CTP met Thursday (30), but as usual the shades were tightly drawn on its deliberations. The final score will be presented to the league for approval and then submitted to the Code Authority. It is reported that CTP's recommendations will cover all phases of ticket distribution as well as contracts governing mutual control of tickets between producers and theater operators. With Chairman Arthur Schwartz leaving next week for a fortnight's work on the score of the new *George Abbott* musical, "Brooklyn Story," Herman Shumlin takes over his duties as chairman.

Guild Solicitations

The Theater Guild racked up 99,020 subscribers for its 1950-1951 season, a loss of 6,223 from last year. This is not as serious as it sounds, since half a dozen hinterland spots are still accepting subscriptions. The Guild covers 21 cities. Washington is back in the schedule this year via bookings with the Gayety Thea-

ter where no segregation is involved. Kansas City has been dropped. Current subscribers by cities add up as follows: New York, 15,332; Chicago, 14,975; Los Angeles, 9,208; Philadelphia, 8,484; Boston, 7,597; Washington, 7,492; San Francisco, 6,856; Detroit, 5,124; Seattle, 3,956; Milwaukee, 3,594; St. Louis, 3,075; Cincinnati, 2,623; Pittsburgh, 2,357; Baltimore, 1,797; Columbus, O., 1,452; Cleveland, 1,185; Minneapolis, 972; St. Paul, 858; Richmond, Va., 842; Wilmington, Del., 686, and Buffalo, 655.

Sked 3 Equity Benefits

Three more benefits for the Actors' Equity welfare fund were set for Sundays (3), (10) and (17), with "Affairs of State," "Black Chiffon" and "Kiss Me, Kate" giving extra performances in that order. Since the November 26 starter, "Call Me Madam," was a virtual sellout to Equity, with 99 per cent of the tickets bought by actors, the union wants it understood that tickets for the public will be available in the future. Tickets are on sale at box offices of the theaters housing the attractions, the Music Box, the 48th Street and the Shubert. Equity has also set up a ticket office of its own at the union's headquarters on West 47th Street.

Out-of-Town Reviews

A PLAY FOR MARY (Opened Monday, November 27) Theater '50, Dallas

A comedy by William McCleery. Directed by Spencer James. Technical director, Marshall Yokelson. Stage manager, Robert Scott. Costumes by Kenn Barr. Press representatives, Mabel Duke. Presented by Margo Jones.

Mrs. Vail.....Betty Greene Little
Sewell.....Richard Venture
Milo Brooks.....Edwin Whitner
Mary Gregory.....Karolyn Martin
Neal Price.....John Denney

The first original of the season for Margo Jones's arena stage plays swiftly. It should; there is little substantial in the plot to slow it down. In spite of fluffiness, however, *A Play for Mary* has enough wisecracking dialog to insure its popularity with loyal Theatre '50 clientele.

William McCleery, whose *Hope for the Best and Parlor Story* have had Stem productions, has a flair for epigram which he rations out to all five characters at some little threat to characterization. His characters are stereotypes, however, so nobody gets hurt bad.

Mary concerns the conniving of a B'way producer in love with his young fem star. He is angling to send the gal to Hollywood on a package movie deal. A brash young playwright upsets the apple cart in the usual manner.

The middle-aged producer is irked that he rates only as friend and mentor to the star. To keep her happy and persuade her to make the trip to the Coast, he pretends to find her a new play. The author is summoned to confer on an unwritten third act. Star and playwright go for each other, but friend producer tosses in complications and nudges the lady into giving the scripter the heave-ho. The latter however, beats him out by coming up with a fast idea for his third act. The notion incidentally, is better than McCleery's own final stanza.

The vets of Margo Jones's resident company—Edwin Whitner as the producer, John Denney as the playwright and Betty Greene Little as the producer's devoted, finagling housekeeper—add most of what sparkle there is. Karolyn Martin seems a bit uncomfortable in arena surroundings. She is making her second appearance with the Theatre '50 group. Richard Venture, another newcomer to the company, is quite adequate in a bit role of Sewell, a car-jockey with a literary yen.

The play should do good biz for the remainder of the three-week run. It's the light, amusing, inconsequential type of piece which has proved most popular among the originals presented at Theatre '50.
Thad Ricks.

"Tower" Extended

The American National Theater and Academy (ANTA) has extended the run of "The Tower Beyond Tragedy" for three weeks beyond its subscription period. Seats are currently on sale to the public for all performances at the ANTA Playhouse b. o. Telephoned reservations are also accepted. The Judith Anderson vehicle will play thru Sunday (24). There are no performances Tuesday night and mats are on Thursdays and Saturdays. Meanwhile, pursuing the policy of getting the most use out of its theater, ANTA skeds its second subscription offering, "The Cellar and the Well," for Sunday (10) at 5:30 p.m. "Cellar" will run thru Sunday (17) with its curtain at that hour. The late afternoon tee-off is a slightly hazardous innovation and may draw plenty of lusty beefs from subscribers who can't keep bankers' hours.

Broadway's Blood

The American Red Cross, December 4 at 11:30 a.m., is slated to have a mobile blood-bank unit on the stage of the Majestic Theater. Blood donors from the casts of current Broadway shows will make their contributions by groups between the hours of 11 and 4 p.m. From noon to 1 o'clock, Equity Council, the board of governors of the Dramatists' Guild and the League of New York Theaters will be cupped en masse. The bank will operate similarly Monday (11) and Tuesday (12) in order to give everybody a chance to make a blood donation. Helen Hayes, Mrs. Richard Rodgers, Louis Simon and Mrs. J. F. Purcell, of the Red Cross, are in charge of arrangements.

LET'S MAKE AN OPERA

(Opened Monday, November 27)
Wilbur Theater, Boston

A musical. Music by Benjamin Britten. Book and lyrics by Eric Crozier. Entire production staged by Marc Blitzstein. Scenery and lighting by Ralph Alswang. Costumes by Aline Bernstein. Musical director and conductor, Norman Del Mar. General manager, Irving Cooper. Press representatives, William Fields, Walter Alford and Arthur Cantor. Stage manager, Mortimer Halpern. Presented by Peter Lawrence and the Show-of-the-Month Club.

Big Bob.....Randolph Symonette
Clem.....Rawn Spearman
Sammy.....Lawrence Young
Miss Baggott.....Elizabeth Wyor
Rowan.....Arlene Frank
Juliet.....Jo Sullivan
Gulet.....Frank Catal
Sophie.....Claire Richard
Tina.....Angela Adamides
Hughie.....Paul Carter
Johnny.....Mario Santamaria
Tom.....Randolph Symonette
Alfred.....Rawn Spearman

England's Benjamin Britten is one of the liveliest talents in the serious music field, and a man with a fey sense of humor as well, as evidenced by *A Young People's Guide to the Orchestra*, a witty musical piece, and *Let's Make an Opera*, which Peter Lawrence and the Show-of-the-Month Club is offering for the first time in this country.

Let's Make an Opera is just about what its name suggests. In the first half, the cast, playing themselves, pretend to write a chamber opera for a school performance. In the second half they perform the opera in costume. Between them, the musical director rehearses the audience, which becomes the chorus, in four neat, tuneful but not too easy songs.

In the writing of the opera, Britten and his librettist, Eric Crozier, give away a lot of the theatrical secrets. And the audience's part in the proceedings adds up to a lot of fun. But, frankly, *Opera* is for kids, amateur groups, high schools and the like. Its future in the professional theater is debatable.

In fact, the production and performance at the Boston opening just about reached the stature of a fair amateur performance. The singers who could sing, couldn't act. And the actors who could act, couldn't sing. Norman Del Mar indulged in monumentally corny gags in rehearsing the audience. Randolph Symonette, as the "composer," sang well enough, but his acting was stilted and hammy. Elizabeth Wyor managed her vocal parts well, but she, too, seemed ill at ease on a stage. The seven kids in the show were all self-conscious. Furthermore, Marc Blitzstein's staging was awkward, but perhaps that can be pardoned since it was his first directorial chore.

The one bright spot in *Let's Make an Opera* is the music. As usual, Britten has turned out a tuneful score which sticks in the memory. But to be done for the professional stage, *Opera* needs a production far better planned and executed.
Bill Riley.

Mimic in Suit

Continued from page 36

tiff, accused her of stealing her act, warned her to stop it, and threatened to use influence to stop Miss Allen from appearing anywhere.

Claims Slander

Among the persons to whom Miss West allegedly made slanderous statements were Lee Shubert, Ed Sullivan, Lou Walter, Eddie Davis, Henry Dunn and Jimmy Lyons.

The affidavit states that many booking agents told Miss Allen they could not secure engagements for her because of the pressure exerted by Mae West. The money Miss Allen had put into training and costumes were thus turned into a loss, according to the affidavit.

In Chicago, Friday (1), a representative of Miss West denied that Miss Allen had received permission to do the impersonation. The rep would not comment on the suit.

National Ballet

Continued from page 36

During their European tour the company has played Berlin, Edinburgh, London, Manchester, Venice, Geneva, Zurich, Florence, Turin, Milan, Genoa, Trieste, Amsterdam and Brussels.

NEWS REVIEW

Frank Fay's "Please" in Coast Debut

SAN FRANCISCO, Dec. 2.—Frank Fay's *If You Please* opened at the Curran Theater here Tuesday (28) and while it may have a moderately prosperous local run it is unlikely that it will hit the boards on Broadway. Whether or not *If You Please* will ever be able to make the Stem grade depends a great deal on what is done here to sharpen and brighten the presentation. Currently it is too loosely hung together and some of its acts are in bad shape. However, *Please* could add up to considerable fun.

The above should not be taken to mean that the show is strictly bottom-of-the-barrel stuff or that it cannot be salvaged. There are moments when it has distinct merit. For the most part the sketches are amusing and while the musical score is not particularly distinguished the numbers are acceptable.

At the outset Fay undertook to take off in all directions as musician, sketch author, singer and comedian and came out a very bad second best in most departments. Thus, it was Fay all the way, and all the way soon became rough for him and his toiling cohorts.

The first act, which ran to 14 scenes, produced as topper Maurice Kelly, a young dancer, who did a swell tap. The rest of the acts were strictly for the birds. The second act was somewhat better, perhaps because it was shorter. Funniest sketch here was one involving Fay as the harried star set upon by members of a "little theater" group. This drew solid laughs. Fay also showed up a scene or two later in a song-talk routine which was fairly pleasant because he just stood on stage and spoke to the audience. Good, too, is a sketch about two British children, played by Fred Irving Lewis and Jeri Sullivan. As a take-off on English humor, it is mildly amusing.

The production is first-rate. The settings by Richard Jackson are interesting; the costumes by Thomas Charles Pratt are adequate, and Edward Ward's musical direction is sound. The chorus line is not exactly Ziegfeld standard.
Edward Murphy.

BROADWAY SHOWLOG

Performance Thru December 2, 1950

Affairs of State.....	9-25, '50	79
(Music Box)		
Angel With Red Hair.....	10-19, '50	40
(Blackfriars' Guild)		
Arms and the Man.....	10-19, '50	52
(Arena)		
Bell, Book and Candle....	11-14, '50	23
(Barrymore)		
Black Chiffon.....	9-27, '50	61
(48th Street)		
Edwina Black.....	1-21, '50	15
(Booth)		
Hilda Crane.....	11-1, '50	37
(Coronet)		
Mister Roberts.....	2-18, '48	2017
(Alvin)		
Ring 'Round the Moon....	11-23, '50	12
(Martin Beck)		
Season in the Sun.....	9-28, '50	76
(Cort)		
The Cocktail Party.....	1-21, '50	364
(Henry Miller)		
The Country Girl.....	11-10, '50	27
(Lyceum)		
The Golden State.....	11-25, '50	9
(Fulton)		
The Happy Time.....	1-24, '50	359
(Plymouth)		
The Lady's Not for Burning.....	11-8, '50	30
(Royale)		
The Member of the Wedding.....	1-5, '50	28
(Empire)		
The Relapse.....	11-22, '50	14
(Morosco)		
The Tower Beyond Tragedy..	11-26, '50	8
(ANTA Playhouse)		

MUSICAL

Call Me Madam.....	10-12, '50	60
(Imperial)		
Gentlemen Prefer Blondes..	12-8, '50	412
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	11
(46th Street)		
Kiss Me, Kate.....	12-30, '48	802
(Shubert)		
Michael Todd's Peep Show..	6-28, '50	181
(Winter Garden)		
Pardon Our French.....	10-5, '50	68
(Broadway)		
Peter Pan.....	4-24, '49	256
(St. James)		
South Pacific.....	4-7, '49	684
(Majestic)		

CLOSED

Les Ballets de Paris.....	12-2, '50	63
(Broadhurst)		
(Opened 10-8, '50)		

Broadway Openings

TOWER BEYOND TRAGEDY

(Opened Sunday, November 26)

ANTA Playhouse

A tragedy in verse by Robinson Jeffers. Staged by Robert Ross. Setting by Wolfgang Roth. Costumes by Castillo. Company manager, Jack Schissel. Stage manager, Edwin Gordon. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Presented by the American National Theater and Academy. Aeschylus.....Robert Harrison
Agamemnon.....Frederic Tozere
Clytemnestra.....Judith Anderson
Leucippe.....Ludie Claire
Corinna.....Martha Downs
Cassandra.....Thelma Schnee
King's Guard.....Victor Thorley
A Townsman.....Ruth Manning
A Captain.....John Straub
The Porter.....Don McHenry
Queen's Guard.....Eric Fleming
Aegisthus.....Philip Huston
Electra.....Marian Seldes
Aegisthus' Attendant.....Michael Thorne
Orestes.....Alfred Ryder
The Queen's Slaves.....
Dion Allen, Charles Carruth, Jack Clay
The Queen's Guard.....Richard Farmer, Dale Parkhill, Byron Meyer
The King's Guard.....Berger Carlson, Harvey Korman, Arthur Gorton
Townspeople—Joan De Marrais, Alta McKay, Rosemary Murphy, Bette Ramey, Robert Delano, Lee Henry, Dan Lincoln, Dan Rubinate.
Captives—Ted Behr, Bill Froelich, Sidney Kay, William Portrude, Clay Sanford, Allen Windsor.

Tower Beyond Tragedy can be rated as an impressive start by the American National Theater and Academy (ANTA) for its 10-play subscription series. Any production deriving even occasional fiercely eloquent moments such as our theater's top tragedienne, Judith Anderson, can always be counted upon to bring to a stage, must be impressive. But the Robinson Jeffers poetic drama, based on Aeschylus's Oresteian trilogy, is no such dynamic work as his adaptation of *Medea* three years ago, nor does it give it such scope for its star to indulge in the vocal pyrotechnics which rocked pew-sitters to their respective toes at the National Theater back in the spring of '47.

All Anderson

But where the one offered a devastating dramatic tour-de-force for a brilliant actress, *Tower's* impact is lessened by a stylized exposition. Since originally it was not intended for dramatic production, it is obvious that much shearing has gone into its metamorphosis. At all events, its tragic implications for the most part seem static and leave one pew-sitter completely unmoved.

When Miss Anderson is on stage defying the Mycenaean populace across the body of murdered Agamemnon, and later when she pleads for her life at the avenging hands of her son, Orestes, matters take on a horrible grandeur. Her savage Clytemnestra is the essence of terrific projection. But a pew-sitter finds himself lost in watching and hearing Miss Anderson, and not particularly listening to what she is saying. With her death, what there is to *Tower* crumbles. What follows is sheer anti-climax.

Perhaps, viewed from a hillside and surrounded with outdoor pageantry, *Tower* might take on grand proportions. But in the intimacy of a theater and under the static and stylized direction of Robert Ross, it seldom reaches above poetic story telling.

Play Handicaps Support

Production-wise, Wolfgang Roth's somber background of steps and doors leading to Agamemnon's palace are sufficiently effective for the mood, and the Castillo costumes are an imaginative blend. But the content of the play leaves the supporting cast under considerable handicap.

Thelma Schnee's Cassandra is pictorial but garrulous, and the use of a recorded voice of the dead king coming from her mouth is a trying business. Philip Huston is required to be little more than manly as the queen-mother's lover Aegisthus, and Frederic Tozere's Agamemnon isn't allowed to live long enough to give him more than an opportunity to etch the part. Marian Seldes and Alfred Ryder do what they may as the avenging offspring, but after Miss Anderson's gory end, what they have to say has all the impact of a penny whistle.

It is, of course, ANTA's hope that the new and classic items on its play series may go on to Broadway commercial success. But this first effort, however, distinguished, is hardly bait for man-in-the-street box office. Not even the magnificent talent of Miss Anderson could carry it beyond a highly specialized audience.
Bob Francis.

THE GOLDEN STATE

(Opened Saturday, November 25)

Fulton Theater

A comedy by Samuel Spewack. Staged by the author. Setting and lighting by Lester Polakov. Costumes by Grace Huston. General manager, Warren P. Munsell Jr. Stage manager, William Chambers. Press representatives, Sol Jacobson and Martin Schwartz. Presented by Bella Spewack.

Betty Williamson.....Jocelyn Brando
Mrs. Morinas.....Josephine Hull
Sophie Kressner.....Polly Rowles
Mr. Jansen.....Frank Tweddell
A Young Man.....Henry Beckman
Tim White.....Ernest Truex
Jesse Weir.....Ben Lackland
Joe Williamson.....John Randolph
Bob Kressner.....Lou Polan
Hubert Clay.....John Hudson
Mr. Burns.....Robert Pike

When it comes to portraying gems in the way of lovable adde-pates, no lady of the stage can touch Josephine Hull. When advance reports herald her latest creation as a scatterbrained proprietress of a Los Angeles boarding house who discovers a gold mine in her back yard, it is an event to be anticipated. Looking back, however, on such savory items as Penny Sycamore, of *You Can't Take It With You*; Abby Brewster, of *Arsenic and Old Lace* and, most recently, Elward P. Dowd's screwball sister Veta, of *Harvey*, it is unfortunately most evident that Samuel Spewack's comedy, *The Golden State*, lets her down horribly. This is one time that even the incomparable Mrs. Hull can't succeed in making a nit-wit lovable.

Spewack has written a languid comic fable around an irresponsible lady of utter good will, but no sense, deserted by a husband and at odds with a daughter and son-in-law. She thinks Beverley Hills belongs to her complete via a Spanish grant. She takes in boarders who also live on dreams. Perhaps Spewack is concerned with what might happen to all of them, if the means of turning hopes into reality were suddenly put in their hands. For the purpose he stages a phony gold strike in the back yard. The moral of the fable is apparently that when the inevitable blow-up occurs, everybody has taken a sufficient plunge to keep on with the things they wanted to do all along. Even a paroled gold-brick artist, who has promoted the deal, is led back to jail with happy assurances of eventual reclamation.

The trouble with *State* is that seldom is it funny and most of the time its downright dull. Nobody can do more on a stage with a glance, gesture or monosyllable than Mrs. Hull, but even she can't play yes-and-no pantomime for three acts. Hers is a valiant effort, which achieves moments of real guile for putting a laugh where none grows in the script, but the over-all handicap is too big.

In support, Ernest Truex is a far worse case. His stint is that of a bewhiskered desert rat, and such comic interludes as fall his way are confined to nipping from a bottle. John Randolph, Lou Polan, Ben Lackland, Frank Tweddell, Jocelyn Brando and Polly Rowles and two or three others are also involved in the back yard prospecting. It seemed to one reporter that the luckiest one of the lot was Mrs. Morinas's husband, who ran away to Madrid before the play started and never came back.
Bob Francis.

DRAMATIC ROUTES

Angel in the Pawnshop (Selwyn) Chicago.
As You Like It, with Katharine Hepburn (Biltmore) Los Angeles.
Ballets de Paris (Boston O. H.) Boston.
Bless You All (Porrett) Philadelphia.
Blossom Time (Royal Alexandra) Toronto.
Brigadoon (American) St. Louis.
Captain Carvallo, with Katharine Cornell (Erianger) Buffalo.
Carte, D'Oyly, Opera Co. (Shubert) Philadelphia.
Come Back Little Sheba (Geary) San Francisco.
Consul, The (Shubert) New Haven, Conn.
Death of a Salesman (Colonial) Boston.
Diamond Lil, with the Mae West (Blackstone) Chicago.
Henry, Lil (Plymouth) Boston.
If You Please, with Frank Fay (Curran) San Francisco.
Innocents, The (Cox) Cincinnati.
I Know My Love, with Lunt & Fontanne (Cass) Detroit.
Kiss Me, Kate (Music Hall) Kansas City, Mo.
Let's Make an Opera (Wilbur) Boston.
Mr. Roberts (Victory) Providence, R. I.
Oklahoma (Ogchum) Springfield, Ill. 6-7.
(Memorial Auditorium) Burlington, Ia.
Out of This World (Shubert) Boston.
South Pacific (Shubert) Chicago.
Street Car Named Desire (Nederlander) New York.

Train Wreck Casts Hillside's Buddy Pfeifer in Rescue Role

RICHMOND, L. I., N. Y., Dec. 2.—When Buddy Pfeifer, maintenance man and head floor instructor at Hillside Roller-drome, stepped from his car on Thanksgiving Eve to carry a load of turkeys into the rink, he didn't realize that within a few minutes he would be cast as rescuer in one of the worst railroad disasters in America's history.

It happened at 6:26 p.m. There was the kind of crash you might hear if two planets collided, and Pfeifer, dropping his armful of birds, looked toward the Long Island Railroad tracks that pass the rink.

Just about 100 feet away, he saw it. What had been a car, loaded with homebound suburbanites, was a

tangled mass of steel. Pfeifer was looking at the grimest wreck in the line's ill-starred history.

Dashing to the scene, he plunged into the work of removing the dead and injured, and was credited with having helped 25 to 30 persons escape.

A veteran, he commented afterwards, "This was the most horrible thing I have ever seen. It was worse than the war."

A short while after the crash, Hillside Roller-drome became emergency headquarters for doctors, firemen, newspapermen and police. Its single phone booth became the connecting link that meant peace of mind for survivors and their loved ones.

An offer by the rink owners to shut down for the evening so that their building might be used as an emergency hospital was turned down because existing hospital facilities and beds in private homes were proving adequate.

Final death toll in the wreck is expected to reach 85 or 100. A tally Thursday morning (23) showed 75 known dead and 99 injured.

RSROA Slates Board Confab

DETROIT, Dec. 2.—Semi-annual board of control meeting of the Roller Skating Rink Operators' Association (RSROA) will be held here December 11-13, Fred A. Martin, secretary-treasurer, said. Gathering will be at the Hotel Wardell-Sheraton, two blocks from RSROA offices in Arena Gardens Rink.

Major business of the gathering will be the awarding and scheduling of State and regional meets. Regional finalists will compete in the 1951 national championships, awarded to Cleveland Roller-cade.

A special feature during the sessions will be the holding of gold medal tests. These will be skated at Arena Gardens on December 13 and 14.

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Study Contests As B.-O. Hype

NEW YORK, Dec. 2.—A three-man committee, appointed by the metropolitan RSROA group, is completing a survey of inter-rink competitions and their box office effect and is expected to report and make recommendations at the next meeting. Special interest, so far, has been evidenced in the type of speed competition conducted successfully last year in Brooklyn.

Members of the fact-finding body are Nat Steinberg, operator of Queens Rink; Frank Negri, Hillside, and Joseph Seifert, Bay Ridge.

Providence Sets Tennis, Name Band

PROVIDENCE, R. I., Dec. 2.—Rhode Island Auditorium here ventured into a new sports field November 29 when it staged professional tennis with Gussie Moran vs. Pauline Segura and Jack Kramer vs. Poncho Betz as court attractions.

Big arena building had a sellout with Ted Mack's Amateur Hour, October 12, sponsored by the Conference of Christians and Jews, and is hoping to repeat this s.r.o. business December 30. Horace Heidt is the booking.

Minneapolis Skeds Second Rental Hike

MINNEAPOLIS, Dec. 2.—Rental rates at Minneapolis Auditorium, already boosted, are going up even more, George L. Adams, manager, said here recently.

"We've got a \$200,000 bond issue to retire in the next 20 years and City Council has told us that the auditorium must provide \$10,000 a year plus interest to meet it," Adams said. "In addition we must have another \$25,000 a year for replacements and renewal of equipment."

The only place that it can come from, Adams said, is rentals with the result that the boosts will average \$50 to \$100 per day, depending upon the attraction.

The new rate now in effect as of this season is \$400 per day for charitable organizations, plus extras. Performance stand rates now are \$600 to \$650 per day, plus extras and eventually will go to \$800 to \$1,000 per day.

Adams said the auditorium treasury already has \$50,000 put away but that \$40,000 of this will be used in 1951 to revamp the 23-year-old electrical system.

The building is enjoying one of its best seasons, according to Adams, with the 1949 gross of \$182,000 due to be exceeded by the time December 31 rolls around. Adams said that the fall season to date is ahead of the comparable period from September 1-November 1, 1949, but that he has no figures available for actual comparisons.

He pointed to December bookings as the best in the Auditorium's 23-year history, with only four open days in the sked. Normally, he said, December has had only 10 or 12 bookings. December business began picking up in 1948, moved ahead in 1949 and is at a new all-time high for 1950.

Top customer for the year is the Minneapolis Lakers basketball team, with 33 regular dates, plus 11 play-off dates. Promoter Tony Stecher takes every available Tuesday for wrestling, every other Thursday for boxing.

Macon, Ga., Sets Sports Program; Seeks Roadshows

MACON, Ga., Dec. 2.—Municipal Auditorium here, managed by Harry Willis, is in the midst of one of its busiest seasons but is short on roadshow bookings. Last year big musicals attracted good business but dramatic shows eked out narrow profits.

Most bookings lined up are for boxing, Mondays; wrestling, Tuesdays; gospel meetings, song-fests and hillbilly shows. Quartets have been drawing good crowds, with another session skedded for December 7.

Negro dances with colored name bands are one of the steadiest customers for the building, with results varying from good to bad.

Ft. Worth Skateland Preps for Contests

FORT WORTH, Dec. 2.—For the first time emphasis is being put on international style skating here as Moran's Skateland prepares its fall-winter program. Professional Bob Evans reports much interest is being shown by skaters in preparations for the State's first United States Amateur Roller Skating Association competition, to be held in June.

Skateland's class schedule includes a beginners' session, Tuesdays; intermediates, Wednesday, and advanced skaters, Friday, each held from 6 to 7:30 p.m. In addition, there is a juvenile class Saturdays, 12:30 to 2 p.m., and a figure and free-style class from 6 to 7:30 p.m.

Hartford (Conn.) Skating Palace held a Thanksgiving Jamboree November 22 and 23. Servicemen in uniform were admitted free. Irving Richland, co-owner, invited area high school football teams and cheer leaders to be guests Thursday (23). Game winners received prizes.

ARENAS AND AUDITORIA

McElravy Leaves Memphis Aud Post

By Daphne (Dee) Polli

HOUSTON, Dec. 2.—Effective January 1, Col. Charles A. McElravy will retire as managing director of Ellis Auditorium, Memphis, a post he has held for the past 28 years. It was learned, however, that McElravy will continue to handle and book all road shows into the spot. Chauncey Barbour has been selected by the city commission to succeed McElravy, while the latter continues in an advisory capacity for six months. Barbour had been a member of the Memphis park commission and was manager of the Crump Stadium there.

McElravy is a past president of the International Association of Auditorium Managers and is in his 10th year as secretary-treasurer of the org. He will continue to handle these duties. McElravy took over the Memphis Auditorium in 1922 and five years after he assumed its management the building was operating in the black. In the intervening 22 years the auditorium has never been in the red. Several of McElravy's engineering ideas, introduced at the Memphis building, were copied by various other auds in the country. His spot is known as one of the most up to date and best operated in the business.

The best shows on the road played the Memphis building annually, and all promoters were fond of Colonel Charlie. Most shows playing under his wing annually did good business in his building.

Gets Half Houses

The Shrine Circus, usually a sellout in Houston, played to half houses the first part of the engagement. With one sellout performance at the Sunday matinee, November 12, they turned away 2,500 people, but attendance and gate records were way behind last year. The Red, White and Blue Revue, with only one good opening night "papered" house, died, with attendance otherwise varying from 50 persons to 200 each performance. Due to the bad biz, last scheduled Sunday night show and the closing Sunday matinee were canceled. Unusually good newspaper reviews and strong publicity had been given the revue.

The poor biz for both the circus and Red, White and Blue Revue, was blamed on the bus strike in Houston, which left the general public with no transportation.

Freeman Sets Up "Lay Away" Plan For Skate Sales

MEDFORD, Mass., Dec. 2.—A budget method called the "lay away" plan for the purchase of shoe skates is being offered by patrons of Fred H. Freeman's Bal-A-Roue Rollerway here who may have difficulty in scraping together the full purchase price.

Under the plan the customer makes payments of \$5 down and \$1 a week thereafter until he has completed payments on the outfit, at which time it is turned over to him. Meanwhile, the patron is entitled to free use of the rink's rental shoe skates as long as weekly payments are maintained.

Operator Freeman is putting special emphasis behind the plan at this time, pointing out to patrons that with Christmas approaching it may have special appeal to them.

Free Ventnor Parties

VENTNOR, N. J., Dec. 2.—To stimulate interest among the youth in roller skating a free skating party was staged at Ventnor Athletic Center Rink here. Some 60 boys and girls attended the session, which was so successful that another party is planned for December 22. It will be staged in conjunction with a community Christmas fete for youngsters.

Denny and Heddy Sargeant and Louie and Barbara Margareich held a grand opening November 30 for their new Roller Palladium in Santa Cruz, Calif. A preview was staged from 6:30 to 8 p.m., with the skating session from 8 to 11.

Houston columnists blamed poor booking—two shows booked into connected buildings at the same time playing against each other.

Concess Take Drops

As a result, Houston is losing money in another direction, from the revenue it receives from buying out the food and drink concessions for the three buildings.

Houston in the past has received a bid of as much as \$100,000 for the concessions for one year, whereas the price now is \$60,100. bid several months ago by the B & L Concession Company. Two years ago the B & L Company bid \$87,000 for the soda pop and hot dog rights in the three buildings.

The Shrine Circus opened a 14-day stand in the Coiseum the week of November 1, while the Red, White and Blue Revue played next door in the connecting Music Hall for a five-day stand November 8-12, during part of the same play dates as the circus.

"Eskimo Club" TV Show to Prop Biz At Carlin Iceland

BALTIMORE, Dec. 2.—Conceived with the idea of interesting youngsters of all ages in ice skating and to draw spectators to fill the 3,000 seats in Carlin's Park Iceland here, John J. Carlin Sr., has tied in with The Baltimore News Post and WBAL-TV as co-promoters of The Eskimo Club, a one-hour Sunday afternoon skating show beamed from the rink via WBAL-TV.

The stanza debuted Sunday (19) and is scheduled to be seen from 1 to 2, prior to the regular skating session, for the remainder of the season. Special events, so that all skaters may participate no matter what their ability on blades, form the backbone of the show. These events, however, are interspersed with specialty numbers for which the rink will bring in members of its three private figure clubs.

Brent Gunts, who emcees the show, functions both from the ice and a special stage constructed on the rink edge. Dave Nottingham, of the WBAL-TV staff, is directing, and Hal Steward, public relations director of Carlin Enterprises, is handling liaison work on the promotion.

ONCE IN A LIFE TIME

Modern, fully equipped rink of brick, steel construction in post office block, Pensacola, Fla., another in Asheville, N. C. Both hundred thousand population cities, business very good. Owner retiring after thirty years in business. Details:

CHARLES C. ELLIS
101 Biltmore Ave., Asheville, N. C.

RINK & DANCE HALL FOR LEASE

Permanent. Year around operation, suitable for promotions of all kinds, such as hillbilly shows, wrestling shows, bingo games, etc. Have bleachers, chairs, bingo equipment.

MOXAHALA PARK
South Zanesville, Ohio.

Badly Needed in Texas

Many young boom oil towns have no recreation. I have a beautiful one year old, completely portable Skating Rink: bolted steel construction, corrugated section roof, 45'x115'. Finest equipment. Hurry, I'm off to the Army.

L. E. GILBERT
3217 Greene Fort Worth, Texas

WANTED

Well experienced Rink Manager who has had some experience in teaching the dance steps. Would prefer Man and Wife to take over. Must be able to furnish references. State salary expected and all about yourself first letter. Will pay salary and percentage. Rink is located in South. Give telephone number where you can be reached.
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Driving 'Round the Drive-Ins

IN A DECISION representing a major victory for drive-in theaters all over the country, the U. S. District Court, Philadelphia, last week ordered eight major film companies to make first-run feature pictures available to the Boulevard Drive-In Theater near Allentown, Pa. In so ordering, Federal Judge William H. Kirkpatrick found that the movie companies were violating the federal anti-trust laws by refusing to let the drive-in have first run pictures until at least 28 days after the six houses in downtown Allentown had shown them. The judge said that the film companies' own testimony "makes it plain that what they are doing is putting into effect in Allentown a general program, adopted and adhered to by the directing heads of the industry, to relegate drive-in theaters generally to a second-run status." Defendants in the action were Loew's, Inc., Paramount Pictures Corporation, RKO Pictures, Inc., 20th Century-Fox Film Corporation; United Artists Corporation, Universal Film Exchange, Columbia Pictures, Inc., and Warner Brothers Distributing Company. Allied with the picture companies as intervenors were Hamilton Realty Company, Embassy Corporation of Allentown and Korr Enterprises, operator of the College Theater Amusement Company, which runs Allentown's six first-run movie houses. Suit was brought by three brothers and two sisters, all of Philadelphia, who operate the Boulevard Drive-In on Route 22 near Allentown. They are David, Samuel and Martin Milgram, Mrs. Frances Kret and Mrs. Bessie Hoberman. The Milgrams operate a string of indoor theaters in Philadelphia and thruout the Eastern Pennsylvania area.

THE cold spell which hit Pennsylvania over the November 25 week-end resulted in the closing of nine additional open-airers in the Philadelphia territory. They included Chester Pike Drive-In, Chester, Pa.; Elkton Drive-In, Elkton, Md.; 309 Drive-In, Montgomeryville, Pa.; Brandonville, Pa. Drive-In; Starlight Drive-In, Tunkhannock, Pa.; Dallas, Pa. Drive-In; Sayre, Pa. Drive-In; Mt. Penn Drive-In, Reading, Pa., and the Reading, Pa. Drive-In, which was managed by Eugene Plank. Still continuing the operation with individual car heaters offered and in face of the cold weather are the Lincoln Drive-In, Philadelphia; Brandywine Drive-In, Wilmington, Del.; Pleasant Hills, Del., Drive-In and Atlantic Drive-In, Pleasantville, N. J. . . . A Sunday film referendum has resulted in an overwhelming vote in favor of Sabbath showings for the first time in Amity Township near Reading, Pa. Vote in favor of Sunday movies was 423 to 87 and was taken in anticipation of the opening next season of the new drive-in to be built between Pottstown

and Reading, Pa., by William Goldman, Philadelphia theater chain operator. However, a similar vote in Bridgeton, N. J., where a drive-in already is in operation, found voters upholding the present ban on Sunday movies by a vote of 3,832 to 2,524. A similar referendum was held six years ago. Question of Sunday showings by the Delmar, Del., Drive-In is still to be decided by the courts there. Charges of Sunday law violations against the Delmar operators have been continued to the February term of the Court of General Sessions sitting in Georgetown, Del.

HI-WAY DRIVE-IN THEATER, Columbia, S. C., has been issued a charter by the secretary of state. Firm proposes to own, operate and construct drive-in and other types of theaters. Authorized capital stock is \$5,000, with B. H. Truesdale as president. . . . Joseph Faith, operator of a number of suburban Hartford, Conn., picture theaters, has come up with a novel idea of competing with drive-ins in the State. He has started a new policy at the Carberry Theater, Bristol, Conn., Mondays and Tuesdays, applicable only to car patrons: One adult, 44 cents; two or more, 88 cents, tax included. All children arriving in cars are admitted free. . . . Also attracting some amusement field trade interest is a new policy by E. M. Loew's Norwich-New London Drive-In, Montville, Conn. Managed by Bruno Weingarten, the spot is offering a free gallon of gas to each car coming into the drive-in area nightly, with Weingarten explaining in his newspaper advertising that cars, with the extra gallon of gas, can continue to operate their motors, and in turn continue to operate car heaters.

E. M. LOEW Circuit has closed its Hartford Drive-In, Newington, Conn.; Riverdale Drive-In, West Springfield, Mass., and Milford Drive-In, Milford, Conn., for the season. Harold Cummings, former manager of the Riverdale Drive-In, has been named manager of the State Theater, Holyoke, Mass. Meanwhile, construction has been proceeding on Loew's new 850-car capacity drive-in at Farmington, Conn. Project, costing an estimated \$125,000, is not expected to be ready for operation before April, 1951. . . . East Windsor, Conn., Drive-In, newest in the State, has closed for the season. . . . Incorporation papers have been filed with the secretary of state at Hartford for a new Connecticut amusement corporation. It's Bristol Drive-In Theater, Inc., of Bristol, listing authorized capital and amount for starting business, \$5,000; incorporators, Gertrude Rittenburg, Elias M. Loew and Hector M. Frascadore. Corporation is building a new outdoor theater in Bristol, with completion slated for the spring of 1951.

Pittsburgh Showbiz Reeling

Continued from page 2
however, had to cut to a half hour from its normal hour showing. Tech Varieties got on and did the whole show with limited personnel.

AM's Pubserv
The radio stations had people stranded in studios, hotels and transmitters but they stayed on the job and kept pouring out public service announcements every 15 minutes. The entire city kept up on the progress of the storm thru the medium of radio. The newspapers were published, with the exception of the morning Post Gazette, which missed the Monday edition, but it was difficult to drive the trucks thru the snow to make deliveries.

The two drive-in theaters that were still open closed for the season when the storm hit.

Bistros Hit
The niteries, all of which had big attractions scheduled to get the public back after the news strike, were the hardest hit, with most of them losing from a week to 10 days business. Woody Herman and his band, playing the Vogue Terrace, couldn't get out till Tuesday, and the engagement of Sammy Kaye at the same spot was canceled entirely. The Ankara, Bill Green's and the Blue Ridge, all out on the highway, all closed Saturday and remained closed for

the following week.
The Harmonicats, playing at the Copa, managed to get out Saturday afternoon, and incoming Bill Farrell was stranded in Detroit. However, when the storm continued, his date was postponed for a week in January rather than have him come in for the week-end. Sylvia Karlton, a Pittsburgh girl, was stranded here on her way from the Latin Casino in Philadelphia to the Tropics in Youngstown, and filled in for Farrell when the Copa opened Thursday (30).
The Carousel, which lost two big nights with Joey Bishop, remained closed until Saturday (2), when it opened with Bobby Sargent. Weela Gallez opened at the Monte Carlo Friday in the thick of the storm, and her engagement was postponed until next week. The Carnival and Midway closed Friday and opened the following Thursday. Johnny Brown's, with Slim Gaillard as the attraction, didn't open Friday and Saturday, and postponed Slam Stewart's opening until Thursday.
To add to the woes of the niteries who have been hit by everything during the past few months, Christmas and New Year's Eve both fall on Sunday this year, and any chance to recoup their losses is gone in the face of Pennsylvania's ancient blue laws.

Billboard Backstage

Continued from page 2

with the Capitol Record folks, Glenn Wallichs, Floyd Bittaker, Jim Conkling, Jim Murray, Hal Cook, Alan Livingston, Dave Dexter, Lloyd Dunn, et al. Here are guys who battle admirably for that place they've made in the sun, and we don't just mean the Hollywood sun, of which there wasn't much this trip.

Note to the publisher: Did some work, too, honest.

Washington Once-Over

Continued from page 2

the axe this week as expected. NPA is already mulling the idea of curtailing end products, a step not yet used for any commodity. The first finished products to be hit by such orders would undoubtedly be home appliances and autos.

Whether or not Congress will enact a new price control bill is uncertain, but President Truman is expected to issue general price controls under the existing statute. Supplies and materials used by the amusement industry will come under the price ceiling. So too will the price of radios, TV sets, phono machines and night club admissions. Unless the law is stiffened the controls won't apply to time charges by radio-TV stations or to general amusement admissions.

Federal Reserve Board (FRB) is hinting that credit controls will be tightened further on radio-TV and phono sets. However, FRB points out that the credit controls are much milder than in World War II.

Dam-Burst

Nobody's underestimating the extent and significance of a Federal Communications Commission (FCC) schism which came to the surface of the TV allocations hearing this week when Commissioner Frieda S. Hennock accused Assistant General Counsel Harry Plotkin of aiding commercial TV interests at the expense of educators.

Ever since the bitter dissents within the Commission on the color-TV issue, observers here have been expecting an outbreak such as the one that flared out this week, and the end of the embroilment is not in sight.

Commission nerves have been left taut by the Hennock incident. One FCC-er wisecracked unsmilingly, "Maybe we ought not to have women on this channel."

Paris Peek

Continued from page 2

acts for the show opening in June. Performers are booked for at least six months. Guerin-Friday will fly to Rio, Buenos Aires, Santiago, Chile, Lima, Peru and Havana. Arrive at Miami January 23 for two days; January 25, New York; February 1, Chicago; February 3, Los Angeles; February 6, Las Vegas; March 9, New York for one month to arrange contracts, etc. Guerin-Friday plan to stop somewhere along their itinerary to do business either with *Skating Vanities* or *Holiday on Ice*.

Holiday Shutters

American Theater of Paris's *Knickerbocker Holiday* closed for the nonce pending clearance of French blue (unfashionable to call it "red") tape. Box office is selling tickets for opening in one week.

Men Wanted

Models of Paris fashion houses, looking for husbands, celebrated St. Catherine's Day in traditional manner this week by champagne parties in the work rooms and parading arm-in-arm on the Champs Elysees wearing the "bonnets de St. Catherine."

Gregory Ratoff and Sam Zimbalist window shopping in the Madeline section. . . . Miniature circus strictly for children open at the Salon de L'Enfance, featuring miniature rides, marionette shows, Charlie Chaplain flicks, and a baby bar selling coffee, Cokes and beer (with no age limit on last named).

Roadshow-Rep

TALBOT'S SHOW advises from Miller, S. D., that it has been playing halls and a few schools since closing a good summer tour. Unit plans to have its museum on two trailers next summer when it also will present an educational as well as Indian exhibit. Show is a family affair which has traveled 2,000 miles in the past two years. . . . **Minstrel Men of America** staged their annual turkey dinner and show at the Rossly Hotel Dining Room, Los Angeles, November 29. . . . **Moulton Play-**

ers, a new group for Essex County, Massachusetts, make their debut late this month. . . . **Decker's** Minstrels, short-cast Negro group, are making sponsor dates in Oberlin, La., to reported good results. Manager **LeRoy**, of the four-person unit, says that the show has been well received and that it plans to take on some theater dates soon. . . . **Bird's Show** is playing Western Oklahoma towns to good returns. . . . **D. H. Derrell** left Portland, Ore., recently to play Central Oregon spots with his solo show. He plans to take on some dates in Washington and Idaho later.

RUFFLER, hypnotist, who has been playing to good business in Western Canada, moves to the Pacific Coast soon. . . . **S. R. (Sid) Robers**, old-time 10-20-30 manager and agent, writes from Northport, Wash.: "I read recently about the passing of rep tent and it was no news to me because it was passing out 15 years ago when I left Chicago. However, this does not mean that flesh roadshows have passed or that they are passing because I have done more with a small flesh trick the past summer and I'm still doing more than I have ever done before. I have a three-cast show, with no tent to carry around and I require no excess labor to tote my show. I can gross less and make more than when I had a payroll of 18 people in Kansas and Missouri. The flesh bill I'm using cost me \$300 for the year and it has been worth it because it pays for itself in any spot whether country hall or so-called smart clubs. I've stayed away from dead territory, going out where folks still like to see live performers." . . . **Florian Players** are making one-day stand around Watertown, N. Y., with a three-cast flesh bill.

J. C. ADMIRE comes thru with the following from Jeffersonville, Ind.: "Everett Lawson guessed it when he pointed out in a recent issue that magicians, the bad ones and homeguards, are the reason for so many counties in Indiana being closed. Two years ago I anticipated just such action and cut out the mechanical magicians. The nearest to magic is our **Gordon the Wizard**, who does card and coin tricks. He also plays accordion for closing and brings in plenty of references. In fact, he has been with me for seven years and we have repeated in schools as many as four times. Indiana is full of magicians. The towners are numerous. I don't envy anyone for wanting to become a professional magician. But I'd like to see him work with some professional man for about five seasons before hitting the road on his own. If I didn't have an established route in the Middle States I wouldn't have gotten to first base. I've made this territory for the past 25 years. I'd suggest to unknown acts wanting to come into Indiana, Kentucky, Ohio or Illinois to head for other pastures. There are too many independent acts in these States to be profitable to anyone."

HARRY HURLEY advises from Gilbert, Mo., that he is making a good impression with his solo show and that he's having no trouble booking dates. Hurley is an old-time rep and tab show performer. In recent years he has been promoting amateur minstrels in various sections of the country. . . . **Marshall Family Players** are breaking in a four-cast legit bill in one-day sponsor stands in New England. Unit is a type that will take any booking that comes up. The family does magic and has some show-dance spots in mind. Unit will move into Western territory where it has appeared in past years. . . . "I read with interest **J. C. Admire's** recent contribution in this column concerning magicians. Believe me, it's authentic," letters **Fred Landrus**. "I know that some of the acts to which Admire refers are strictly honkytonk entertainers." Following stands at several Atlanta schools, Landrus heads for dates in South Georgia, Mississippi, Alabama and Texas.

OPEN A DRIVE-IN THEATRE AT LOW COST
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52nd St., New York 19.

The Final Curtain

Mercury Execs Slate Mexican Disk Confab

"BOZO" TIE-IN WITH ICE SHOW

CHICAGO, Dec. 2.—Irv Green and Art Talmadge, prexy and executive v.-p., respectively, of Mercury Records, may work out a deal next week for Mexican distribution and pressing, it was learned this week. The Talmadge would not confirm the report, it is known that part of the duo's itinerary next week is a visit to Mexico City, where they will huddle with a major Mexican record distributor and pressing outlet. Mercury has a network of European and British links, but has never penetrated south of the border.

Talmadge said that he and Green are planning to the Coast to set up the 1951 recording sked with Vic Damone. Damone inked a new pact with Mercury about three months ago, which calls for a heavier waxing sked. In addition, Talmadge and Green will huddle with a. and r. rep Harry Geller and singer Billy Daniels. The quartet is trying to capture little nuances, such as finger snapping and sighs utilized by the nitery singer in his p. a.'s, on his first waxing session, set for next week.

HOLLYWOOD, Dec. 2.—Capitol's kid creation, Bozo, the Clown, takes to the ice for the first time as a featured subject in *Ice Capades'* 1951 edition. Tie-in deal was made by the blade show's topper, John Harris, and diskery's promotion department.

According to the reciprocal deal, arena managers will display placards plugging Cap's Bozo diskings. In return, the diskery will time dealer window displays with the ice show's itinerary, pushing *Ice Capades* and Bozo disks. Pinto Colvig, Bozo's wax voice, has cut radio spots to be aired during the show's tour. As a further tie-in, Bozo dolls will be peddled at arenas playing *Ice Capades*.

are hilarious in their application to everyday objects. Both lads got yocks.

Bibi Osterwald has picked up plenty of new assurance. Her job in *Gentlemen Prefer Blondes* has probably helped. Her material is a conglomeration of oldies with a deliberate corny selling style, plus some show tunes. The girl can sell even if the voice isn't terrific.

The freshest act on the bill was young Betty Oakes. Altho she doesn't look over 18, she's a pretty little redhead with a voice that's made for musical comedy. Her material is mostly gleaned from old shows or operettas, but there's a clear-belled freshness about her soprano voice that is attention-compelling.

The Norman Paris Trio, long-time holdovers here, do a solid job playing for the show and in their own spot. Julius Monk's emceeing is properly subdued and his piano solos pleasant to hear.

Bill Smith.

Caught Again

Continued from page 35

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Bill Smith.

Havana-Madrid, New York

Max Rosenbloom and Max Baer, plus Lilly Ann Carroll the new replacements, were brought in to carry thru New Year's Eve, in the hope they'll do business. The two Maxies were only so-so, working to a crowd of actors who knew all the snappers. But even then the boys helped to break it up on ad libs and loused up material. In fact, it was the latter that got the yocks rather than their tried and true but stale chatter.

Lilly Ann Carroll beat out every song as if she were still working for Louis Prima. This was unfortunate, because the gal can really sing. But pacing is something with which she is apparently unfamiliar. She started with *Sunny Side of the Street* and followed it with a bouncy ballad that hit solidly. Her next was a calypso that was so blue it was black. She ended with *Up the Lazy River*.

The rest of the show, including the fine June Taylor line, held over.

Bill Smith.

Blow Kayos Biz

Continued from page 33

away, except one—the owner. He was stranded inside for two days. Acts didn't come back until Tuesday night.

The theaters, RKO's Palace and others, simply stayed shut. Palace reopened Sunday for two shows, but didn't get back to normal five-a-day until Tuesday (28).

Buffalo was another city to white out, tho in its case the snow hit late Tuesday. Pittsburgh was probably the hardest hit of all (see separate story this issue).

Many Contracts Broken

Contracts were broken all over the lot and at least one talent union, American Guild of Variety Artists (AGVA) is on the horns of a dilemma. Union admits that claims for salaries are already coming in, but admits the problem is a ticklish one.

Under a pay or play contract, union ruled that performers ready and able to work should be paid, even if shows were canceled. On the other hand, it also has cases where performers could not make the dates because of the storm. If it rules that acts should get paid when on the premises ready to work, it may have to rule that owners be recompensed by acts who didn't show up.

Discovery Skeds Hart-Green Album

HOLLYWOOD, Dec. 2.—With 15 LP albums behind them, Discovery Records will kick off the new year with a Rodgers & Hart-Johnny Green LP album featuring the label's top artists. Doing the eight tunes are Red Norvo, David Allen, Johnny Richard's ork, Emma Lou Welch, Barbara Carroll Trio, Paul Smith Quartet, Mary Ann McCall and Phil Moore's group.

All music was previously released on 78 r.p.m.

Label mulled the idea for two years and finally assembled the work for LP release.

McGuire—A son to Mr. and Mrs. Mac McGuire recently in Philadelphia. Father is a disk jockey on WIP, in that city, leads his own band and records for Capitol Records.

MELTON—A son, Donald, to Mr. and Mrs. C. R. Melton recently. Parents are members of the All-American Quartet.

MORRIS—A son to Mr. and Mrs. Jackie Morris November 20 in New York. Father is associated with his father in promoting park picnics.

POWERS—A son to Mr. and Mrs. Ramon Powers recently in Chicago. Mother is the former Zaza Coriell, of the Coriell family of circus performers.

SWIKA—A son, Robert, to Mr. and Mrs. Stephen F. Swika recently in Carbondale, Pa. Parents have been concessionaires with the Morris Hannum Shows the past three seasons.

THEISEN—Twin daughters to Mr. and Mrs. Jack Theisen recently in Detroit. Father is film critic for "The Detroit Times."

TROSTL—A son to Mr. and Mrs. Arturo Trostl recently in Tampa. Father heads the Great Arturo's high-wire troupe.

VALE—A son to Mr. and Mrs. Evie Vale recently in Hartford, Conn. Father is the former drummer with Frankie Carle's ork and now plays with the house ork at the State Theater, Hartford.

Divorces

BARKER—Constance J. Barker from Lex Barker, film Tarzan, November 16 in Los Angeles.

CALDWELL—Cleatus Caldwell, actress, model and ex-wife of comic Ken Murray, from Robert Hutton, actor, November 17 in Los Angeles.

DRAKE—Jeannie Drake, tele actress, from Jack E. Huntling November 21 in Los Angeles.

DRAKE—Pamela Drake, film actress, from Don Williams, night club and radio singer, recently in Los Angeles.

GUILD—Nancy Guild, actress, from Charles Russell Jr., actor, November 17 in Los Angeles.

LANCASTER—Denise Milan Lancaster, Cleveland, from Stuart Gage Lancaster, New York actor and Ringling circus heir, recently in Cleveland.

TIBBETT—Mrs. Barbara M. Tibbett from Richard Tibbett, son of Lawrence Tibbett, opera and movie baritone, recently in Los Angeles.

SELZNIK—Muriel Ann (Mickey) Selznik, of the "Peep Show" cast at the Winter Garden, New York, from Sigmund L. Miller, Bridgeport, Conn., attorney, recently in West Memphis, Ark.

SCHROEDER—Ernie, 64, veteran burlesque and vaude comic, November 9 in Wayne County General Hospital, Detroit. In show business some 45 years, he retired a few years ago. He worked for many years at the Star and Garter Theater, Chicago, and the National and Avenue house in Detroit. His wife, Hazel, teamed with him in vaude. Besides his wife he leaves a daughter, Mrs. Dorothy Gillette. Burial in Park Cemetery, Detroit, November 29.

STAFFORD—Mrs. Anna York, 60, mother of singer Jo Stafford, November 23 in Long Beach, Calif. Her husband, Grover Cleveland Stafford, and three daughters also survive.

STERNBERG—Natalie, mother of legit and picture actor Paul Stewart, November 26 in New York.

TEICHNER—Rudolph J., 51, treasurer of NBC, November 21 in New York. He had held various positions with the broadcasting company since 1928. His widow and a sister survive.

WILLEKE—Willem, 71, famous cellist and member of the Kneisel Quartet, November 26 in Pittsfield, Mass. A Brahms, Grieg and Strauss interpreter, he appeared with leading European orchestras and the New York Symphony. He also conducted numerous well-known orchestras and was soloist with many others. He leaves his second wife.

WITHERS—Mary Scott, 52, known to vaude 20 years ago as the Whistler, November 24 in New Brighton, N. Y. She retired from the stage 15 years ago and took up painting. Her mother, a sister and a brother survive.

YOUNG—Clifford, 68, father of Dorothy Young, ballet-tap dancer, November 13 in West Haven, Conn. His widow, Lillian, also survives.

Marriages

AMADEO-DIAKON—Paul W. Amadeo, general manager of the Pike Drive-In Theater, Newington, Conn., and Anne Diakon, former cashier at Loew's Theater, Hartford, Conn., November 18 in Hartford.

COLE-SHURWOOD—Don Cole, tele producer, and Jeannine Shurwood, singer, November 26 in St. Louis.

CURTIS-DODERO—Alan Curtis, actor, and Mrs. Elizabeth Sundmark Dodero November 21 in New York.

DOUGLASS-CAMPBELL—James Campbell Douglass, in the radio-TV ad department of Colgate-Palmolive-Peet Company, and Muriel Campbell, head of Campbell TV packaging firm, November 21 in New York.

DRIVER-WILLIAMS—Arnold G. Driver Jr., and Billie A. Williams, daughter of Rusty and Dot Williams, rep and tab show owner-operators, in Emporia, Va., recently.

GREEN-ZIEGFELD—Harry Green, theatrical agent, and Dolores Ziegfeld, niece of the late Flo Ziegfeld, November 22 in New York.

MILSAK-DON—Frank Milsak and Mildred Don, radio-club singer, November 23 in Pittsburgh.

NELSON-DEAL—Dick Nelson and Mina Deal, dancer, November 25 in Dallas.

PUCCI-VEGLIO—Harry Pucci, Derby, Conn., and Dorothy Veglio, singer, Bridgeport, Conn., November 25 in Bridgeport.

SCHUETZ-FUELLER—Warren H. Schuetz and Marie Fueller, KDKA staffer, November 22 in Pittsburgh.

WILKES-CHAPEL—William Wilkes and Bette Chapel, radio-TV singer, November 25 in Cincinnati.

Births

BAILEY—A son to Mr. and Mrs. Stan Bailey November 20 in Pittsburgh. Father is a band leader.

EGOLF—A son to Mr. and Mrs. Clem Egolf November 20 in Allentown, Pa. Mother is former dancer Pat Manning; father is an NBC-TV production facilities co-ordinator for the "Lucky Strike Hit Parade" and the "Colgate Comedy Hour."

GODOFSKY—A daughter to Mr. and Mrs. Paul Godofsky November 20 in Hempstead, L. I., N. Y. Father is exec vicepres and station manager of WHLI and WHLI-FM.

HALL—A daughter to Mr. and Mrs. Mike Hall November 25 in New York. Father is a fack; mother is former fack Frances Stillman.

HAUPT—A son, Kevin, to Mr. and Mrs. William (Hoppy) Haupt recently in St. Luke's Hospital, Altadena, Calif. Father is known for his TV pitchman activities, and is currently with WTTG, Washington, and WMAR, WBAL and WAAM, Baltimore.

HOLLAND—A son, Don, to Mr. and Mrs. Bill Holland in Fort Lauderdale, Fla., November 16. Father is an exhibition racing car driver, and former owner and operator of Holland's Skateland, Bridgeport, Conn.

KOPLAN—A daughter to Mr. and Mrs. Harry Koplan recently in Glendale, Calif. Father is a radio producer; mother is the former Rosemary La Planche.

LANGE—A son to Mr. and Mrs. Ed Lange November 24 in Albany, N. Y. Father is WROW sportscaster.

ANDERSON—Margaret, 88, mother of stage actress Judith Anderson, November 25 in Santa Barbara, Calif.

ANDREWS—Albert G., 93, one of America's oldest actors, November 27 in New York. His career began in 1862 in "Masks and Faces," and ended with "The Cherry Orchard" in 1944. The oldest member of Actors' Equity played 255 roles and 14,000 performances in such company as Sir Henry Irving, Ellen Terry, Otis Skinner, George M. Cohan, Maurice Evans, Ethel Barrymore and Richard Mansfield. His first speaking part was in Dublin in 1876, in "New Men on Old Acres," and he stayed abroad until 1890. For the next 46 years, without missing a Broadway season, he appeared in such shows as the original "Cyrano de Bergerac," "Beau Brummel," "The Ivory Door," "The Man With a Load of Mischief," "Fools Bells," "A Prince There Was," "Julius Caesar," "Dr. Jekyll and Mr. Hyde," "Love From a Stranger," "Arms and the Man" and "Laburnum Grove." Two sons, Ronald and Gordon, survive; his wife, actress Winona Shannon died the past October 17.

BARCOCK—Carl, 47, musician and performer in vaude, minstrel and outdoor shows for 30 years, November 16 in Danville, Pa. A veteran of both world wars, he was a member of the band and ork of the Danville State Hospital for 15 years. His widow survives.

BAILEY—Mrs. J. W., 81, mother of Jack Bailey, emcee of the "Queen for a Day" radio show, November 23 in Hampton, Ia.

BRAKE—Alan E., 43, head of Pacific Drive-In Theaters' purchasing department, November 20 in Sawtelle, Calif.

BURKE—David W., 73, Detroit record distributor, in that city November 29. He was chairman of the board of Radio Distributing Company, Detroit, former distributors for MGM Records. Survived by his widow, Alice, and two sons, David Jr. and Edmund. Interment in Woodlawn Cemetery, Detroit.

BURNS—James C., 63, operator for 30 years of the Detroit booking agency bearing his name, November 24 in Elyria, O. Three daughters survive.

CARROLL—Patrick, of the former vaude team of Carroll and Carroll, November 21 in Boston. Survived by his widow, Germaine. Burial in Boston November 24.

CHAPMAN—Mrs. W. C., wife of the veteran circus legal adjuster, recently at her home in Erie, Pa. Burial in Fairview Cemetery, Erie.

EAMES—Henry P., 78, pianist, lecturer, teacher and composer, November 25 in Claremont, Calif. Before turning to educational music, he conducted concert tours in Europe and America. His widow and three daughters survive.

EDNEY—Florence, 71, veteran character actress, November 24 in New York. Her 58th and last Broadway appearance was in "Angel Street." London born, she made her stage debut at the turn of the century in England and her American bow in 1906 in "The Price of Money." The variety of roles in which she appeared included such shows as "Topaze," "The Dark Angel," "The School for Scandal," "Murray Hill," "Paris," "A Widow in Green," "Murder on the Second Floor," "In the Best of Families," "A Thousand Summers," "The Red Cat," "Wise Tomorrow," "Waterloo Bridge," "Barchester Towers," "Ladies in Retirement," "Call it a Day," "The Importance of Being Ernest" and "When Knights Were Bold."

ELLSWORTH—Robert, 41, well-known marimba player and band leader, November 17 in Grace Hospital, Cleveland. Ellsworth, whose real name was Harold Coakley, had a marimba band some 15 years ago and had a regular program over the NBC network. During World War 2 he toured the States with a USO unit. The past 10 years he had been a member of the national board of the American Guild of Variety Artists. Survived by his father, William Coakley, and a brother, George. Burial in Holy Cross Cemetery, Cleveland, November 21.

FAGG—James V., 68, veteran vaude performer, November 25 in Lakeland, Mich. He toured with his wife in a blackface comedy act known as Fagg and White, and they later aired over WJR, Detroit, as Rufus 'n' Mandy in such skills as "Cabin Folks," "The Quick Stop Barber Shop" and others. His widow and a daughter survive.

FRANCISCO—Betty, 50, former Ziegfeld Follies beauty and silent film actress, November 25 near Glendale, Calif. She retired from the films in 1930 after many picture appearances.

FULTON—James C., 85, veteran vaude and burly performer, November 19 in New York. For many years he was a member of Haverly's Minstrels and Thatcher-Primrose and Wests Minstrels, having started in showbiz in a children's minstrel show. Burial in the Actors' Fund Plot, Evergreen Cemetery, Brooklyn.

GREENEWALT—Mary Hallock, 79, pianist, lecturer and author, November 27 in Philadelphia. As a Chopin specialist she made many recordings for Columbia and appeared as a concert pianist with numerous leading orchestras. She was also associated in the publication of a textbook on piano technique.

HAMMOND—Dorothy, British stage actress for 50 years, known in private life as Lady Dorothy Standing, November 23 in London. She toured the U. S. as Ethel, in "Peg o' My Heart," in 1914.

HART—Mark, 77, veteran actor, known in private life as Michael Heffern, November 25 in Worcester, Mass. At 17 he joined his uncle, Tom Hart, in the famous theatrical team of Harrigan and Hart, and later played many character parts with the late George M. Cohan. A former wopee of the Lambs, he appeared on the stage for over 50 years.

KING—Eugene W., 66, stage and movie actor, November 26 in Burbank, Calif. Survived by his widow, Betty; a son, Eugene Jr., and a sister, Mrs. Amalia Ligety.

KING—John A., 64, cookhouse and ball game owner-operator with various shows for many years, recently at his home in New Cumberland, Pa. Survived by his widow, Ann; a brother in California, and two sisters, Maude, New York, and Mrs. Harold Morer, North Troy, N. Y. Burial in Troy, N. Y.

KING—Sharon and Jean, new-born twin daughters of Mr. and Mrs. Floyd King, Macon, Ga. Jean died nine hours after birth in Macon Hospital November 23, and Sharon succumbed three days later. Father is co-owner of King Bros. Circus; mother is the former Vicki Kernan, performer. Burial in the King family plot, Dyersburg Tenn.

KNAPP—Robert, 54, known as Prince Milo, musical wonder, and a concessionaire with the Barney Tassell Shows for five years, November 16 of a heart attack. Survivors include his mother, a brother and a sister. Burial in Walton, N. Y.

LAURAIN—Mae Quick Cooper, 41, November 18 in Herman Keifer Hospital, Detroit, where she had been hospitalized since 1946. Prior to her lengthy illness she had been connected with Majestic Greater Shows. A member of the Ladies Auxillary, Michigan Showmen's Association, she is survived by her parents, two sisters and two brothers. Burial in Forest Lawn Cemetery, Detroit.

LEWIS—Harry, 64, stage and film actor, November 18 in Hollywood.

MAIN—Walter L., 88, veteran circus operator and prominent in the circus field for 65 years, November 29 at his home in Geneva, O., of a heart ailment. From 1885, when he and Charles Phillips operated an "Uncle Tom's Cabin" show, King, progressed in the circus field until he at one time operated one of the top-flight circuses of his day. He sold his show in 1904 and later leased show equipment and his circus title to other operators, including Andrew Downie and Floyd and Howard King. Services in Geneva December 2. (Further details in the Circus Department.)

MORGAN—Charles S. Jr., 75, playwright, producer and director, November 28 in Philadelphia. He had spent many years on Broadway with Werba and Luescher, and was one of the producers of "All for the Ladies" and "Sweethearts." In the 1930s he wrote such plays as "The Innocents," "Don Quixote Esquire" and "Tell Tales." Once a reporter, he was associated most of his life with university drama, having guided more than 30 shows of the Mask and Wig Club at Pennsylvania University. Morgan was also active in many theatrical clubs. Two brothers and a sister survive.

MORRIS—Harry L., 65, former circus trouper, recently in Sacred Heart Hospital, Norristown, Pa. Before leaving show business some 20 years ago to make his home in Lansdale, Pa., where he operated a diner, Morris had been Side Show manager and a member of the staffs of various top-flight circuses of his day.

NORMAN—Gertrude, 86, former concert signer and voice teacher, known professionally as Madame Gordon, November 23 in Santa Monica, Calif. Survived by a sister, Mrs. Constance L. Cokerell. Interment in Santa Monica.

PARSHALL—Dr. H. M., one of the country's best known harness racing men, November 29 at his home in Urbana, O. Parshall won the Hambletonian trotting race in 1934 and 1939. Burial in Oak Dale Cemetery, Urbana, December 2.

PAYNE—Mrs. Katherine, 80, mother of Karl Payne, staff violinist at Station WLW, Cincinnati, November 27 at her son's home in Cincinnati. Her daughter-in-law, Mrs. Dorothy Stolzenbach Payne, is pianist with the Cincinnati Symphony Orchestra. Other survivors include a brother, Harry Kehm, Miami. Burial in Evergreen Cemetery, Fort Thomas, Ky., December 30.

REESE—Harvey, (Newton Yount) 77, former circus acrobat and vaude performer, November 16 at his home in Dubuque, Ia. He was first with Col. G. Hall's railroad circus in 1889, touring the Midwest, as a double trapeze performer. Later he joined the Lemon Bros. Circus, and in 1895 he went with the John Robinson Circus. Reese returned to the Lemon org the following year but an accident forced him to leave the circus business. He then played in vaude and dramatic stock, doing comedy blackface and acrobatic song-and-dance bits. His last engagement was with Stout's Stock Company of Vermont, Mich. He retired 10 years ago. Survived by two brothers, Earl, Dubuque; Fred, Chicago, and a sister, Nellie, Dubuque. Burial in Linwood Cemetery, Dubuque.

RIKER—Norman H., 64, musician, at the home of his daughter in Ardmore, Pa., November 26. He was the first and only manager of the Tall Cedars of Lebanon Band in Norristown, Pa., and at one time was manager of the Old Conshohocken (Pa.) Band. Also surviving are his widow, E. Gertrude, and a son, Interment in Valley Forge Gardens, Conshohocken, Pa., November 29.

RITCHIE—A. Telfair, 68, magician, at his home at Commerce Lake, Mich., November 30 of pneumonia. He was a well-known collector of magic memorabilia, a manufacturer of magic apparatus and an early member of the Society of Detroit Magicians. Survived by his widow.

ROSENTHAL—Lew, 71, former vaude comedian, November 27 in Waterloo, Ia., of a heart attack. During the 1900s he and his wife formed the team of Rose and Severns.

Keller Elected SLA President, Jessop 1st V.-P.

Gooding Keynotes Installation, Urges Members' Harmony

CHICAGO, Dec. 2.—Lou Keller, who Monday (27) was elected president of the Showmen's League of America, was installed in that office Thursday night (30) to the accompaniment of pledges of support and the urging for harmony and co-operation during his one-year term.

Keller, running on the independent ticket, defeated Ned E. Torti, regular ticket candidate, by a vote of 529-290. The election was marked by heavy absentee voting.

The independent ticket, which besides Keller had 34 candidates for the 50-member board of directors, were swept into office. They were Jack Benjamin, Louis J. Berger, Max B. Brantman, Fitzie Brown, Elmer Byrnes, Hadji Delgarian, David E. Fineman, Art Frazier, Jack Gallagher, George A. Golden, Jack Hawthorne, Morris A. Haft, Maxie Herman and Robert Hughey.

Also Ben Hyman, H. A. (Whitey) Lehrter, William Kaplan, Edward Levinson, Vince McCabe, Harry Mamsch, Sam Menchin, Richard Miller, Edward Murphy, Charles Owens, John Quinn, Jack Ruback, Harry Ross, Harry Schreiber, Robert Seery, Harry Simonds, William E. Snyder, Edward Sopenar, O. J. Weiss and Cliff Wilson.

Regular ticket candidates elected to the board were James Campbell, William Cowan, K. H. Gorman, Harry (Irish) Gaughn, Jack Gilbert, Max Goodman, George W. Johnson, Dave Malcolm, Harold Paddock, Albert J. Sweeney, J. C. (Tommy) Thomas, James E. Strates, Al Wagner, M. M. (Neil) Webb, Ben Weiss and Charles Zemater.

Running unopposed on the regular ticket, S. T. Jessop was elected first vice-president; James P. Sullivan, second vice-president; Carl J. Sedlmayr Jr., third vice-president; Walter F. Driver, treasurer, and Joseph L. Streibich, secretary.

Floyd E. Gooding, past president, keynoted the installation with a plea for the members to pull together for the welfare of the club. Syd Jessop urged that members forget their differences and join wholeheartedly to build the organization. Others, including Past President Sam J. Levy, made similar pleas.

Keller, in responding, urged the co-operation of the membership and pledged that he would strive to do a job deserving of commendation.

Coin Machine Makers, Ops Eye Outdoor Field

By Norman Weiser

CHICAGO, Dec. 2.—Long considered "second cousins" in their respective industries, the outdoor show business and the coin machine fields indicated an even closer relationship was in the development stages this week during the four-day NAAPPB convention at the Hotel Sherman here.

Taken objectively, both fields have everything to gain in the move. The coin machine representatives, who infiltrated the exhibit hall thruout the four days, were searching for new avenues to augment their incomes which have been hard hit as they are forced to hold the 5-cent line in their music, game and vending operations. For the first time it was learned that several leading coin machine distributors and operators are already in the outdoor field, having opened Kiddielands during the past summer. Others were here investigating the possi-

(Continued on page 63)



LOU KELLER

CONFAB CHATTER

W. Kerr Scott, N. C. Gov., on Hand at Chi

CHICAGO, Dec. 2.—W. Kerr Scott, governor of North Carolina, renewed many friendships and acquaintances in the outdoor show world here this week during the outdoor conventions in the Hotel Sherman. With him during his visit to the convention hotel was

(Continued on page 43)

Looming Shortages Spark Buying Spree At Chi Trade Show

Most NAAPPB Exhibitors Report Sales in Excess of Recent Years

By Jim McHugh

CHICAGO, Dec. 2.—Stimulated by the possibility of acute shortages resulting from the unsettled world situation, park and carnival operators dug deeply to create a near-record buying spree at the annual trade show sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the Hotel Sherman here Sunday thru Wednesday (26-29).

All but a few exhibitors reported sales considerably ahead of 1949 while many manufacturers said that their planned production for 1950 was sold out. The actual percentage of consummation of sales was higher than in any recent year and the pay-off in many instances was completed on the spot with checks and cash changing hands.

The worsening war situation resulted in several manufacturers curtailing sales because of probable material shortages. Several concerns are already partly involved in war work and anticipate increased activity along these lines. Others are almost sure to be involved in defense production before long.

Many operators in the park and carnival fields stocked up heavily on parts to hedge against possible shortages such as were encountered during the last war when it frequently became necessary to improvise to keep units ready. A number of major units were bought by ops who might otherwise have stalled the investment for another year or so.

While many manufacturers reported sales almost equally divided between park and carnival

Robbins Enterprises Chartered in N. C.

CHARLOTTE, N. C., Dec. 2.—Robbins Enterprises, Inc., here has obtained a charter from the secretary of state to operate race cars and promote racing.

Authorized capital stock is \$50,000, with \$10,000 stock subscribed by J. T. Robbins Sr., Irene Robbins and J. Thayer Robbins Jr., all of this city.

TRUCK CARNIVALS REAP WHEN RAIL SHOW QUILTS

20th Century, Royal Crown Pick Up Potent Fair Route at Chicago

By Herb Dotten

CHICAGO, Dec. 2.—Carnival contracting by Midwest fairs was brown into a turmoil here late Monday (27) at the outdoor showbiz conventions in the Hotel Sherman when a Midwest carnival, the Imperial Shows, decided to call it quits and not go out in '51.

The decision caused a scramble, with fairs, in a reversal of their usual roles, seeking out shows to handle their midway needs. By convention's close there were still a few fairs, which normally do their contracting by then, without shows.

Moreover, two truck shows, the 20th Century, owned by Al Mar-

tin and Mac McCrary, and the Royal Crown Shows, owned by Eddie and Dolly Young, wound up with routes rated in the railroad show class.

The 20th Century picked up fairs at Spencer, Ia.; Huron, N. D.; Fargo, N. D., and Austin, Minn., all of which were played by Imperial last year. In addition, the Martin-McCrary org signed Minot, N. D., a spot played this season by another truck org, and it re-linked fairs at Carruthersville, Mo.; New Ulm, Minn., and Albert Lea, Minn.

Switches in fair dates paved the way for Royal Crown to come up with two major fairs. Decision of Tulsa (Okla.) State Fair to extend its run from five days to seven left the Royal American Shows, which played that fair the past two seasons unavailable to repeat, and Royal Crown snared it.

Similarly, the action of Iowa State Fair, Des Moines, in extending its '51 run thru Labor Day led

to Royal Crown picking up Nebraska State Fair, Lincoln. Extension of the Des Moines run overlapped with Lincoln's dates, and Hennies Bros.' Shows, which

(Continued on page 50)

AREA Exhibit Award Is Won By Herschell Co.

CHICAGO, Dec. 2.—The Allan Herschell Company, North Tonawanda, N. Y., won the "Sweepstakes" Award of the American Recreational Equipment Association (AREA) for its exhibit at the annual trade show of the National Association of Amusement Parks, Pools & Beaches (NAAPPB) at the Hotel Sherman here this week. The award, named in honor of John R. Davies, was for the most meritorious exhibit.

The Charles S. Wilson Award, in recognition of the most meritorious exhibit of equipment or supplies, was won by Animated Display Creations, Inc., Minneapolis.

The A. B. McSwigan Award, recognizing the most meritorious new device, was given to the Hampton Amusement Device Company, St. Louis, which manufactures the manually operated Kiddie Flyer.

The Paul H. Huedepohl Award for the most meritorious exhibit dealing with games and/or arcade equipment, was won by the Exhibit Supply Company, Chicago.

Dallas Fair Net \$355,989, Down From 1/2 Million

DALLAS, Dec. 2.—State Fair of Texas earned net operating profit of \$355,989.69 for the year ending November 15—a considerable drop from profit earned in 1949. Fair earned slightly more than \$500,000 last year.

Dip came despite the fact that the 16-day State fair itself broke all attendance records, with a total of 2,176,519. James H. Stewart, executive vice-president and general manager, said profit decrease mostly reflected new bookkeeping system, along with tremendous increase in expenses incurred in presenting the 1950 expo. Gross in-

(Continued on page 53)

Lawrence Gets 3 N. C. Fairs

NEW YORK, Dec. 2.—Lawrence Greater Shows has added a trio of North Carolina fairs to its 1951 annual route for a total of eight. Additions, announced by Sam and Shirley Levy, owners, and Robert (Bobby) Kline, general agent, are the events at Rocky

(Continued on page 53)

Cohen Urges Fair-Carnival Co-Operation

CHICAGO, Dec. 2.—"Most of the difficulties which arise between fairs and carnivals can be traced to a definite lack of co-operation by either or both of the parties," Max Cohen, general counsel of the American Carnivals Association, told delegates to the annual convention of the International Association of Fairs and Expositions here this week.

"We have found that many of these so-called problems arise during the contract negotiating stage," Cohen said. "It occasionally develops during these negotiations that both fairs and carnivals have over-rated their potentialities, either as to their size, the quality of their attractions or their earning power. Just as it is

(Continued on page 53)

Park Men Deny Aid In Fritz Tax Case

NAAPPB Votes No Participation; Individual Ops Come Up With \$\$

CHICAGO, Dec. 2.—Spirited disagreement over aid to Arthur E. Fritz in his court fight to nullify the 20 per cent federal tax on amusement rides, broke out in the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention here Monday (27) and was climaxed by the directors' decision Tuesday (28) against providing any financial assistance.

Fritz was hailed by applause when he came to the speaker's table while his attorneys, Joseph E. Green and Paul Kessler of Chicago, detailed points in the case for the conventioners. But opposition came later.

Green termed Fritz's District Court success, in which the Kiddieland operator won a decision that the federal tax does not apply to rides, as "the most significant legal victory that could be won by ride operators." He described the decision as a "broadside" approval of Fritz's contention that ride tickets are for the privilege of riding and not for admission to the rides.

Irwin Opposes Case

Robert J. Irwin, of Woodside Park, Philadelphia, took the floor midway in a question-answer discussion to denounce optimism among ride operators over possible discontinuance of the tax as "wishful thinking." He asserted

that altho higher courts might uphold the District Court ruling, it would require much time, with relief not coming before 1952. And he pointed out that despite

(Continued on page 47)

State Fair Associations Establish Federation

By Charles Brynes

CHICAGO, Dec. 2.—In a move to obtain greater recognition and a broader convention program, State and provincial fair associations, thru their reps to the IAFE convention here this week, set up a new organization to be known as the Federation of State and Provincial Associations of Fairs. The org replaces the Association of Fairs section of the International Association of Fairs and Expositions.

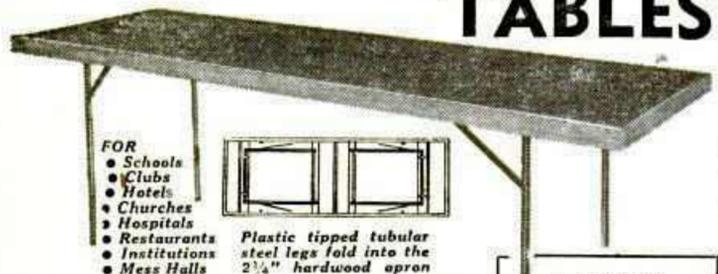
Rollo Singleton, secretary, Missouri Association of Fairs and Agricultural Exhibits, was named president of the new group and a constitution was adopted by the 15 association representatives in attendance. Everett F. Erhardt, Kansas Fairs Association, was elected vice-president, and A. C. McClellan, Nebraska Association of Fairs, secretary-treasurer.

The federation will hold its annual meetings in conjunction with the IAFE conclave, but will have an entire day set aside to discuss its problems. Annual dues are set at \$10.

Named to the executive board were Rose Links, Western Fairs Association, Sacramento; Joe Bartlett, Connecticut Association of Fairs; Maurice Turner, Texas Association of Fairs, and J. A. Carroll, Ontario Association of Agricultural Societies.

Other in attendance at the meetings included George Gleixner, Minnesota Federation of Fairs; Douglas Curran, Wisconsin Association of Fairs; E. W. (Deak) Williams, Fair Managers' Association of Iowa; J. M. Dean, Mississippi Association of Fairs, and Harry Kelly, Michigan Association of Fairs.

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CLOSE-UP: DR. DUDLEY COOPER

Optometrist Oggled, Made Success in Funspot Field

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

SOME 40 years of high-speed action and a lot of looking around transpired before Dr. Dudley Cooper, the Norfolk optometrist, saw and was attracted by the spectacle of Ocean View Park. In December, 1942, Cooper oggled the amusement park for the first time since he was a child. Because he is a practical businessman, and versatile when it comes to creating a new business venture, Cooper at first visualized the funspot as a prime piece of property for a real estate venture. The funspot, rundown as it was, did not look even



DR. DUDLEY COOPER

Battered by Storm
Ocean View was a traction company project, as were many other funspots, and was constructed about the turn of the century. It was later taken over by Otto Wells, who added several major improvements. In 1933 it was in the path of a hurricane and damage was extensive. The storm ripped up the boardwalk, washed the bathhouse off its foundation and marred nearly all other units. The Virginia Electric & Power Company bought out Wells and installed him as manager.

When Cooper took over the park it was a haphazard operation, with some 50 individual concessionaires operating within its limits. These were limited to five and the operation since has become pretty much a family endeavor without benefit of blood relationship. Tackling an amusement park operation in the war years, especially one with a Coast location adjacent to one of the nation's principal war centers, was tough. Even though the commandant of the Fifth Naval District approved of clean amusements, Cooper recalls that just the operational difficulties alone were tough to overcome.

War Time Operation

As a result of the coastal black-out it was necessary to erect a canvas screen 20 feet high and a half-mile long. Wartime shortages made it difficult to inaugurate improvements, but the old wooden bathhouse was replaced in 1944 and the government allowed the installation of a sound system during the war.

In all, some \$300,000 has been spent on various facilities and putting the park into its present condition. Despite its Southern location the funspot can only stretch its season from Easter Sunday to Labor Day.

Cooper was born in Tarboro, N. C., July 31, 1899. He was the fifth of 10 children—8 boys and 2 girls. The family moved to Norfolk where he received his early education. He served in World War I and is a graduate of the American Institute of Optometry, forerunner of Columbia University's present optometry school.

Youthful Earnings

Before he was 18 Cooper had made \$6,000, enough to cover his college expenses, in three months by selling real estate. He works a full scheduled seven days a week, and success in one venture merely serves to spark his enthusiasm for another.

In the middle of last season, with the park operating full blast, Cooper was busy with his associates in building four service stations, converting an old church into apartments, running a 250-unit housing development, managing a network of other real estate interests and looking after three jewelry stores with three optical departments as well as a wholesale business, the Tidewater Optical Company.

Cooper is also actively concerned with the operation of Seaside Park at Virginia Beach and with the Negro funspot at Seaview Beach. He refers to the latter as a victory sociologically, but a dud financially.

Unique Office

Cooper has an office at Ocean View which has all of the color and glitter of the midway outside. The ceiling is decorated to resemble a tent. One wall is covered with a huge blow-up of the amusement park. Occupying the center of the room is a Merry-Go-Round horse.

It is in these pleasant surroundings that he can best cope mentally with operation costs and profits. With attendance approximating 1,000,000 annually, and per capita spending pegged at 60 cents by Cooper, it is easy to see that plenty of cash is handled at the funspot.

The park is geared to handle big crowds and big money. Among the 11 major riding devices are the airplane swings, Fly-o-Plane,

SEASON'S GREETINGS

To Wheel Owners, Prospective Owners and Ride Operators the world over. We sincerely wish you a Happy Holiday Season with Family and Friends.

A limited number of BIG ELI Wheels will be available for 1951 delivery. Now is the time to act. Write for Price List A-63, giving specifications and up-to-date prices on all BIG ELI WHEELS.

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All Readings Complete for 1950
Crystal Balls Imported
On hand in these sizes: 2 1/2; 3 inch; 3 9/16; 4 3/16. Write for prices.
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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 Ager De Lux, delivered this spring. We will maintain last season's price if possible. Send your deposit today. Prices start from \$5,575.00 for a Teen Ager adult machine.

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Chicago Confab Chatter

Continued from page 41

Dr. J. S. Dorton, manager of the North Carolina State Fair. The governor became known to outdoor show folks while serving as North Carolina's commissioner of agriculture prior to his election to governorship.

Clif Wilson, well-known showman, won the Buick sedan awarded by the Showmen's League of America last week during the league's banquet and ball at the Hotel Sherman.

A number of important personnel changes affecting Eastern shows were brewing at the meetings here. L. Harvev (Doc) Cann, general agent of the World of Mirth Shows, and operator of the Motordrome, peanut and popcorn units with that org, was openly shopping around for a new connection. Unconfirmed was the report that Cann had reached an agreement with James E. Strates to join the latter's org in an executive capacity.

Earl Purtle announced that he would continue to operate the Motordrome on the Cetlin & Wilson Shows, thus dispelling rumors that he was slated to return to the World of Mirth, which he left during the war. Purtle, who also operates a Motordrome at the Palisades (N. J.) Amusement Park, will expand his C&W interests by adding several kiddie rides, including a jet unit and a boat ride purchased at the trade show here.

H. G. Cook, miniature golf designer and consultant from New London, Conn., said that he plans to concentrate on packaged deals, including plans and materials at a nominal cost, with the purchaser doing the installation. Cook reported a general revival of interest in the minnie golf field.

John E. Mitchell, representing the R. E. Chambers Company at the trade show, reported the sale of major ride units to Riverview Park, Chicago; Lakeside Park, Denver; Joyland Park, Lexington, Ky.; Sea Breeze Park, Rochester, N. Y., and Idora Park, Youngstown, O.

Dick Coleman, owner-operator of the shows bearing his name, brought NAAPPB President-Elect Ed Carroll news of extensive

storm damage to his Great Barrington (Mass.) Fair. High winds leveled a number of cattle barns constructed by Carroll within the past year. The same storm demolished the chimney and stripped most shingles from the roof of the Coleman home in Middletown, Conn.

Ben Weiss, bingo operator, was touting a horse named Mark High after talking to Bob Morton in Miami. The Hamid-Morton Circus was represented by Omer Kenyon, who came on from Milwaukee where he is handling the advance.

George A. Hamid's book, *Circus*, was on sale at the Hotel Sherman newsstand. The impressario took time out both before and after meals to plug the sale of the tome with the added inducement of a personal autograph.

Irish Horan, thrill show op, who started for Chicago from New York by automobile, was stranded east of Pittsburgh for 36 hours when he ran into a record snow fall. Irish and his wife, Lorraine, finished the journey by train. Agent Bob Conto managed to wheel the car thru a couple of days later.

Clemens F. Schmitz, New York insurance broker, staged his usual pre-SLA banquet cocktail party. Plush event has become an annual affair, with owners-managers attending in large numbers.

Easterners leaving Gotham on the New York Central's Commodore Vanderbilt Saturday (25) were routed thru Canada. Big snows in the Cleveland-Toledo area sent the train into the Dominion at Niagara Falls. The trip took 25 hours, 10 more than scheduled time.

Earl Newberry and Leo Overland closed with Joie Chitwood to take over operation of a Chitwood thrill show unit in the Midwest. Barnes-Carruthers Theatrical Enterprises, Chicago, will be that unit's exclusive booker. Newberry disclosed shortly after closing with Chitwood at the convention. . . . Jimmie Lynch, of thrill show note, broke the news that his two sons, Jimmie Jr., and Bobbie, had been called into the armed services within a week's time.

Harry Finkelstein, husband-manager of Sally Rand, made the meeting in company with Sally, who drew many eyes with her arresting gowns. During the convention, Sally was signed to show on the independent midways of fairs at Jamestown, Fessenden, Langdon, and Hamilton, all in North Dakota, and at Missouri State Fair, Sedalia. . . . Ray Oakes, Chicago concession supplier, fairly bubbled over biz picked up during the confab. Among his orders was a sizable one from Al J. Richardson, of Luna Park, Honk Kong. Other foreign orders Oakes received recently included one for complete concession equipment for a park at Durham, South Africa.

R. H. McIntosh, manager of Alabama State Fair Birmingham, was elected president of the International Motor Contest Association during the convention. Other '51 IMCA officers are C. G. Baker, Oklahoma City, vice-president, and Frank Harris, Davenport, Ia., secretary. They with L. B. Cunningham, Des Moines; W. R. Hirsch, Shreveport, La.; Maurice W. Jencks, Topeka, Kan., and Raymond A. Lee, comprise the new board of directors.

Aut Swenson closed for three still dates for his Thrillcade at Wisconsin State Fairgrounds, Milwaukee. The thrill show is set for a night show Saturday, May 26, and matinee and night performances the following day. The Swenson Thrillcade also closed at the convention for the following fairs: Spencer, Cresco, Cedar Rapids, Rock Rapids and Oskaloosa, all in Iowa; Altamont, Ill.; Wausau and Manitowoc, both in Wisconsin; Austin, Minn., and Cape Girardeau, Mo.

Jack Reynolds, manager of Wisconsin State Fair, Milwaukee, disclosed that he had closed a 10-year contract with Ralph Ammon, former manager of that fair, and Archie Gayer, whereby Ammon and Gayer will build and operate a permanent show midway at the fair.

Al Sweeney and Gaylord White (National Speedways) snared the

auto race contract at Clay County Fair, Spencer, Ia., a new one for them. Spencer contract calls for two big car meets and one stock car program. They also added two still dates at Sedalia, Mo., big cars May 30 and stock cars July 4. Also new to the combo is the Manitowoc, Wis., fair, signed for one day of big car races.

Clarence Harnden, manager of Saginaw (Mich.) Fair, and E. J. Casey, owner of Canadian carnivals bearing his name, had much in common this year. Both were hard hit by rain and flood water. But they were their happy selves around the convention. Casey was accompanied from his Winnipeg headquarters by Bill Sorchan and Mickey Perpluk, manager and secretary, respectively of his No. 3 unit. Casey reported that his light plants and trucks are being used by the government in building dikes at Winnipeg and that he has a Merry-Go-Round in operation in the Hudson Bay store in that city for the holidays.

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 - SAN FRANCISCO C. J. Holzmueller Nat'l Theatre Supply Co. W. G. Freddy Theatre Sup.
 - SEATTLE B. F. Shearer Co. Nat'l Theatre Supply Co.
 - SIOUX FALLS American Theatre Sup. Co.
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 - TOLEDO Theatre Equipment Co.
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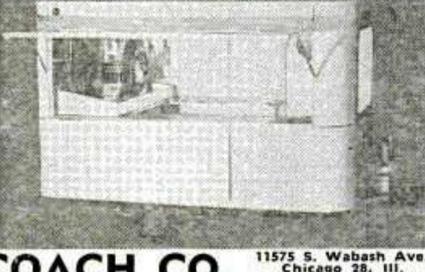
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Dressing Room Gossip

Cole Bros.

PERU, Ind., Dec. 2.—The building project is progressing rapidly under the direction of William Horstman, vice-president, and Cliff Hutchcroft, contractor. The new office will be the first to be completed. Ring stock barns, concrete and steel, will be next, Joe Kuta has done a good job with his crew in getting all the steam and water-line pipes under ground before freezing. Thursday, November 16, was Circus Night at the Peru Elks Club. Dinner was served and entertainment furnished. Eighty showmen attended. A vote of thanks was given to the Elks Club. Thanksgiving dinner was served in the cookhouse under direction of George Davis. Recent visitors at quarters included Emmett Sims, press agent; Bill Kellogg, of Indianapolis, former legal adjuster

of American Circus Corporation; George Graf and Fred Young, who are practically weekly visitors. Harold Barbre, manager of Terrell Jacobs's Santa Claus unit, opened at Washington, Ind., November 24 for two weeks of Santa Claus parades. He will return to Peru December 6 from Mt. Vernon, O.

Will Hill, of the Will Hill Society Circus, has established new quarters for his elephants in Peru at the junction of Highways U. S. No. 31 and No. 34. The House of Youngs has become the circus meeting place in downtown Peru. Billie Burke, producing clown, will return here the second week in December.

Friends have started firing the furnace at the home of Mr. and Mrs. Walter Jennier, expecting their arrival any day. Joan, their daughter, attends Bunker Hill school and plays in the school band. The Great Wilno, the human cannonball, and his company returned to their Peru home last week. Mr. and Mrs. Tommy Hodgini and Joe Jr., have returned to their home here for the holidays before starting their winter dates. Mrs. Frank Orman, daughter and son, visited Frank Orman while en route to Chicago. Jim Gephart, general agent, is a daily visitor at quarters. The Terrell Jacob's wild animal act is in practice daily at quarters.

Polack Bros.' Western

This is the last week of the season for this org. We close in Charleston, W. Va. It has been a big week for Bobby Kellogg, Harry Dann and Billy Griffin. Bobby had a big week with his family at Pauls Valley, Okla.; Harry with his folks in St. Louis, and Billy with his folks in Fort Branch, Ind. Harry and Billy dropped in at Freemans' Manor en route to Marion, O.

Hubert Castle gave a party at his home in Dallas for the whole personnel. Mr. and Mrs. Landon one in honor of their wedding anniversary, and Millie Keathley for her aunt, Dallis Julian, former bareback rider. Hubert Castle took a nasty buster in Springfield and will be out of the program for a few days. Mr. and Mrs. Tom Gregory and daughter, Dot, drove from Cleveland to have as guests the Freemans for Thanksgiving dinner. Tom took colored film of the Polack show.

Recent visitors were Tom Scaperlanda and wife, Col. and Mrs. C. G. Sturtevant, Mrs. Danny Odum, Dennie Stevens, Sam Polack, Dallis Julian, Frank Pahlman, L. L. Antes Jr., Mr. and Mrs. J. B. Kellogg, Mrs. Kay Duncan, Mr. and Mrs. Earl Brewer and children; Alfreda, of the Alfreda Sisters; B. M. Grotkop, Mr. and Mrs. E. J. (Spike) Hansen, Fred G. Icke, Mrs. Hubert Castle and daughter, Jan, Henry and Claire Barrett. The Barretts were guests of Jo and Silvers Madison for dinner in their Trailer. Mr. and Mrs. Tom Gregory, Bob Porter and Wike, Mike and June Kocuk, Jack Harris, Mr. and Mrs. Bert Wallace, Mayme Ward and many others of the Mills Bros.' Circus also visited. — FREDDIE FREEMAN.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Gould, Jay: Iowa Falls, Ia., 6; Independence 7; Rock Falls, Ill., 8; Skokie 9; Elmwood Park 10; Lansing 11; Glen Ellyn 12; Wilmette 13; Galena 14.
Hamid-Morton: Wichita Falls, Tex., 4-7.
Polack Bros. (Western): (Auditorium) Charleston, W. Va., 4-10.
West Bros.: Biloxi, Miss., 5; Montgomery, Ala., 7.

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Eastern Storm Takes Big Toll From Funspots

NEW YORK, Dec. 2.—Park men in the metropolitan New York area surveyed debris left by Saturday's (25) gale and reported damages ranging from \$2,500 to \$275,000.

One of the hardest hit spots was Playland, Rye, N. Y., operated by Westchester County. Wind ripped away half of a covered quarter-mile excursion steamer pier, and total damage was estimated at \$275,000 by Director Allan MacNicol.

100G Olympic Bill

At Olympic Park, Irvington, N. J., Purchasing Agent Henry A. Guenther Jr., reported damage in excess of \$100,000. Three quarters of the Roller Coaster was destroyed, two large canopies at the swim pool were blown away, and an auto entrance and exit gate were leveled.

90C Damage at Palisades

Palisades (N. J.) Park reportedly was damaged to the tune of \$90,000. A large electric sign that had been leased by the operators was bowled over, as was a smaller sign. Roof of the restaurant was mauled, and two large steel skeleton towers on park property, formerly used by Station WHN, New York, were crumpled. A few kiddie ride structures were damaged.

Feltman's suffered little damage. The large kiddie park at the Boardwalk end was covered by a foot of mud, but this was cleared in time to allow rides to operate Sunday (26). A neon sign on the Little Dipper was blown down.

Steeplechase Park, Coney Island, came thru in fairly good shape, according to Manager James J. Onorato, who estimated damage at \$2,500.

Coast Resorts Hit

Staten Island was hard hit and damage has not yet been estimated. Resorts such as South Beach and Midland Beach were covered by tidal waves which battered rides and wrecked buildings.

Public Works Commissioner Bruno of Long Branch, N. J., stated that damage to the beach front there will be close to \$1,500,000. Nearly a mile of the Boardwalk was stripped of planking and the shore road was undermined by the sea.

At Asbury Park, N. J., parts of the roofs of the Casino—now a warehouse—and Seventh Avenue swim pools were blown away. South End pavilion and concession stands at Ocean Grove were damaged.

While Atlantic City losses were estimated at several hundred thousand dollars, damage was largely to stores, hotels and homes, with amusement spots getting off lightly.

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.)

Admiral Midway: Belcher, La.
All-Valley: Los Fresnos, Tex.
American Midway: Raymondville, Tex.
Borderland: Zapata, Tex.
Brewer's United: (Nance & Gregg Sts.) Houston, Tex.
Hufft Am.: Camptli, La.
Kile, Floyd O.: Port Barre, La.; season ends.
Miller, Ralph R., Am.: Scotlandville, La.
Nice, Milt: Lenox, Ga.
Palmetto Expo.: Euclonia, Ga.
P. & C.: Montrose, Ark.
Tassell, Barney: Hialeah, Fla.
Valley Expo.: Raymondville, Tex.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Henie, Sonja, Ice Revue (Coliseum) Indianapolis, Ind., thru Dec. 12.
Ice Capades of 1951 (R. I. Auditorium) Providence, R. I., 4-17.
Ice Follies of 1951 (Sports Arena) Hershey, Pa., 6-19.
Ingham's, Rex, Wild Life (National Trailer Show) Greensboro, N. C., 4-10.
Miller's, Irvin C., Brown-Skin Models (Pekin) Montgomery, Ala., 6; (Frolie) Birmingham 7-8; (Harlem) Auburn 9.
Skating Vantiles of 1951 (Auditorium) Kansas City, Mo., 6-10; (The Forum) Wichita, Kan., 12-17.
Taylor, Chas. A., Manikins Revue (Lyric) Lexington, Ky., 6; (State) Cincinnati, O., 7-9; (Lincoln) Columbus 10-11.

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, 25 cards, \$2.50; 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, 23, same weight as #1, in Green, Red, Yellow @ \$6 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 5x7, per 100, \$1.25. 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
Middweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow, Per 100... 2.00
3,000 Small, Thin, "Brown" Bings, Sheets, 5 colors, loose only, no pads, size 4x5, M... 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 Plastics, 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 numbers, 7 colors, loose, not tabbed, M... 2.00
Round White N. J. Cardboard Markers, 2 sizes: 1/2 inch dia., 1800 to 1 lb.; larger size 3/4 inch dia., 1000 to 1 lb. Either size, lb... 85
Airtite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.
Send for illustrated circular. For 125.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Hill & Main Sts. West Newton, Pa.

2 PHONEMEN

UPC and Banners

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Valdes-Dayton Hotel, Valdosta, Ga.

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NEW PLASTIC CORP., Hollywood 38, Calif.

Concession Building Plans

Build Concessions now from better Plans: Shallow Outfit (23 game); (Way 11 Games) Ball Rack (13 games); Short Range Lead Gallery, \$5 each; High Striker, \$3; All Five, \$20; Portable Miniature Golf, \$7; Fun House (will transport) Golf, \$10; both, \$15; all 7, \$30. Free catalog.

BRILL, Box 875-C, Peoria, Illinois.

MILLERS' BIZ OFF AT SOME LATE STANDS

Org Goes to Hugo After December 3 Closing in Texas

FREER, Tex., Dec. 2. — Al G. Kelly & Miller Bros.' Circus, now in the home stretch of its longest season, played to a three-quarter house at its matinee-only stand here Sunday (26). Animal line-up and personnel made good impression here.

Thanksgiving Day (23) at Kingsville, Tex., gave the show a half house for the matinee and a three-quarter night house in hot, dusty weather.

At Robston, Tex., (22), the Kelly-Miller org played to another half-house matinee and three-quarter night house.

PHONEMEN! PHONEMEN!
TO MISS THIS ONE IS TO MISS YOUR WINTER BANK ROLL.

UPC'S BANNERS. PROGRAM. THIS DEAL IS WELL FRAMED AND BECAUSE OF OUR INFLUENTIAL COMMITTEE AND SPECTACULAR ATTRACTION, THIS SHOULD BE THE BIGGEST EVER IN TOLEDO. STRONG AUSPICES. TIMELY APPEAL. MEN WHO CAN SELL WILL GET WELL. DON'T WIRE, WRITE OR PHONE. COME IN! AS WE ARE STARTING NOW AND WILL FINISH MARCH 1ST. PAY EVERY DAY.

CHAIRMAN

320 Ontario Room 400 Toledo, O.
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Rogers Bros.' Circus

WILL OPEN FOR LONG SEASON EARLY MARCH

Can use Acts of all kinds doing two or more. Entire new show this year! Want to buy good Trampoline. Can use good Circus Electrician. Men in all departments. Winter show opens Jan. 1st. Happy Davis, contact Si Rubens. Want 500 good Folding Chairs. Write **ROGERS BROS. CIRCUS, Ft. Myers, Fla.** Leo Hash, Cactus, Possum Red, contact Swede Johnson or come on.

PHONEMEN NOW

Banners, Book, Tickets, Vets' Show Deal, Top Commissions, Office Ready. Phone

ED CLARKE

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CIRCUS ACTS WANTED

Punch and Judy, Dog and Pony, Clown Acrobats, etc., to appear once, Dec. 21st, Pleasure Pier, Port Arthur. Quote price. No collect wires or calls.

GUSTAF A. LARSON
Productions
Sabine Hotel Port Arthur, Texas

WANTED PROMOTERS

Capable of handling committee and producing results. Jack Knight and Jack Schenck, answer. Want to buy 25 to 30 foot Ring Mat. State condition, age, thickness and lowest price first reply. Biloxi, Miss., Dec. 5; Montgomery, Ala., Dec. 6-7; Canton, Ala., Dec. 8; Bessemer, Ala., Dec. 9.

WEST BROS.' INDOOR CIRCUS

CIRCUS PHOTOS

Such oldtimers as Cole, 1913; Hagenbeck, Cole, Ringling baggage horse views; Robinson parade, 1911; Sparks 1930 parade, 101 parade, Christy, Great Wallace, Norris & Rowe, many more. Free lists. Write **ROBERT SAMS, 2745 Bush Blvd., Ensley, Birmingham 8, Alabama.**

FOR SALE

3 All-Steel New Wagons

Dual and Pneumatic Tires. Also other surplus circus equipment.

TERRELL JACOBS
Box 18 Peru, Indiana

PROMOTIONAL MEN

That can stay sober and treat committee right. Contact

SI RUBENS

Rogers Bros.' Circus, Ft. Myers, Florida
Men start working December 23rd. No advances—write.

101 RANCH OP ON CHI RADIO

CHICAGO, Dec. 2. — Col. Zack T. Miller, former operator of Miller Bros.' 101 Ranch Wild West Show, was interviewed this week on the radio program, *Welcome Traveler*. The program is aired from the Hotel Sherman, where Miller was viewing activities at the outdoor conventions. The veteran showman said on the broadcast that he was "just visiting" and that he was en route to his Oklahoma property where oil wells have been brought in recently.

Davies Reports TV Hinders Booking Circus in Schools

Principals Say Kids See Acts, Animals on Home Television

DIXON, Ill., Dec. 2.—Television has damaged the field for school-sponsored circuses, according to Ayres Davies, owner of the Ayres & Kathryn Davies Circus here. He said the past season brought the first evidence of video effect on his show.

"School principals tell us they aren't interested in sponsoring the circus because the children see circus acts and animals on television," Davies explained. He said

the only towns affected were those near metropolitan areas.

Poor Biz

Davies' indoor unit experienced poor business in Iowa during the first section of its winter tour. Rockford, Ill., the first indoor spot, was good, but the rest of three and a half weeks, all in Iowa was not good, he said.

His show is booked into Chanute Air Base for December 15 and Scott Air Force base December 16. Both bases are in Illinois, and the circus will supply Christmas party entertainment.

Indoor Bookings

Booking is underway for the second phase of the indoor tour, opening at Highland, Ill., January 13 and scheduled to continue into mid-March, Davies stated.

With the show in Iowa were the Hodgsons, Leon Snyder, Walter Raudenbush, Willie Rawls, Harry Rawls and Tom Tell. Kathryn Davies was back with the show, while Ayres Davies alternated between the show and the advance, which is handled by Raymond Duke.

FORT WORTH GROSS TOPS LAST YEAR'S

Crowds, Spending Surpass 1949 Biz; Program \$\$ Hiked

FORT WORTH, Dec. 2.—Attendance was up 15 per cent and money was up 25 per cent over 1949 for the Shrine Circus here thru Thanksgiving Day (23), with another week still to run. The largest circus crowd in Fort Worth Shrine history saw the circus November 22 and November 24. The show scored a sellout. Weather has been excellent.

Success of the Shrine show here, on the heels of a good Houston date, came as somewhat of a surprise to some of the officials here because of the level of business for several shows during the summer.

Program promotion was well ahead of 1949, with the increase set at about 33 per cent.

John L. Andrew, show producer, has been awarded the Fort Worth contract for next season. Andrew also was awarded the Houston Shrine contract for 1951.

Included on the program here are Dailey Bros.' wild animal acts, elephants and horses.

Macon Shrine Tabs Winner

MACON, Ga., Dec. 2. — Macon's 16th annual Shrine circus was one of the biggest winners in history, W. J. Bailey, chairman, announced.

While final figures have not yet been released by auditing committee, headed by Brooks Geoghegan, grosses were around \$25,000 and there was a clear profit of about \$10,000, Bailey said.

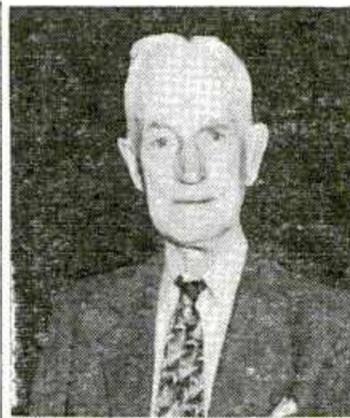
Concessions were operated for the first time in six years and entertainment was confined largely to acts on stage.

All manpower, except professional circus, was supplied by volunteers from Al Sihan Shrine Temple.

Walter L. Main Dies After 65 Years in Show Business

GENEVA, O., Dec. 2.—Walter L. Main, veteran circus operator and frequent leaser of circus equipment and titles, died at his home here Wednesday (29) of a heart ailment. Main, who was 88, was prominent in the circus field for 65 years.

He was the son of William Main, old-time operator of wagon shows, and Walter became general agent of his father's show at 18. In 1885 he formed a partnership with



WALTER L. MAIN

Charles Phillips to operate an *Uncle Tom's Cabin* show, but in mid-year they parted and Main launched his own circus of one wagon and seven horses, playing fairs.

Main bought 20 horses from the Cleveland Street Car Company in 1886 and began expansion of his wagon show. By the time he sold it to Scribner & Smith, in 1890, it required about 120 horses. The following year the Walter L. Main Circus was on 12 railroad cars. His 17-car show of 1893 was in a wreck near Tyrone, Pa., but returned to the road after 10 days. Main made his first tour of California in 1897 and played San Francisco for 10 days.

Sells to Hall

Associated with Main about the turn of the century were Charles Address as legal adjuster; John F. Stowe, famed UTC operator, as assistant manager, and other persons well known in circus business. The late Al Jolson was a performer on the Main show in the early 1900s.

In 1904 Main sold most of his circus to William P. Hall and returned to fairs with his elephants. In ensuing years he acquired circus property and leased it to circuses and carnivals.

Main was associated with the Fashion Plate Shows in 1907, the Colonel Cummins Wild West Show in 1906, the Cole & Rice two-car show in 1911, and Rentz Bros.' Circus in 1913.

Downie, King Shows

Andrew Downie, another veteran of UTC business, leased the Walter L. Main title from 1918 thru 1924 for use on his circus. From 1925 thru 1928 the title was leased by Floyd and Howard King for their show. In the 1930s Main and William (Honest Bill) Newton joined in operation of a truck show bearing Main's name. The final year for that org was 1937.

Last use of the Walter L. Main title came about five years ago when it was used on a circus unit playing fairs for the Boyle Woolfolk Agency, Chicago. Main was a frequent visitor at outdoor con-

Gould Christmas Unit Draws 7,500

CHAMPAIGN, Ill., Dec. 2.—Jay Gould's Christmas parade unit attracted an estimated 7,500 persons to the downtown area here November 24. The org offers a street parade and free circus program.

Weather was against the show here. Temperature was 6 degrees and a cold wind held down crowds. Gould will play one-day stands until Christmas and then return to quarters at Ottawa, Ill.

KELLY & MORRIS WANT PROMOTIONAL DIRECTORS • PHONEMEN

Start immediately. 40 towns ready. Best auspices. Shrine, Police, Jaycees, Lions, etc. Year around work. Limbsters, drunks, stay where you are, this is not a finance corporation. Wire immediately where I can phone you. Do not phone me. Peg Stoltz, wire; have plenty good towns for you. People in all other departments, write.

BILL MORRIS, P. O. Box 40, Havana, Illinois

WE ARE BUILDING A CIRCUS

Will buy for cash several Trucks, good Canvas, Stake-Driver, Seats, Rigging, Cook-house, 2 Elephants, some Ring Stock and any other Circus Equipment. Describe what you have, giving full details, where located, lowest cash price. Don't misrepresent as we will see before we buy. Also interested in personnel for next season—Performers, Agent, Side Show Manager and Side Show People, Concession People, Lot Supt., small Band, Clowns, Indians, Cowboys and other useful People. Can use a few good Circus Builders in quarters at this time. Boozers, Agitators and Grifters—NO. We have made past five seasons and owe nothing to anyone for anything.

PAN-AMERICAN ANIMAL EXHIBIT—W. F. DUGGAN
CARE PUTMAN HOTEL DE LAND, FLA.

ventions until this year and on circus lots thruout Ohio. He was an honorary member of the Circus Historical Society and frequently was interviewed by newspaper and radio reporters about his early show experiences. He reported recently that his biography was being written.

Morris To Use Canvas Spool, Push-Pole Top

HAVANA, Ill., Dec. 2. — Bill Morris, co-owner of Kelly-Morris Circus, said this week his 1950 outdoor season was "very successful" thru the Middle West and the Deep South, but that it dipped in Arkansas. His show returned to quarters here after closing in Louisiana October 5.

Morris said he found the manpower shortage to be serious this season but that he expects to experience less difficulty in 1951. Reducing manpower requirements, he said, will be use of a canvas spool truck and a push-pole top. The show bought a second elephant this season and, while one was leased during part of the year, both were on the show for the final weeks of the tour.

OUTSTANDING OUTDOOR ACTS CIRCUS ATTRACTIONS WANTED FOR 1951 SEASON
SHORT JUMPS GOOD SEASON HONEST REPRESENTATION

AL MARTIN AGENCY
Hotel Bradford, Boston, Mass.
Hubbard 2-0688

CIRCUS BIG TOP CANVAS MAN WANTED

Must be sober, reliable and know his business. Want none but the best. At least one year employment Hawaiian Islands and Far West Pacific Ports. Good wages, all expenses, travel and hotels. Give age, experience, all details first letter. Leaving from San Francisco Jan. 2.

J. W. MANN
Care Billboard Cincinnati 22, Ohio

ACTS WANTED FOR MY 1951 FAIRS & CIRCUSES

ERNIE YOUNG
203 N. WABASH.
CHICAGO 1, ILL.

WE ARE BUILDING A CIRCUS
Will buy for cash several Trucks, good Canvas, Stake-Driver, Seats, Rigging, Cook-house, 2 Elephants, some Ring Stock and any other Circus Equipment. Describe what you have, giving full details, where located, lowest cash price. Don't misrepresent as we will see before we buy. Also interested in personnel for next season—Performers, Agent, Side Show Manager and Side Show People, Concession People, Lot Supt., small Band, Clowns, Indians, Cowboys and other useful People. Can use a few good Circus Builders in quarters at this time. Boozers, Agitators and Grifters—NO. We have made past five seasons and owe nothing to anyone for anything.

PAN-AMERICAN ANIMAL EXHIBIT—W. F. DUGGAN
CARE PUTMAN HOTEL DE LAND, FLA.

NAAPPB NAMES CARROLL AS PRESIDENT FOR 1951

Two Candidates Vie for Post; Huedepohl Re-Elected Secretary

CHICAGO, Dec. 2.—Edward J. Carroll, owner-manager of Riverside Park, Agawam, Mass., was elected president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at its convention here Tuesday (28). He succeeds Harry J. Batt of Pontchartrain Beach, New Orleans.

Carroll was first vice-president and banquet chairman. In addition to his park activities, Carroll is president of Great Barrington, Mass., Fair, operator of motion picture theaters in Massachusetts and promoter of stock car races.

Close Race

He was elected by the board of directors in a close race. The other candidate, F. W. A. Moeller, of Waldameer Beach, Erie, Pa., introduced the motion by which Carroll's election was made unanimous. It was the first time since 1946 that there had been a contest for the post.

E. E. Foehl, of Willow Grove Park, Willow Grove, Pa., was elected first vice-president. William B. Schmidt, Riverview Park, Chicago, was named second vice-president, and John Gurtler, Elitch Gardens, Denver, was elected third vice-president.

Huedepohl Re-Named

Paul H. Huedepohl, NAAPPB executive secretary, was re-elected for 1951, as was A. L. Filigrasso, treasurer. Retiring President Batt acted for George K. Whitney, nominating committee chairman, who



EDWARD J. CARROLL

was unable to attend.

Executive session of the NAAPPB Monday (27) brought election of six new members of the board of directors. They are F. W. A. Moeller, of Erie, Pa.; Julian H. Norton, Lake Compounce, Bristol, Conn.; Louis W. Jenkins, Santa Cruz Beach, Santa Cruz, Calif.; John R. Singhiser, Fontaine Ferry Park, Louisville; Allan McNichol, Playland Park, Rye, N. Y., and Robert D. Plarr, Dorney Park, Allentown, Pa.

New directors were chosen for terms ending in 1953. They succeed Henry G. Bowen, of Whalom

Park, Fitchburg, Mass.; John L. Coleman, Riverside Amusement Park, Indianapolis; E. E. Foehl, Willow Grove Park, Willow Grove, Pa.; George A. Hamid, of George A. Hamid & Son, New York; W. H. Hitzelberger, Dallas, and William B. Schmidt, Riverview Park, Chicago.

NAAPPB LISTS 409 MEMBERS

CHICAGO, Dec. 2.—National Association of Amusement Parks, Pools and Beaches membership stood at 409 at the opening of the convention this week here, according to the report of Harold K. Barr, Michigan City, Ind., chairman of the membership committee. Of the total, 103 were park, pool and beach operators; 193 were concession members; 55 were amusement device builders, and one was an honorary member. The total compared with 399 last year.

PARK-KIDDIELAND UNITY PLAN FAILS

KOA Retains Independence; Park Org Opens New Type Membership

CHICAGO, Dec. 2.—Efforts to affiliate the recently formed Kiddieland Operators' Association (KOA) with the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the latter's convention here this week, fell thru when both organizations backed away from the proposal.

Arthur E. Fritz, KOA president, said it became apparent that the groups' ideas were too far apart and that he had abandoned the affiliation plan. Paul H. Huedepohl,

NAAPPB secretary, also reported that the groups were unable to reach agreement and that the plan was dropped.

Re-Class Kiddieland Ops

As a result the NAAPPB board of directors voted Tuesday (28) to create a new classification of membership for Kiddieland operators. Harry J. Batt, president, said the classification would entitle members to benefits of the NAAPPB's bulletin, trade show and offices.

The NAAPPB extended an invitation to Kiddieland operators to join under the new classification. Batt and Huedepohl said memberships would start at \$50.

Meanwhile, Fritz said the KOA would continue its enlistment of additional members on a nationwide basis. He said that differences between his group and the NAAPPB seemed to stem from the fact that most Kiddielands have a free gate while most parks have a paid gate.

NIRA Requests Park Exhibit

CHICAGO, Dec. 2.—John W. Fulton, of the National Industrial Recreation Association, this week recommended to the National Association of Amusement Parks, Pools and Beaches that the NAAPPB be represented at the NIRA convention here May 21-23. He suggested the park organization should build a display booth to attract industrial representatives in the market for booking picnics. Fulton pointed out that the NAAPPB never had taken part in NIRA meetings.

He also offered to supply reprints of a booklet on how to stage organizational picnics. The book, previously distributed to parkmen a few years ago, is designed for distribution to chairmen of groups bringing picnics to the parks.

NPA Policy Vague, Roodhouse Charges

CHICAGO, Dec. 2.—Expression of belief that the federal government has no clear policy behind its current ban on amusement construction costing more than \$5,000 marked discussion at the annual banquet here Sunday (26) of the American Recreational Equipment Association (AREA).

The amusement device manufacturers met in conjunction with the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention.

Ben O. Roodhouse, Eli Bridge Company, Jacksonville, Ill., said his firm had been unable to get from Washington a clear statement as to whether the manufacturer or the buyer was responsible for observance of the National Production Authority's (NPA) recent order.

NPA Not Clear

The NPA stated that the manufacturer was not stopped so long as the device and its installation did not cost more than \$5,000 in a single year, he said. But, he pointed out, pin-pointing of responsibility still was unclear.

Roodhouse stated his firm has 90 per cent of the materials it will need for 1951, but that it was uncertain whether they would be allowed to manufacture and sell or whether they would be allowed to manufacture and then be prohibited from selling.

Russell Jones, speaking for his father, W. St. C. Jones, William B. Berry Company, Boston, complained that while the government

(Continued on page 47)

NAAPPB Ladies' Tea Conducted

CHICAGO, Dec. 2.—A tea for ladies attending the convention of the National Association of Amusement Parks, Pools and Beaches was held in the Penthouse at the Hotel Sherman here Sunday (26). Mrs. Harry J. Batt, wife of the retiring president, was chairman.

Those who attended included Mrs. H. J. Terrill, Silver Beach, St. Joseph, Mich.; Ida E. Cohen, Chicago; Mrs. William B. Schmidt, Riverview, Chicago; Mrs. Don Dazey, Lesourdsville, Middletown, O.; Mrs. Batt, Pontchartrain Beach, New Orleans;

(Continued on page 47)

SERVICE REWARDED

Four Win Honors At NAAPPB Meet

CHICAGO, Dec. 2.—William W. Muar, operator of Roseland Park, Canandaigua, N. Y., was awarded the Andrew S. McSwigan award for outstanding service to the amusement park industry at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here this week.

The citation was presented for his service as program chairman for the convention. Dr. L. H. Firestone was chairman of the awards committee, which also presented three other plaques.

Harry J. Batt, of New Orleans, retiring NAAPPB president, was awarded an honorable mention for his efforts in Washington to have the 20 per cent federal admission tax reduced.

Speckleman Wins

Winner of the Harry J. Batt award for the best presentation on the program of the most outstanding

promotion of the year went to Tom Speckleman, of Ideal Beach, Warsaw, Ind., for his description of the promotion in which a man lived in an under-water tank out of protest to high excise taxes.

Honorable mention in the Batt award competition went to R. H. Lengenwaller of Joyland Parks, Wichita, Kan., for his talk on his promotion in which school supplies were collected for later presentation to German school children. Lengenwaller returned recently

(Continued on page 47)

Park Ops Pace Ride Buying At NAAPPB Trade Exhibits

(Continued from page 41)

of the sales of moppet units involved operators not formerly identified with the outdoor field.

Manufacturers reported that considerable business was completed this past fall, thus providing another indication that operators are aware of impending shortages. Credit and long term contracts apparently were not sought to any degree and no manufacturer admitted to cementing sales that involved the taking of paper.

More Exhibitors

According to Paul H. Huedepohl, NAAPPB executive secretary, there were 89 exhibitors occupying 149 booths in this year's show, an increase of 13 over last year. Show attendance was estimated at 20 per cent under last year. Missing group was believed to represent the kibbitzing element in view of the sales record. Several Eastern operators did miss the meeting because of storm damage to their plants.

Bill Wendler, of the Allan Herschell Company, reported business about on a par with last year with at least 40 units definitely contracted for. Business during the fall was particularly good with 80 per cent of production slated for parks. Immediately after the war the carnival in-

dustry was buying the biggest number of units but that situation has been reversed, Wendler said. Interest is chiefly centered in kiddie rides and big Merry-Go-Rounds. The firm already is involved in defense work.

Herb Schmeck, Philadelphia Toboggan Company, reported production sold out. John Jordan, Jordan Enterprises, also reported a sellout. Fred Markey, Dodgem Corporation, reported that business exceeded expectations and that final accounting would probably show an increase over 1949.

Eyerly in War Work

Jack Eyerly, of the Eyerly Aircraft Company, said that business was much better than a year ago and that the firm would move all units that it could manufacture. The firm also is occupied with war work. Harry Traver, Traver Enterprises, said that sales consummated prior to the show, took the edge off his sales here. B. A. Schiff said that he booked more orders than last year.

Bill de L'horbe, National Amusement Device Company, termed business here excellent and said his firm was only concerned about production problems. B. B. Pewitt, Aerobat Company, manufacturers of the Locorol, said that many operators were inter-

ested in booking the major unit, but that no sales were completed.

Ken Wilson, Miniature Train Company, reported that sales accounted for all of the firm's present inventory of supplies. Arthur Sellner, Sellner Manufacturing Company, said that his firm would sell all of the Tilt-a-Whirl units it could manufacture. Alvin Bisch, Bisch-Rocco, said that business was good with the interest principally in kiddie rides.

Fire Engines Popular

Charles Addison and R. F. Phelps reported selling 22 of their kiddie hook and ladder, tractor-trailer fire engines. Jack Fly, of Fly & Harwood, a firm which also manufactures a multiple passenger fire engine ride, said that business was good but off from last year. King Amusement Company reported business under last year.

Ted Sneed, Hampton Amusement Company, manufacturer of the kiddie flyer, a manually powered moppet unit, reported one sale and good prospects. Leon Cassidy, Pretzel Manufacturing Company, said business was better than last year. John E. Mitchell, R. E. Chambers Company, reported the sale of six units to parks. The Eli Bridge Company also reported good business.

Park Ops Say Uniform Trys Usually Fail

CHICAGO, Dec. 2.—Attempts to require park employees to wear uniforms generally have proved unsuccessful, according to a discussion this week at the National Association of Amusement Parks, Pools and Beaches convention here.

Robert Plarr, of Dorney Park, Allentown, Pa., was in the majority when he reported his employees co-operated fairly well about wearing caps but that when uniforms were tried he was faced with a choice of firing competent help or forgetting the uniforms.

Of the several operators who spoke, only Louis W. Jenkins Jr., of Santa Cruz Beach, Santa Cruz, Calif., reported complete success. He said year-round operation presented him a different labor situation and that he was able to replace those who balked at the uniforms.

Pleased with benefits of the uniforms policy, Jenkins pointed out that it costs less than one major newspaper advertisement.

Park Org Declines Role in Tax Case

Continued from page 41

the outcome of court action, Congress could enact new legislation to replace the present levy.

Green countered that ride operators stood a good chance to save 20 per cent of their gross for an indefinite period and at least for the time it will take for the courts to act or for Congress to pass a new law. He also stressed that he felt confident of court victory and that he doubted whether Congress would take action. Kessler pointed out that Congress probably would be unable to frame a new law to include rides without also including other business which it would not want taxed.

Proponents of a proposal for the NAAPPB to subscribe \$5,000 to aid Fritz in his court battle met apparently unexpectedly strong opposition on the NAAPPB board of directors. Prior to the directors' Tuesday meeting, it was assumed unofficially that the money would be forthcoming.

"Lack Information"

However, following the board meeting Harry J. Batt, NAAPPB president, reported that "because of a lack of information on how much money would be required (to get the case thru the Supreme Court) and because of the few devices in major parks which the ruling would affect, it was decided by the board not to join the case in any manner."

Individual members, however, indicated they would subscribe funds for Fritz. Numerous park operators met through the convention with Fritz and his attorneys. In addition, other ride operators, including Carl J. Sedlmayr, of Royal American Shows, took part in discussions of the case.

Fritz, who launched the court action on his own and without public mention of it until after he had won the first round, declared after hearing the board's action that it would make no difference in his plans.

"We started on our own and we can finish on our own," he said.

In the convention discussion of the case, Fritz's attorneys recommended that ride operators cease collection of the tax but that they show "good faith" by filing with the government a regular report on how many tickets they have sold.

They stated in reply to questions that the District Court decision specifies rides are not to be enclosed if the charge is not for admission, but that it also stated fences and other safety devices were permissible. They stated "second" or repeat ride ticket sales "clearly" were not taxable.

The Federal District Court of Judge Michael J. Igoe, Chicago, ruled September 5 that rides were not taxable under the present 20 per cent federal admission tax law. The Bureau of Internal Revenue since has appealed the case to the Circuit Court of Appeals here. It probably will be heard by that court in the spring.

NPA Policy Vague

Continued from page 46

taxes profits of one who builds an inventory wisely in such emergencies as the current one, the government does not share the loss of one who selects his inventory in a manner that later proves unwise. He said firms need government contracts but that they must be suitable ones which insure "at least some profit."

William de L'horbe Jr., National Amusement Device Company, Dayton, O., asserted it was "time the government tells us what is going on." He charged that either the nation is going into a war or the government is creating a situation in which manufacturers are forced to agree to further socialization. De L'horbe also said he believed the industry should protest loudly on the grounds that the NPA order is discriminatory. He said his understanding of the ban was that observance of the law was up to the buyer rather than the builder.

William Rubkin, International Mutoscope Corporation, Long Island, N. Y., said his firm has encountered trouble because materials are not being controlled properly. He pointed out that prices increase after bids on government contracts have been submitted and that the bidder has no recourse.

Conrad D. Trubenbach, acting president part of this year, was elected president of the AREA for 1951. Russell Jones was elected vice-president. Re-elected were R. H. Uzzell, secretary, and Fred L. Markey, treasurer. Fifty-two persons attended the banquet and meeting, which opened with greetings from Harry J. Batt, NAAPPB president, and Paul H. Hudepohl, NAAPPB secretary.

NAAPPB Ladies

Continued from page 46

Mrs. George Hamid, White City, Worcester, Mass.; Mrs. Abner K. Kline, Salem, Ore.; Mary L. Carroll, Agawam, Mass.; Elizabeth Carlin Fischer, Carlin's, Baltimore; Ruby Singhiser, Fontaine Ferry, Louisville; Mrs. C. G. Meyer, Chicago; Marie Brinkelman, Fontaine Ferry, Louisville.

Mrs. Arthur Briese, Oak Park, Ill.; Mrs. William Hudepohl, Chicago; Mrs. James F. Stuart, Evergreen Park, Ill.; Mrs. Kenneth Michael, Chicago; Mrs. M. A. E. Hudepohl, Chicago; Mrs. Fred Hudepohl, Chicago; Mrs. Logan Drake, Silver Beach, St. Joseph, Mich.; Mrs. Julius Bank; Mrs. Fannie Mason, Miami; Mrs. William Kaplan, Chicago; Mrs. Harold K. Barr, Michigan City, Ind.; Mrs. Loretta C. Wiser, Los Angeles.

Mrs. W. C. Sneed, Dallas; Mrs. S. T. Jacobson, Chicago; Mrs. J. Garliner, Rochester, N. Y.; Mrs. Noble C. Fairly, Hot Springs; Dorothy Anne Kressman, Chicago; Mrs. Hal Wilson, Chattanooga; Margaret Lehr, Dorothy Park, Allentown, Pa.; Edythe Conklin, Brantford, Ont.; Minette Dixon Farrar, Lake Winnepeaukee, Chattanooga; Martha Weiss, Miami Beach; Mrs. H. P. Schmeck, Philadelphia; Mrs. Donald Colvin, Canandaigua, N. Y.; Mrs. John C. Allen III, Philadelphia; Mrs. Eric A. Arnehl, Lansdale, Pa.; Mrs. Elwood A. Hughes, Toronto; Mrs. Eric G. Swanson, Portland, Ore.; Mrs. O. B. Jenkinson, Point Pleasant, N. J.

Mrs. W. A. Tratsch, Chicago; Mrs. Margaret Hulton, Philadelphia; Miss "B-J" Roland, Washington; Mrs. Louis W. Jenkins, Santa Cruz, Calif.; Mrs. Thomas W. Cutting Jr., Santa Cruz; Mrs. Robert Hammer, Louisville; Mrs. Spurling, Toledo, O.; Mrs. Robert Harrison, Toledo; Mrs. B. H. Brockway, Toledo; Mrs. Carl E. Henninger, Pittsburgh; Ruth Meyer, Chicago; Mrs. Fred M. McFalls Jr., Dallas; Margaret Pugh, Dallas; Mrs. Morris Hankins, Lakewood, Atlanta; Barbara Woody, Chicago; Hattie Longchart, Dallas; Mrs. Joe Murphy, Dallas; Grace Tindler, Dallas; Mrs. F. M. McFalls, Dallas; Mrs. Jack Reynolds, West Allis, Wis.; Mrs. E. C. Schneider, Oak Park, Ill.; and Audrey Schneider, Oak Park, Ill.

TWO HONORARY MEMBERS NAMED

CHICAGO, Dec. 2.—Honorary memberships in the National Association of Amusement Parks, Pools and Beaches was tripled here this week when the board of directors extended honorary lifetime memberships to two veteran park men. They are Henry A. Guenther, of Olympic Park, Irvington, N. J., and Leonard B. Schloss, formerly general manager of Glen Echo Park, Washington. The only other honorary member is Frank A. Darling, former director of Playland, Rye, N. Y.

Capitol Moves By NAAPPB Rep Told at Meet

CHICAGO, Dec. 2.—C. Melvin Sharpe, Washington representative of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), in his annual report at the NAAPPB convention here this week declared reduction of the 20 per cent federal admission tax was virtually assured until outbreak of the Korean war ended all talk of tax cuts.

Sharpe said the House bill which would have been presented provided for a general tax reduction, restriction of the tax to admissions and elimination of cabaret tax at ballrooms. He described it as a tailor-made bill.

He asserted that the federal administration apparently was confused on fiscal matters and stated that while the nation should be liberal in its defense policy, more effort should be made to pay the cost thru economy elsewhere in the government.

Higher Taxes

He advised the members that taxes would be higher next year, and that while they might be lower than during World War II, they would be retroactive to June 1, 1950.

Sharpe said his protest against the recent order limiting amusement construction had no effect, but he urged the NAAPPB to fight current efforts of some tax-support public recreation groups to be exempted from the order.

Cites Batt Aid

He pointed out that the curbs were designed to route materials to defense work and that whether a park was public or private enterprise should not be considered.

He recalled that Harry J. Batt's appearance before congressional committee hearings on the Johnson bill assisted in removal of objectionable portions of that bill.

After learning of the Federal Court decision on the Fritz case against admission taxes on rides, Sharpe contacted the Bureau of Internal Revenue, he said, and was advised that the government still wanted the tax to be paid. He said the bureau planned to use all efforts to win the case in higher courts.

Service Rewarded

Continued from page 46

from delivering the supplies in Germany.

George K. Whitney Jr., son of the operator of Whitney's Playland-at-the Beach, San Francisco, was awarded the D. S. Humphrey award for the most outstanding presentation of a park or pool subject on the program. He appeared on a youth forum and outlined how he would operate concessions if he were a park manager.

Grandson Cited

Doug Humphrey, grandson of the founder of the award, received honorable mention for his participation in the youth forum. He had outlined policies and equipment he would use in a park.

The A. R. Hodge award for the best program presentation of a pools and beaches section was awarded to John B. Dunne, of a safety appliance company for his talk of pool and beach safety measures.

Honorable mention in the pools and beaches section was given to David Sternberg of Playland, York, Pa., for the paper he submitted on heated water in an outdoor pool.

Top Talent Clicks At NAAPPB Banquet

CHICAGO, Dec. 2.—A near-capacity crowd attended the annual banquet of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) in the Grand Ballroom of the Hotel Sherman here Tuesday night (28).

As in the past, the emphasis was on fun, with the serious aspects relegated to the scheduled business sessions. President-Elect Edward Carroll, Riverside Park, Agawam, Mass., and Past President Harry Batt, Pontchartrain Beach, New Orleans, welcomed the guests. George A. Hamid, owner of Steel Pier, Atlantic City, and White City Park, Worcester, Mass., was toastmaster.

The program of acts was the

best offered at any of the several banquets staged in connection with the annual outdoor meetings. All talent was presented by Freddie Williamson, of the Associated Booking Office.

Talent was headed by the Louis Armstrong Sextet. Besides the leader, the unit included Earl (Father) Hines, at the piano; Jack Teagarten, on the trumpet, and Cozy Cole, drums. Other acts included the Rudenko Brothers, juggling; Darkins, novelty jungle dance; Yonely, musical novelty; Rudells, trampoline, and Danny O'Neil, emcee.

Benny Sharp and his ork played the show and for the dancing which followed.



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DR. J. S. DORTON NAMED IAFE PRESIDENT FOR '51

W. D. Jackson Is Elected Veep; Snow Storms Cut Into Attendance

CHICAGO, Dec. 2.—Dr. J. S. Dorton, manager of North Carolina State Fair, Raleigh, was elected 1951 president of the International Association of Fairs and Expositions at the organization's three-day conclave here Monday thru Wednesday (27-29) in the Hotel Sherman. Walter D. Jackson, secretary of the Western Fair, London, Ont., was named vice-president, and Frank Kingman, of Brockton (Mass.) Fair, was re-elected secretary-treasurer.

New directors include R. H. McIntosh, Birmingham, Zone 2; C. G. Baker, Oklahoma City, Zone 4; E. P. Green, Sacramento, Zone 6, and V. Ben Williams, Vancouver, who



DR. J. S. DORTON

will serve as Zone 7 chairman for one year, succeeding Walter D. Jackson, new vice-president.

Convention sessions, presided over by 1950 President Lloyd B. Cunningham, were well attended,

and covered a wide variety of subjects discussed by leading figures in the industry. Registration, however, was off from last year as week-end snowstorms prevented some fair execs from attending.

James Stewart, manager of the State Fair of Texas, outlined year-round operations of the Dallas Exposition in his address, while Fred C. Mayberry, chief engineer of Canadian National Exhibition, illustrated his talk with 30 minutes of slides demonstrating the progress of plant lighting since inception of the Toronto event.

Under the heading of special events, L. R. Huckstead, Peoria, Ill., spoke on *Peoria Does It Again*; Herbert H. McElroy, Central Canada Exhibition, *Hands Across the Border*; Lloyd B. Cunningham, Iowa State Fair, *International Competition*; F. L. Hafner, South Dakota State Fair, *80 Fair-Flying Farmers*; and Hubert W. Elliott, Illinois State Fair, on *Illinois's \$1,000,000 State Building*.

Gaylord White, of National (Continued on page 49)

SKED MINN. SHORT COURSE

MINNEAPOLIS, Dec. 2.—The fifth annual Minnesota Fair Management Short Course will be held in the Dykeman Hotel here, March 19-21. The course, sponsored jointly by the University of Minnesota and the Minnesota Federation of Fairs, will follow the lines of its predecessors.

Red River Valley Circuit Sets Dates

MAHNOMEN, Minn., Dec. 2.—Member fairs of the Red River Valley Better Fairs Circuit set their 1951 dates at the group's annual meeting held here recently.

They are Clay County Fair, Barnesville, July 9-11; Mahnomen County Fair, Mahnomen, July 13-15; Marshall County Fair, Warren, July 16-18; Polk County Fair, Fertile, July 19-21; and Roseau County Fair, Roseau, July 23-25.

Circuit officers were re-elected, including O. M. Mattson, Warren, president; Charles Christianson, Roseau, vice-president, and J. W. Roseland, Fertile, secretary.

Grandstand and midway attractions for the circuit fairs will be booked at the annual meeting of Minnesota Federation of Fairs at St. Paul, January 15-17.

Green, Finke Okay Icers For Annuals

Cite Experiences In Staging Show For Chi Delegates

CHICAGO, Dec. 2.—Ice skating shows as grandstand attractions were given the stamp of approval by two executives of major fairs who spoke before the annual convention of the International Association of Fairs and Expositions in the Sherman Hotel here this week.

Both Robert G. Finke, manager of North Dakota State Fair, Huron, and Edward P. Green, manager of California State Fair, Sacramento, agreed that the ice shows at their annuals had been successful, altho some technical problems do arise with this type of attraction.

Discusses Icers

Finke, in relating his experience with the icer this year, said they found it necessary to obtain additional hose to bring water into the freezing unit and to lay additional pipe lines. Another big problem was finding a place to dispose of the water after it had gone thru the unit and served its purpose. All problems were overcome, however, he said, and the success of the icer at Huron can only be measured by the fact that townspeople are still talking about it.

Green said the ice show at Sacramento was not an outstanding success, but termed it a "comfortable" success. Biggest problem there was the water supply, but this was solved by utilization of a small lake, drawing the water from the lake and pumping it back in after it had gone thru the unit.

Green suggested that if possible fairs should get the show as close to the people as is practical. Intimacy is the secret, he said, and the most desirable set-up for an ice show is to have seats on three sides of the rink.

Forum on Plant Rebuilding Set For Ia. Meeting

DES MOINES, Dec. 2.—A forum session on *Rebuilding Our Fairgrounds*, with six speakers, will feature the opening session of the 43d annual convention of the Fair Managers Association of Iowa, in the Hotel Fort Des Moines, December 11-12.

Participating in the forum will be Ed Bauder, West Union; L. S. Lein, Maquoketa; G. A. Soderquist, Alta; Joe M. Wansing, Denison; D. H. Hibbs, Vinton, and G. L. Derr, Des Moines.

Tuesday's program will include an address by Dr. Floyd Andre, dean of agriculture at Iowa State College, and talks by Ken Kramer, of Vinton, on F.F.A., and Prof. A. E. Cott, of Iowa State College, on fair problems.

Jerry Sotola, of Armour & Company, Chicago, will be the principal speaker at the State agricultural convention Wednesday (13).

FOR, AG'IN NAME TALENT

Vancouver, Springfield, Ill., Execs Air Opposite Views Before IAFE

CHICAGO, Dec. 2.—Mounting cost of name attractions, together with an inability to hike admission prices has discouraged Pacific National Exhibition (PNE), Vancouver, from using name talent, V. Ben Williams, PNE manager, told delegates at the International Association of Fairs and Expositions convention here this week. Williams made the assertion in a discussion on *Name Talent—Pros and Cons*, in which Hubert W. Elliott, secretary, Illinois State Fair, Springfield, took the opposite stand.

"The value of name attractions

must be assessed in different light—and under varying conditions by each of us," Williams declared. "There are many qualifying factors. In some instances stars are booked as open-air grandstand attractions, by others—such as the Pacific National Exhibition—as indoor shows. Some stars are booked as singles or as a small unit em-

bracing a small cast. Others must be provided with a full production if the public is to get value for the money. Then, of course, the type of artist has to be considered—altho it is fairly safe to say that by far the greatest trend is toward comedy.

Clears Artist's Stand

"In justice to the artists themselves, I must admit that they are following normal business procedure in bargaining for the top prices they can command," Williams said. "I will also admit that most entertainment business is a (Continued on page 49)

Midwest Loop Re-Elects Boyd Its President

CHICAGO, Dec. 2.—Glen Boyd, Springfield, Mo., was elected president of the Middle West Fair Circuit for the third straight year at the meeting of the organization in the Hotel Sherman here Monday (27).

Next year's dates for nine major fairs were announced as follows: Illinois State Fair, August 11-17; Missouri State Fair, August 18-26; Wisconsin State Fair, August 18-26; Iowa State Fair, August 25-September 3; Minnesota State Fair, August 25-September 3; Nebraska State Fair, September 2-7; Kansas Free Fair, Topeka, September 8-14; Kansas State Fair, September 16-21, and Oklahoma State Fair and Exposition, September 22-29.

Nacogdoches Looks For New 1951 Site

NACOGDOCHES, Tex., Dec. 2.—Nacogdoches County Fair Association is looking for a new location for its annual exposition, according to V. A. Stewart, president. Dr. Stephen B. Tucker is chairman of a committee conducting the search for a new spot. Other members are John Lynn Bailey, J. E. Reese, V. C. Cuthrell and R. N. Cason.

Stewart said that an offer to buy the present 29-acre fairgrounds has been made by Texas Farm Products Company to serve as a site for a \$150,000 plant.

Five new directors were named at the annual stockholders' meeting. They were H. V. Hall, V. C. Cuthrell, R. N. Cobb, A. T. Mast Jr., and Bill Scoggins. A financial report submitted at the meeting revealed the 1950 exposition made a profit of \$1,300.

Problems of Starting "Everybody Pays" Told Difficulties of Instituting Tight Gate Listed by Austin, Minn., Sec

CHICAGO, Dec. 2.—Altho most managers of paid-entrance fairs are 100 per cent for an Everybody Pays Policy, putting it into operation is a difficult task, P. J. (Pete) Holland, secretary, Mower County Fair, Austin, Minn., told members of the International Association of Fairs and Exposition in the Hotel Sherman here Monday (27).

"Ten years ago after our fair board (Mower County Fair) got the report that free passes amounted to over 2,000, they decided that there was no choice but to initiate the 'Everybody Pays Plan,'" he said.

"We knew that it would be impossible to sell the community 100 per cent on it but in the final analysis the plan had so many good features that it would be a distinct asset to the fair—there was no choice in the matter but to go ahead with it.

Sell the Idea

"The general public naturally had to be incorporated into the

Dade City Gets New Bldg.; '51 Dates Set

DADE CITY, Fla., Dec. 2.—Work is progressing satisfactorily on the new agricultural building at Pasco County Fairgrounds, it was learned this week.

Officials said a tile roof was being put on this 156-foot building. It will be used for commercial and agricultural exhibits for the 1951 fair, January 11-13.

ANNUALS UP PITCH FOR COM'L EXHIBITS

IAFE Committee To Compile Information For Submission to Major Advertisers

CHICAGO, Dec. 2.—An increased pitch by fairs to sell more exhibit space to large commercial companies was set in a motion at the annual convention of the International Association of Fairs and Expositions here this week. The motion grew out of an open forum on concessions-space, conducted by Harry J. Frost, manager of concessions at Minnesota State Fair.

At the urging of Archie Putnam, Chippewa Falls, Wis., a committee will be set up to gather information on exhibit space rates of all fairs, incorporate them in suitable form and have the latter sent to large firms and their advertising agencies.

Rates Up 85 Per Cent

Frost said that altho concession space rates at the St. Paul annual have increased 85 per cent since before the war, demand for space

continues at a good pace. He outlined his system of selling space and keeping records with the operation based on a comprehensive map of the fairgrounds that is continually up-dated as physical changes are made in the plant. This over-all chart is then cut into (Continued on page 49)

IAFE Aux Re-Elects Mrs. Dodds

CHICAGO, Dec. 2.—Mrs. Bligh A. Dodds, Gouverneur, N. Y., was re-elected president of the Ladies' Auxiliary of the International Association of Fairs and Expositions at the group's second annual meeting in the Hotel Sherman here, Monday (27). Mrs. Charles Green, Moberly, Mo., was elected vice-president and Mrs. Leon H. Harms, Albuquerque, N. M., was renamed secretary-treasurer.

Organized a year ago to plan social activities for the fairmen's wives during the meetings, the group this year mapped a comprehensive program of shows, radio programs and museum visits for the ladies.

Attending the luncheon-meeting, in addition to the officers, were Mrs. Chet G. Marshall, Mrs. Edwin Schultz, Mrs. L. E. Watson, Mrs. H. C. McClellan, Mrs. Harry B. Kelley, Mrs. Lester Schrader, Mrs. William Kell, Mrs. H. L. Fittin, Mrs. Ruth C. Harikopl, Mrs. (Continued on page 49)

Santa Ana Goes Ahead With 55G Remodeling Plan

SANTA ANA, Calif., Dec. 2.—Because federal restrictions exempt exhibit buildings and livestock facilities at fairgrounds, a \$55,000 remodeling project on Orange County Fair's main exhibit structure will get under way soon, R. M. C. Fullenwider, secretary-manager, said this week.

Plan to make the changes in the display section was approved by the fair board before construction cutback regulations were issued.

Regina Annual Shows Profit; Year's Biz Dips

REGINA, Sask., Dec. 2.—Net surpluses of \$75,086 on 1950 operations and \$30,858 on the summer fair have been recorded in the Regina Exhibition Association's financial statement. The year's surplus is down from the 1949 figure of \$81,841, while the fair week net is slightly higher than last year's \$29,247. Rain on the last two days of the exhibition curtailed revenue like heat did on the final days of 1949.

Tho the summer fair take was higher than in 1949, \$195,276 against \$180,779, expenses were up \$12,886 and totaled \$164,418.

Paid gate admissions were 137,- (Continued on page 49)

"Everybody Pays" Problems

Continued from page 48

hibitors and concessionaires as they are required to enter the grounds several times a day in connection with their displays and exhibits. Most of these people reside within a short distance of the grounds and they would object to paying at the gate several times a day. They have already paid for space and entry fees so they are a vital part of our fair.

Accepted Policy

"We aim to constantly keep the 'Everybody Pays Plan' before the public. It is now becoming an accepted policy of the fair. Until the public gets educated on the plan—we must be constantly alert to the fact that we have a real public relations job in putting the plan over in such a way as to win public acceptance. An excellent medium of informing a good share

of our people is a page advertisement in the premium list.

"It is true that we have extreme cases to deal with. A neighboring fair in Minnesota had a farm equipment firm display on the grounds that informed fair officials that it was a tax-paying organization and entitled to free space. At another fair a party of much means and influence informs the fair officials of the free parking space, gate and grandstand tickets he needs a year in advance, which are never given the party.

"Our own paid ticket takers can also be guilty. A ticket taker at still another fair became interested in a new Cadillac with five fair patrons entering at his gate. He asked the owner some questions concerning the car and when the owner told him of the price, he motioned the car and attendants to enter—the explanation being that anyone who owns such a car has enough expense.

"We do not have to apologize to anyone for the 'Everybody Pays Plan' because we pay the bills presented to us for all phases of the fair's operation. We have admissions and space to sell as our stock in trade—if we choose to give them away, we are guilty of undermining the financial structure of our institution."

Execs Air Views

Continued from page 48

gamble. But I must also point out that the exhibition takes the biggest gamble of all—living as it does—under the shadow of weather prospects and other attendance hazards peculiar to our type of business."

Williams outlined the unsuccessful history of name attractions at the PNE since 1947, pointing out that during the period, despite a succession of Alan Jones, Jimmy Durante, Edgar Bergen, Ray Noble, Rufe Davis and Wilf Carter, the shows either ran into the red or netted little. The most outstanding success of any attraction in that time, he said, was the Polack Bros.' Circus, held the final seven days of 1948, 1949 and 1950. The Polack unit has been booked for 1951, when its run will be increased an additional four days.

Co-operation from name stars has always been excellent, Williams said and the publicity garnered thru exploitation of their names has been substantial, but the booking of the circus not only ended losses but eliminated headaches of production.

Elliott Lauds

Elliott lauded Bop Hope's appearance the final two days of the 1950 Illinois State Fair, pointing out that the comic and his supporting cast drew two full grandstands both nights, created much publicity with resulting enthusiasm and most important was a financial success, grossing \$38,000.

"The publicity we received from his appearance was tremendous and did much to brighten up the fair for its entire run," Elliott said. "Despite a lot of problems entailed in building a production of this type, Illinois will have a full share of entertainment listed for next year."

Dorton IAFE Prexy

Continued from page 48

Speedways, Chicago, discussed auto racing before the sessions while the pros and cons of harness racing were presented by Don R. Millar, vice-president of the United States Trotting Association; L. Orville Miller, Indiana State Fair, and Lloyd B. Cunningham, Iowa State Fair.

Junior Music was the title of the address of Virgil C. Miller, Kansas State Fair, and D. Robert Jones, Ohio State Fair, described the junior grange movement at the Columbus annual. George Pounder, of the National Needlecraft Bureau, outlined '51 plans for his organization.

Agricultural subjects were discussed by James Watson, publisher of the *New England Homestead*; Edward P. Green and M. E. Twedell, the latter from Oklahoma Free State Fair.

The fair's role in conservation programs was outlined by Carl Tyner, Indiana State Fair; George Emmett, Ohio State Fair, and Jack Reynolds, Wisconsin State Fair.

Social highlights of the conclave included the annual fairmen's banquet and the Past President's Club luncheon.

Trenton Sets 20G Gale Loss

TRENTON, N. J., Dec. 2.—With two grandstand roofs stripped of their composition coverings and one fairly large building toppled, Norman L. Marshall, manager of the New Jersey State Fair here, reckoned damages in the wake of the Saturday (25) gale at about \$20,000.

Marshall reported that much of the race track fence was leveled, as were several light poles. The latter will be replaced by poles set in metal sleeves, in turn placed in concrete, according to the fair pilot. Several ornamental spruce trees at the fairgrounds entrance were toppled, but because of their shallow roots they may be re-rooted instead of being replaced, Marshall said.

In addition to the building flattened, which was owned by the fair management, four smaller concession booths were knocked down. These latter structures are owned by independent concessionaires, who are allowed to leave them at the grounds thru the off season.

Great many windows were blown in, Marshall said. Office space of the annual, located in the grandstand, was disarranged by the gale after the windows of the quarters had been demolished.

Regina Annual

Continued from page 48

\$19, an increase of 6,967 over last year and 1,232 lower than 1948's record gate of 139,051. Gate receipts were \$30,981 as against \$29,820 in 1949.

Grandstand Tops '49

Grandstand revenue of \$59,432 was \$7,886 higher than last year but still well away from the \$68,157 and \$66,927 totals for 1947 and 1948. Capital reserve funds total \$190,456 after expenditures of \$36,567 on permanent concession booths, new grandstand entrance, junior activities building, steel fencing, floodlights and a baseball diamond. Cash on hand totals \$354,215.

Concession revenue at the summer fair, \$28,388, was up \$2,090 and midway revenue totaled \$19,037, a decrease of \$2,779. Race revenue, \$42,149, was down \$215. Grounds and buildings rentals totaled \$38,457 and \$30,167 was spent on minor improvements, \$8,000 more than last year. Stadium repairs cost \$8,366. A net surplus of \$5,017 was recorded on stadium activities where revenue was \$58,032 and expenses \$53,015.

Auto races netted \$398 and federal and provincial government grants totaled \$29,366. Winter fair loss was \$5,597 and \$1,109 was lost on the harness race meet. The baseball tournament, presented for the first time at the summer fair, showed a balance of \$837. Baseball customers also had to buy admissions to the fairgrounds, which helped main gate revenue.

Annuals Up Pitch

Continued from page 48

blocks and the blocks into individual spaces.

About the first of March, Frost said, letters are sent to all old customers and these space buyers are given first chance until April 1. During the past several years the fair has obtained a 75 per cent return on this solicitation with the remaining space going to new customers.

Frost urged that fairmen consider the number of employees each exhibitor or concessionaire used in setting the price for space. He pointed out that at St. Paul each worker must pay his way thru the front gate daily. He also recommended the use of fair-owned permanent stands.

IAFE Auxiliary

Continued from page 48

Fred Rehmeier, Mrs. Charles J. Warner, Mrs. Howard S. Foust, Mrs. D. Robert Jones, Mrs. H. J. Swaim, Mrs. S. Broadberg, Mrs. Scoggan Jones, Mrs. Fred L. Kemper, Mrs. L. R. Huckstead, Mrs. Jack Reynolds, Mrs. Lloyd Cunningham, Mrs. M. E. Twedell, Mrs. Charles W. Green, Mrs. Wilfred Walker, Mrs. Gene Hamid, Mrs. George Hamid Sr., Mrs. W. A. Armstrong and Mrs. Herbert H. McElroy.

Meetings of Fair Assns.

Washington Fairs Association, New Washington Hotel, Seattle, December 7-8. Charles T. Meenach, Pullman, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 11-12. E. W. (Deak) Williams, Manchester, secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-3. William H. Clark, Franklin, secretary-treasurer.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas Curran, Black River Falls, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 7-9. Vera G. McQuilkin P. O. Box 974, Oklahoma City.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 9-10. Everett F. Erhardt, Stafford.

Ohio Fair Managers' Association, Deshler Wallick Hotel, Columbus, January 10-11. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo S. Singleton, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. Mrs. Bernie Shapiro, Box 32, Atlanta, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Hotel St. Paul, St. Paul, January 15-17. George W. Gleixner, North St. Paul.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 17. Tom Moore Craig, Spartanburg, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston, Staunton, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St., Arlington, Mass., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles

W. Swoyer, 522 Court St., Reading, secretary.

North Dakota Association of Fairs, Minot, January 25-27. G. A. Ottinger, Jamestown, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 29. Robert S. Turner, Horseheads, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Betting Tops Million Mark At Barrington

GREAT BARRINGTON, Mass., Dec. 2.—Barrington Fair here, which was held September 10-16, led the annuals conducted thru-out the Bay State this year in amount of money wagered on pari-mutuel races with a figure of \$1,095,107.

Over-all pari-mutuel receipts by the Massachusetts government totaled \$68,563.40, a drop of \$6,000 from last year. Cash bet at other major fairs was: Northampton, \$762,886; Marshfield, \$422,368; Topsfield, \$402,637; Weymouth, \$372,854; Brockton, \$242,684; Middleboro, \$217,173.

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Box 731 Fort Myers, Fla.

20th Century, Royal Crown Gain Railroad Show Routes

Truck Orgs Gain as Imperial Decides Not To Go Out in '51

Continued from page 41

have played those fairs, thus was forced to forego Lincoln.

Also new to Royal Crown is Sioux Empire Fair, Sioux Falls, S. D., signed during the convention here. Other contracts signed by the Eddie and Dolly Young org are Ozark Empire Fair, Springfield, Mo.; Oklahoma Free Fair, Muskogee, and Oklahoma-Ark-

Merle Beam New ACA President, Decker 1st V.-P.

CHICAGO, Dec. 2.—Merle Beam, owner-operator of Beam's Attractions, was re-elected president of the American Carnivals' Association at its annual meeting in the Hotel Sherman here this week.

Also elected were Ralph Decker, Joseph J. Kirkwood Shows, first vice-president; Dick Coleman, Coleman Bros. Shows, second vice-president; Sam E. Prell, Prell's Broadway Shows, third vice-president; Al Wagner, Cavalcade of Amusements, associate secretary; Floyd Gooding, Gooding Amusement Company, associate treasurer, and Max Cohen, secretary-treasurer.

Directors are Frank Bergen, World of Mirth Shows; Curtis L. Bockus, James E. Strates Shows; Sam Levy, Lawrence Greater Shows; Jack J. Perry, Jack J. Perry Shows, and Phil Isser, I. T. Shows.

Max Cohen is general counsel. Assistant counsels are H. G. Gould, Richard S. Kaplan, Paul Conaway, Leonard Simonds and Louis Her-

man.

sas Free District Fair, Fort Smith, Ark. Davenport (Ia.) Fair, played this season by Imperial, went to the Gold Medal Shows, owned by Johnny J. Denton. LaPorte (Ind.) Fair, rated a railroad spot in the past, contracted a truck org., the L. I. Thomas Shows.

Chippewa Falls, Wis., played in recent years by Imperial was added to the Hennies route. Other fairs already signed by Hennies are those at Des Moines, Chattanooga; Knoxville, Tenn.; Laurel, Miss.; Columbus, Ga.; Beaumont, Tex., and Birmingham.

Al Wagner's Cavalcade of Amusements closed for fairs at Akron, O., and Nashville. Both are repeats for Wagner. Royal American Shows came out of the convention with its '51 route the same as it was this season, except for the omission of Tulsa.

Cetlin & Wilson Shows again closed for Ionia, (Mich.) Free Fair, while the Johnny J. Jones Exposition announced the signing of three Alabama fairs—Tupelo,

Huntsville and Dothan.

Included among fairs reported to have left the conventions without carrying out its plan of closing for a carnival was Cedar Rapids (Ia.) Fair.

Major Midwest fairs which have not yet closed for carnivals include Detroit; Springfield, Ill.; Louisville and Memphis.

J. C. McCaffery, owner of the Imperial Shows, in pointing out why he was not going to take the show out next season, cited the difficulties of building a sufficiently strong, unbroken fair route needed to carry the expenses of a railroad org. Going into the meeting, he added, he believed such a route might be built, but that even that offered a number of contracts, the total did not add up sufficiently to warrant taking the show out.

McCaffery continues as part owner and general agent of the Hennies shows, which emerged from the meeting with indications of a fair route which would be more compact and stronger than last year.

SNOW CURTAILS CHI TURNOUT

CHICAGO, Dec. 2.—Heavy snowstorms in the East Saturday (25) delayed arrival of many persons en route to the outdoor conventions here this week. Some showmen gave up the struggle with snowbound transportation and returned home. Others, who had expected to arrive Sunday (26), drifted in as late as Tuesday (28). Some convention speeches were canceled because the scheduled speakers were unable to get to Chicago.

SLA Prexy Party Pulls Big Turnout

CHICAGO, Dec. 2.—An overflow crowd of 700 attended the Showmen's League of America's annual President's Party in the ballroom of the Hotel Sherman here Sunday night (27). The post-dinner two-hour floorshow was made up of 15 acts.

Evening's highlight was the presentation to Morris Lipsky, outgoing president, of two pieces of luggage by J. W. (Patty) Conklin. The party was arranged by a

(Continued on page 53)

San Francisco Show Folk Burn 40G Mortgage

Impressive Event Highlights Club's Memorial Services

SAN FRANCISCO, Dec. 2.—Impressive services marked the annual Memorial Day of the Show Folks of America, San Francisco Chapter 2, Sunday (26) when the \$40,000 mortgage on Show Folks Rest was burned.

Ceremonies were conducted by Harry G. Seber, club chaplain and cemetery committee chairman. Seber briefly outlined the progress made by the group in securing its own cemetery plot. He said that in 1945 a committee to secure the plot was appointed with Sam Corenson, trustee; Milt Williams, treasurer, and Charles Albright, attorney. Seber as chairman was named to select the site.

Seber raised approximately \$1,400 and continued "shopping" for the suitable cemetery plot. Before sufficient capital could be raised for the project in 1945, the club was notified that L. E. Scott had died suddenly in Albany, Calif. Funeral services were held for him, with the body being placed in a vault until Olivet Memorial Park was prepared. Since then 43 members and non-members have been interred there.

Cemetery Set-Up

Seber pointed out that the first purchase provided 300 graves costing \$14,000. Two years ago an additional 300 graves were bought. A large monument upon which a granite or marble show wagon is soon to be placed was acquired for \$3,000. The land, monument and burial costs have totaled about \$40,000, all of which is clear and free of debt. The plots are under perpetual care, Seber declared.

All graves have concrete liners and a granite marker is placed over each for identification. The markers are 16 by 12 inches. SFA has received the co-operation of M. Jay Jensen, Olivet secretary, and a charge to the club of \$42.88 is made for the opening, closing,

(Continued on page 53)

JUST IN "ON ERIE"

Little Biz in Chi for 'Em, Eastern Show Reps Make It Mainly 'For Ride'

By Jim McHugh

CHICAGO, Dec. 2.—Eastern carnival ops attending the outdoor meetings at the Hotel Sherman here this week came along mostly for the ride. The biggies had their principal dates promised well in advance of the national confabs, while the lesser ops have to await the staging of the State meetings before they can put their fair

routes together.

Operators and personnel were largely concerned with social activities, the inspection of equipment on display at the NAAPB Trade Show and the making of better deals among themselves. There was considerable buying of equipment in view of the bad start experienced last season by most owners.

Frank Bergen's World of Mirth Shows closed their season with 14 fairs, one more than last year, already set for 1951. Bergen remained at his Richmond, Va., home, while Bernard (Bucky) Allen, concessions manager, and Gerald Snellens, agent, took care of the org's entertaining.

Strates Signs York

Altho several contracts remain to be signed, James E. Strates Shows also enjoy an enviable position with a top-bracket fair route assured. Sam Lewis, of the York (Pa.) Interstate Fair, awarded Strates the midway contract for his event here. Strates was well represented with Curtis Bockus, general agent; Roy Jones, manager,

and Starr De Belle, publicist, on hand.

Izzy Cetlin and Jack Wilson, Cetlin & Wilson Shows operators, are assured of their eastern dates with Reading, Pa., Richmond, Va., and Spartanburg, S. C., set. Org was well represented by the co-owners and R. C. McCarter, general agent; Eddie K. Johnson, special agent, and Richmond W. Cox, publicist.

Dave Endy, Endy Bros. Shows, is still in need of a full route with prospects considered good because of the appeal generally associated

(Continued on page 53)

1,000 Attend NSA 13th Annual Feed

Building Fund Tops 60G; Prexy Allen Urges Member-Support of Home Drive

NEW YORK, Dec. 2.—About 1,000 members of the National Showmen's Association (NSA) and their guests present at the group's 13th annual banquet, held Wednesday night (22) at the Hotel Commodore here, heard newly elected President Bernard (Bucky) Allen urge greater efforts in adding to the \$60,000 in cash and pledges already secured toward the building of a new NSA home.

After being introduced by President Emeritus George A. Hamid, Allen, in a short talk, touched on the fact that those showmen who enjoyed good seasons this year should work particularly hard during the fund-raising drive.

The evening got under way with veteran toastmaster Harry Hirshfield being introduced by Alan Corelli, formerly of Theater Authority. Resigning President Jack A. Perry next thanked Joe McKee, banquet chairman, and Jack McCormick, tickets, for their efforts in arranging the affair. Perry, under whose leadership the building fund drive was started, also was presented with a gold life membership card in NSA.

Officers on Dais

Organization officers present on the dais were Ross Manning, resigning first vice-president; Phil Isser, new first vice-president; Fred C. Murray, chaplain; Dr. Jacob Cohen, NSA physician, and Max Hofmann, NSA counsel.

Guests on the dais were J. Alfred Valentine, president of the New York State Association of Fairs; Henry Dunn, national administrative secretary of American Guild of Variety Artists (AGVA); James E. Strates, representing the Greater Tampa Showmen's Association; Bernie Mendelson, Showmen's League of America; Frank Bergen, David B. Endy, Jack Wilson and Art Lewis, all past presidents of the NSA; Max Cohen, counsel for the American Carnivals Association; Roger S. Littleford Jr., co-publisher of The Billboard; Mayor Donald V. Hoch of Allentown, Pa.; Phil Cook, Miami Showmen's Association; Bligh A. Dodds, International Association of Fairs and Expositions; Clarence Derwent, president of Actors' Equity, and the Rev. A. E. Claxton, D.D. of the Broadway Temple, New York.

Celebs Present

Unable to attend the banquet were past presidents Jack Rosenthal and Oscar Buck. A congratulatory

(Continued on page 53)

Camden, N. J., Fair Midway Contract To O. C. Buck Org

CHICAGO, Dec. 2.—Oscar Buck, owner-operator of the O. C. Buck Shows, announced here this week that he had been awarded the midway contract for the new South Jersey State Fair & Exposition which will be held in Camden May 24-June 2.

A number of Eastern shows, including the World of Mirth and James E. Strates Shows, both railroaders, were interested in the date, which has the active backing of the community, and promises to be a lucrative spring date.

Contract award was made by Sam Burgdorf, who also manages the Doylestown, Pa., and Mount Holly, N. J. fairs. Burgdorf said the event will include exhibits, special entertainment features and major promotional effort, including distribution of 2,000,000 merchant tickets in the Camden-Philadelphia area.

SLA Memorial Services Draw Estimated 300

CHICAGO, Dec. 2.—An estimated 300 showfolk attended the Showmen's League of America annual memorial services in the Ball Tabarin of the Hotel Sherman Sunday (27). The services were directed by Ed Sopenar, assisted by co-chairmen Bernie Mendelson and Jimmy Campbell.

The memorial services included an organ prelude by Gerald Grossaint, the Oxford Quartet singing *Over the Stars There Is Rest*, invocation by Rev. A. Bohn, and the Oxford Quartet singing *Ave Maria* and *One Sweetly Solemn Thought*. Presentation of the colors was made by the Al Sopenar American Legion Post, and taps was sounded by members of the Harold Taylor Post, American Legion.

Remainder of the program consisted of an address by Reverend Bohn, three songs by the quartet, benediction and an organ solo by Grossaint.

SLA members who died since the 1949 services include George Bischoff, Thomas B. Vollmer, Edward L. Karn, Maurice Hanauer, William Lee Humphreys, J. L. Murray, Harry J. Burke, Max Stein, Franz Heinzmann, Charles H. Hall, Edward Johnson, Carl H. Barlow, Sam Gluskin, Pete Murray and Charles F. Roe.

LEAGUE'S ANNUAL FROLIC DRAWS 800

Morris Lipsky Awarded Gold Life Membership Card; Floorshow Clicks

CHICAGO, Dec. 2.—Retaining its long record as a topflight social event during the yearly four-day outdoor showbiz meetings here, the Showmen's League of America's 38th annual banquet and ball in the ballroom of the Hotel Sherman attracted an estimated 800 guests Wednesday night (29). A smart floorshow featured the event, of which Sam J. Levy was chairman.

As per custom, talks were confined to brief introductions by Emsee W. F. (Dorny) Dornfield, who presented Past President Morris Lipsky with the usual gold life membership card for services rendered the league during his tenure in office. Lipsky introduced Lou Keller, president-elect for 1951.

Toastmaster was Herb Graffis, well-known Chicago newspaper columnist and after-dinner speaker.

Introduced from the dais by Dornfield were L. B. Cunningham, International Association of Fairs and Expositions; Orville N. Crafts, Pacific Coast Showmen's Association; Robert Morrison, Michigan Showmen's Association; Carl J. Sedlmayr Sr., Miami Showmen's Association; R. L. (Bob) Lohmar, International Association of Showmen; E. M. (Pat) Ford, Hot Springs Showmen's Association; Harry J. Batt, National Association of Amusement Parks, Pools and Beaches; Max Cohen, American Carnivals Association; S. T. Jessop; Carl J. Sedlmayr Jr., Greater Tampa Showmen's Association; Bernie Mendelson, Al Sopenar Post, American Legion; Hiko Siebrand; George A. Hamid, Dr. Max

Thorek, American Hospital; Dr. John C. Havlik, Alexian Bros. Hospital, and Rev. Marcel LaVoy, chaplain, and Noble C. Fairly, James P. Sullivan, Walter F. Driver, Joseph L. Streibich, Morris A. Haft, Louis Herman, all of the Showmen's League of America.

Congratulatory messages read by Emsee Dornfield included telegrams from Miami Showmen's Association; Lillian Blick, Ladies' Auxiliary, Showmen's League of America; Hal Flint, Pacific Coast Showmen's Association; Jack Gallagher, Playland Shows; Ethel Wineberg, National Showmen's Association; Heart of America Showmen's Club, Hot Springs Showmen's Association, Mrs. Morris Lipsky and Mom and Sol Wasserman.

Talent line-up included Johnny Baschman, Johnny O'Brien, Harris and Shore, Joe Tremaine and Lind Brothers. Lou Breese and ork provided the dinner, show and dance music. President-elect Keller and Mrs. Keller and Mr. and Mrs. Morris Lipsky led the grand march.

Eisenman Rejoins W. Coast as G.A.

LOS ANGELES, Dec. 2.—Monroe Eisenman returned to the fold of the Imperial Exposition Shows this week to serve again—for the fourth time since 1946—as org's general agent.

During 1950, Eisenman general agented West Coast Shows. Imperial Exposition is owned by Martin E. Arthur and winters here.

THANKS

Because of conditions beyond our control and due to raw material price increases, we are forced to raise our prices 10% to 20% on most items. Sales at the convention were very good—all Bingo Blowers will be delivered as orders were received. Again in the Spring we will bring out 2 or 3 new Hanky Panks.

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Midway Confab

Joseph Frederick, owner of Motor State Shows, is convalescing in his Detroit home following an illness that may necessitate an operation after the first of the year.

Language doesn't mean much when it's said that a showman who has lost all of his fairs is sitting pretty.

Louis Pasteur, who this year operated a cobra show at the Chicago Fair and then with Ray Marsh Brydon, has established headquarters in Chicago and will start on a lecture tour after the first of the year with his snake unit. Pasteur recently took delivery of a new white trailer truck to carry his equipment, and is building a new show front in his Chicago garage.

One thing about closing the season broke is that it's proof you were a good fellow when you had it.

Patrick A. (Boots) Riley, the past five years with Cetlin & Wilson Shows as scenic artist, has been recalled to active duty with the air force and will report to Maxwell Field, Montgomery, Ala., December 15. He is a veteran of the European Theater of World War II. Riley will have his former grade of s/sgt. . . . Mr. and Mrs. Russell Gallager and family and Mr. and Mrs. Loyd Kelley and family closed with their concessions on the Interstate Shows in Ozark, Ala., November 11 and are wintering at Hilltop Trailer Park, Tampa.

Cold weather comes in time to keep some shows from going broke. They stay out all winter to save the burning nut.

Among showfolk who are wintering at Ray Myer's Trailer Village, Tampa, are Paul D. Sprague, Bobbie Jean Aughtman, Mae Dudley, Babe Pasara, Blanche and Troy Scruggs and family, Margaret and Paul Netterfield and family, June and H. W. Judd, Pat and Charlie Gross and Charlie Jr., Francine and Woodrow Jones, Mary and Buster Kelly, Pearl and Joe Marks, Ruby and Hal Hall, Mabel and Oliver Eddy and Lyle, Joe Decker, Mr. and Mrs. John Garrett, Mr. and Mrs. Vito, Mr. and Mrs. Bill Abraham, Mr. and Mrs. Hoppy Hopkins, Mr. and Mrs. Jack Winters, the Broadwells, Venners, Schiavos, Rouitz, Muschliiz, Warrens and Rose.

Jack and Virginia Barnes closed November 28 with the Texas Centennial Shows at Waco, Tex., and are wintering in Fort Worth. They had as Thanksgiving guests Mr. and Mrs. D. Steck, ride and concession owners of Plainview, Minn., who were en route home from a honeymoon in Florida.

Champagne flowed from pumps in most rooms at the convention to the chagrin of some who figured all shows but their own closed broke.

Reserve Tech. Sgt. Daniel P. LaRouech Jr., son of Danny LaRouech, veteran cookhouse operator, reports he has been recalled to active service in the air force. He will be stationed at MacDill Air Base in Florida. In the last war LaRouech was awarded the air medal with two oak leaf clusters and eight battle stars for action in the European and Pacific theaters.

B. O. Grantham and wife, Junie, who had the Monkey Show with World of Mirth Shows the past

season, have signed with Jackson Eyer, of Southern Attractions, for a tour of the Kemp time. Eyer handled production of the monkey-dog-chimp show which has played to good results in theaters in Birmingham; Roanoke, Va., and Spartanburg, S. C.

What is there that hasn't been used before? Just a friendly sneer from the late '90s to the half-century mark.

Burt E. Drinkwater, who had been agent with the Gem City and Tivoli Exposition shows, is wintering in Birmingham. He will take the road March 1 with his own concessions. . . . Joining the American Eagle Shows recently were Mrs. Dorothy Hockett, kiddie rides; Russell Emmons, bingo; Herbert Kendall, cane rack; Richard Welch, popcorn and snow cones; Donald Prentice, G top and pea pool; Glenn Hockett, spot the spot and swinger; Duke Hopwood, Carl Bryant; Arline Valentine, count store, and Frenchy Illion, glass pitch. Business has been fair and the show will remain out until Christmas. The Girl Show, managed by Mrs. Florence Bryant, has been doing okay.

We like to hear one brag, "You can't kid an old-timer," especially from one who has been kidding himself for 30 years.

Mrs. Wylene Smith, of Smith's Amusement Company, Waco, Tex., and Mrs. Roy Edsall recently gave a baby shower for Mrs. George Lowe. Attending were Mrs. Edith Cunningham, Mrs. Juanita Hunter, Mrs. Josephine Adams, Mrs. Jean George, Mrs. Jewel Barker, Mrs. Maxine Murphy, Mrs. Nell Flowers, Hedy Jo Starr, Mrs. Mary Moniere and Mrs. Maxyne Edsall. The Smith org is playing park engagements in Waco during the winter. Business is reported fair.

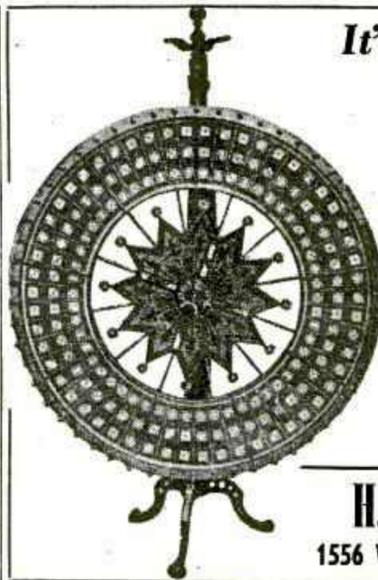
Johnnie Ruhl, for the past two seasons with Ralph Cole's bingo on the Queen City Shows, enlisted in the navy recently and is undergoing his basic training at the U. S. Naval Training Center, Great Lakes, Ill.

One general agent got so much healthy exercise out of the Hotel Sherman lobby scrimmages that he invested in a turtle-neck sweater with letters IAFE.

Alabama Amusement Company, ride and concession operators, will winter at its own park near Mobile, Ala., according to Mrs. Marie Smuckler, general manager, who reports a successful 1950 tour. . . . George Desak and family are wintering in Mobile, Ala., following a satisfactory season with rides and concessions in Wisconsin spots. . . . After closing a successful season with Shan Bros.' Shows, Stan Wrisley and Princess Tiny, Side Show and Girl Show operators, went to their Rattlesnake, Fla., quarters, where Wrisley is building a panel front for his Bubble Dance Revue.

Old-timers derive part of their reputations for wisdom to the fact that they've outlived many of their early-day buddies to whom they used to say what they thought.

When Jack Stewart opened his new restaurant recently in Detroit, the occasion was celebrated with a turkey dinner at the home of Ted Porter. Guests included Dorothy and Mary Pearson, Flint, Mich.; Kenny Achorn, Ed Echols and son, Robert Mahoney, and Rex Huntington, Chicago.



It's the Original!

EVANS' JUMBO DICE WHEEL

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 50" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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1556 W. CARROLL AVE., CHICAGO 7, ILL.

VICTORY EXPOSITION SHOWS SUN CARNIVAL

Southwest's Largest Celebration

9 Days and 9 Nights, Downtown El Paso, on the Streets by Hotel Cortez and Post Office, December 23 through January 1. Parades, Street Dances, Community Christmas Tree. Sponsored by all Organizations. Sun Bowl Game January 1.

Can place legitimate Concessions only. High Striker, Ball Games, String Game, Fish Pond, Darts, Photo, Derby Juice, Grab, Demonstrations, Custard and French Fries. Stock Concessions only. No Gypsies or P. C. Will sell exclusive on Novelties.

Address: Alvin Vandike, Washington Park, El Paso, Tex.

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WANT FOR 1951

OPENING AT ORLANDO, FLA., FAIR, FEBRUARY 19

Latin-American Show With Natives and Band. Shows of Merit. Must be clean and entertaining. Grind Show and Any Unusual Pay Attraction.

RIDE FOREMEN AND RIDE HELP, CONTACT US BY MAIL

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WILL SACRIFICE FOR QUICK SALE

Complete set of illusions consisting of Levitation . . . Doll House . . . Spiders . . . Electric Chair with plenty gadgets and switches mounted on Flash Board . . . Large Size Production Tube on legs . . . Outstanding Broom Illusion for Bally, complete with brooms . . . One of the best lay-down-type Sword Boxes in business, using blades through top, sides and pole through center . . . Fish-Globe Illusion, complete with cabinet, stage and curtain. This illusion cost me over one thousand dollars and is made so that two to three hundred people can see it at one showing; a tremendous attraction. Ask anyone who knows me about its money-getting power. I will furnish story with it that will get money. The Globe is 15" by 30" and 15" high. The cabinet is 6' high, 6' deep and 4' wide. Any size girl can work it. All illusions are knock-down type and created. Also three sets of loud-speaking equipment—the very best. One 50 amp. Amplifier with two 24" directional Universal Speakers, 25 watt. One 35 amp. Amplifier with two 18" directional Universal Speakers, 25 watt. One 20 amp. Amplifier with two 10" box-type Speakers for inside of show. One 25 watt Amplifier, used as spare. One box of Wires and Speaker Cords that were used in my side show, with 12 individual Push-Pull Mike Plugs. This set-up cost me \$250.00, as I used a mike on each stage in my show. All plugs and connections are interchangeable. This equipment is just like I stored it last fall . . . ready to go except for touching up with paint. All equipment is stored in Alexandria, La. Here is a good chance for a good showman—all you need is a magician and a tent. Will sell as a whole only. Will not consider selling in part. Sacrifice price, \$1500.00; cash only. Must sell quick, as am leaving for Australia middle of December. Address: **RAY CRAMER, General Delivery, Tuscaloosa, Alabama**, until Dec. 6th; then Rt. 1, Box 99, Ottawa, Kansas. Hello to my old gang. Drop me a line.

ENTIRE EQUIPMENT OF THE IMPERIAL EXPOSITION SHOW

now stored at Des Moines, Iowa,

For sale either as a whole or piecemeal. Consists of four sleeping cars, one steel box car, twelve 74-foot all-steel flat cars, one 66-foot all-steel flat car, international tractors, Caterpillar tractors, two No. 5 Ferris Wheels, one Lusse-built Scooter Ride (complete with 16 cars), one 36-foot three-abreast Allan Herschell Merry-Go-Round, Rocket Ride, Octopus Ride, miscellaneous wagons, light towers, show fronts and complete shows. Complete Posing Shows, Snake Show, Monkey Show, complete Motor Drome with wagon (no motorcycles), miscellaneous equipment. Must be seen to be appreciated. Can be seen at any time at Des Moines by appointment.

THE AMUSEMENT CORPORATION OF AMERICA

203 NORTH WABASH CHICAGO, ILLINOIS

FOR SALE FOR SALE

Tilt-A-Whirl complete with or without semis. Monkey Speedway complete with 96 ft. banner line. Three Cars, two well-trimmed healthy Monkeys, 28 ft. Office Semi Trailer, 3 rooms nicely finished. Will sell or swap above equipment for Kiddie Rides, 36 ft. Merry-Go-Round, Octopus. What have you?

LAWRENCE CARR

196 Wildwood St. Wilmington, Mass.

OIL STATE SHOWS

R. R. "HAWK" DAVENPORT JOE W. HAMMOND
Fun for Everyone—"Out All Winter"
WANT FOR HESSMER, LA., ON STREET
Balloon Dart, Mug, Popcorn, Mitt Camp, Cig. Shooting Gallery, Jingle Board, Bumper. Want Count Store Agents—Bill Harper, George Howard, Harold Clipper, come on. Want Major Ride (Babe Scott, call Red Conster); Wheel, Ginny, Mix-Up, Octopus. Want Shows—Girl, Athletic, Mechanical; Barnum Show, come on. Hedy Jo Starr, will give you a fancy proposition. The following people come on: Happy Jack Foster, Frenchy Moore, Brownie Cole, the Johnsons with Balloon Dart.

AMERICAN COOPERATIVE SHOW

Organizing for 1951 season. Featuring Cannon Act. 490 Shares in show available at \$20 per Share.
Any Concession or Ride booked will be exclusive. Want Merry-Go-Round, Ferris Wheel, other Rides not conflicting. Can book Shows and Rides for 5 per cent over committee money. This show will be operated on a strictly co-operative basis. You must own equipment to buy Shares. Everybody shares in profits. All inquiries to
PAUL OLLIS, 4541 Houston Avenue, Macon, Georgia

10 RIDES WANTED 10 RIDES

—CLEAN SHOWS, CONTACT—
2 SATURDAYS — 10 DAYS — NO GATE. FIRST IN SYRACUSE, N. Y. FREE ACT—WELL ADVERTISED. MAY 16 TO MAY 26, INCLUSIVE. NO COLLECT WIRES OR PHONES. ADDRESS:
B. LAQUIDARI

103 BREMAN AVENUE E. SYRACUSE, N. Y.

STOCK TICKETS	The great hope of society is individual character.	SPECIAL PRINTED
One Roll \$ 1.50	We manufacture	Cash With Order Prices
Five Rolls 4.00	TICKETS	2,000 \$ 6.90
Ten Rolls 6.00	of every description	4,000 7.80
Fifty Rolls 25.00	THE TOLEDO TICKET COMPANY	6,000 8.70
100 Rolls 35.00	114-16 Erie St	8,000 9.60
ROLLS 2,000 EACH	Toledo (Ticket City) 2, O.	10,000 10.50
Double Coupons		30,000 15.50
Double Prices		50,000 20.50
No C. O. D. Orders		100,000 23.00
Size: Single Tkt., 1x2		500,000 133.00
		1,000,000 258.00

WITH THE LADIES AT CHI

Virginia Kline Describes Fem Charms at SLA Ball

By Virginia Kline

CHICAGO, Dec. 2. — The social activity phase of the outdoor meetings here this week reached a climax at the 38th annual Showmen's League of America banquet and ball Wednesday night (29), when women of outdoor showbiz presented one of the most stylish and colorful pictures in the event's long history.

Mr. and Mrs. Morris Lipsky led the Grand March, Mrs. Lipsky wearing tissue white net, the skirt bouffant and slightly short in front to accentuate her petite figure. She carried the traditional bouquet of red roses and the soft glitter of her sequined bodice reflected the rich color of the flowers. Mrs. Lou Keller, wife of the incoming SLA president, was next in line, her red roses contrasting her twilight blue gown. Mrs. Noble C. Fairly was in toast brown lace with gold, her corsage consisting of coral camellias.

Big Texas Delegation

Texas sent the biggest delegation of show women to the convention. Mrs. Denny Pugh wore a shocking pink Joselli model, the bodice a low bandeau with a sophisticated stole of tulle and a corsage of deep continental green camellias. Mrs. Joe Murphy wore a taupe grey, the fitted waist line molded in overtones of cabochon pink and the muted ombre leading up to a corsage of orchids. Mrs. Charles Moss wore a gold lame white gown, the low bodice being secured with jeweled pins. Her corsage was of bird of paradise in the right contrast. Mrs. Fred Tennant was in an ebony crepe model, with a startling white corsage.

Mrs. Bob Harris wore wisteria lace in a Blume model, the corsage of fresh French violets melting the color contrast in just the right interest for the French design. Mrs. Ralph Woody, altho making her home in Chicago, came with the Texas delegation and wore misty white net with silver the lavish folds in full length skirt gracefully draped to show the unusual styling. Mrs. John Oblock was radiant in a flamingo red gown, the deep elegant lines a perfect frame for her dark hair and eyes. After being ill most of the time in

Chicago, Mrs. Oblock looked even more lovely than usual.

Mrs. Phil Little wore a midnight blue gown with rich silver interest. Mrs. Grace Tinder was in black, with deep red roses in her corsage and Mrs. Keita Lindsey wore a lace gown, the long sleeves patterned to carry the design of the model and illuminate the black over white. Mrs. Hattie Longchart's misty white net had a silver top bodice of sequins. Mrs. Jackie Huffhines wore a burgundy shaded gown with silver sequins and beads in etched trimmings. Mrs. Jackie Webb chose a form-fitting Thorpe model, the fabric black with diagonal stripes of white. Mrs. Frank Winkley was in black with gold lame trimmings, and Mrs. Ed Meek wore white with silver accessories, the long peplum of her polonaise crepe heavily beaded in white crystal beads.

Mrs. Al Wagner chose a Hattie Carnegie model of black, with the deep crystal beaded yoke of infant pink and the styling of the yoke off shoulder to show the patterned drape. This was Mrs. Wagner's first appearance in Chicago with her 36-inch hair braids cut off and the expert short hair style added much to the interest in her costume. Evelyn Hock's fawn lace after-sunset model had a demure full skirt and shoes to match her costume. Mrs. Eddie Hock, Evelyn's mother, came in a firebird red gown, her brilliant jewelry of rhinestones being the right setting for her gorgeous white hair. Mrs. Louis Berger was in an evening suit of white, with gold sequined trim. Billie Hunter's trigrere model of black crepe had a black skirt draped over white French embroidery and the same trim in folds of the white at the low-cut bodice. Mrs. Charles Levine's rocket red had unusual styling of the bodice forming a cap sleeve that was revealing in both front and back view. Mrs. Marie Broughton wore magenta red with dark red rose corsage.

From Florida

From Florida, Mrs. Eddie Lemay came to renew old acquaintances. Mrs. Lemay wore black lace with long soft French kid gloves,

Manning Gets Well in South, Skeds Return

NEW YORK, Dec. 2.—Ross Manning's first Southern trek paid off handsomely this past season. As a result, efforts will be made to extend it next season.

Up until the time he headed into Dixie country, the going had been somewhat rough, both because of bad weather and the loss of dates. Manning, who wintered in Haiti, where his org furnished all midway attractions at the Bicentennial Celebration, lost a number of choice spots thru his absence.

Except for a tragic accident which resulted in the death of one man and destroyed mobile and show equipment valued in excess of \$15,000, the season was entirely satisfactory. It was not a banner year by any means, but in view of the bad beginning, it is remarkable that the org did not wind up a loser.

Southern Quarters

For the first time Manning is also wintering in the South, at Kingstree, S. C. This will enable him to schedule a few more early dates before heading north for his usual still-date territory.

The past season Manning added a Little Dipper and Funhouse for a total of eight rides and eight shows. Light towers have been added to several of the trucks and more are planned.

A new front, 55 feet long and 30 feet high has been constructed. General repairs will be started after the fair meetings, Manning said.

while Mrs. Phil Lemay chose black net with a bodice of silver sequins. Mrs. Lloyd Serfass' black with gold gown was topped by a gorgeous bird of paradise feather hat.

Mrs. Mike Doolan, wife of the newly elected president of the Pacific Coast Showmen's Association, came in an apricot pink gown the trim being of muted silver with soft shades of pink. Mrs. Walter White was in mauve lace with silver. Mrs. William Morrissey's black with gold gown had a corsage of white. Mrs. Arthur Hollaman wore an evening costume of a combination striped skirt and lovely black blouse, and Mrs. Helen Subberg wore white with a white camellia corsage.

Mrs. Sofia Carlos wore maize lace, with a tiered skirt of patterned lace. Mrs. Minnie Simmonds was adorned in an uranium grey gown with silver sequin trim and a dashing corsage of orchids. Mrs. Buddy Paddock's black model was heavily embroidered with jet, the flared yoke form-fitting and flatteringly molded. Mrs. Dwight Bazinet came in a black jay Thorpe model with a coin dot alencon lace stole. Mrs. Fred Kressmann wore haute-couture mangone model, with a blouse of lame gold and blue and the skirt of quartz blue.

Cocktail Party

In the Four Georges room for the traditional cocktail party of the J. W. (Patty) Conklin's, Mrs. Conklin welcomed her guests in a black velvet Jo Copeland model, the poet's collar in petal pink outlined with seed pearls crystal beads, the low camisole bodice curved to accentuate the portrait lines. Mrs. Neil Webb wore a silver threaded lame gown, the shaped bodice detailed over the left shoulder and the trim of multi-colored beads. Mrs. Harry J. Batt, wife of the retiring president of the NAAPPB, chose a Bianchini lace gown of black with shadows of misty pink highlighted with a corsage of pin roses. Mrs. Elwood Hughes came in a gold lame Renauld model, with a deep Barrymore collar with sweeping lines in a bias drape. Mrs. Herbert McElroy's smoke lace gown had a red rose corsage. Mrs. Harry Weis wore a black Joselli gown with petit point flower groupings on the skirt and rippling evening stole, the white ermine wrap in full length a striking contrast.

Mrs. Jimmie Sullivan wore a garnet red gown, with deep decolage and white orchids. Mrs. Dave Russell's black gown had gold corded trim at bodice and sleeves. Mrs. E. Boucher and Mrs. G. Vuchol, of Quebec, came in evening suits of black with sparkling corsages entwined with orchids. Mrs. Carl Lauther wore a lace paneled gown in black with a daring hand-tipped collar of ruby red. Mrs. Bertha (Gyp) McDaniels wore a mosaic blue gown with trim in

BALLYHOO BROS.:

Show Needles In, Out; Leaves Pix Behind

By Starr DeBelle

PAINLESS NEEDLES, N. C., Dec. 2. — The bosses left for the convention with their general agent and bankroll man leaving us behind, sans dough or a booker, to die in our old shavings or move. Last Sunday the tattooer of our big Empty Pit Side Show blew out on a booking trip. Thru instinct he found this burg, which is populated entirely by tattooed people who settled down after tiring of the road.

Here every city official is either covered or partly covered with pictures of stars, crescents and gal's legs with garters holding daggers. They don't elect here. Political offices go to those with the most art on their bodies. The burg's mayor was against us coming here, but was squared with a thrilling picture on his back, captioned "The Thrilling Battle of Death Between a Chinese Dragon and an Octopus in the Red Sea."

Flack on Flesh

A merchant with a lot of dough and a few tattoos aspired to become the burg's mayor. Our agent needed him for the price of the railroad move by jugging a beautiful picture on his chest depicting "The Sinking of a Schooner by a Whale and a Shark." He promised not to flash it until his hide healed and the show heeled out of town.

Being too late to bill the place, our agent used his tattoo designs as window cards in business houses. The unique advertising drew the natives to the main stem to see the displays. After the show arrived here early Monday a. m., as a big advertising feature, our tattooed family wearing only shorts and shoes and sandwich boards that carried the shows' location, paraded around the courthouse all day advertising our arrival. Then it dawned on our tattooing agent that many of the towners had vacant advertising spaces on their bodies. So, instead of tacking rag banner's on merchants' buildings, he jugged pictures of Ferris Wheels, Merry-Go-Rounds, date and lot location on the merchants' backs for lithograph passes, which also sewed up the town and lot for the same date next year. As all passes carry a clause, "This ticket becomes null and void if advertising isn't displayed all week," it kept the merchants' shirts off during the engagement.

We had a big Monday night

Winters, McAbee Form Rock City For 1951 Junket

BLAKELY, Ga., Dec. 2. — Organization of the Rock City Shows for a 1951 tour, to begin in early April, was announced here this week by the operators, James A. Winters, agent and fair promoter, and L. H. McAbee, concessionaire. Emphasis will be placed on the playing of fairs operating under the direction of Winters, it was said. The owners also reported the signing of contracts to play seven Georgia fairs. Rock City will confine its route to Southern States.

Four major rides and a kiddie unit have been acquired for the outfit, and new canvas has been purchased for three shows. A 70 by 30-foot marquee will be used.

Winters and McAbee will open a winter unit November 27 at Damascus, Ga. Slated to play small Southern Georgia industrial towns, the unit will carry 1 major ride, 3 kiddie rides, 3 shows and 18 concessions.

silver and a bird of paradise arrangement in her hair.

Lace Gown

Mrs. Sam J. Levy wore a lace gown of patterned French design, the sleeves skin-fitting and the undulating curves forming a graceful neckline. Mrs. Levy's daughter, Mrs. June Kurlander, came in black nylon chiffon, after-five length and cut subtly to simulate tucked up fullness at hemline. Mrs. Harry Hennies chose a black satin gown with calla lily collar and plunging neckline in a rolled reverse sheath. Mrs. Ed Sopenar wore a short formal in a rich toast shade with gold accessories. Mrs. Nan Rankine's black net model had a daring decolage mounting over

(Continued on page 53)

opening, but a cold wave struck us at 5 p. m. Tuesday and was followed with rains and sleet for the rest of the week. Heavy frosts killed the room rents, leaving everyone on the midway in the same predicament they were before moving here.

"True Love" Moves It

Thru a lucky break our tattooed agent located a banker who had nothing on his body except a picture of a nude woman with a big red heart that had a dagger sticking in it with dripping blood and captioned "True Love." The money bags wanted to better himself socially and agreed to bankroll our midway and all people to the next spot in exchange for a four-colored masterpiece on his chest that pictured a mermaid kidnaping a marooned sailor off of a desert island. We got our move, he married the girl, who for years had secretly carried his name that had been tattooed on her: hael when she was a bally gal and he an up-and-coming g-top operator.

Hammontree Title To Go on '51 Tour; Prep Face-Lifting

CHATTANOOGA, Dec. 2. — Mighty Hammontree Midway is the new title for the Silver Slipper Shows, organized in 1946 by W. R. and William O. Hammontree, it was announced here this week. At the same time, General Manager W. O. Hammontree reported that a face-lifting program for the show is under way.

Owners' 1951 plans call for a line-up of 10 rides, 8 shows, 40 to 50 concessions, Diesel light plants and a searchlight. Special attention will be paid next year to illumination of the midway. The show already owns one Diesel plant and has purchased three light towers. Twenty semi-trucks will carry the show over a route restricted to Kentucky, Tennessee and Georgia.

The Hammontrees closed the 1950 season winners despite much rain in early spring and mid-summer.

Concessionaires signed for 1951 include Sam Housner, 4; Theodore Meadows, 5; Gordon's diggers and Glendinning's frozen custard. Bob Hammontree is building a modern cookhouse. Housner will again be the legal adjuster and Meadows the electrician.

Arcadia, Calif., Passes Amusement Ordinance

ARCADIA, Calif., Dec. 2.—Following a public hearing that drew an overflow crowd, the city council passed a new ordinance regulating amusements. The measure gives the city a tighter control over all amusements, including the proposed World's Transportation Fair planned for Santa Anita race track.

The ordinance was passed unanimously after being given its first reading three weeks ago. It gives city authorities power to regulate fairs, carnivals, contests and other types of public amusements.

HUFFT AMUSEMENT CO.

OUT ALL WINTER WANTS STOCK CONCESSIONS (winter rate). Bill South, come on. Canuck Red wants Pin Count Store Agent. Address: J. W. COMBS, Mgr., Campti, La., Dec. 4-11.

General Agent At Liberty

25 years' experience. 1950 auto. None too large. Don't want an errand boy job, just a General Agent. Have several good spots. CHAS. S. NOELL, Box 565, Hot Springs, Ark.

FOR SALE

Electric Streamline Train of polished rolled aluminum. Engine and 3 cars, hauls 14, 100 ft. track makes 32 ft. diam. circle. Has center pole with 4 flood lights. Very attractive. Can haul on small trailer. Used only few weeks, \$1600. 2480 6th St., Boulder, Colo.

ARCADE FOR SALE

40 Machines and 20' by 40' Top and Sidewalls. Priced for quick sale. Also 1946 1 1/2-Ton Chevrolet Closed Truck. Sell both or separate. Write SAM HAYS, Lebanon, Ind. 1216 S. East St.

Claude Mercer—Notice

Claude, we need you. Mother is seriously ill. Contact me at Guelph. Love JESSIE

MERRY CHRISTMAS AND A HAPPY NEW YEAR
ALAMO EXPOSITION SHOWS
 NOW BOOKING ATTRACTIONS FOR 1951 SEASON AND FOR THE BIGGEST SPRING CELEBRATION IN THE UNITED STATES
BATTLE OF FLOWERS, San Antonio, Tex., April 16-22
 Merchandise Concessions of all kinds. Can place Cookhouse for 1951 season. Can place Side Show with own Top or without. Can place any Grind Shows for season that do not conflict. Want Frozen Custard, Photos, Short and Long Range Galleries and other Merchandise Concessions.
HAVE FOR SALE
PORTABLE SKOOTER BUILDING
 25x70 ft. without Top. Also 8 Skooters Cars. Will sell 12 Car Ridee-O in good shape. Can be seen set up in winter quarters.
FAIR SECRETARIES IN TEXAS
 Have a few open dates for Fall Fairs.
 Can place combination Special Agent and Billposter for season.
ALL ADDRESS: JACK RUBACK, Mgr.
 2240 E. Houston St. San Antonio, Texas

Joyland Midway Attractions
1951-NOW BOOKING FOR SEASON-1951
 Want to hear from neatly framed money-making SHOWS—with or without own outfits. Also FARM TRUCKS, EARL (COWBOY) SMITH, JOE HILTON, please contact. Opening for PENNY ARCADE and FUN HOUSE. Want legitimate CONCESSIONS of all kinds. GEORGE BARTLETT, write.
 Will sell exclusive on BINGO, COOKHOUSE, LONG & SHORT RANGE LEAD GALLERIES, AGE & SCALES, ICE CREAM & NOVELTIES.
 Will book ANY SENSATIONAL RIDE not conflicting with office-owned. Reasonable rates—good treatment and long season.
Write or phone ROSCOE T. WADE
 9619 Decatur, Detroit 27, Mich. Phone: WEBster 3-0689

WANTED FOR HAVANA FAIR
 Now showing in the heart of Havana City.
 Shows, Concessions or Exhibitions not requiring too much space. Write at once on percentage terms. Would pay fares Miami-Havana.
SANTOS Y ARTIGAS
 Santa Beatriz 64, Arroyo Apolo., Havana, Cuba.

With the Ladies at Chicago

Continued from page 52

the left shoulder and the costume was outlined with gold beading and sequins. Mrs. J. C. Weer, here for the first time in eight years, wore a champagne lace gown, the low bodice outlined with a series of tiny points of deftly maneuvered patters. Mrs. Goldie Fisher came in an ivory white lace gown with multi-tiered flares and the bare-backed bodice shaped in front to hold the white orchid corsage.

Mrs. George A. Hamid's rich black model had gold and white in lavish styling. Mrs. Bill Wendler, who arrived just in time for the banquet from her home in North Tonawanda, N. Y., wore a black evening suit in an Adele Simpson model and when the coat was removed it revealed a low bodice with slender straps of velvet. Ida Cohen's short formal was in black with a rich jeweling of ornaments gleaming thru the side-draped skirt. Sally Rand wore a fire red lame with a meticulously fashioned sheath skirt and a profile fitting bodice. Mrs. Art Briese wore a piquet model in arabesque lame, with modeling of the bodice, while Mrs. Pat Purcell selected a julop green gown with silhouette drape and white corsage. Mrs. Charles Green came in blond lace, with gorgeous orchids. Mrs. Lucille Hirsch wore a blue print gown, with silver sequin trim. Mrs. Virginia Gamble's black lace frock in a demure pattern had a fitted bodice and full length skirt with interesting back drape. Mrs. Lefty Ahern's grey silver gown was threaded with lame. Mrs. Lois Thompson wore black with gold sequin trim, and Mrs. Mike Barnes white tulle net in a gracious fluid sweeping skirt, with draped bodice. Mrs. Joie Chitwood was in white, the skirt bouffant, the peplum of patterned lace and edged with soft ruffles of net. Viola Parker's black was cleverly designed with arrangement of folds, and her stole of lace dotted nylon was drawn over the low neckline.

Mrs. Ray Oakes Ice blue gown had silver accessories. Mrs. Pat Seery wore a pink satin gown in soft fashioning to give a semi-tailored look, while Mrs. Ann Roth chose blue in a gown of soft crepe, the belt jeweled with silver se-

quins. Mrs. Shirley Levy's black dior model had a dramatic low neckline shadowed with the tulle evening stole. Mrs. Mike Wright wore cloud blue in a soft crepe with silver sequin trim, and Mrs. Bob Parker a charcoal black gown with shelf draping at the bodice, the nylon tulle being draped in to form the decollage interest. Mrs. Hedda Henderson's white French lace was outlined with black lines in an unusual modeling. Her two daughters were with her, Hedda, in blue and yellow, and Juanita in pink. Both were floor length, with corsages to complement their costumes.

Foam Blue

Mrs. Ned Torti wore a foam blue gown, with soft chiffon drapings and silver bead trim. Mrs. Toney Martone was in a wave blue gown, with sequin and bead trim, her corsage of red roses and her accessories in deep red. Mrs. Morris Haft's black lace had a multi-tiered skirt interest. Mrs. Clara Sopenar's meteor blue gown had a flattering collar and rever styling. Mrs. Clarence Hardner wore fog grey with silver lace and silver lame trim, while Gladys Duffy chose ebony black with dusky pink. Mrs. George Monsour wore caramel brown in velvet with nylon net over draped skirt and bodice, while Mrs. Randolph Avery came in a stately black with an intriguing draping of net. Mrs. Kay Ollie was in white, with white net and vermicelli draping. She wore deep blue long French kid gloves. Little Carol Swenson dressed in a sea-green formal and a tiny green orchid corsage. Mrs. Eddie Young's balmain model was in jewel pink, with nylon net softly draped for that extravagant look in an evening gown.

Just in "On Erie"

Continued from page 50

with the railroad type of presentation.

Lawrence Books 8

Among truck shows, Lawrence Greater Shows hold an enviable position with eight annuals already set, including several played by railroad units in the past. Sam and Shirley Levy, owners, and agent Bobby Kline, were particularly active, signing Ralph Clawson to a managerial post and dickering with Sally Rand for a number of fair date appearances.

Reporting little concern about fair booking prospects were Oscar C. Buck, and Dick Coleman, owners of the shows bearing their names, and Lloyd Serfass, owner, Penn Premier Shows. Buck corralled a likely plum in the South Jersey State Fair and Exposition, Camden, which will be staged May 24-June 2. Event has adequate backing, including merchant co-operation, and attracted dickering by the World of Mirth and James E. Strates shows as well as several truck orgs. The dates include Decoration Day and conflict with World of Mirth's lucrative Plainfield, N. J. stand.

Vivona Bros., represented here for the first time by Morris Vivona, manager, and Herb Shive, agent, concentrated on new equipment to flash the org in its first bid for a fair route. Vivonas played fairs the past two seasons under the Sam E. Prell banner.

Prell reported his bookings keeping pace with last year when the total exceeded 30. For several years the Prell organization has played the most number of fairs of any Eastern org.

SLA Prexy Party

Continued from page 50

committee headed by Al Sweeney. Bill Carsky, Art Briese and Lefty Ohren handled the reception duties; George W. Johnson was finance chairman, with Arnold Maley in charge of tickets. Entertainment was handled by George B. Flint, Charles Zemater, Ernie Young, Sam J. Levy, Toby Wells, Ben Young, Jimmy Stanton and David O'Malley.

Acts included Danny Thomas, comedian; Pansy the Horse; Gold Dust Twins, boxing; Pinkey Tracey, comedy; Montana Kid, horse act; Royal Scots, songs; Wilkie and Dare, comedy knockout; Conchita, acro; Bud Hughes and Pal, illusions; Dinkle and Taylor, adagio; 3 Little Dickens, songs; Whitey Roberts, comedy and emcee; Adaros, hand balancing; Dick Gordon, songs, and the Willys, juggling.

Ben Young's ork, with Walter Brahn handling the baton, provided the music.

1,000 Attend

Continued from page 50

latory wire was read from Gov. Kerr Scott of North Carolina, and guests among the audience receiving special mention were the consul general of Lebanon in this country and ex-boxing champ Barney Ross.

In the course of his talk Hamid thanked all shows that staged jamborees, the proceeds of which went to the NSA, and individual members who made contributions. Also receiving congratulations from Hamid were executive secretary of the NSA, Ethel Weinberg, and Johnny Kline, who edited the group's year book.

Following Allen's talk a program of entertainment began, emceed by Henry Dunn, that included the Amandis, Denise Darcel, full-blown film fem; singer Eddie Fisher; comics Chico Marx, Jean Carroll, Dick Buckley, Myron Cohen and Henny Youngman; radio-TV personality Buddy Rogers; this year's Mrs. America, Betty McAllister, and accordionist Dick Contino. Joe Basile and his Madison Square Garden Band provided dinner music, with Bubbles Ricardo supplying vocals. Boyd Raeburn's ork furnished rhythms for dancing.

Banquet committee included George A. Hamid and Fred C. Murray, entertainment and dais; Joe McKee, general chairman and reservations; Mack Kassow and Sam Prell, vice-chairmen; David Brown and Jack McCormick, tickets; Arthur Campfield, floor arrangements, and Phil Cook and Howard Robbins, reception.

San Francisco Folk

Continued from page 50

recording and customary cemetery service. This, Seber pointed out, is \$20 less than the regular charge made by the Olivet management. In 1948 the cemetery donated a flag staff to the club.

Altho 43 persons have been buried in the plot, only 10 were non-members. In addition, the club has four members buried in the Showmen's Rest, Evergreen Cemetery, Los Angeles, the Pacific Coast Showmen's Association plot. Seber told his audience that it was the club's policy to never let a showman go to a pauper's grave. The club's motto is "Right or Wrong, Show Folks Are Never Forgotten."

Mortgage Burned

The mortgage was burned by Mike Krekos, SFA president. Attending the ceremonies were Fred Weidmann, Seber; Corenson, under whose presidency the first plot was purchased, and Jensen, who turned the papers over to the club's representatives.

The services included Philip Sapiro's orchestra, singing of *The Star Spangled Banner* led by James Sherwood, welcome address by Krekos, reading of the Last Roll Call by Weidmann, and an address and benediction by Rev. Harold Warwick, chaplain, California State Prison, Soledad. Firing squad and sounding of Taps were by soldiers supplied thru the courtesy of Gen. Glen Fox, Sixth Army, 362d Infantry, 91st Division.

Dallas Nets 356G

Continued from page 41

come was virtually the same as last year.

Profit Set-Up

Profit figure this year included everything for whole year—trade shows, Cotton Bowl attractions, Prison Rodeo and losses taken on summer Starlight Operettas. Last year's figures did not include some of these enterprises.

Directors voted to retire the 1946 \$600,000 bond issue for the Auto Building. Issue had \$95,000 outstanding. Twenty-year bonds were paid off in five years. Directors also went two years ahead of schedule in paying off Cotton Bowl enlargement bonds. Original issue was \$1,200,000 in 1948, with first payment of principal due January 1, 1951. Last year the 1951 installment was paid off and this year directors voted two additional advance payments, each of \$44,500, for 1952 and 1953.

Annual meeting of board to elect new directors was set for December 19.

Ellis White, Roy Marr, Eldon (Tubby) Hale, Sammie Ansher, Vance Hedrick, Jockey Stevens and Al Campbell have returned to Kansas City, Mo., for the winter.

Cohen Urges Co-Operation

Continued from page 41

incumbent upon a carnival owner to accurately represent his show, so is it the obligation of a fair to not misrepresent its features.

Cohen pointed out that difficulties also arise due to the fact that some fairs virtually put themselves on the auction block in an attempt to negotiate a carnival contract. "We definitely feel that this is a wrong procedure," he stated. "Both the carnival and the fair are in business for the purpose of earning a reasonable return on their respective investments. It is obvious that each needs the other to succeed. So when a fair insists upon a guarantee which is exorbitant, it is inviting difficulty right from the beginning."

Patrons Suffer

If unreasonable additions are made to the fixed overheads of the carnivals, the show owner is placed in a position where he must pass the added costs along to the consumer and this consumer is also the fair's patron, Cohen said.

In speaking on carnival attractions that do not come up to fair moral standings, he said: "I have had occasion in the last 17 years to check into this type of complaint many times and in nearly every instance I have discovered that the general policy of all shows is to present attractions which coincide with the views of the fair management, both as to shows and game concessions. I have found on occasions that some fairs were operating under a double standard—one which was officially intended for the public and a second which was unofficially intended for itself. When the discovery of this double standard was made, it was generally convenient to find the carnival a suitable 'whipping boy' and so pass on to the midway attractions the brunt of the criticism."

Inadequate advance planning was also blamed by Cohen for some problems, listing these as de-

ciency of advance publicity, failure of the fair to plan suitable attractions in order to give the public value for the admission price charged and failure of the fair to handle its advance promotions to insure a steady daily attendance.

"We must realize that fairs and carnivals are intended to complement each other in producing a successful, joint business venture," Cohen said. "It is to a great extent, the obligation of the fair to promote the public's attendance by providing worthwhile attractions and if it fails to do so, it is not justified in passing along any blame for such shrinking attendance to the particular carnival which may be gracing its midway that week."

"I do not claim that the fair is always wrong or that the carnival is always right. But I do claim that some of the things for which carnivals are criticized could be eliminated if the fairs would shoulder the responsibility of their part of the venture and approach this joint relationship fairly and in a spirit of good will."

Lawrence Gets 3

Continued from page 41

Mount, Greenville and Elizabeth City, all operated by Norman Y. Chambliss. Annuals were played this year by Prell's Broadway Shows.

Bookings previously announced by the Lawrence org are the State annuals at Harrington, Del., and Staunton, Va., the Petersburg (Va.) Fair, Mount Airy (N. C.) and the Winston-Salem (N. C.) Colored Fair.

With a good fair route assured, the Lawrence show is in an advantageous position among Eastern motorized units. Execs said they are now concentrating on adding annuals with early dates to extend the season.

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Noisemakers, Party Hats

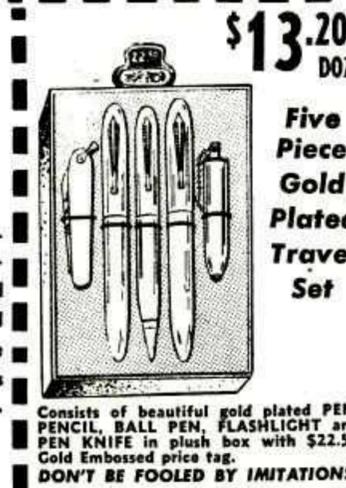
JOBBERS: Stop in at SALLY'S for the best prices on noisemakers, hats, horns, confetti, etc., for NEW YEAR'S.

Sally Distributors 320 Nicollet Minneapolis, Minn.



\$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.



25 DIFFERENT STYLES FROM THE ORIGINATORS OF EXQUISITELY DESIGNED COSTUME JEWELRY SETS

Write for Complete Illustrated Catalog!

SET PICTURED - - NO. 304

\$42.00 DOZ. Sample Set \$4.00

Necklace, Bracelet, Brooch & Earring Set. 2 1/2 K Gold Plated. Linked Chain. Silk Lined Gift Box.

ALL SETS FOR RESALE ONLY!

NEW YEAR HORNS

=110-9" METAL DECORATED HORN \$8.00 GR.
=112-11" METAL DECORATED HORN 9.00 GR.
=418-15" METAL DECORATED HORN 18.00 GR.

=3902—CONTINENTAL BLACK HANDLE LIGHTER \$8.00 DOZ.;
SMALL BLACK HANDLE PISTOL LIGHTER \$6.00 DOZ.; \$66.00 GR.
LARGE PEARL HANDLE LIGHTER \$12.00 DOZ.;
AUTOMATIC TYPE PISTOL LIGHTER \$6.00 DOZ.;
4 PC. PEN & KNIFE OR PEN & FLASHLIGHT SET \$5.75 DOZ.; \$63.00 GR.
3 PC. ALL GOLD PLATE PEN SET \$5.75 DOZ.; \$63.00 GR.
COLD KEY CHAIN FILIGREE PEN \$2.00 DOZ.; \$24.00 GR.
WORLD'S SMALLEST COCKTAIL LIGHTER, Chromo Finish \$3.50 DOZ.;
SMALL MESH POCKET LIGHTER, IDEAL GIFT \$4.00 DOZ.;

MECHANICAL TOYS—IMMEDIATE DELIVERY!

BEGGING FUR POODLE DOG \$4.50 DOZ.; \$48.00 GR.
HOPPING FUR POODLE DOG \$4.50 DOZ.; \$48.00 GR.
LARGE WALKING BEAR \$6.75 DOZ.; \$72.00 GR.
SMALL WALKING BEAR \$4.25 DOZ.; \$48.00 GR.
MECHANICAL WALKING MAN \$7.80 DOZ.; \$90.00 GR.
MECHANICAL WALKING SEAL \$6.75 DOZ.; \$72.00 GR.
LARGE WALKING ELEPHANT \$6.75 DOZ.; \$72.00 GR.
SMALL WALKING BEAR \$4.25 DOZ.; \$48.00 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.
KITTY KAPER \$4.25 DOZ.; \$48.00 GR.
RED NOSE REINDEER \$5.00 DOZ.; \$57.60 GR.
ELEPHANT ON BARREL \$6.75 DOZ.; \$72.00 GR.
WALKING SANTA CLAUS \$3.25 DOZ.; \$36.00 GR.

25% Deposit Required With All Orders; Balance C. O. D. Write for Novelty Catalog!

KIM & CIOFFI

912 Arch Street Philadelphia, Pa. Market 7-2283

ELGIN • BENRUS • BULOVA for Promotional Deals and Big Profits

Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new. 7-Jewel \$9.95
15-Jewel \$12.65 17-Jewel \$14.65 21-Jewel \$18.95

Gold Plated Stretch Band, 95¢ add. • R. G. P. Stretch Band, \$1.50 add. • Leatherette Gift Box, 45¢ add.

RHINESTONE DIALS AT NO EXTRA CHARGE

NEW RHINESTONE CASE WATCHES \$9.95

Copies of expensive \$200 & \$300 watches, 7-Jewel \$9.95
17-Jewel \$12.95

Wholesale Only—25% Deposit With Order, Balance C. O. D. Open Account to Rated Houses.

MIDWEST WATCH CO. 5 S. Wabash Ave. Chicago 3, Ill.



For Greater Profits Send 25¢ (Cash or stamps) for our 72-page new 1951 wholesale catalog; will be credited to your first order.

FOR SALE—MALE LLAMAS, ALL AGES; colors: white, brown, black and white, brown and white, and others; tame, hand-raised deer: Fallow, Silka, Native, Elk, European Red Deer; over 700 animals on farm; extremely reasonably priced; will also accept other animals in exchange; state what you have to trade. Catskill Game Farm, Inc., Catskill, N. Y.

FOR SALE—3 BEARS; ONE 1950 SYRIAN Female Cub, \$300; one 1950 Himalayan Male Cub, \$250; both broke to lead and wear muzzles; also one 1949 American Brown Female, 7 tricks, \$150; these 3 bears could be developed into a top act over the winter. Paul Lemery, Libertyville, Ill.

KEEP YOUR REPTILES ALIVE! NEW Book just published gives complete instructions and information. Send \$1 "Keep Them Alive!" Book will be sent postpaid. Ross Allen's Reptile Institute, Silver Springs, Fla. de16

MONKEYS—CAGE TYPE RINGTAILS, \$22.50; young Ringtails to train, \$27.50; Boa Constrictors up to 7 ft., \$3 per ft.; over 7 ft., \$5 per ft.; Baby Ocelots, \$60. Terms 1/3 cash, balance c.o.d. Special on young ringtails, 4 for \$100. The Peaky Pet Shop, 1113 Franklin St., Tampa, Fla. de9

SPECIAL SURPLUS SALE—SOUTH AMERICAN Red-Tailed Boas to 7 ft., \$2 per ft.; Tegu Lizards, \$15 each; 1/2 cash, bal. c.o.d. Mono Trading Co., 1980 Curtis Dr., Hialeah, Fla. de16

TWELVE BEST HEREFORD DWARF CATTLE obtainable; mixed sexes; can buy one or all; weights 180 to 300 pounds; also 150 Shetland Ponies, all kinds, sizes and prices; any kind of Pony equipment. Winkelman Pony Farm, Lohrville, Iowa.

WANT TO BUY—GIANT RHESUS MONKEYS, weighing from 12 to 35 pounds. Chase Wild Animal Farm, Egypt, Mass. de16

FREE! PENCIL PRINTING EQUIPMENT to members "National Pencil Printers Guild"; many advantages, complete information, application, samples, 50¢; none free. Imp Products, Printing & Stamping Devices, B-246, Madison, Wis.

HOMEWORK ADDRESSING ENVELOPES. List of firms paying cash in advance for this service, 25¢. Siegel, Box 183, B.P., New York 2, N. Y.

HOW TO MAKE MONEY WITH A TYPE- writer; 10 unusual plans, 25¢. Noel Campbell, P.O. Box 5 B, Jamaica, N. Y.

INDIAN BEAD WORK, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies, buying direct from Indians, prices reasonable; free list Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. de16

MAKE \$200 MONTHLY, SPARE TIME, COL- lecting old book accounts; time for particulars. Pier, 718 1/2 Main, Dubuque, Iowa.

NEW ELECTRIC MACHINE BAKES greaseless delicious pastries; crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3605 S. Fifteenth, Minneapolis 7, Minn. np

OPPORTUNITY FOR MAILORDER BEGIN- ners; free details. Rowland Plain, 1 Laurel Ave., Binghamton 44, N. Y. Dept. B. de9

QUICK SIGN PAINTING—USE LETTER Patterns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 31. de23

ROLLER RINK—56'x100'; FOUR ROOM modern house on 2 1/2 acre track, 1/2 mile from city limits, 200' front on main highway; good rink equipment; price \$16,500. Write Earl Baitley, Drumright, Okla.

SUPPER CLUB FOR SALE—THE ONLY, and very popular Supper Club in Dallas, Tex., for sale; located in the heart of densely populated residential section; this section is made up of the most prominent people in Dallas; we have no competition (due to city zoning regulations) within a radius of five miles; only comparable business is two major hotel rooms; the club is only 2 1/2 years old, with a ten year lease; one can get longer lease if desired; seats 330 people; fixtures, installations and equipment, including a 30 ton air-conditioner, will inventory over \$50,000; while operating only 7 hours daily, we grossed over \$110,000 in 1949; estimate gross for 1950 is expected \$150,000; expected approximate net for 1950 is \$25,000; sale price, \$55,000; thorough investigation welcomed; bona fide offers; reason for selling is that owner has opportunity to invest in food manufacturing; suitable profit from business to accommodate partnership. Write or wire J. O. Blackwell, 5702 Southwestern, Dallas, Tex. de9

ADVERTISE IN 40 WEEKLY NEWSPAPERS—24 words, \$3.50, Texas or elsewhere, 132,000 readers. M. Pennebaker, Kerrville, Tex. de9

A \$100-A-MONTH HOBBY AT HOME! No soliciting, no mail order, no meeting people; easy, enjoyable pastime; details, 25¢ refundable. Laura Dickson, 1006-BL Elizabeth St., Anderson, S. C.

AMUSEMENT ROAD TO RICHES—AUTO- matic Miniature Bowling Alley (13 1/2 ft. x 17 1/2 ft., 23 1/2 ft.); can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$950 starts up; indoors-outdoors. Kingpin, 128 North Court Square, Memphis 3, Tenn.

SAVE MONEY! WHERE TO BUY ALMOST any product, material or equipment; 50¢ each, 3 for \$1. Satisfaction guaranteed. Airmail reply service. Donald Kelly (since 1937), B-9544 Whitcomb, Detroit 27, Mich. de31

THE SECRET'S OUT! LEARN REWEAVING! Method copyrighted; free details. Harris, 4333 South Carrollton, New Orleans, La.

"WHERE TO BUY IT"—BUYER'S GUIDE, listing manufacturers, distributors, wholesalers, \$1. Ambassador Adv., 1502 Kentucky, East Gadsden, Ala.

\$5 BILLS IN EVERY MAIL; WONDERFUL program; new, different, unusual; complete details 25¢. T. C. S., Box C, Rosemead, Calif. de9

\$124.50 WEEKLY GUARANTEED AT HOME! Sparetime; easy, pleasant. \$1 (deposit). Science Syndicate, Box 1140, Wilson, N. C. de30

\$140.50 PER WEEK GUARANTEED! QUICK money working small town promotions; instructive folio. "Tested and Tried Promotions," \$1 (deposit). Smith Associates, Paragould 11, Ark. de16

\$200 WEEKLY UP—THEATER, RADIO, Newspaper Promotions; honesty, ability required. Trippie, 1502 Kentucky Ave., East Gadsden, Ala.

2000 AUCTIONS AND COMMUNITY SALES listed in new 1950 Directory, \$1. Will Simpson, 2705 Jules St. Joseph, Mo. de9

BUSINESS OPPORTUNITIES

FISHLOVE NOVELTIES SELL!

No. 618—TALKING TEETH
Regulation size imitation false teeth made of plastic. Spring motor makes teeth open and close same as when person is talking, also chatter and move around. Packed individually in colorful box. Display card with each dozen.
Per Dozen \$7.20

No. 629—TWO GOOD REASONS
Attractive box contains pair of regulation size, usable brassiere fillers made of hi-grade sponge rubber—mounted on platform.
Per Dozen \$3.60

At Your Jobber, Or Direct.
Add 25¢ Per Dozen for Postage.
All Prices F.O.B. Chicago.

H. FISHLOVE & CO.
714 N. Franklin St. Chicago 10, Ill.



COIN-OPERATED MACHINES, SECONDHAND
A Large List of Secondhand Coin Machine Bargains will be found on p. 62 in this issue.

COSTUMES, UNIFORMS WARDROBES

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories! (Santa Outfits) Free lists! "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. de16

SINCE 1889—COSTUME BARGAINS; Chorus, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. Ja8-51

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAIL- able, 50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de9

CLOSING OUT SLOT MACHINES, SALES- boards, Meat Slicers, Scales, Cash Registers, Adding Machines, Refrigeration Cases, etc. Pier, 718 Main, Dubuque, Iowa.

POPCORN MACHINES, PEANUT ROAS- ters, candy floss, geared popping, copper carameltorn candy kettles. Northside Co., 509 E. 4th, Indianapolis, Iowa. de16

FOR SALE—SECOND-HAND PROPERTY

ALL 16MM SOUND—1,000 FEATURES, 2,000 Shorts, Serials, \$5 reel; 50 DeVry, Natco Projectors, \$150 each. Roshon, North Court Square, Memphis, Tenn.

ANALYZE HANDWRITING FOR PROFIT! Complete Outfit, \$1 (Profits \$20-\$50 daily). Extra Charts, \$7.50 1,000. Graphologers, P.O.B. 971, Philadelphia. de16

BARGAINS GALORE—THEATER AND Sound Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. de30

BENSON STREET TINTYPE CAMERA outfit, frames, blackbacks, etc.; good condition; price reasonable. George McGibbon, Salem Depot, N. H.

CHEAP—BARGAINS, 35MM. SOUND FILMS, Equipment; Free lists. George's, 2122 Atchison, Whiting, Ind.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 4318 S. Wabash Ave., Chicago. de16

FOR SALE—ONE SPIRY GYROSCOPE Searchlight complete with United States Motors Corp. Mobile Power Plant, with 100 volt Westinghouse Generator and supply of carbons, \$700. L.O.B. Orangeburg, S. C. Write T. G. Strange, President, Orangeburg Baseball Assn., Orangeburg, S. C. de16

FOR SALE—GOOD, USED CHICAGO Club Skates, sizes 6, 7, 8. \$1.75; send deposit with order. Mirador Roller Skating Rink, Box 225, Homestead, Pa.

FOR SALE—1 SET SIMPLEX, 3 SETS Powers, Serial and 9 Westerns 35mm. David Tarkington, Warner, Okla.

FOR SALE—45x100 MAPLE SECTIONAL Skating Floor, 200 Pairs Chicago Skates; this equipment purchased new this year; bargain. Joe Rowlett, Green Forest, Ark.

JONES MIXUP—COMPLETE, A-1 CONDI- tion, nicely painted; first \$650. R. Bowers, 1005 W. 2d St., Phone 5-6549, Lincoln, Neb.

These Days It's Hard To Be Sure Of Anything!

ONE THING YOU CAN BE SURE OF

Burke's Prices Are Lowest!

Nothing... but absolutely nothing has the glamour of a sparkling, dazzling diamond. And when you have almost 200 quarter carat diamonds—imagine the incomparable eye-catching, breath-taking beauty. All this has been reproduced to make one of the fastest selling necklace, earring, bracelet sets at a price that would be right for bracelet alone. Comes with a \$45.00 tag. Sample in gorgeous blue velvet lined presentation box \$5.00

6 sets unboxed \$3.50 set
6 sets gift boxed \$4.00 set

The original necklace is on sale at an exclusive Fifth Avenue Jeweler at \$18,000.00. 10 huge emerald-cut, gem-like, simulated rubies enhanced by dazzling, large size, full-cut simulated diamonds. Terrific skill was required to copy faithfully the remarkable, hand-made connectors on the necklace and bracelet—but we did it and still kept the price astoundingly low. Retail to \$35.00.

Also available in Aquamarine, Sapphire or Emerald. All combined with simulated diamonds.

Sample in gorgeous 3 tier presentation chest \$5.00
6 sets unboxed \$3.50 set
6 set gift boxed, \$4.00 set

Nobody Undersells BURKE

RX-4—Reproduction of precious original worn by one of the richest women in Paris. Delicate tracings of brilliant simulated diamonds surrounding the full carat center brilliant and high-lighted by tear drop pearl pendant on pin. Over 200 selected rhinestones hand set in luxurious platinum-like, long-lasting rhodium finish. Available also in beautiful 24K gold centers surrounded with over 200 selected simulated rubies and turquoise. \$49.50 retail price tag \$40.00 doz.

RX-2—Copy of very expensive set. 98 gorgeous full-cut dazzling diamonds plus 20 remarkably realistic large size baguette. Precision hand-set in sparkling rhodium or heavy gold plate at a price that would be a bargain for necklace alone. Retail to \$37.50 Formerly \$6.50 set. \$3.75 set Now Spec. dozen sets \$40.00. 3 tier gorgeous presentation chest—75¢ extra each.

It's No Use Looking You CAN'T BEAT BURKE'S PRICES

This Offer Really Is Sensational! Dramatic Detailed Duplicate of Magnificent, Expensive Necklace-Earring Set. The original was starting with its 3 huge pear-shaped sapphires and 7 full-carat diamonds enhanced by 3 dozen 50 point dazzlers. Burke's replica retains every sparkle, every sparkle. Set in beautiful long-lasting rhodium. Comes with a \$19.50 tag.

Sample in impressive, gorgeous plastic blue velvet lined presentation box \$2.00
Box shaped like curved open book. Steel hinged, 8"x4"x2". Suitable for more jewels or cosmetic case. Well worth the price alone. DZ. boxed \$18.00

RX-3—8 gorgeous pearls amid the splendor of 56 selected simulated turquoise and 56 realistic amethyst. Each stone hand-set as in the original in choice of sparkling rhodium or heavy gold plate. Bracelet, Necklace, Pin and Earrings (really 2 sets in one) at a price you'd expect to pay for necklace alone. Retail to \$37.50. Sample in gorgeous presentation box \$3.75
Special dozen sets, \$40.00. 3 tier presentation chest—75¢ extra ea.

You Can't Equal Burke's Values Anywhere

RX-6—Enchanting turquoise and brilliant diamonds amid graceful swirls of 81 carat simulated turquoise and 56 simulated diamonds. Sample in gorgeous presentation box \$5.00
6 sets unboxed \$3.50 set
6 sets gift boxed \$4.00 set

Better Buy 'Em Before It's Too Late—Watches Are Hot!

The smallest slender watch on the market. Dial etched in 24K gold. 7 jewel precision movement. Sample \$7.50. Lots of 3, ea. \$6.50. DZ. lots, \$5.95 ea.

Same 7J watch but without calendar window, \$1.00 less. Alarm Watch—7J. Lots of 3, ea. \$8.70. Sample \$9.50. Never before at this price. Pocket Alarm Watch, precision 7J movement. Ea. \$6.50. Lots of 3, ea. \$5.95

"Low Prices"—A Burke "Watch Word"—Brand New Watches—No Rebuilds

Exact copy of Men's \$550 Diamond Wrist Watch. 17J enhanced with 35 zircons and rubies. Dial is also semi-fused. 14K gold filled. Modern stretch band incl. Handsome gift box, \$105.00 price tag, and worth it! Guaranteed by one of the world's greatest makers. You'll recognize name. Ea. \$20.00. Lots of 3, ea. \$18.00

Same 17J Watch and 9J band with jeweled dial. (No jewels on case.) Ea. \$18.00. Lots of 3, ea. \$14.90

Same but 7J, jeweled dial. Ea. \$15.00. Lots of 3, ea. \$12.90

Super Value WINDOW CALENDAR WATCH

Jeweled Movement Sweep Hand Ea. \$3.95 Gross Lots Lots of 60, \$4.05 ea. Lots of 12, \$4.25 ea. Lots of 6, \$4.50 ea.

IMPORTANT— Every Watch complete with luxury plastic chest and fine band—water resistant and shock resistant.

Pistol Lighters
Absolutely The lowest prices in the U. S. A. All Full Size No Midgets All Brilliant Chrome. All in Gift Boxes. All bright chrome. Dz. \$5.40
With massive black handles. Dz. 7.80
With pearl handles. Dz. 9.00
Fully 100% automatic. Dz. 9.00
Fully automatic, elaborately engraved. Dz. 10.80
Fully automatic with pearl handles. Dz. 12.00
Miniature lighter smaller than postage stamp. All chrome. Dz. 4.80
Pearl. Dz. 2.00
Retail. Ea. 6.00
Gross lots. Dz. 5.40

BURKE BEATS 'EM ALL ON LIGHTERS
\$3.50 miniature lighter, lady's automatic, round size and shape of \$10.80 a quarter, brilliant chrome. Dz.

World Famous "BARONESS" PEARLS
Exquisite "Alpha-Ten" Quality Originally \$27.50 doz.

Retails up to \$12.00 per strand

Radiant simulated pearls are long-time Paris-Favored and now they're sweeping across America like wildfire. These are indestructible, lustrous gem-like, creamy pearls, beautifully graduated and accented with a sparkling simulated diamond clasp. Beautiful gift boxes. Sold with guarantee of Quality.

Single strand \$4.80 doz.
Double strand 9.70 doz.
Triple strand 14.40 doz.

Satin lined, hinged suede box. (6 1/2"x4 1/2"x1 1/2") \$3.40 doz. extra
Leatherette or plush lined plastic box. 60¢ ea. extra
Luxurious satin-lined, violet and gold leatherette jewelry chest (8 1/2"x4"x2") \$1.20 ea. extra

CLOSE-OUT JACQUES KREISLER
Keychain, tie bar, cuff link set. Beautiful heavy gold filled \$22.50 tag. Never before a chance to get sets by this famous maker at \$4.50 set only. Comes in luxury plush-lined presentation chest. Many others at similar, startling savings. Sample ass't.—Guaranteed Stupendous. Bargain—Send \$10.00.

Original Wm. A. Rogers Silverware
Made & Guaranteed by Oneida, Ltd.
26 Pc. Set \$8.95
Display Chest, \$1.00 extra.
34 Pc. Set \$11.95
Display Chest, \$2.00 extra.
52 Pc. Set \$16.97
Display Chest, \$3.00 extra.
30 Pc. Fine Stainless Steel Set \$4.95
Display Chest, \$1.00 extra.

All Extra Heavy Mountings
10 days' money-back guarantee if rings not as represented. Merchandise for resale only.

Only Genuine Rolled Gold Plate Sold

#B2256
Genuine 1/30 14K R.C.P. 2 White Stones. Per Doz. \$15.75

#B2172
Genuine 1/30 14K R.C.P. Medium Size Center. 4 Ruby Color Sides. Per Doz. \$15.75

#B2200
1/30 14K R.C.P. Cluster, white trim. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal. Per Doz. \$6.00

NEW Catalog Listing Complete Line.
Sample Assortment—\$7.50—\$15.00—\$25.00.
\$1 Per Doz. Deposit on All C.O.D. Orders. Immediate Delivery—Any Quantity.

DES MOINES RING CO.
1155 26th Street Des Moines, Iowa

MONEY MAKING XMAS MERCHANDISE JUST RECEIVED

Direct Imports—Compare These Prices Before You Buy!

Shipment made same day order received. 5% discount gross lots or more.

All numbers in stock for immediate shipment. 25% deposit, balance C. O. D.

Item	Dozen	Item	Dozen
WALK BEAR	\$5.50	MONKEY	\$5.40
LOVELY BEAR	5.50	WAG DOG	5.25
SMALL WALK BEAR	3.75	SMALL BARK DOG	4.95
SEA LION	5.50	ROLLOVER CAT	4.75
WALRUS	5.00	DOG WITH BONE	6.75
JUMP RABBIT	4.75	RUNNING POODLE	7.50
WALK ELEPHANT	6.25	RANCHER	5.50
WHITE POLAR BEAR	6.00	INDIAN WARRIOR	5.50
PLAYFUL POODLE	5.00	SANTA SLED	6.75
FUR YEARLING	6.00	SUSSEX SPANIEL	5.95
KING KONG	6.75	SQUIRREL	6.50
LARGE CAMEL	6.50	NEWSBOY	6.25
SALES DOG	4.95		

FREE CATALOG—WRITE TODAY
25% deposit on C. O. D. orders

TED BURKE INDUSTRIES
Dept. B-24, 10 W. 27 St., New York MU 4-6757

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#JHJW—Television Clock, 8 1/2" high, horse on top. List \$14.95 \$ 5.00

#JHC—Television Clock, Century model, 9" high, horse on top. List \$19.95 6.00

#378—Lucky Ranger Clock, mechanical cowboy jumps up and down. Special 4.50

Eversharp Ballpoint Pen and Pencil Set, boxed. Each 1.25

In dozen lots 13.50

Never Drink Water Animated Lamp. Each 5.44

In dozen lots 60.00

#18—Blanket Doll, rubber legs, head & feet, 18" 2.50

#22—Baby Blanket Doll, all rubber, 22" 3.75

#212—Doll that says prayer, rubber legs and hands, 24", moving eyes 6.00

Men's and Ladies' Bulova Watch. List \$24.75 15.45

Benrus Men's and Ladies' Watch Sets, 15 jewels. List \$59.50 25.00

Louis Men's and Ladies' Watch Sets. List \$82.75 17.50

SEND FOR COMPLETE PRICE LIST OF OTHER MERCHANDISE
Terms: One-third, balance C.O.D.

K. C. VENDING CO.
800 N. 3rd Street Phila., 23, Pa. Market 7-6845 or 7-6391

Buy Your Xmas Nylons

Direct from Mill; all gauges—\$1, 50, 60 and 65 in 15 and 30 deniers. Prices: \$1.50 doz. up. We invite your inquiry. Satisfaction guaranteed or money refunded.

TENNESSEE VALLEY MFG. CO.
2400 Dayton Blvd., Chattanooga 5, Tenn.

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QUALITY PHOTOS IN QUANTITY
8 x 10—5¢, Postcard—2¢
6x9, 2x3, 2x4, 2x6, 2x8, 2x10—3¢
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Postcard—1¢, 8 x 10—12¢ to quantity. All other sizes. Write for FREE sample & list 88

MOSS PHOTO SERVICE 153 W. 46, N. Y. 19

INTERNATIONAL E. C. CORP.
P. O. BOX 3124 SEATTLE, WASH.

NEW CUTE DOG

Walks—Shakes Bone—Good Action
We are first to have this number
DOZEN, \$8.00; SAMPLE, \$1.00
CASE LOTS OF 40 DOZEN, \$7.20 DOZ.



No. 3097

3090 CLEVER WALKING BEAR WITH FISH (NEW) LARGE	\$7.20
3068 BEGGING FUR DOG	6.00
3050 BABY TURTLE	3.60
3053 AUTO	3.60
3054 AUTO	3.60
3075 TUMBLING JOCKO	6.00
3056 MOUSE	1.87
3057 AUTO	3.60
3059 DANCING COUPLE	2.30
3062 WADING DUCK	2.30
3063 PECKING BIRD	2.00
3073 WALKING PEACOCK	7.20
3076 COVERED WAGON	6.50
3077 HARLEM SPORT	6.50
3084 MUSICAL MONKEY	5.00
3089 SINGING BIRD	2.00
3095 HOPPING FUR RABBIT	4.80
3096 CAMEL WITH RIDER	7.20

MECHANICAL TOYS

(Occupied Japan)



No. 3067

LARGE CLEVER WALKING BEAR

\$7.20 Doz.

All Numbers in Stock for Immediate Shipping. First Come—First Served. 25% Deposit, Bal. C. O. D.

WISCONSIN DELUXE CO.

1902 No. Third St. Milwaukee 12, Wis.
Phone: Locust 25431

SPECIAL FOR MONTH OF DECEMBER ONLY!

HORSE CLOCK

Size 17"x11 1/2" high. SELF-STARTING 4" SESSIONS ELECTRIC CLOCK MOVEMENT! Mounted on hand-rubbed mahogany finish. MAPLE WOOD BASE, or metal base if desired.

\$6.50 Ea. in Doz. Lots
Samples, \$7.25 Ea.

(All pending orders will be filled at this low price.)

Immediate delivery on Western horses, ash trays and lamps. Send for our catalogue.

For resale only.
25% Deposit, Balance C. O. D.

HOUSE OF BRONZE

1497 Myrtle Ave., Brooklyn 27, N. Y.
GLenmore 2-8261

Profit Making SPECIAL

SENSATIONALLY PRICED

PRECISION MADE

ELECTRIC SHAVER

Individually wrapped with \$22.50 price tag, including simulated pigskin pouch

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GROSS LOTS \$1.75 ea.	\$2.50 ea.
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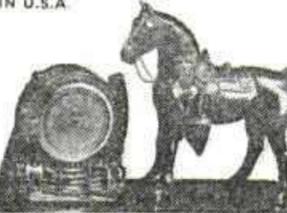
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A-1 MALE ACCOMPANIST-PIANIST—EX-perienced; desires work with popular classics, vocalist, instrumentalist traveling south; young; union; draft exempt; available after New Year's. Box #C-33, c/o Billboard, St. Louis, Mo.

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GIRL BASSIST—SEMI-NAME EXPERIENCE; blonde, attractive; age 22; cut or no hair; combo work preferred; Florida location desired. Contact Musician, 1417 Avenue E, Galveston, Tex.

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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.
- Parcel Post**
- | | | | | |
|--|--|---|---|---|
| Douglas, Elrich, 280
Herlihy, Clarence (Lil-Mix, Tim & Estrella, cause Plater 188)
Johnson, Mrs. O. L. | Davis P. E., 180
Scott, Lillie, 170
Spelman, James, 250
Zinnia, Mrs. J. Anne (Jado) 170 | Acheson, Geo.
Adams, Albert E.
Adams, Harry
Adams, Mary
Acker, J. C.
Akers, Geo. H.
Akins, Edith (F. Pierce)
Albright, Rayon
Alcoholic, Ellen J.
Alcator, James
Allard, Maurice
Allen, Billy
Allen, Casey T.
Allen, H. S.
Allen, Sadler Jack
Allen, Alan H.
Alvord, Ricardo
A. Anthony, Trina
Anthony, Milo
Anner, Mrs. Betty
Anker, Willard & Marie
Apollon, Wm. J.
Arnold, Geo. W.
Arnold, Ralph
Arbuckle, Bethel Chester
Auer, Geo.
Auer, Ed
Atchafalaya, Bob (Hogan Art) | Boswell, Bill
Boynton, C. H.
Brace, Laurel J.
Brantford, Joe
Brill, James Dewey
Brantford, Ada
Bruff, Sunny
Brosie, John
Brooks, A. C.
Brown, Carl
Brown, Brian
Brown, Mrs. Mary
Brown, Ruth L.
Brown, Wallace
Brunetti, Sally
Bruno, Sherman
Bryant, Wm. Franklin
Burdick, Ira
Burdick's Show
Burger, Clyde Leon
Burke, Fred
Burke, Pvt. Roy
Burns, James
Burns, Lyle R.
Butler, Mrs. White (Peaches)
Cano, Robt.
Cannell, Frank Allen
Cannell, Guy
Cantor, Rich
Cassell, Johnny
Cassell, Don
Carmin, Derrick
Carothers, Mrs.
Carroll, Christine M.
Carroll, Grace M.
Carroll, Jimmie
Carroll, Al
Carroll, Charles
Carter, Jack K.
Cathcart, Sam
Central States Show
Chapman, Mrs. Wally
Chapman, Dorothea
Chapman, Lawrence Wm.
Charity, A. L. (Al)
Charnick, Felix W.
Chase, Frank
Chastain, James
Chodham, Leroy
Chick, Ben
China Boy
Chitwood, Guy
Chlor, Billie
Clark, Jackson Andrew
Clarke, John James
Coastal Amuse. Co.
Cohlen, Ethel (Sulztra)
Cohen, J. G. Thos.
Converse, Art L.
Conway, John
Conway, Art
Conner, John W.
Conner, Phil
Corbett, John M. | Courtney, John F.
Cowden, John Thomas
Crabtree, Jimmie
Cronley, R. M.
Cudler, Richard
Cyr, Jimmie
Dales, Mickey (Dales Circus)
Daniels, Jack & Mrs.
Dax, Daniel M.
Davemout, Clinton
Dacey, Jack
Davidson, Betty
Davis, Mrs. J. R.
Davis, Joseph
Davis, Reed
Day, Gloria
DeKoussem, Leon
Decker, Joe
Decker, Steve
Del Carmen, Carmen
Demetrius, Archie
Demetrius, Dorey
Dishman, Bob
Dillon & Farlow
Dillon & Farlow (Teas)
Dinkler, Al
Donavan, Rob
Donovan, J.
Donner, Rosemary
Doyle, Frank
Drake, James
Driffey, Jr., Harry Wm.
Dunn, Paul
Dungan, Ralph Lucien
Dunne, Agnes
Eastman, R. H.
Eddy, Mrs. Samuel
Edwards, Karen
Ehrlich, Robt.
Elliott, Jacqueline
Ellis, Bruce
Ellis, Chester
Engel, Geo.
Enok, Phil
Epperson, Melvin R.
Erasmus, Chick
Erasmus, Les
Evans, Thos. A.
Evans, Wanda
Egan, Mrs. Margaret
Fair, Mary Lou
Farmer, Mr. (Koko, the Clown)
Farrington, Herbert E.
Feltz, Johnny
Ferguson, James V.
Ferguson, Mrs. Mildred
Ferguson, Stephen Allen
Fenzl, Eddie
Finger, Mrs. Joan
Fischer, Mrs. Jon Rose
Fish, James E.
Fisher & Graham
Fisk, H. E. (Toll)
Flynn, Frank J. (Little Red)
Fondenberger, Chas. Leo
Forand, Ernest R.
Forness, Chas. H.
Fowler, Shirley
Fowler, Mrs. Mae S.
Fox, Benny
Francis, David J.
Francis, Mrs. Opal
Freeman, Art
French, Oris
Freund, Mrs. Maudie
Frey, Wm.
Fry, Harvey
Fulano, Louis G.
Furr, Clarence
Gaines, Al
Gallagher, Piny
Gambill, Wm. J.
Gamble, E. P.
Garnau, Mimi
Garner, Lewis
Garner, Rufus B.
Garson, Ray
Ger, Roy Lee
Gibson, Louise
Gibson, Char
Gibson, Allen
Gibson, Jr., Marvin
Gilmore, David
Glendon Expo. Show
Golden, Geo.
Glohen, Marion (Mr.)
Gold, Ernest
Gold, Moe
Gouldrich, Dr.
Gordy, M. A.
Grant, Barbara
Gray, Mrs. Elba M.
Grayson, Floyd
Great Sutton Shows
Greer, Jimmy
Griffith, W. J.
Gross, Jim
Grubb, Earle
Guardsillbine, Victoria
Haines, Jimmie
Hall, W. A.
Hallis, Hartman
Hammond, W. C.
Hanscock, Ronald
Hanson, Carl L.
Hanson, John
Hanson, Lois T.
Hastinger, Mrs. Dorothy
Harrison, Mrs. G. L.
Harrison, Wm. H.
Harrington, Archie L.
Harris, Jimmy
Harris, S. J. "Sonny"
Harrison, Frank
Harrison, Ronald C.
Harrison, Geo.
Hart, Nancy
Hartley, Helen & Mrs. Hatcher, P. H. & Jerry
Hank, Paul
Hawkins, Erston
Hayes, Chas.
Hazelwood, H.
Hendley, Mark
Hennrich, Mrs. M.
Herman, Eddie & Mrs. Horri, Mrs. Mae
Herrick, Mrs. Carl
Hilburn, Marvin Wm.
Hilburn, Alfred G.
Hilber, Thos.
Hilton, Daisy & Violet
Hilton, T. J.
Hinkle, Mill
Hodges, Virgil Delbert
Holeman, T. C.
Holliday, Lottie Verli
Holmes, Mrs. Peggy
Holt, Robt. W.
Howey, Charlie
Howard, Harry E.
Howe, Mrs. Cora
Hubbard, Paul
Huckaba, Jerald A.
Hudson, Billy T.
Hughes, Marie
Hunt, Bill
Hutchens, R. R.
Hutchinson, Mrs. L.
Hyde, Phil
Tyllon, P.
Hutchinson, Louis
Hutchinson, Walter Lester
Jacobson, Mrs. Ida
Jenkins, B. A. (Doc)
Johnson, Ernest Harvey
Johnson, Johnny
Johnson, Michael
Johnson, Pat & Jim
Johnson, Patsy
Johnson, Wm.
Johns, Beattie E.
Jones, Robt. Wally
Jones, Doc
Jones, H. W. (Ringo)
Kane, Ruth
Kammorich, Paul
Karen, John
Katsy, Sailor |
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Keller, Speedy
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Kelley, Ray
Kelly, W. T.
Kelly, Edith
Kelly, F. E. (Red)
Kelly, Fred Toby
Kelly, Kathrin K.
Kelliholokki, Sonny
Ken, Larry
Keres, Henry
Kibler, William
Kinande, Mr. & Mrs.
Kincaid, George
King, Bill
King, John H.
Kinkade, Whitley
Kivette, Woodrow
Kilne, Clarence
Knight, Barbara
Knight, Mrs. Ellen J.
Knight, Albert Leroy
Koch, R. C.
Korbu, Raymond J.
Kork, Bobby
Kortis, Peter
Kramer, Mr. & Mrs.
Kramer, Jacob J.
Kuhn, Miss Lee
Kummel, Donald
Kutsky, Steve
La Roche, D. P.
Lafayette, Mrs. A. E.
Lafayette, Eddie
Laird, Horace
Lambert, Harry W.
Lamm, J. A.
Lane, Shelley
Lankersley, Van
Lankford, Harold D.
Langdon, Mr. & Mrs.
Lashley, Charles
Laughlin, John J.
Laurence, Wilfred Olive
Lawrence, Mrs. Frances
Lawson, Daniel
Le Roy, Ray
Le Tang, Leo
Leak, Edgar L.
Leatherman, Rose
Lee, Toni
Leroy, Zena
Lewis, Willie
Lewis, H. K.
Lewis, Ralph
Lewis, Sammy
Lilli, Mr. & Mrs. H.
Little, Curly
Lita, G. F.
Litzenberg, Mrs. Loretta
Livermore, Norman
Loan, Harry
Lorenson, Mrs. Maurice
Lorenzo, Capt. Jack
Loranger, Leo
Lovell, Charles W.
Lowrey, Jack Lee
Lucas, Justice B.
McAlister, Henry
McBride, William
McCarthy, Danny
McCarthy, Pat
McCormack, Mr. & Mrs.
McCoy, Bill
McCoy, Mr. & Mrs.
McGee, Charles
McGinley, George
McGowan, Waco Blackie
McLean, A. O.
McWilliams, E. C.
Mackey, Mr. & Mrs.
Maddux, Mrs.
Madison, Harry, Pat & Mrs.
Mallins, Barule
Maloney, John Joseph
Manumo, Samuel J.
Mannosvitch, Jay S.
Marchetti, Mr. & Mrs.
Marick, Florence
Maricle, R. A.
Marine, Alice
Marlow, Jack
Marr, Robert Hunter

Marshall, Ray
Martin, Carl G.
Mason, Harry
Mason, Mrs. N. J.
Mead, Mr. & Mrs. John
Meadows, Dudley D.
Mehl, Tom
Merry, Nat
Metzner, Marty
Meyers, Clint V.
Meyers, L. Z.
Miles, Doc J. C. (Jack)
Miller, Calvin L.
Miller, Dorothy
Miller, Eddie & Jessie
Miller, Jessie
Miller, Ralph A.
Miller, Ruth L.
Millsap, M. J.
Mintoff, Jack
Minton, Mrs. Ruth
Mitchell, E. W.
Mitchell, George
Mitchell, Jack
Mitchell, James Walter
Mizner, Arthur
Mizner, (Miguer)
Mitchell, Pete
Munroe, Bud & Betty
Muntello, Jimmy &
Munteton, Jerry
Munton, Dorothy
Moore, Eddy
Moore, Gene
Moore, Harry (Kentucky) & Helen
Moore, Louis H.
Moore, Howard Wayne
Morgan, Edward J.
Morgan, F. A.
Morgan, James N.
Morben, Miss (The Wallabies)
Morris, Harry C.
Morris, Mildred
Mort, Stanley
Moss, Mrs. Richard
Murphy, J. H.
Murphy, Mrs. M. A.
Murphy, Mrs. "Maggie"
Murphy, Mrs. Ruth
Murphy, Mrs. V. E.
Murphy, Warren M.
Murray, Fred
Myer, Sr., Mr. & Mrs.
Nazar, Nick
Nazarechuk, Nicholas
Nealand, Walter
Nelson, George
Nette, Irwin E.
Newell, Ray Ashley
Newton, Harold
Newton, John Robert
Nicholas, Count
Nicholas, Robert
Nicholas, Steve
Nichols, H. H.
Nichols, Daisy
Nielsen, Whitey
Nunnemaker, Mrs. Ollie
Nordman, Jr., Sherman
Norton, Jacob Francis
O'Brien, R. & E.
O'Connor, Mr. & Mrs.
O'Dear, Mr. & Mrs. Al
O'Dell, Barfield B.
O'Lary, George
O'Leary, Mick
O'Neil, Jess
Ogilby, Mrs. F. N.
Ogle, Joe N.
Oberan, Wm. (Bill)
Olson, O. S.
Osborne, Richard W.
Ostern, Mr. & Mrs.
Owens, Mrs. Maudine
Padgett, J. E. (Gene)
Paige, Mrs. Betty
Palmer, Mr. & Mrs.
Parrish, Dale
Patterson, E. J.
Patterson, Mr. & Mrs.
Patterson, Roy
Paul, F. W.
Paulus, Frances
Pavane, Joseph
Pearman, Mike
Pelkey, Burton C.
Pelkey, Christopher Joseph
Perkins, Alonzo
Perry, Betty
Perry, Capt. Robert

Peters, Mildred
Phelan, Peter J.
Phillips, James
Pike, Mr. & Mrs. W. D.
Pinkleton, Earl B.
Poll, Daglene
Poole, Bob
Popkin, Hyman A.
Posey, B. D.
Prevo, Mrs. Babe
Putney, Earl B.
Qualls, Mrs. Bee
Quinn, Don
Raiford, Allen James
Ramer, Chas. W.
Ramos, Mrs. Ramona
Ramsey, J. L.
Randolph, Mr. & Mrs.
Randolph, Mr. & Mrs.
Read, Jr., Clyde
Reese, Chet
Reed, Edna V.
Reed, Elma
Reid, H. E.
Regan, Mr. & Mrs.
Reigel, Mr. Eltie L.
Reine, Cloo
Reinick, Mel
Repton, Fay
Rhoades, William
Richard, Mr. & Mrs.
Richard, Mr. & Mrs.
Richard, Glenn
Riddick, Tommie
Riley, Imogene S.
Ritchey, J. G.
Ritchie, Mr. & Mrs.
Roberts, Tifford
Roebman, Albert
Robert, Billy
Rogers, Clifton R.
Rogers, Edward
Rosen, Mrs. H. L.
Rose, Mrs. C. J.
Rosen, Mrs. Mary
Ross, George
Roth, C. H.
Routa, Rodia
Roxy, Donna
Ruel, Robert D.
Rule, William
Rush, Jake D.
Russell, Phil
Ryan, Charles
Sabbot, Mr. & Mrs.
Salzer, Raymond C.
Sanders, Geo.
Sandars, Mrs. Ethel F.
San Fratello, Joe
Schermerhorn, Bob
Schroder, Wm.
Schultz, Thomas
Sears, Mr. & Mrs.
Seely, Victor Wallace
Seiler, H. L.
Sellers, Walter S.
Shaffer, Melvin H.
Shapiro, Nathan
Shavanne, Jimmie
Shaw, William B.
Shenker, Floyd
Shelby, John F.
Shelby, Ollie
Sherrin, Thomas
Shelby, Jack
Shersken, Frank Victor
Shimberg, Geo.
Shinn, Mrs. Nellie
Shipley, Sterling
Sizist, Charles
Simmons, Floyd
Sirak, Joseph M.
Sleeman & Decker
Smaglick, Mr. & Mrs.
Smith, Harry (Smalley)
Smith, Curly & Ruby
Smith, John L.
Smith, K. Max
Smith, Mrs. Lillian
Smith, Mrs. P. D.
Smith, C. & Mrs. Ray
Smith, William E.
Spain, Mr. & Mrs.
Spain, Buddy Young
Spain, Mr. & Mrs.
Sprickler, Miss Pete
Zazzara, Lela

Spillers, Mr. & Mrs.
Stacy, Woodrow A. & Jualita
Stanley, Dinah
Stanley, Edward
Standley, Johnny, Mr. (Stage Unit Kemp Time)
Stephens, Delbert
Sternack, Arthur
Sterner, Al
Stevens, Eli J.
Stevens, Mrs. Ione
Stokes, Van
Ston, Thomas
Strepton, Lilly
Sturmak, Arthur
Stutzman, James F.
Suter, Mr. & Mrs.
Sutherland, W. M.
Sutton, Elmer
Sutton, Mrs. Mildred
Swanson, Mr. & Mrs.
Swann, Russell C. O.
Swann, (Magician)
Sweatman, Franklin
Swizinsky, William
Talesnik, Mite (Artist)
Tate, Dorothy F.
Tavin, Abe
Tavin, J.
Taylor, William A.
Temple, Lawrence Benny
Terry, John F.
Thomas, Gene
Thomas, Hobart W.
Thomas, James (Tex)
Thomas, Tex
Thompson, George
Thompson, Earl Richard
Timberlake, John E.
Tinsman, Laura or Fry
Tolliver, Jackson
Towner, Tom
Tracy, W. R.
Travis, Jimmie
Treadwell, Mrs. J. C.
Troxel, Don Lee
Turner, Samuel G.
Tuttle, Walter
Van Arsdale, Charles W.
Valentine, Mr. & Mrs.
Vandegriff, W. E.
Vogel, Mrs. R. A.
Wagner, Francis B.
Walenda, Herman
Walker, George E.
Walker, Ibea
Wall, (Charlie)
Wallace, Jerome H.
Walsh, Mrs. Katherine
Ward, Charles A.
Warhurst, N. C.
Warwick, Mr. & Mrs.
Stanley
Washburn, Jr., Francis F.
Watters, J. C.
Wedge, Chett
Weisand, Mr. & Mrs.
Weiss, Ben (Shows)
Wells, Roy
Wells, Donald Francis
Wesley, Ann
Weather, Harold
Wheeler, Frank
White, Albert
White, Hook
Whitfield, Dutch
Williams, "Hot"
Willander, J. M.
Williams, Thelma (Baby Thelma)
Williams, Willie
Wilson, Buddy
Wilson, Mrs. Clara
Wilson, Cliff
Wilson, Harry E.
Wilson, Jack & Emily
Wilson, Raymond
Wisnerman, Mrs. H. or Clara Griffin
Woodward, Mr. & Mrs. Earnie
Woolrich, Carl
Wright, China
Wright, F. B.
Wright, Joan
Young, Albert Grant
Young, Reubin
Yuhus, Albert
Zazzara, Lela

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ARLINGTON 5-PC. MEN'S ENSEMBLE WATCH AND JEWELRY SET
BRAND NEW WATCH MOVEMENTS
Consists of 1-pc. Gold-Filled Stainless Steel Back Expansion Bracelet and Watch with guaranteed BRAND NEW 17-jewel movement. Dial set with 4 round stones and 3 baguettes. Matching Cuff Links, Keychain, Tie Clip and Collar Stay. Beautiful Jewel Gift Box with \$85 price tag.

\$19.75 Each Set
25% Deposit, Balance C.O.D., F.O.B. Chicago. WHOLESALE ONLY

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SCOOP! SUZY SCORES AGAIN!!!
Genuine "SUZY" DOLL
The Most Beautiful Doll Ever Manufactured!
They're the Hits From Coast-to-Coast!
IMMEDIATE DELIVERY
\$9.60 1/3 Deposit, Balance C. O. D. F. O. B. St. Louis.
DOZEN SAMPLES \$1.00 EACH (No C. O. D.'s)
Comes in 10 assorted styles. Brides included. Each one more attractive than the other. Each doll individually packed in Window Box. Dolls 8" tall. Packed 6 doz. to carton. Can ship any quantity while stock on hand lasts. First come, first served.

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#195 **CRYSTAL HURRICANE LAMP**
\$1.30 Ea. \$15.00 Per Doz.
Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 1/2 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

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25% deposit required on all orders, balance C.O.D.
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Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every Kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.
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50 DIFFERENT IDENT. SEND FOR FOLDER.

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The new Art Viewer that presents a perfect, full color, three dimensional view of beautiful models. PEEK-A-VIEW comes with 8 different slides.
Retail at \$5.95
Sample \$3.00 Postpaid
\$30.00 PER DOZEN
Jobbers! Write for quantity discounts.

SALESBOARD OPERATORS!
Use our special 1500 hole board with two easels. Takes in \$75.00—Pays out 55 Packs of Cigarettes.
PROFIT—\$61.25 (Less cost of 4 Peek-A-Views) Cost of board—\$2.95
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RAKE Dept. M, Phila. 23, Pa. Lombard 3-2676.

POSTPAID \$6.75 DOZ. SHIPMENT SAME DAY
On two dozen orders, assorted as desired.
CLEVER BEAR or LOVELY BEAR, walks then stops to look around.
POLAR BEAR, REINDEER, both all white plush, very lifelike. Doz. \$8.00
G.I. SOLDIER, crawls forward then fires rifle and repeats. Doz. 6.00
Check with order saves COD charges of about 50c. Send for list and discount gross lots.

634 So. High St. Akron, Ohio Est. 1933
EASTERN SALES CO. Better grade toys only.
MANUFACTURERS AGENTS DISTRIBUTORS NOVELTY GOODS

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LOOK HERE 4 PIECE PEN SETS LOOK HERE
Our last 2 ads on the 4-piece pen sets with flashlight brought in plenty of new patrons. Prices—our prices are lowest on the market. We give you clean goods, all guaranteed. We don't ship out any junk or foreign made goods—all American made. Comes in assorted colors, all boxed, with price labels. All our pen sets have Gold-Tone Tops. Hook up with us and save \$5.00 on every gross. Delivery in 24 hours—any amount. Mail 75c in stamps for sample set and wholesale prices. Save money by buying your pen sets from hundreds of people made money with us 2 years ago when we first introduced the Western Saddle Horses to The Billboard readers. Let's go, boys! Get your winter bank roll—your profit in dollars—our profit in pennies. Be convinced! Note: We still have a small supply of Western Saddle Horses in stock. C. GAMEISER, BOX 1324, CHURCH ST., STATION 8, NEW YORK CITY.

II SMASH HITS II

SWEETHEART CLOCK

NEW



ACTION • FLASH • APPEAL
Boy and girl swing continuously over picket fence. Painted cottage scenic background illuminated by electric sunlight.

Dependable United Self-Starting Electric Clock manufactured under Westinghouse license. Onyx-type case, blonde or mahogany, mounted on 24K gold-plated base.

GUARANTEED IMMEDIATE DELIVERY

#780 \$8.10 Ea. in Samples, \$9.00 Ea. Doz. Lots

#781 Same as above with electrically controlled Swiss Music Box, plays without winding. Operated by separate switch.

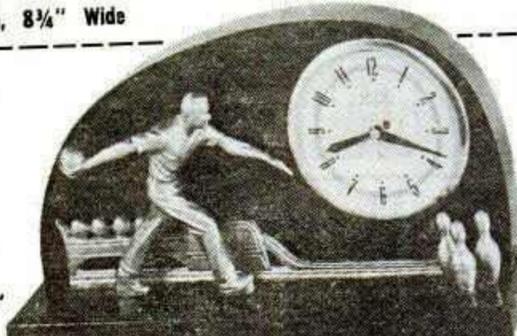
\$10.35 Ea. in Samples, \$11.00 Ea. Doz. Lots

12" High, 8 3/4" Wide

BOWLER MANTEL CLOCK

A Strike Every Time!

12" Long, 7 1/2" High



Just in time for the new season. A SURE-FIRE SALES WINNER! The perfect trophy or premium. Bowler, Alley and Pins finished in sparkling 22 Karat Gold Plate. Hand-rubbed mahogany base. Self-starting, guaranteed United movement with sweep second hand.

No. 045

\$6.55 Ea. in Dz. Lots

Samples, \$7.50 Each

25% deposit, balance C. O. D. If not for resale, add Federal Excise Tax

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y Telephone: ORegon 3-6330

JUST ARRIVED!! BIRD-CAGE TABLE LIGHTER

Introducing a sensational new item direct from importer to you. Ideal for the salesboard and premium trade. Beautifully chrome plated and bird is in a "gifted cage." Size 5" high, individually boxed and priced at only—

\$18.00 DOZ. IMMEDIATE DELIVERY 25% DEPOSIT, BALANCE C.O.D. SAMPLE \$2.00.

SMALL BLACK HANDLE PISTOL LIGHTER \$5.75 DOZ.

WRITE — WIRE — PHONE SEND FOR OUR FREE CATALOG

STANLEY'S DISTRIBUTORS 4108 Rollins Avenue Baltimore 7, Md. Phone: FOrest 0149



A NEW CARD GAME!

TWO TEAMS, TEN PLAYERS (In Full Color)

Fun for the Whole Family Any Number Can Play—Use As Many Decks As You Wish

SHOOT YOUR OWN SHOTS PLAY YOUR OWN GAME Fair Traded—79c. Cost \$6.35 a Dozen. \$75.00 Gr. F.O.B.

If your Drug Store, Department or Variety Store cannot supply you, send \$1.00 with a money-back guarantee.

HOOSIER BASKET BALL CO. BOX 323—PRINCETON, IND.



FOR SUCTION CUP NOVELTIES

The name to remember is

BRAND

Top-Notch 25c-39c Retailers

\$18 Gr.

Also Ducks, Roosters, Football Player

Doz. ass't attractive display box mounted front, back, bottom—also on auto radio antenna.

Headquarters for Foxtails, Comic Card Cat Tails, Rabbit Foot Key Chains, etc.

IMPORTING Jumping Fur Dogs, Begging Fur Poodle, Itchy Dogs, Lowest Prices—Imm. Del. Territories Open for Mfrs' Repr.

CHARLES BRAND NOVELTY CORP. 154 W. 27th St., N. Y. 1, N. Y.

TALKING CARDS

Sensational. Simply pull thumb nail across recorded plastic strip. Complete with envelope. Cellophane wrapped. Any of the following sayings:

MERRY CHRISTMAS HELLO, SWEETHEART HAPPY BIRTHDAY

Sample, 25c; Doz., \$1.80; Per 100, \$12.50 postpaid. Your name printed in gold. Minimum 100 @ \$1.25 extra.

Special: New Born Baby Doll, looks and feels like real baby. Regular \$8.98 retailer; \$32.00 Doz.

In stock for immediate delivery: Hopping Fur Dogs, Clever Walking Bears, Itchy Dog, Roll-Over Cat, Tumbling Fide.

NOWOTNY-BURRELL & CO. SAN ANTONIO, TEXAS

907 ROOSEVELT AVE.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

Merchandise Topics

New York:

Holt's Piston Seal is reported to form a self-expanding pliable lubricating seal around the pistons to restore auto compression, reduce oil consumption and eliminate piston slap. Philipps Products is marketing Aurillum, a liquid sealer to protect the finish of autos, furniture and silverware from corrosion. Applied from a pressure spray can, the winterizing agent is sprayed over the surface and spread lightly with a cloth. The low-cost product hardens in 40 minutes to form a clear, long-lasting protective surface. Vizerak manufacturer's a key safe, a magnetic container that hides the extra car key. The key safe will attach itself to the car frame, grill guard, etc. Random Corporation has combined the binocular and camera. A 2.5X binocular has a 16mm. camera with F:4.5 lens built into the item. The camera takes the picture the adjustable binocular sees — \$32.95 seller. Wooden bar signs with colored lettering on solid oak boards are offered by Ganger. Typical sign reads, "If Your So Damn Smart, Why Ain't You Rich"—\$3.

For the youngsters, Trim-Ur-Own rivet kits are manufactured by Merrill G. Sampson Enterprises. Complete with tools and instructions, the 49-cent kit allows the moppet to trim his clothes, toys, etc., with metal rivets just like movie cowboys' clothes. Grandmother Stover offers a 12-piece carded set of silverware (tots' toy service for four) to sell for 50 cents; also, a carded child's miniature baking set retailing for 60 cents. Philip Florin has a Hopalong Cassidy ring binder. The notebook binder, a 59-cent seller, has two rings and Hoppy's picture in color on the front and back covers. Samuel Mallinger is supplying Hopalong Cassidy milk glasses, at 10 cents each, featuring an illustration of Hoppy talking to the youngsters. Jimmy Trippe, of the Ambassador Advertising Agency, says they are in the market for products to be sold thru spot announcements over more than 500 radio stations. The merchandise is to be vended on a "per inquiry" basis, stations being paid according to the orders they produce. He asks that sources of supply for any salable, legitimate items contact him.

A QUICK LOOK AROUND THE TRADE:

Christy's sliding blade knife is still moving well. Almar Metal Arts offers ornamental souvenir keys imprinted with resort name. Souvenir plates depicting large cities, a Thrift Novelty item. Anca Trading selling first-quality blankets (91 per cent wool, 9 per cent cotton). Gimbel Bros. store displaying a real, live elephant in the toy department. Same store has a cowboy ukulele demonstrator to fascinate the small fry. Imco pushing its \$1.50 Solo lighters in newspaper ads thruout the South. Parker Pen planning an intensive ad drive for its new Flaminaire butane cigarette lighter. Acme Shear offering a mending kit at 69 cents that includes 3 1/2-inch scissors. Mansoll importing handrolled, silk ladies' scarfs. Hygrade Novelty continuing to plug its rubber and plastic raincoats. Latest chlorophyll product on the market is Chlor-I-Chew. The mint-flavored chewing gum (five for 5 cents) contains the odor-banishing chemical, chlorophyll, which is receiving wide publicity.

Los Angeles:

Ed and Phil Israel, of Normandie Sales Company, announce the Little Atom, world's smallest pistol. Measuring 1 1/2 inches in length, it is designed for a watch

charm or ladies' charm bracelets. It comes with revolver, ramrod and 12 rounds of ammunition. Comic Christmas cards are being marketed by Herbert, of Hollywood. Spokesman Herbert Hagg says he has a large assortment ready for immediate delivery. New Talking Santa Claus Toy is being offered by Gary Enterprises, with four big candy canes. J. M. Berg, of Beaumont Brokerage, has come up with 12 kinds of walking animals, featuring bears, seals and camels. They are ready for the yule market. Berg also announces a line of soft rubber plastic items. Featured is Kate, wiggling and shaking on a plastic base. Other articles are "surprise," red devil, monkey, octopus and skeletons. Chronograph watches complete with Swiss-radium dial and sweep second movement are offered by Murray Sales Company. Firm also has Jap chrome expansion bands, calendar chrome sweeps and ladies' white gold-filled expansion bands.

Match this if you can!

- Windsor Pen & Pencil Sets with Flashlight. Special. Doz. Lots, Ea. 39c
Windsor Pen & Pencil Sets with Pocket Knife. Doz. Lots, Ea. Only 38c
Men's Plastic Wallet with secret pocket & pass section, close-out. Doz. Lots, Ea. 37c
Don Juan Razor Blades, wrapped 5 to package, new, guaranteed, super chrome, very sharp, min. 5M. Per 100 36c
Panther Clocks, 10 1/2", Sessions movement, 1 yr. guarantee. Ea. \$4.75
Binoculars, black & chrome trim, adjustable. Doz. price cut to \$2.88
SALT & PEPPER set, six small silver-plated shakers in lined box. Doz Sets \$4.80
FIGURINES, 7" & 8" high, excellent detail, Colonial and Dutch, beautifully colored. Doz. \$2.00
VASES, hand-painted china with 22K Gilt Gold Trim, 12 to carton. Doz. \$2.00



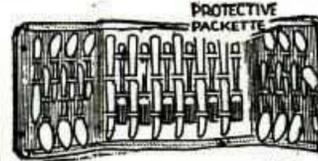
CASSELINI

Jewelry Sets, all 1951 numbers set with multicolored stones in satin-lined gift boxes. Reg. \$5.25, cut to \$3.75 Ea. Doz. Lots



GUARANTEED ELECTRIC SHAVER

Cellophane wrapped with \$22.50 price tag, simulated pigskin pouch and ONE YEAR GUARANTEE Certificate. Sample, \$2.75. Ea. Doz. Lots \$2.45



24 pc. Malacca double-plated flatware. Serv. for 6, complete with packette.

Special \$2.45 ea. doz. lots



Silver-Plated Shaker set in lined Gift Box, very flashy, were \$12.00 dx., now \$4.80 dx.!

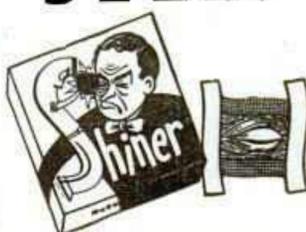


7 PC. CORDIAL SET With six small mugs. (min. 6) Only \$2.75 ea.

25% deposit, bal. C.O.D., minimum order \$15.

MIDWEST PRODUCTS 1231 W. 3rd St. Dayton 7, Ohio

FISHLOVE NOVELTIES SELL!



No. 635—SHINER BLACK EYE Rubber black eye that will fool everyone! Hand-painted with gauze and adhesive tape attached. Packed individually in colorful box. Per Dozen \$2.75



No. 634—HORRIBLE TEETH Latex rubber, flexible to fit any mouth. Will not prevent wearer from talking. Looks natural. Packed individually in box with instructions. Per Dozen \$2.25

ALSO AVAILABLE

No. 633—CUT OFF FINGER Latex rubber. Hand-painted to look like the real thing! Packed individually in box with cotton and instructions. Per Dozen \$2.75

No. 623—HORRIBLE FINGER Latex rubber, hand-painted to give gory-looking, discolored swollen appearance. Packed individually in box with bloody-looking bandage and instructions. Per Dozen \$3.00

No. 624—"OUCH" MY FINGER Made cheaper and smaller in size than No. 623. Packed bulk two doz. to display box. Per Dozen \$1.50

Add 10c Per Dozen for Postage. At Your Jobber, Or Direct. All Prices F.O.B. Chicago.

H. FISHLOVE & CO. 714 North Franklin St., Chicago 10, Ill.

714 North Franklin St., Chicago 10, Ill.

LOWILL THE FINEST WATCH OF ALL

TERRIFIC PROFIT ITEM FOR XMAS

This NEW & ULTRA-MODERN watch will sell on sight! No. MBS—Men's, No. LBS—Ladies', Modernistic Numerals 10 K Yellow R.G.P. Case with Black Dial. 17 Jewel Steel Back. Rich looking Black Suede Band. Guaranteed 1 year! This Watch is really different, an excellent time piece. Retailers for \$49.50. 25% With Order—Balance C. O. D.

FREE: 56 PAGE XMAS CATALOG! LOUIS PERLOFF, Wholesale Jewelers 737 Walnut St., Dept. BB, Phila. 6, Pa.

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1000 PIECES OF SLUM ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN SEND FOR FREE CATALOG No. C Satisfaction Guaranteed or Money Refunded. 25% Deposit With Order, Bal. C. O. D.

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For Lowest Prices Write Today for complete Price List. Mid-West Fireworks 114 W. SECOND ST. SEDALIA, MO.

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ENGRAVERS with it since 1907

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Attention! Novelty Stores!

Rush \$2.00 for Samples of 15 Fast Selling MAGIC TRICKS, JOKES & PUZZLES. Retail Value, \$4.00. STATE LINE OF BUSINESS AND ASK FOR LARGE WHOLESALE CATALOG NO. 10. D. ROBBINS & CO. 131-B W. 42nd St. New York 18, N. Y.

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Slum Plaster Glass Waycross, Ga. Airbase

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Send for FREE Catalog

14K Gold Plated Chronograph \$4.15



- Jewel Movement Copy of \$75 Watch Brand New Ass'd. Radium Dials 1 Yr. Service Guarantee Individually Gift Box'd Genuine Leather Strap (With Matching Gold Plated Link Expansion Band, \$1.00 Add'l)

Men's RHINESTONE DIAL WATCH \$5.75



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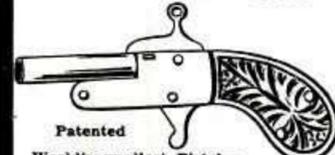
17 JEWEL WATERPROOF WRIST WATCH INCABLOC MOVEMENT \$12.90



- Radium Dial Sweepsecond Hand Incabloc Shockproof Antimagnetic Chrome Plated Case Stainless Steel Back Individually Gift Box'd 1 Year Service Guarantee Stainless Link Expansion Band Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C.O.D.

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Patented World's smallest Pistol—1 1/2" in length, nickel plated. Actually shoots ammunition. Not a cap pistol. Can be used as a Charm. Complete package—REVOLVER, RAMROD & 12 rounds of Ammunition, \$14.40 (incl. shipping). Additional Ammunition, \$2.75 doz. tubes (12 rounds to tube), 25% Dep.—Bal. C. O. D. NORMANDIE SALES 338 E. 4th St., Los Angeles 13, Calif.

IDENTS \$12.00 GRG. & UP CUFF BRACELETS \$2.00 GRG. \$2.00 DOL. SPORT PENDANTS \$3.00 GRG. \$2.75 GRG. HOLY YEAR CROSS \$6.75 doz. SAMPLE ASSORTMENT \$5.00 — STATE YOUR BUSINESS 25% DEPOSIT ON ALL C.O.D. ORDERS Prisco-Pete 604 WEST LAKE STREET PHONE FRANKLIN 2-2567 FOR SERVICE THAT CAN'T BE BEAT CHICAGO 6, ILLINOIS

SACHET BASKET Imported Handwoven Bamboo, 3 1/2" long, 2" wide, \$7.50 per hundred pieces. Case of 2500 pieces, \$162.50. Large selection of novelties and carnival merchandise available. Immediate Delivery. Net F.O.B. Los Angeles Warehouse. Credit to rated accounts or cash payment. Quon Quon Company Dept. A, 843 South Los Angeles Street Los Angeles 14, California

Imported Swiss Stop CHRONOGRAPH with 2 Push Buttons \$2.98 Gross Lots Watch Only Lots of 12 \$3.35 Lots of 6 3.35 Watch Band, \$1.40 Doz. Boxed, watch band, guarantee slip, instructions, 40¢ per watch add'l. with 4 Sim. Rubies, 8 Sim. Diamonds, 75¢ extra C. O. D. orders from non-rated concerns, 10% with order. On orders under 6 watches, add \$1.50 ea. SARO WATCH, BG-1474 B'way, N.Y. 19, N.Y.

Buy Your Xmas Nylons Direct from Mill; all gauges—51, 54, 60 and 65 in 15 and 30 deniers. Prices: \$1.50 doz. up. We invite your inquiry. Satisfaction guaranteed or money refunded. TENNESSEE VALLEY MFG. CO. 2400 Dayton Blvd., Chattanooga 5, Tenn.

Pipes for Pitchmen

by Bill Baker

FRANK NEEK... is still pushing Glo Sheen in F. W. Woolworth stores in Los Angeles, where Kay Goodman is still holding forth.

Who is migrating southward this year?

LOCATIONS... are at a premium in Los Angeles, writes Richard Arcand, who ads that the streets and parking lots are jammed with workers, most of them set up in drugstore entrances and working on a 25 to 40 per cent pay-off.

Not many pitchmen attain success without deserving it.

W. F. McDONOUGH... ace sheet writer, is working paper in Gardiner, Me., his favorite hunting grounds.

JOHN YARNA... is working pens in the Grant store, Newark, N. J., to good returns.

Specialty workers should be on their toes by now. Christmas is closer than you think.

THE HANDLOS... Ed and Eleanor, are purveying rad at Petty's Department Store, Newark, N. J., to good lucre counts.

JOE CONTI... is reported to be scoring solidly with knife sharpeners on a Market Street location in Newark, N. J.

Now you have it and now you don't—that elusive money spot.

P. J. HARRINGTON... ace exponent of the perfume pitch, is working that item to good tips and counts in Kresge's, Newark, N. J.

BEN (HORSEBACK) MEYERS... has his layout parked at the Home Show in Orlando, Fla. He says he'll know the score on the stand when it is all over.

Your tip sees you as you are, not as you would like them to see you.

BILL BUTTONS... ace Eastern comb worker, is in Oklahoma City purveying mice and combs with Big Al Wilson.

COLD WEATHER... forced Eddie Gould to close his platform show in Tifton, Ga., last week, according to reports hitting the pipes desk.

Anyone planning to make the various street parades to be held all over the country on Thanksgiving Day?

WHAT HAS BECOME... of Rev. W. Y. Rowe? Let's have some pipes on conditions in North Carolina.

STANLEY NALDRETT... was reported to have raked in plenty of kale in Spartanburg, S. C., last week.

Pitchmen's sayings: "Have we no person whose natural ability is to keep people happy?"—Henry H. Varner.

DAWSON PLAYERS... med opry, operated by Jean Delmar, is playing Georgia spots to reported good business.

"THE ARSONISTS... who burn up the public, seldom realize that they cut off their noses to spite their faces," blasts Henry H. Varner from Akron. "I have met, this season, many clients who tell me the usual stuff about being handled as a sucker. My reply is

3 pc. Costume Jewelry Sets

All new 1951 numbers in original and exciting creations. All sets preplated with 24K gold followed by a heavy plating of 24K Hamilton gold. Attractive boxes and plenty of eye-appeal.

- Complete with Guarantee printed in Gold and Blue Each set has \$29.50 Gold embossed price tag Beautifully arranged in 5 1/2 x 7 1/2 satin lined Gift Box

SPECIAL LOW PRICE! \$1.75 per set \$3.00 VALUE 6 or more

2,670 sets sold last month! Money refunded if you are not completely satisfied!

MIDWEST PRODUCTS 1231 W. Third St. Dayton 7, O.

that there are a great many uneducated persons in the world looking for a fast buck and that they had the misfortune to run into them."

You might just as well fold your stripes and kiestler if you're out of sympathy with your tip.

ARTHUR O. NELSON... widely known in pitch circles, was a daily visitor to the Magic Carpet of the Hotel Sherman, Chicago, during the outdoor show meetings in the Windy City last week. The personable Nelson is owner-operator of the Crestline Company, with headquarters in Chicago.

A PSEUDO... med men's convention was held at the stock sale in Greenville, S. C., a few weeks ago. On hand were J. C. Miles, Eddie St. Matthews, Johnny Rieck, Ralph Myers, Mississippi Kid and Frank Curry.

KID CORRIGAN... is in Los Angeles with a new act and will spend the winter on the West Coast, according to Richard Arcand.

Winter tramping often provides an alibi for not saving any scratch in the summer.

FLYING SAUCER BALLOON OAK-HYTEX FLYING SAUCER BALLOON .. Red Hot Pitch Item Action! Noise! order from your jobber The OAK RUBBER CO. Ravenna Ohio

Oak Balloons For Immediate Shipment Write for FREE Catalog STATE NOVELTY CO. 618 W. St. Clair Cleveland 13, Ohio

PUBLICATIONS SALESPEOPLE Openings in all States at high commissions, for bondable salespeople only. TRADE PRESS BUREAU 1606 Main St. Kansas City 8, Mo.

MILLIONS ARE SINGING ABOUT IT WE HAVE IT—"THE THING" Laugh of a Lifetime RUBBER "DOGGONIT" \$2.00 Doz. \$21.00 Gross Prepaid Looks Real, Feels Real. Greatest Home Joke Yet. Sells Like Wildfire. Here's Your Big Opportunity for Big Money Making. LOWEST PRICES Good Profits to Distributors. Write for Catalogue Beaumont Brokerage Box 8535, Cole Station Los Angeles 46, Calif.

BINGO PROMPT SHIPMENTS SPECIALS LAPBOARDS FLASH BOARDS BINGO BLOWERS Write for Free Catalog H. A. SULLIVAN 104-22 BLVD., DEPT. B ROCKAWAY BEACH, N. Y.

STEEL OR WOOD CHAIRS Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.), Dept. 6, MU 3-1385

OUR MOTTO A SQUARE DEAL TO EVERY CUSTOMER Fast Sales, Big Profits—Part or full time, original Koehler stock signs, 1500 varieties, sell all places; 4 1/2 x 11", 7x11". Also religious, changeable and Christmas Special offer, \$4 per 100 or \$1 for 20 7x11 best sellers, or for free catalog write KOEHLER, 335 Goetz Ave., Lemay 23, Missouri.

Big Profits Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢. Bart Mfg. Co. 303 Desraw St. Brooklyn 2, N. Y.

Hurry, Hurry! Be Ready for that Late Xmas Trade! The Most Appreciated Gift! SWISS WATCHES Ladies' and Men's models. Sparkling new cases; genuine Swiss movements precision rebuilt and guaranteed like new. 15-JEWEL, \$9.45; 17-JEWEL, \$10.45 Beautiful Rhinestone Dial, 95¢ additional. *No extra charge for Beautiful Snake Band on Ladies' Models—or G. P. Expansion Band on Men's Models. Original Famous Make Watches Refinished like new! 15 JEWEL Elgins, Walthams, Gruens, Benrus, Bulovas—\$12.95. 7-JEWEL Elgins and Walthams only \$9.95 Order in lots of 3 or more. 25% deposit on C.O.D. orders. Cel-Max WHOLESALE JEWELERS 198 S. Main St. P. O. Box 473 MEMPHIS, TENNESSEE FOR FREE CATALOG!

IMMEDIATE DELIVERY JOBBERS—CASE LOT BUYERS Walking Bear, New Sussex Spaniel Dog, Jumping and Begging Poodle, Hopping and Begging Squirrel, Angora Rabbit, Large Elephant, Seal with Ball and New Reindeer. AMBROSE SPECIALTIES 1360 S. HALSTED ST. CHICAGO 7, ILLINOIS Phone: SEeley 8-3937 Open Sundays

CARNIVAL, PITCHMEN, NOVELTY SHOPS WE MEET THE COMPETITION Novelties, Premiums, Dolls, Glassware, Batons, Balloons, Parasols, Monkeys, Horses, Clocks, Toys, Souvenirs, Slum and many, many other items. WE CARRY A LARGE STOCK FOR IMMEDIATE DELIVERY ACE CARNIVAL SUPPLIES 5617 S. Halsted St Chicago, Illinois Phone: ENglewood 4-4472

CRYING TOWEL... Bright Colors, New—Sensational. Perfect for GIFTS. One of the Best New Items we have had this year. \$6.00 Doz. Jobbers, write: Beaumont Brokerage Box 8535, Cole Station Los Angeles 46, Calif.

A MILLION SALES with CIRCLINE Fluorescent Fixtures The greatest lighting fixture yet made. Here's Your Big Opportunity for Big Money Making. LOWEST PRICES Good Profits to Distributors. Write for Catalogue BELNORD PRODUCTS CORP. DESIGNERS • MANUFACTURERS • DISTRIBUTORS FLUORESCENT FIXTURES 145 N. 7th St., Phila. 6, Pa. Lombard 3-7787

SWISS WATCHES From IMPORTER All Brand NEW and Guaranteed Men's sweep radium pushpins \$ 2.95 BASIS 2 pushbutton chrono's ... 3.35 7 jewel MEN'S sweep radium pushpin case 3.65 7 jewel ladies' (NURSES) sweep radium pushpin 4.35 15 jewel Men's WATERPROOF radium, stainless steelback 8.25 Genuine LEATHER Straps 15¢ each in doz. lots. Minimum Order, one doz. SPECIAL PRICES in quantities. Catalog upon request. TRANSWORLD TRADING CO. 565 Fifth Avenue New York City

ORIENTAL DESIGN RUGS \$18.50 ea. Attn. Merchants, Auction Sales, Buy DIRECT from Reliable Importer. Glowing Oriental reproduction extra-heavy 6x9 room size RUGS! Perfect Quality. Woven through to back of durable selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, 2x4 to 9x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. if not rated. LO-US TRADING CO. Dept. B-27, 1627 Locust St., St. Louis 3, Mo.

JEWELRY! IS OUR BUSINESS VALUE! IS OUR MOTTO We Have Everything For: Jewelers • Engravers • Demonstrators CATALOG No. 55 BF Contains most everything in merchandise for the jeweler. CATALOG No. 105 Contains complete selection of engraving jewelry especially for the engraver and the demonstrator (STATE YOUR BUSINESS) All Orders Shipped Same Day Received BIELER-LEVINE 5 No. Wabash Ave. Chicago 7, Ill. ALL PHONES Central 6-7966

HOT HOLIDAY SELLERS COMIC XMAS FOLDERS all comp. with Envelopes 5 Color Litho, 30 diff. Loads of Betty Laffs, \$5.50 a 100, 50x10 diff. Innocent Outside, Comic Inside, \$4.00 a 100, 5 1/2x10 Diff. Legit Colorful Outside, Funny Inside, \$5.00 a 100, 10X Fold'ers, printed in 1 color, 10 diff. \$2.50 a 100. New Joke Items Doz. Rub. SwissCh'se \$1.75 Walk. Plush Bear \$4.50 Rub. Hor. Teeth 2.25 Walk & Stop Bear 7.20 Mech. Merry Go. 3.50 Auto Tire Bangs .75 " Signal Auto 3.25 Auto Cop Callers 1.20 " Fancy Dan ... 4.00 Auto Wizz Bangs 1.35 " Cowboy Horse 3.25 Shoot'g Matches .25 " Trapeze 7.20 Loads for Cig's .25 Motorbike 7.20 Joy Buzzers 3.00 Santa Mask-Bear 3.75 Pile'tirs 24" cd. 1.20 " Fur Trim Santa 2.00 Pile'tirs 72" cd. 1.50 Rub. Santa Mask. 3.75 Snake Carnation 1.10 Beard & Hood ... 7.50 Snake Rub. Rose 2.00 Dang. Paper Santa .45 Snake Rub. Tulip 1.80 " Celu. Santa ... 1.20 Joy Buzzers 3.00 " For Trim Santa 2.00 Razz. Pillow ... 1.60 COMIC GIFTS, 20 diff. Bx. Cheer Razzor .35 For all types in attr. Hot Chew'g Gum .60 Box & Label. For Boss, Jerk, Craybaby, Mother-in-Law, for Pal, etc. \$1.50 per dz.; \$17.00 gr. We carry the most complete line in U.S. Order from above or send for list. State business. 1/3 deposit on C.O.D. Shooting Items Xpress. FLORIDA FUN FACT. 536 Collins Miami Beach, Fla.

SOMETHING NEW IN JAR TICKETS

IT'S DIFFERENT SENSATIONAL ORIGINAL... Be the first in your territory with this "MONEY-MAKER" that will increase your play and profits.

TELEVISION PB DEAL... Invest \$39.50 Make \$555.50... WIN 1951 TELEVISION SET... 25" color TV set.

HOW DEAL WORKS... Let local merchant display the TV Set. BUY THE TV AFTER BOARD IS PUNCHED OUT.

SALESBOARDS... 1000 25c Charley Board... 1440 10c Barrel Board... 1500 Blank Board, Checked...

Salesboard Sidelights

Walter McNamara, production manager of the McNamara Company, Chicago, reported last week the appointment of Hal Lloyd as representative for the North-western territory.

F. W. Brady, sales manager of the W. H. Brady Company, Chipewaw Falls, Wis., states that the company's 1950 line of push cards designed especially for Christmas goods is meeting with marked success saleswise.

Kipp Brothers, Indianapolis, turns in word of tip-top business activity on its punch-card offerings. Kipp's 70-year background of wholesale distributing is standing in good stead as an aid to better customer service.

Gam Sales Company, Peoria, Ill., has a holiday special deal in effect, targeting its tip cards as the bull's-eye for savings.

ders, but Joe Robinson hastens to add that all shipments are being turned out in record time, with

customers experiencing no change in delivery schedules.

Jay Zelle, Triangle Manufacturing Company, Minneapolis, is up in the clouds over firm's new jar ticket line. Play and profit hikes are the aim of the new items, and in-coming field reports tend to bear out their ability in this respect, he states.

Letter List

Continued from page 59

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- Beauchamp, Carl; Brent, Tommy; Burdson, James; Cheasier, Frank; Delabates, Ernest; Evans, Archart in care of Nick Evans; Fanning, John E.; Ferenzi, James; Frabell, Alex; Franklyn, Jack; Hakes, Kenneth L.; Hall, Allen W.; Hubbard, Harlin H.; Humphrey, Harold A.; Johnson, Robert L.; Joseph, Sid; Jones, Doug; Kean, Rosa Linda; Keshner Trio, The; Marks, Sarah; McAllen, Patsy; Miller, Mrs. Jerry; Miller, Mr. & Mrs. Noah Wilbur; Miller, Ruth L.; Moskowitz, Mr. S.; North, Mr. & Mrs. R.; Patrick, Paul Friday; Rice, Walter R.; Robertson, Wallace B.; Sackett, Marguerite; Strumpf, Phillip A.; Walker, Samuel; Ward, Margaret; Wayward, Anna; Weinberger, Eric; Williams, Mary Jane R.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Beck, Robert E.; Bergman, Lila; Brady, Robert S.; Brown, Hal; Honner, John E. Jr.; Lewin, Richard; Meyers, Elizabeth A.; Moreno, Tito M.; Newton, Harold F.; O'Grady, Aline; Purvis, Cecil; Rose, Louise; Rubins, Si; Sheetz, Billy; Stevens, Jack James; Zaharec, James

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Grove, Charles; Ackley, Ann; Alkon, Harry; Baker, Charles A.; Baker, William J. Jr.; Bales, Mrs. Dorothy; Beckner, Virgie; Bell, Sylvia B.; Berry, A. J.; Blomberg, William A.; Bennett, Charles; Bennett, Dessie Ball; Borsvold, A. E.; Boude, Clinton F.; Bradburn, Robert; Brink, Arthur Ernest; Brock, Homer R.; Bryer, Mrs. Mae; Buller, Buck; Burton, Howard; Byers, C. W.; Bynum, Frank L.; Caseman, Bruce; Castle, I. H.; Crooley, George

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. Newgaard Ave., Chicago, Ill. de30

ARCADE HARVARD METAL TYPER, TWO Player Football, K.O. Fighters, Exhibit Hike, Hoovers Nameplate, Grandma Fortune Teller, large floor model comb. Grip Shocker, floor model, others. Joe Frederick, 263 Newton, Detroit 11, Mich. de16

CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30c each; top plates, for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; 1/3 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE MACHINES—FOR THE finest in cigarette machines see Central; write for details; we also buy Used Equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

DIGGERS—ERIE, HAND OPERATED FOR carnivals; Merchants, Electro-Hoists, Mutoscopes, Buckleys, Exhibit Rotary Merchandisers, Digger Parts, National, 4243 Sansom, Philadelphia, Pa.

DIGGERS—ERIE IN SETS OF 8 OR 12 for Carnivals, Merchants, Mutoscopes, Electro-Hoists, Exhibit Rotary, Merchandisers, Digger Parts, National, 4243 Sansom, Philadelphia, Pa.

ERIE DIGGERS REPAIRED—PARTS AND new Oak Cabinets for sale; also 20 good used Erie Diggers and 12x12 top and frame for sale. Frank Evans, Route 6, Box 715, Pine Bluff, Ark. de23

FOR SALE—THREE DRINK-O-MAT, FIVE Mills 400-C machines just off location. Make offer; will sacrifice. Merchandise Vending Co., Valdosta, Ga., 212 E. College, Phone 3139.

FOR SALE—10 ROCK-OLA SHUFFLE-boards, \$75 each, first class condition. Reliable Shuffleboard Co., 2512 Irving Park, Chicago, Ill.

FOR SALE—HIGH DIAL TEN STRIKES, \$29.50; also Low Dial, \$23.50; in first class condition; these Ten Strike will make you just as much money as the expensive games; why not try a few? We need the room. Reliable Skee-ball Co., 2512 Irving Park, Chicago, Ill.

JUST OFF LOCATION—10 N.W. DELUXE, perfect; lot \$100; 1/3 deposit. Eamco, 350 Mulberry, Newark 2, N. J.

LIKE NEW—10 SHOT APT CHALLENGERS, \$17.50; like new Gottleb Three Way Grips, \$27.50; Columbus 5c Thunk Merchandisers, like new, \$8.50. T. O. Thomas Co., Paducah, Ky.

- Curtis, Marvin; Daniels, Gus; Darrin, Melvin E.; Davies, Audrey L.; Davies, Lucile V.; Davies, W. W.; Davis, Edward E.; Davy, Mrs. Jack; Dawson, Thomas; Dion, Mrs. Anna; Duke, Mrs. Anna; Edwards, Albert; Edwards, C. A.; Eickelberger, R. L.; Fester, Gene; Fetterman, Martin I.; Finley, Evelyn; Fiss, Mr. & Mrs. Tex; Forster, Gus X.; Foss, John D.; Frank, Abe; Freeman, Miss Doris J.; Frenzel, Thelma Jenkins; Frenzel, Mrs. Kay; Geracher, Eliz.; Gervasi, Mrs. Connie; Gibbons, Aruth; Glenn, Buzz; Goodrich, Harold; Gregory, R. W.; Harmon, William H.; Hart, Ray; Harvey, Henry F.; Harvey, J. P.; Heck, Miss Edna; Hesnault, Harry; Hodges, Charles H.; Holliday, Lee; Horner, William M.; Howard, H. Jay; Howell, Jack; Hyzell, Bill; Duman, Lois B.; Jester, Delmer; Johnson, M. V.; Johnson, Ray; Jones, Jeanlene; Kelley, Mr. & Mrs. Loyd; Kennedy, Al & Doris; Kennedy, Charles; Kiger, James P.; King, Larry; Kirkwood, Joseph J.; Korie, Jack; Kuhn, Miss Billie; Lafayette, Mrs. Iran; Lanckston, Paul R.; Larabee, El.; Lasley, Charlie; Leath, Miller; Lee, Jennie; Lee, Sondra; Leeright, J. R.; Lehman, Chris E.; Lemnart, John; Levine, A. H.; Litter, James L.; Lozdon, Billy; Long, Kenneth E.; Lutz, Whitey; McCray, W. H. (Tex); McDaniel, Mr. & Mrs. Curley; McGuire, Dennis Harold; McIntosh, David; McKissock, Gerald A.; Mackey, Roy; Males, James G.; Maloney, John F.; Master, Mrs. Al; & Matejewski, Chester A.; Meyers, Mr. & Mrs. Frank; Miller, Jerry; Minn, Frank; Moore, Mrs. Josephine; Mullins, Jerry; Myers, C. N. Dock; Neely, Robert B.; Nolte, Irwin E.; O'Leary, Mrs. Virginia; Ormsby, Helen; Padykula, John; Parker, Betty Eskildsen; Pasha, Bill; Patrick, T. W.; Paxton, Pat; Pierce, Wendell; Pitre, Allen; Posey, Bob; Purcell, Miss Pattie; Reynolds, Harris; Riley, Tex; Roiser, Roy; Rose, Henry; Ross, Miss Patay Ann; Ross, Sandra; Russell, Jack (Belmont); Saylor, Charley; Sayre, James; Scallett, Frank; Scott, Mrs. H. L.; Scott, T. P.; Serris, Edward F.; Shores, Edgar Ray; Slusser, Melvin E.; Sokolowski, Peter; Sorely, Harry; Smith, William D.; Spain, Lee; Stanley, Mrs. Florence; Starkey, John; Steel, Eddie & Verna; Steyn, Jack; Stringer, Bennie Samuel; Sturms, Edward; Sutton, F. M. Jr.; Tatham, Kermit; Thompson, Walter A.; Thornton, R. R.; Turroh, Julius G.; Veasey, Russell Conwell; Vinson, Jack; Wagner, C. W.; Warwick, Mr. & Mrs. Stanley; Watson, Miss Ethel; Weaver, Ed.; Weaver, Mrs. Ruth; Webb, Mary; Weicker, Mr. & Mrs. Boots; Welter, Elmer Earl; West, Mrs. Edna; Wetherbee, Harold; Wheeler, N. E. "Mickey"; Wildrick, Elmer; Williams, Alfred; Freddie; Williams, Bill; Williams, Mrs. Walter; Curley; Witsman, William; Dudley; Woods, F. A.; Woods, Sylvester; Wright, Donald M.

LET EMPIRE PAY YOUR RENT WE ARE NOT HIGH in PRICE WE ARE NOT TOO LOW WE ARE JUST RIGHT! WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE PUNCH BOARDS PUSH CARDS EMPIRE PRESS 466 W. SUPERIOR ST. CHICAGO 10, Mohawk 4 4118

TURKEY PUSH CARDS Now ready for immediate shipment, our 1950 line of attractive and unusual Turkey Push Cards— WRITE FOR FREE CATALOG W. H. BRADY CO., Mrs. Established 1914 CHIPPEWA FALLS, WISC.

HOLIDAY SPECIAL Save Money! 3 Doz.—28 Tip Cards 3 Doz.—36 Tip Cards 3 Doz.—45 Tip Cards 3 Doz.—66 Tip Cards All for \$12.00 F. O. B. Peoria Write for Discounts on 5 or 10 Gross Lots. We Manufacture a Complete Line of Quality Tickets. Gam Sales Company Manufactures Only 1319-21 So. Adams Peoria, Ill.

WRITE US FOR PROFITABLE DEALS In regards to SALESBOARDS R. C. WALTERS MFG. CO. 4201 Norfolk St. Louis 10, Mo.

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

BUY BY MAIL FACTORY WHOLESALE PRICES No Job Lots or Close Outs BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO No Order Too Large No Order Too Small JAR DEALS—PAD DEALS R W B—LUCKY SEVEN MATCH PAKS Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN. WRITE FOR CIRCULAR CAROL SALES CO. 312 E. Market St. Elmira, N. Y.

SALESBOARDS—JAR TICKETS NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED... MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, 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. 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 222 2nd St. P. O. Box 86-R Ph.: Lexington 6-3218 HUNTINGTON BEACH, CALIF.

Join MARCH OF DIMES JANUARY 15-31

CMi INAUGURATES DEFENSE CONTRACT INFO SERVICE

CHICAGO, Dec. 2.—Coin Machine Institute (CMI) announced this week the formation of a special service for manufacturer members devoted to the availability of defense contracts. The information is to be compiled from daily reports published by the U. S. Department of Commerce field service (consolidated synopsis of U. S. Government procurement information).

To inaugurate the service, the CMI staff will begin a mailing to its 65 manufacturer members next week, including producers of complete coin machine equipment, locks, switches, cabinets and related component parts. Details of the service will be explained in the mailing, and the manufacturers will be asked to give their previous defense production experience. Those without former experience will be asked to list the types of products they feel qualified to make for the government.

After CMI receives the production information from its members its staff will make a special file for reference as the daily procurement bulletins come in. Then as potential contract information suitable for specific manufacturers is received from the Commerce Department the CMI staff will notify manufacturers. They will be told the product required, amount of units in the contract, bid information number, bid deadline and where to get contract specifications.

CMI also will receive from the Commerce Department weekly synopses on successful bidders.

Coin Interest Up At NAAPPB Annual

Steady Biz at Trade Show Keys Game, Vender, Music Exhibitors

By Tom McDonough

CHICAGO, Dec. 2.—Marked by accelerated interest in all types of coin-operated machines, the 32d annual convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) came to a close at the Hotel Sherman here Wednesday (29) night. While the attendance on the exhibit floor was slightly off from last year because of the severe weather in most of the country, firms exhibiting coin products reported a relatively high number of inquiries and a steady run of sales over each of the four days.

At previous postwar shows coin machine equipment at the outdoor trade shows was increasingly prominent, but this year the number of new and old line exhibitors, plus steady streams of local and out-of-town veteran coinmen visiting the convention floor daily,

made it appear like a facsimile of a national coin machine convention. The increased interest was attributed to the great number of persons looking into the over-all coin machine production picture, now that defense production has been stepped up, plus a goodly number who were looking into the possibility of branching out into the outdoor show field, particularly Kiddieland operators. (See separate story.)

List Exhibits

A rundown on the firms exhibiting coin equipment follows:

A.B.T. Manufacturing Corporation, Chicago, rifle sport ranges and all allied equipment.
Auto-Photo Company, Los Angeles, coin-operated photo machines.
Automatic Products Company,

(Continued on page 75)

GAMES AID NEWSIES

Arcade Helps Raise \$\$ For Goodfellows' Org

DETROIT, Dec. 2.—A complete arcade was set up Tuesday night (28) by Henry C. Lemke, one of the early operators in Michigan, at Convention Hall for the Goodfellows' Old Newsboys' Fund, Detroit's best known charity. Event was a frolic in the big structure, scene of numerous national conventions and expositions, for the benefit of the fund which provides Christmas baskets and other gifts for needy children in the metropolitan area. It has the support of all newspapers, city officials, civic, religious and other leaders.

Lemke brought in 30 pieces of arcade equipment, including Photomatics, Voice-o-Graphs, boxing machines, Drivemobiles and other amusement devices. The usual coin chutes were used, and

the proceeds were turned over to the Goodfellows.

The frolic lasted from 7 p.m. until 2 a.m., drawing a good attendance, including a heavy late-hour crowd because of the presence of stars from local night clubs and other shows.

NCMDA Skeds January Meet

CHICAGO, Dec. 2.—The National Coin Machine Distributors' Association (NCMDA) will hold its mid-winter meeting at the Martinique Hotel, Miami Beach, January 15-17, S. I. Nieman, public relations director, announced this week.

The dates and site for the meeting were selected by a mail vote of the membership in conformance with an amendment passed at the NCMDA September meeting in Chicago requiring quarterly sessions. Prior to the amendment the distributors held a single regular meet annually.

bilities of this field as well as approaching carnival and fair execs on coin machine tie-ins for the 1951 season.

From the outdoor viewpoint, the largest representation of coin machine manufacturers and suppliers ever to exhibit at the NAAPPB show were on hand to display their products to fair, carnival, parks and circus attendees. (See separate story on coin machine exhibits.) Suppliers, including popcorn and sirup firms, put on a major drive for the outdoor business at this show, with at least one firm, Sero Syrup Company, New York, moving into this field for the first time at the convention.

One of the most important factors involved in this closer liaison between the two industries is the unsettled international situation. Manufacturing of coin machines, already seriously threatened because of expected controls on materials, would mean extended operations with used and even obsolete equipment. Should a full-scale shooting war start, the manu-

Copper Roll-Back To Cut New Machine Production

Non-Defense Copper Use Cut Back 15 Per Cent Effective January 1

CHICAGO, Dec. 2.—Copper, vital to the production of all electrically operated coin machines, this week joined aluminum and cobalt on allocation when the National Production Authority (NPA) rolled back non-defense production and use of copper products. The roll-back, which will cut non-defense production and use of copper by 15 per cent, becomes effective January 1.

At week's end, the coin machine industry could report:

1. Production to date had not been seriously curtailed by material shortages, but the effects of the earlier aluminum and cobalt orders will start to be felt within the week.

Jukes Hardest Hit

2. Hardest hit by the allocations at this point are the juke box manufacturers who are more dependent on copper and cobalt than any other segment of the coin machine industry.

3. Slug rejector manufacturers got a better break for December. NPA upped the non-defense use of cobalt from 30 per cent in November to 50 per cent in December. The base period for the cobalt order is January thru June, 1950.

4. Games manufacturers have not yet had to curtail production because of shortages or allocations because demand for new games is running under normal and the majority of plants have adjusted production to demand.

No Copper Substitutes

Whether the copper roll-back will mean a corresponding 15 per cent reduction in the production

of such new machines as juke boxes could not be determined this week. Manufacturers said they knew of no substitutes for the magnet and power conductive wire and other copper or copper-alloy products which they use. It seemed certain, as a result, that new juke box production would be handed a 15 per cent cut as a direct result of this latest NPA order.

Vending machine manufacturers, like the phonograph makers, predicted new machine production would start declining within the next few days, both as a result of allocations and increasing difficulties in securing non-allocated materials.

Slight Cobalt Increase

NPA's decision this week to increase the non-defense supply of cobalt from 30 to 50 per cent of the base period use will help speaker manufacturers and slug ejector makers, but it will not enable them to produce at normal capacity.

United Intros New Five-Ball Red Shoes Unit

CHICAGO, Dec. 2. — United Manufacturing is now in production on its new five-ball novelty or replay pin game Red Shoes, it was announced this week by Billy DeSelm, general sales manager.

Red Shoes features stepped-up flipper action, eight ways to score replays and a new tilt feature which resets after each ball has been played.

United also is producing its Double Shuffle Alley unit which features disappearing pins, rebound action and official bowling scoring.

Slug rejector manufacturers do not expect the cobalt order will cut their new production in half since they are working to decrease the use of cobalt by increasing the use of other alloys. More nickel, for example, can be used. The big "if" is where to find the nickel, since that material is also high on the critical list.

The majority of games manufacturers said the allocation orders certainly would curtail production of new games if business were anywhere near normal for this period. Most games manufacturers, however, reported sales under normal with the net effect that the NPA directives and the scarcity

(Continued on page 75)

Exhibit Wins NAAPPB Award For 2d Time

CHICAGO, Dec. 2. — Exhibit Supply Company for the second consecutive year, won the exhibitor plaque at the NAAPPB show for the firm having the most meritorious exhibit dealing in games and/or arcade equipment. This year the award was donated by Paul H. Huedepohl, NAAPPB secretary.

Exhibit Supply's booths were set up like a typical coin machine arcade on the convention floor of the Hotel Sherman. Display consisted of several Dale Six Shooters, Rotary Merchandisers, Serv-a-Card Salesman (an electric card vender), Pony Express, Big Broncho, Vitalizer (a foot stimulator machine), and the Robot Ticket Vender (a coin-operated ticket-selling machine). Ford Sebastian, Joe Batten and Frank Mencuri were among the executives representing Exhibit Supply at the show.

JOHNSON PLANS TO PUSH BILL

WASHINGTON, Dec. 2.—Sen. Edwin C. Johnson (D., Colo.) served notice in the opening minutes of the lame duck session Monday (27) that he will push for early action on his bill limiting interstate shipment of gaming devices.

Johnson informed the Senate that he had planned to call up the bill on opening day, but deferred action out of courtesy to Sen. George Malone (R., Nev.) who was out of town. If Johnson can get the bill before the Senate early in the session, he may be able to forestall another talkathon by Malone. One-man filibusters have never in the past been successful except in the last few days of a session.

Ontario Court Rules Free-Play Games Okay

TORONTO, Dec. 2.—Recent decision by the Appeal Court of Ontario may prove a bonanza to pinball operators in the province. They may, at long last, be able to resume their operations.

The decision which went in favor of the Supreme Vending Company, St. Catharines, said that "a slot machine or pinball machine is legal when it allows the winner to play more free games and does not return merchandise or coins."

The appeal came as the result of the confiscation of one of the vending company's machines. The company lost its case in magistrate's court. Appealing the decision to the County Court, the company again lost. The decision was then taken to the highest court.

NAAPPB Convention Reveals Closer Outdoor-Coin Machine Relationship

Continued from page 41

facturing of practically all types of coin-operated equipment would virtually cease.

To offset the obvious results of this curtailed equipment availability, these coinmen are turning to the outdoor business as a means of perpetuating their businesses. Kiddielands (and a museum park) probably would be the least affected by either controls or all-out war. While those parks located off the beaten paths would offer a problem, they are in the minority. Also important is the fact that per-ride tabs are set high enough to offer the operator a reasonable return. At the present time these operators, in their coin machine businesses, are forced to hold the price of their juke box, pin game and many vending machines to a nickel. In view of rising costs of all phases of coin machine operation, it is obvious that the nickel tab is no longer equitable.

On the fair front, operators of coin machines, reviewing the events of the last war, feel these

types of locations would offer a lucrative market for their vending and music equipment. Most fairs would be in a position to run even in the face of an all-out war, although some plants undoubtedly again would be absorbed by the armed forces as they were in World War II. H. C. Evans & Company, manufacturer of equipment long used in outdoor show business, this year for the first time showed its music machine at the NAAPPB meet, and, according to Les Rieck, manager of the phonograph division, not only was interest in the unit displayed by park and fair execs, but definite orders were written for spring delivery.

With the Coin Machine Institute (CMI) again passing up its trade show in 1951 (The Billboard, December 2), traders in attendance at the NAAPPB meet were of the opinion that, barring an all-out war, the 1951 NAAPPB show would find a major turnout of coin machine reps, with that exhibit taking on the aspects of an industry-wide coin machine meet.

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Helen Moloney Dies Suddenly

CHICAGO, Dec. 2.—Helen Moloney, 52, died of coronary thrombosis in Passavant Memorial Hospital here early today. She was secretary of the Lion Manufacturing Corporation and Bally Manufacturing Company.

A leading figure in the growth of both firms, Miss Moloney was the sister of Ray Moloney, Bally president, and Earle and Dan Moloney, Bally officials. She is also survived by a sister, Mrs. Fred Murphy, and another brother, Harold, both of Cleveland.

Funeral services will be held in Moloney Funeral Chapel here Monday (4). Interment will be in Cleveland, native city of the Moloneys.

KO NATIONAL ROCK-OLA DAYS

Rev Down Rocket Output; Distribs Hold Own Showings; List \$798.40

By Norman Weiser

CHICAGO, Dec. 2.—The Rock-Ola Manufacturing Company is now shipping the Rocket '51-50, its new 50-selection phonograph, to its distributors. Art Weinand, vice-president and director of sales, announced this week. The firm has called off its scheduled National Rock-Ola Days celebrations to officially introduce the new juke box because "complexion of the industry has changed" since the plan for the simultaneous showings was conceived last spring.

Too, with world conditions as they are, the future output of the Rocket cannot be fully determined

because of the possibilities of controls and shortages of materials needed to produce the phonograph. Cobalt, one of the materials in doubt, is an example of the type of controls which could affect the production plans of not only Rock-Ola, but all phonograph firms.

Set Price

List price on the Rocket has been set at \$798.40, Weinand announced. The conversion unit, making it possible for the standard 78-r.p.m. juke to be converted to 45-r.p.m. play, has not been priced as yet, but will be kept "as low as possible," Weinand said.

While there will be no co-or-

ordinated showing on a national basis of the Rocket, Weinand said the manufacturer has written to its distrib network advising them to act on their own on the matter of introducing the unit to their operator customers. However, he stressed these local showings would probably be conducted on a limited basis, as the firm did not wish to over-sell its known production.

Rocket Features

While several refinements in the Rocket have been affected since it was first unveiled at a distributor meeting last March, the machine which will be shown by all distrib starting in the next few days is the same as the one previewed in New York several weeks ago.

Among its features are a single tone arm which can play either side of a record with its forked head, adjustments incorporated into the machine making the conversion to 45-r.p.m. play a matter of less than one hour on location, and 50 selections.

JUKES TO GET 45 IF WAR LINGERS

Victor, Decca Ready To Supply Boxmen Even If Emergency Cuts Down Vinylite

Continued from page 1

affect production of 45s and, therefore, imperil investments in 45 boxes.

A spokesman for RCA Victor stated that the diskery—even in the event the war is prolonged—certainly expects to have sufficient materials "of a type" to continue to produce 45s. Further, he stated that Victor even had high hopes of maintaining 45 production without major sacrifice of quality.

The vinyl situation, according to Victor, is in a fluid state currently, but the diskery feels it can squeak thru under present conditions. Meanwhile, however, engineers have been studying substi-

tutes, some of which require vinyl and some of which do not.

Decca, with specific reference to the juke box operators, stated: "There is no reason to be concerned about the production of 45s. We took care of the operators in the last war, and we will take care of their needs now." As yet, the Decca spokesman indicated, the company has not had to use vinyl substitutes for its 45s.

The key to the matter is this: Diskeries are confident that they have sufficient manufacturing savvy to continue pressing the 45s in sufficient quantity to surmount any foreseeable war shortages.

AMOA Told Mfrs.' Woes; Elects Slate

NEW YORK, Dec. 2.—Juke box manufacturers and distributors face a gloomy future as material cutbacks threaten continued machine output, whereas route owners can look ahead to sustained operating profits regardless of the shift in international pressures, the annual election meeting of the Automatic Music Operators' Association (AMOA) was told here Tuesday (28).

The operators heard John Haddock, president of AMI, Inc., predict that the situation will worsen for manufacturers before it gets better. He reported that manufacturers have lost more money in phonograph production since World War II than they have made in profits.

Others addressing the 13th annual get-together at the Henry Hudson Hotel were Albert S. Den-

ver, AMOA president, and Sidney H. Levine, attorney. All AMOA officers and board members were elected for another term.

Machine Costs

Haddock cautioned that increasing material and manpower costs may boost machine costs further in the near future. He expressed the view that operators who modernize their routes thru parts, supplies, truck, as well as new machine

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CENSUS BUREAU REPORTS ON CM BIZ IN MAINE

WASHINGTON, Dec. 2.—Maine had an even dozen operators of coin-operated amusement games in 1948, the Census Bureau reported this week in the first of a series of breakdowns of data collected in the business census. In addition, there were nine establishments primarily engaged in renting or repairing coin machines of all types.

The operators had a total income for the year of \$187,000 and a pay roll of \$31,000. Rental repair firms grossed \$252,000 and had a payroll of \$37,000. Comparable figures for earlier censuses were not broken down by the agency.

Atlas Skeds 45 Show In Springfield, Ill.

CHICAGO, Dec. 2.—Atlas Music Company of Chicago will hold an operators' showing of the Seeburg 45 r.p.m. music machine at the Leland Hotel, Springfield, Ill., Saturday, December 9.

Nate Feinstein, Harold Schwartz and Bill Phillips of Atlas and Bob Dunlop, Seeburg district manager, will be on hand to explain the features of the new Seeburg at the showing.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

JUKES TO GET 45 DISKS DESPITE VINYL SHORTAGE. Operators assured diskeries will manufacture even tho supplies diminish (General Department).

NOT JUST HITS SNAG NICKELS. Spot 45 survey shows wide selection gives varied preference (General Department).

COLUMBIA-GOODY COURT DECISH TOTES DYNAMITE. Discount structure seen shaky, other trades may be affected (Music Department).

MACY'S CUTS LP PRICES ON MANY LINES. Action follows court decish on Columbia-Goody case (Music Department).

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

Chicago Coin Sets Band Box Shipments

Distrib in Key Cities Start Op Showings of Play Stimulator

CHICAGO, Dec. 2.—First shipments of the Band Box, a play stimulator for music machines manufactured by Chicago Coin Machine Company, have been made to firm distributors, Sam Wolberg and Sam Gensburg, firm owners, announced this week. Meanwhile 12 distributors announced they will start holding showings immediately.

The Band Box is a seven-piece band of miniature players built on a typical platform which measures approximately 4 by 2 feet. It has its own draw curtain which automatically opens at the beginning of a tune and closes when the record is finished. Each time a coin is dropped in a music box connected with it, the curtain opens and the bandsmen start to play their instruments and move. The different speeds of the band players make it possible for the band to be in time with all tunes. It can be connected to any regular music

machine or hideaway and has its own 10-inch Jensen speaker built in. Installation can be made in a short time. Servicing is simplified by having all vital parts removable as a unit.

Hikes Play

Three models of the Band Box have been on test location in Florida for the past 18 months. Operators handling the tests reported the unit increased play as much as 25 per cent. In addition the unit has received unusual advance publicity on television shows, particularly on the Dave Garroway TV-NBC network show a few months ago. It also has won favorable comment from such artists as Dennis Day, Fran Warren, Eddie Howard and Kitty Kallen who were out to see the Band Box at the Chicago Coin plant recently.

Distributors showing the Band Box are Empire Coin Machine Exchange, Chicago; Redd Distribut-

(Continued on page 73)

CPA FINDS ANSWERS

Switch From Figures To Music Biz Pays \$

By Sam Abbott

LOS ANGELES, Dec. 2.—Since 1945, when he decided he no longer wanted to be a certified public accountant, James F. Owens, Garden Grove operator, has found time to stay outdoors, grow camellias and build a successful music machine route in Orange County. The latter endeavor is the only one that causes him wonderment.

Owens, thru his CPA work, is quite familiar with figures. Altho he doesn't work so much with them today, there are still basic facts in the economics of working a route that he can not dismiss from his mind. This fact alone may be the foundation of his puzzling situation.

Operating in the vicinity of San Juan Capistrano on the western fringe of Orange County, Owens has several machines in places patronized by Mexicans in that area. On several occasions he has made collections from one spot in particular. He took the amount of the collection and divided it by 2½, using this as a time factor in record playing. The machine could

(Continued on page 73)

MEDIUM-BOB DISKS PAY OFF

Hit Tunes Not the Only Nickel Catchers, 45-RPM Survey Shows

Continued from page 1

hitherto unrealized facts about juke patron preference. If given the selection they will pay to hear "classicals" and old favorites almost as often current pop hits. While hits still head the frequency list, medium-brow music, record for record, will often account for 25 per cent of the total play. And old favorites and classicals lumped together bring in more nickels a week than current pops.

Startling to old-line operators, the result disclosed by the survey are already forcing a revision in programing thinking. Some are planning to slot high-play non-pops in old juke that never carried their before. These will replace bottom-of-the-list disks that never carried their weight, but were switched frequently to show location owners that record money was being spent.

Evaluation Sketchy

While category programing was stressed in the 78-r.p.m. Seeburg, evaluation of tune preference was sketchy since the 100-selection machines had no popularity meters. Habits are hard to break

and operators that started out with representative non-pop disks often replaced them with more current tunes since they had no way of gauging play ratios.

The Seeburg 45, tho, has a play meter. Introduced last month, well over 100 units are already on location in this area.

The survey covered representative locations. All the machines divided their program panel into five categories—hit tunes, old favorites, waltzes and polkas, fox trots and rumbas, and classicals, with 20 selections in each section. There was some overlapping. Tunes that more properly belonged in one category were occasionally found in another, but results were tabulated by panels. Also it was found that the term "classical" was used loosely, with *Sabre Dance*, *Clair de Lune* and *Ritual Fire Dance* among the most high-brow. But artists were strictly longhair.

The Figures

A Medford, Mass., Howard Johnson restaurant had 422 hit-tune plays out of a total of 1,199.

The classical panel was the runner-up with 326. A Manhattan White Tower (quick-lunch spot) racked up a total of \$50.10 during the test period, of which classicals accounted for \$12.10. An operator with a 45 box in a Peekskill, N. Y., roadside inn reported that two of his classical disks received the most play. Classicals accounted for 378 plays in a Brooklyn bar and grill, as against 404 hit tunes. But all categories in this location did good business, with the total for the test period 1,633 plays. In a lower-income Mount Vernon, N. Y., pizzeria, with 578 total plays, hits were picked 234 times, classicals 145, and the remainder spread pretty evenly among the other categories.

Commented Charles Bernoff, head of a large metropolitan New York route, Regal Music:

"It's amazing to us that classicals and old favorites are getting that kind of play." He added that he will test similar disks in his 78 machines and check results carefully.

WOG To Change Meeting Site

PORT CHESTER, N. Y., Dec. 2.—The Westchester Operators Guild, Inc., at its meeting last week (22) voted to change its meeting site to Moose Hall, White Plains, N. Y., and heard short talks by representatives of the Atlantic New York Corporation, Douglas Distributors, Leslie Record Distributors, Young Distributing Company and Runyon Sales, all of New York.

Org, according to Seymour Pollack, secretary, is continuing with its plans for a public good-will program by contributing machines and money to worthy causes.

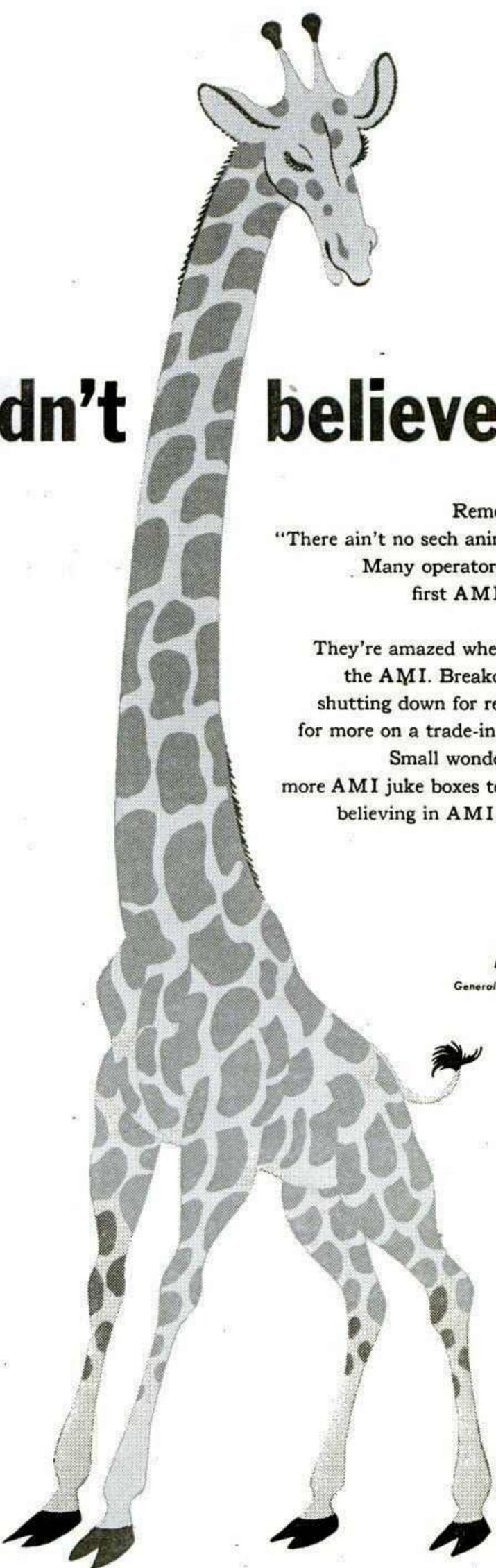
Officers of the association, in addition to Pollack, include Carl Pavesi, president; Max Klein, vice-president, and Ralph Fabozzi, treasurer. Members of the board are Lewis Tartaglia, Harry Smet-hurst, Benjamin Fagan and James A. Smith. Malcolm Wein is the org's counsel.

Canadian Reps Await Import Rule Relaxing

TORONTO, Dec. 2.—Coin-machine distributors in Canada have their fingers crossed these days awaiting the outcome of predictions that the government will modify the restriction against the importation of coin machines.

The distributors, for the most part, are optimistic and are selling off most of their old stock. "When the new stock comes in, then you will see the trade boom," said Al Clavir, of the Toronto Trading Post Company, Ltd., distrib of all types of coin machines in Canada.

"If the government doesn't lower the bars, there is going to be a lot of stuff sitting in the warehouses. The outlook is good both for music boxes and pins."



“I couldn’t believe it!”

Remember the farmer who saw his first giraffe? “There ain’t no sech animal!” he insisted. *He couldn’t believe it.*

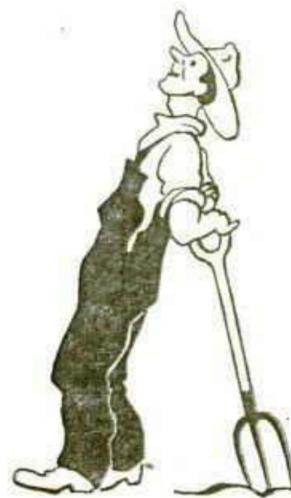
Many operators, looking over the earnings record of their first AMI juke box, are like that farmer. They, too, find the factual truth hard to believe.

They’re amazed when they realize how little it costs to operate the AMI. Breakdowns are nil. There’s no lengthy period of shutting down for repairs. The AMI costs less when new, sells for more on a trade-in; enjoys top earnings all the time between.

Small wonder that disbelief fades, for as operators add more AMI juke boxes to their routes, their experience proves that believing in AMI is a common-sense, profitable thing to do!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.



THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 31

POPULAR

MARGARET WHITING (Frank DeVol Ork) Once You Find Your Guy CAPITOL 1309—Maggie is in top ballad form for this well-written Kay Swift movie song. A neat spin which should at least draw jockey attention.	79--82--78--77
A Man Ain't A-Nothin' But a Wolf DeVol supplies Maggie with a progressive backing as she knocks out a lightweight rhythm novelty material piece. Spinners may like but doesn't stack up for much beyond that.	71--75--67--70
4 SHADES OF BLUE (Clair Bartlett-Dick Fox-The Bel-Aires) Missin' Your Kissin' CORMAC CRS 1150—Frisky delivery of a slight rhythm ditty. Doesn't figure to cause a stir tho it may have some local values for this California label.	48--50--43--50
I'm a Fool An acceptable warble by Dick Fox of a pleasant, tho not particularly fresh ballad. Likewise, local values will be required to give this meaning.	47--50--44--48
CHARLES LINTON (3 Sharpe Sisters) I'm Disillusioned EMPEY 105—Linton shows a pleasant straight style in leading the way with an acceptable ballad. Nothing special however.	52--55--50--50
Sweet Suburban Sue (Keith, Davis) Davis' warble of this rather mediocre item is done up in weak show style. Group in background is likewise poor.	25--25--25--25
LES PAUL (Mary Ford) Little Rock Getaway CAPITOL 1316—Paul has made one of his most effective slices with this old Joe Sullivan ditty. He creates some amazing sounds with his several guitars. Should ring up sizable play.	85--85--85--85
Tennessee Waltz Mary Ford duplicates Patti Page's duet with herself but her warbling hasn't the potency of the original. Paul's several guitars make effective support. Good enough to catch a piece of what looks like one of the biggest hits of the season.	82--83--82--82
GORDON MacRAE (Ewing Sisters & Frank DeVol) You Dyed Your Hair Chatterbox CAPITOL 1317—MacRae loosens up to turn in a free-wheeling novelty performance of a new, amusing ditty of r & b substance. DeVol and girls lend a spirited hand. Spinners and ops should dig.	77--80--74--78
Honky Tonky Ten Cent Dance The warbler does another novelty job neatly. Ditty has a country boogie flavor. Fine DeVol orking and solid vocal work boot this one home. Another likely nickel grabber.	79--82--75--79
JIMMY WAKELY (The Les Baxter Chorus) Music By the Angels CAPITOL 1320—The folk singer tries it with a lush pop-style ork-choral treatment on this cleverly conceived ditty. Fine Baxter work. Impressive dinking which could have meaning in pop field if song catches.	81--84--80--80
My Heart Cries for You Another wonderfully tasteful Baxter ork-choral setting for a feelingful Wakely reading of this growing folk-flavored waltz ditty. Sturdy coverage dinking.	83--83--83--83
BENNY STRONG ORK I Don't Care CAPITOL 1326—Strang's popular Midwestern crew adds another neat	76--77--74--77

two-beat dance dinking to its rixt with this Saxie Dowell auldie. Good fare for Strong's Midwestern following.	77--79--72--79
Three-Handed Woman Country-flavored novelty bouncer is neatly done up by the Strong crew. A couple of amusing moments highlight a catchy dinking.	
MARTHA TILTON-HARRY BABBITT (George Cates Ork) It's a Lovely Day Today CORAL 50335—Martha, singing wonderfully well, takes the first chorus; Babbitt, also in good form, takes the second; they blend neatly for a third chorus and an altogether pleasing slice of the Berlin show ditty.	79--80--78--78
You're Just in Love Another handsome etching of another catchy, promising Berlin "Call Me Madam" ditty in the "Simple Melody" pattern. A solid dinking which should make a strong bid for a fair-sized piece of the loot on both songs.	81--84--80--80
DANNY KAYE (Ken Darby Ork) The Thing DECCA 27350—Kaye's reading of this smash novelty has a special twist ending to lend some added distinction to a neat coverage. But Harris' slicing looks like it's heading off all comers.	74--77--70--74
The Little White Duck Kaye delivers an infectious slice of a catchy kidtitty done up neatly with ork and chorus. Should catch some family trade.	78--80--80--75
AL MORGAN-JACK PLEIS (The Key-Tones) Get Out Those Old Records LONDON 877—Catchy ditty in the "Simple Melody" pattern is done up neatly by Morgan to cover the Lombardo etching. Should succeed in grabbing a big share.	83--83--82--83
My Heart Cries for You Morgan turns on his schmaltzy charm for a neat coverage of this promising folk-flavored waltz. Should capture the tavern crowd business in addition to normal pop trade. Strong coverage coupling.	83--83--82--84
JACK PLEIS ORK (Bob Houston) Sophisticated Lady LONDON 871—Highly effective concerto treatment of the Ellington evergreen makes excellent use of choral oohs-and-ahs. Good spinner stuff and a solid catalog item.	84--85--83--83
Autumn Leaves Concerto-ish treatment of the lovely plug import spots a neat Bob Houston solo go and a neat choral assist. Pleis turns in effective keyboarding on both faces.	80--81--79--80
ANNE SHELTON-DICK JAMES (Roy Robertson Ork) The Petite Waltz LONDON 839—The British twosome delivers a straight cold vocal of the lyric to this growing waltz item. Anton Karas' zither adds extra support to the Robertson orking. A busy slicing which doesn't impress.	67--70--66--66
If We Met for the First Time The duo, spelled by a fine piano bit, turns in a neat job with a pleasant tho not particularly attracting bounce ballad.	65--65--65--65
ANNE SHELTON (All Stars) Some of These Days LONDON 861—Miss Shelton made this coupling on her recent visit to this country. She puts a slice of jazz feel into her reading of the Sophie Tucker anthem. The obvious inspiration is Ella Fitzgerald. A novel dinking which could draw Yank spinner interest.	80--85--78--78
After You've Gone Two-tempo jazz treatment of the oldie spots some block-chorded piano and a neat horn bit in addition to the novelty of hearing Miss Shelton facing Fitzgerald-isms into her Kate Smith-ish sound.	72--77--70--70
VICTOR YOUNG (Paramount Symphony Ork) Delilah Dances DECCA 27335—Tempestuous movie soundtrack music excerpt from Young's score for "Samson and Delilah." Rousing, pretentious stuff which may attract a spinner here and there.	65--70--65--60
Song of Delilah Another excerpt from the movie score which has been converted into a current ballad. Done instrumentally, it is a lush item which could attract the Gould-Kasty clique.	77--80--75--75
MEREDITH WILLSON ORK (Eileen Wilson) Every Day DECCA 27334—Willson leads an ork and chorus thru his own pretty but rather tricky ballad. Miss Willson is not up to her par on this slicing.	67--68--67--66
Till I Met You Another of Willson's own songs, an attractive ballad, is warbled cleanly by the thrush. Reading lacks a spark tho.	72--75--72--70
VICTOR YOUNG ORK One Finger Melody DECCA 27333—Extremely tasteful reading of this attractive gimmick ballad spots Joe Graydon on the solo vocal doing a Sinatra. If tune catches, this dinking will be in line for a heavy piece.	81--82--80--80
My Heart Cries for You Folksy waltz which is showing signs is done in matter-of-fact ork-choral style with a boy-girl duet spotted. Unbilled thrush is uneven while Graydon continues a Sinatra vamp. Not up to competitor readings.	78--78--78--78
LOUIS PRIMA ORK (Keely Smith) Teardrops From My Eyes ROBIN HOOD 103—Prima uses the "Oh Babe" format on this jump blues, an r & b hit, but doesn't achieve the same excitement. Starts okay, but lags after the middle.	73--73--71--75
This Evening A pretty ballad and a pretty performance. Keely Smith's piping, Prima's trinet & warbling a la Armstrong should cap play.	83--83--82--84
JULIAN GOULD Between Two Trees REGENT 103—Continental flavored waltz done on the Hammond organ has a "You Can't Be True" charm. This one might well have sleeper attributes.	76--76--75--77
In Old Vienna (Edwin Clay-Julian Gould Ork) Musicomedy warbler does a hunk of gemutlich schmaltz in a fine legit tenor.	71--72--71--70
CHILDREN	
FRANN WEIGEL (Len Cleary) Jest 'Fore Christmas MERCURY MMP 78—Time-honored poem, a fine hunk of folksy Americana, is narrated in appropriate style.	78--82--75--NS
The Night Before Christmas Umpteenth dinking of the poem could get lost in the shuffle for lack of sock packaging.	74--77--72--NS
BETTY MARTIN (Alexander Cores Ork) Nursery Songs, Parts 1 & 2 MGM 5-10—String ensemble accompanies a sweet fem voice in a routine collection of nursery tunes. Will have stiff competition from earlier releases and 49-cent labels.	75--77--74--NS
TWO-TON BAKER (Jerry Murad's Harmonicats) Tubby the Tuba Song MERCURY MMP 76—Baker's brisk pace gives this version more kidisk appeal than most, but others have already gotten circulation.	78--78--78--NS
Frosty the Snowman Same comment.	72--71--73--NS
WARREN GALJOUR-RUDOLPH GOEHR Silly Liesel (Sides 1 & 2) CHILDREN'S RECORD GUILD CRG 5001—Four ancient Dutch folk tunes, fitted with charming nonsense lyrics in English, are zestfully sung by Galjour. They're aimed at the 5-8 age group, but may do even better with younger tots. The musical scoring, while provocatively modern, could be too heavy in texture.	74--75--74--NS
SUSAN REED Mary Doodle (Sides 1 & 2) CHILDREN'S RECORD GUILD CRG 1014—A sweeter voice is rarely heard in kidisks. Miss Reed, accompanied by her lute, gently rides thru a flock of tot tunes, some adapted, to relate all the routines of daily living. The kids know most of 'em, and can associate themselves with them. Probably will be preferred by girls. Well illustrated.	82--82--82--NS
BERNARD WAGENAAR Hot Cross Buns (Sides 1 & 2) CHILDREN'S RECORD GUILD CRG 5005—Entertaining and educational at the same time, this story weaves in the familiar nursery tune via a series of variations—i. e., as a waltz, march, jig, and songs. The dramatization has enough shouting and silly sounds to guarantee giggles. Excellent entertainment for 5 to 8 year olds.	83--83--83--NS

Constellation Gets Play at NAAPPB Meet

CHICAGO, Dec. 2.—A juke box this week held a featured spot at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) exhibit at the Hotel Sherman when H. C. Evans displayed its Constellation. Les Rieck, manager of the firm's music division, said outdoor showmen not only had displayed considerable interest in the Constellation during their four-day convention, but orders had been above expectations.

One of the reasons the firm showed its music machine was that the present model will continue in production next year. Too, the firm is now settled in its new and larger plant, and production of the Constellation can be stepped up (barring a shortage of materials) to meet the demand from this new market.

45 Policy

Rieck reported Evans' 45 r.p.m. conversion kit has now successfully passed the development stage and will shortly be placed in production. While no list price has been set as yet, Rieck said the unit will be moderately priced, and can be installed on location. It also can be removed, and the phonograph re-converted to 78 r.p.m. play if the operator so desires.

Rist'crat Sets Benelux Rights

NEW YORK, Dec. 2.—International Amusement Company, exporter of coin machines, has been granted a franchise to market Ristaurat 45 r.p.m. phonographs in the Benelux countries. Abraham Witsen, executive, said the firm will handle the counter juke in Belgium, Holland and Luxembourg thru its European affiliate, Belgian Amusement Company, Ltd.

Since 45 disks are a rarity in Europe, International plans to export seven-inch records until enough 45 players have been distributed on the Continent to make it attractive for European dealers to handle them. A first shipment of 1,000 records is now on the way to Belgian Amusement, according to Witsen.

Foreign orders will be placed by International thru Ristaurat's recently established export division (*The Billboard*, November 25).

Merchandising Music

MORE ABOUT STRIPS . . . The drive for printed title strips seems to be gaining impetus thruout the country. Nat Cutler, New Haven, Conn., says "we in Connecticut are trying to get title strips from the record companies. This is a very important item. The strips (supplied by the manufacturers) are neat and, in addition, give the manufacturer advertising on each strip used in a juke box." Pointing out that each juke box patron is a potential buyer of records, Cutler says he can't understand why the diskeries don't take advantage of this type of advertising to tell the public who made the record they selected to play in a music machine.

RECORD REPORT . . . At least two platter winners are going strong in Wisconsin these days. John Tuska, Cudahy, Wis., reports "Tennessee Waltz," by Patti Page, and "The Thing," by Phil Harris, have been placed on every machine on his extensive route, and both are going even better than the "Goodnight, Irene" record cut by Gordon Jenkins, which had a long and profitable run in his area.

PROMOTING PLAY . . . Visual play promoters can build grosses for juke box operators, and here are several gimmicks reported as money-makers. E. J. Dahmer, Starke, Fla., uses a sign on the back of his machines, listing on the sign the top four tunes of the day.

(Continued on page 74)

TOMORROW . . .

MAY BE TOO LATE!!

ORDER TODAY

AT OUR PRESENT LOW PRICES

With prices advancing all along the line, it makes good sense to order now! For a limited time only, we are accepting orders on these two popular items at our present low prices.



SOUTH WIND TONE ARM

Especially Designed for Wurlitzer and Seeburg Phonographs. Complete with volume and tone control assembly. No record wear, No scratch, Long Life.

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(Except Counter Models and P-12), complete, postpaid.

\$11.95

SEEBURGS

For all Hi-Tones . . . \$9.95
All Other Models . . . \$10.95

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PHILLIPS VERSA-TOOL

MORE LIGHT—MORE HEAT than any other instant heat soldering tool. No job too heavy or too delicate for the Phillips Versa-Tool. Compact, 110-115 Volt AC, 310 Watts, the Phillips Versa-Tool was designed for perfect balance and ease of operation.

- **Rigid Copper Tips** — Four interchangeable tips that absolutely won't sag or bend under pressure.
- **Infinite Heat** — Heat continues to build up as long as trigger is depressed.
- **High Intensity Light** — A concentrated light beam focused where it eliminates all shadows.
- **Net List Price** \$13.95

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THE BILLBOARD Music Popularity Charts

Album and LP Reviews

Continued from page 32

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

CLASSICAL

SHOSTAKOVICH: TRIO IN E MINOR, OP. 67—Dmitri Shostakovich-David Oistrakh-Milos Sadlo—PROKOFIEFF: QUARTET NO. 2 in F MAJOR OP. 92—Fine Artists Quartet of the American Broadcasting Company (1-12")
Mercury (33) MG-10045

Composed in 1944 and recorded in Prague in 1946 this addition to Shostakovich's slender chamber music output is a premium item for chamber music lovers. Work is a subtle, moody, tantalizing trio, with a double bonus in the performances of Oistrakh and the composer. Flipover is an admirable rendition by a talented domestic quartet of Prokofieff's Second String Quartet, composed in 1941. It is based on folk song material of the Caucasus, filtered thru Prokofieff's spare, ascetic style. Recording and surfaces excellent.

BORODIN: STRING QUARTET NO. 1 IN A MAJOR—Vienna Konzerthaus Quartet-A. Kamper-K. Titze-E. Weiss-F. Kwarda (1-12")
Westminster (33) WL-50-35

Westminster hits the bell again with a "first." Borodin's First Quartet, which has not been recorded until now, is quite a contrast with his Second, which has (by Columbia). The First is in a pure 19th century tradition, a singing outpouring of limpid melody, devoid of the Slav nationalism which characterized the famous "Five." Shadings and colorings are exquisitely evoked by this Viennese quartet—yet another instance of the initiative and sensibility of Westminster in looking for and producing really standout music with non-name performers.

THIS IS THE UN—Franchot Tone, Narrator (2-12")
Tribune Productions (33) WA-4853

The designed primarily for use in schools, this recorded history and anatomy of the United Nations figures to draw at least some of the "I Can Hear It Now" trade. As with the latter series, this disking utilizes on-the-spot recordings of the actual participants and principals, bound with an explanatory continuity, here skillfully delivered by Franchot Tone. UN reps and leaders are recorded in actual exposition and debate on the big issues; sections are banded according to subject matter and chronology, an excellent job of editing. A separate disk on 78 r. p. m. offers an address by assistant secretary-general Benjamin Cohen on the meaning and purpose of the UN. Accompanying brochure is a study guide with suggested approaches for teachers. Records are boxed in a sturdy, handsome container.

BRAMMS: TRIO IN E-FLAT FOR PIANO, VIOLIN AND FRENCH HORN, OP. 40—Annie d'Arco-Georges Ales-Jean Demy (1-10")
Mercury (33) MG-15015

Recording this difficult work is a challenge. Mercury has failed to fulfill the challenge with this waxing. The piano and violin are recorded full almost thruout, with the horn relegated to a subsidiary role. Playing is brash, insensitive, and unshaded, horn tone is foggy. The disk must inevitably be compared with the Renaissance disk issued last month—these are the first recordings in many years, the only LP's. The Renaissance job is masterly on all counts. Only point in favor of the Mercury is the fact it is a 10-inch while the competition is on 12-inch.

CHRISTMAS STORY—The Choir of the Park Avenue Christian Church of New York City-Solon Alberti, director (1-12")
Bibletone (33) 1951-71

Birth of Christ; Alleluia Lord of All; A Merry Christmas; Cantique de Noel; Song of Bethlehem; Cradle Song; A Star Was His Candle; Sing We Noel. Diskery has fabricated a virtual oratorio out of a group of the best-known and some lesser-known yule songs and carols. The singing of soloists and choir is excellent as is the recording. If it gets distribution and auditions, could enjoy a fair holiday sale. Drab art and color of the package is unlikely to help, however.

GILBERT AND SULLIVAN: YEOMEN OF THE GUARD—The D'Oyly Carte Opera Company-The New Promenade Ork-Isidore Godfrey, conductor (2-12")
London (33)LLP-241-2

London's eminently successful Gilbert and Sullivan project, which aims at making available on LP new recordings of each of the brilliant Britishers' witty musicomedies operas, has produced still another remarkably well-recorded and beautifully balanced job. Done with full authority and vigor by the members of the D'Oyly Carte Company, the "Yeoman" proves handsome disk fare and shows to be a musical superior to many of the more popular G & S works. Tho to Savoyards "Yeoman" is one of the leading G & S pieces, the work here generally is in the second ranks behind such as "Mikado" and "Pinafore." Nevertheless, the G & S series on London has proven solid commercial fare and this recording

should not be an exception to the rule. This stuff makes fine Christmas gifting. Incidentally, Martyn Green's "Jack Point" is one of the highlights of the genuinely enchanting performance. Godfrey's conducting completes the unquestionably definitive recording.

ALL TIME FAVORITES—M. Anderson-E. Caruso-Allan Jones-J. MacDonald-Jan Peerce-L. Stokowski-First Piano Quartet-Boston Pops Ork (4-7")
V(45)WDM-1438

Carry Me Back to Old Virginny; Jalousie; La Donna E Mobile; Liebestraum; Make Believe Italian Street Song; Bluebird of Happiness; The Blue Danube. This collection is described ideally by the album title. Eight of Victor's all-time best-selling Red Seal titles have been transferred to 45's for those who would want them in this form where the reproduction is infinitely superior and breakage possibility is reduced to nil. It appears that there should be a large and willing 45 market for such a collection of light classic chestnuts. The album should make a sturdy stock item.

BEETHOVEN: PIANO CONCERTO NO. 2 IN B-FLAT MAJOR, OP. 19—Heinz Schroter-The Bavarian Radio Ork-Hans Altmann, conductor (1-10")
Mercury (33) MG-15013

An early Beethoven work, actually his first written concerto tho it was the second to be published, this is graceful and brilliant music which is strongly tainted with stylistic derivations from Haydn and Mozart. This reading is a striking job which makes an emphatic point of the values of teamwork between solo instrument and orchestra. A fine balance, which in no way detracts from the spirited musicianly technique of Schroter, is accomplished. Generally, tho this disking lacks the added values of name power, the recording at hand is perhaps the finest domestically available rendition of this concerto.

RICHARD STRAUSS: ALSO SPRACH ZARATHUSTRA—Vienna Philharmonic Ork-Clemens Kraus, conductor. (1-12")
London (33) LLP-232

Kraus and the Vienna ork have done a splendid job with the great tone poem, balancing the great masses of color and the subtle, delicate shadings with rare feeling and intelligence. The performance is thoroly gripping, the recording wonderfully faithful in gross and detail. The work is a super-romantic tribute to Nietzsche, the very essence of 19th century German idealism. There should be a substantial market for this fine LP of a work that is easily comprehended and saturated with obvious emotional twangings.

GILBERT AND SULLIVAN: RUDDIGORE—The D'Oyly Carte Opera Company-The New Promenade Ork-Isidore Godfrey, conductor (2-12")
London (33)LLP-243-4

London offers another superbly produced D'Oyly Carte Gilbert and Sullivan, and it doubtless will do about as well as its predecessors. Perhaps "Ruddigore" is not regarded with as much affection among the general public as "Pinafore," "Penzance," et al., but to the Savoyards it's a cherished item. And to the Savoyards, no other recordings are worth mentioning alongside the D'Oyly Carte series. Performance—solo, chorus and ork—are graceful and fine; recording excellent. Handsomely packaged, with complete libretto in the now-familiar London G & S album.

BIRTHDAY IN BETHLEHEM—Eugene Conley-Winfred Heidt-The New Symphony Ork-The George Mitchell Choir-Norman Del Mar, conductor-Lionel Murton (1-10")
London (33)LLP-279

Using a novel but very simple format, this disking unfolds the Nativity story very movingly. A parent is telling his child the story. As he narrates, to a delightful background, the chorus and soloists illustrate, at appropriate junctures, with songs. The motif is tranquility and devotion, the treatment tasteful and uncomplex. Text was written by Frank Kingdom, music by Gene Bone and Howard Fenton. Performance is fine, with topgrade soloists, choir and symphony ork. Something highly appropriate and off-the-beaten-track for Christmas.

BEETHOVEN: PROMETHEUS—OP. 43—Walter Goehr, conductor—Winterthur Symphony Ork (2-12")
Concert Hall Society CHS-10-63

The Concert Hall label here provides a complete recording of the Beethoven ballet score, of which only snatches have been available till now, usually as the tail end of symphony waxings. The ork is a competent Swiss aggregation, and under Goehr's baton, delivers a sympathetic performance. The work is a loosely organized, sprawling thing, studded with many delightful Beethovenesque treats—dances, songs, sonata and symphonic fragments, many of them truly majestic. Some of the themes of his later and greater works are pre-figured here. Well reproduced and handsomely packaged in a two-disk folder cover. Not likely to sweep, but a sure-shot premium item for those who treasure Beethoven.

HELEN TRAUBEL-BELOVED RELIGIOUS SONGS—Helen Traubel-RCA Victor Ork-Frank Black, conductor (3-7")
V(45)WDM-1453

Ave Maria; The Palms; Lead Kindly Light; Silent Night; The Lost Chord; The Lord's Prayer. The rich, gorgeous Traubel pipes grace a popular religious program that's essentially aimed at the middle-brows who prefer "45." On several, such as "Ave Maria" she invites comparison with several great diskings, but it's doubtful that any could improve on the version at hand. Lovers of good singing will want this model. Should do okay on Christmas counters.

Invents Wire Music System For Coin Op'n

MIAMI, Dec. 2.—A coin-operated, wired-music system, said to be capable of furnishing music to any number of locations on a selective basis, has been patented by William W. Shayne, of the Shayne Dixie Music Company here. The system has been fully tested, he said, and manufacturer interest is being solicited.

Under the system developed by Shayne, any number of turntables each playing a single disk, may be set up in a studio. Wall boxes in the locations list all the tunes and carry telephone-type dials for tune selection. Flexibility of dial system permits several times the number of selections carried in a standard phonograph to be listed, he declared.

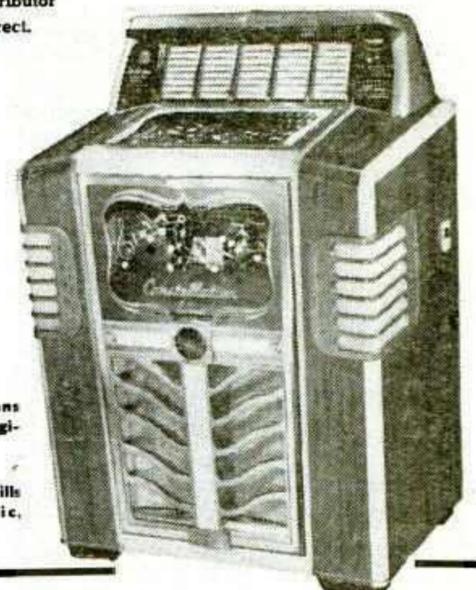
Shayne said use of his invention will "eliminate record mechanisms, records and initial cost of machines on location, thus reducing installation and operating costs to a low minimum." System may also be operated on a rental basis, he said.

Shayne has offices here at 701 North Miami Avenue.

CAN YOU AFFORD NOT TO OPERATE EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION?

Examine the facts, proved and proved again by operators from Coast to coast!
Constellation costs less to buy, less to operate, less to maintain. Because it saves you money on primary factors of music operating. Constellation earnings show a higher percentage of net profits.
Constellation protects your investment and your profits with enduring quality construction throughout, advanced modern styling and trouble-free performance!

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AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

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Operators... Increase Your PROFITS

with the
MUSIC BOX
for the
SMALL SPOTS

Ristaucrat '45' is the only Music Box Built Specifically for the Small Locations

RISTAUCRAT '45'

PLAYS 12-45 RPM RECORDS
RESTACKS AUTOMATICALLY

The Ristaucrat '45' is making gold mines out of the small spots for scores of far-sighted operators. Places like road stands, small taverns and drug stores, all too small to support a large juke box, are now producing solid weekly profit. This is possible with the Ristaucrat '45' because of the low investment, low servicing costs, and the remarkable 45 RPM records. Put a few Ristaucratts on location and test for yourself. You'll be amazed. Write today for complete details.

Now Appointing Distributors in South and Southeastern Territories. Write for Details.



SMALL TAVERNS



BARBECUES—LUNCH STANDS



RENTALS—PARTIES

Lightweight, clear toned Ristaucratts are big hits with patrons, and especially with location owners. These owners like the extra revenue the Ristaucratts provide.

RISTAUCRAT, Inc.
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48 TUNES 24 RECORDS
WURLITZER
Twelve Fifty
Protects you
AGAINST OBSOLESCENCE

Cig Ops Cite Diversification Benefits; Up Candy, Gum Biz

Ratio of Non-Cig Machines Rising in Average Operation; NY Ops Exception

CHICAGO, Dec. 2.—Cigarette operators, who began developing a diversified route pattern on an almost general scale just prior to World War II, have found the results add up to several plus-factors and are continuing to (1) increase the ratio of non-cigarette equipment operated and, (2) add new converts to the diversification trend, a survey by *The Billboard* indicated this week.

Accenting the value of multi-

type equipment operation is the fact that, with few exceptions, all cigarette operators who have diversified routes have retained them. Surveyed operators reported that the ratio of non-cigarette equipment (mainly gum and candy machines, with cup beverage units playing an increasing role) has risen from about 1-20 in 1940-'41 to an average 1-10 to 50-50 at present. And, according to numbers of operators, the trend will eventually mean that many basic cigarette operations will lose their identity as such as other types of equipment are added in greater numbers and greater variety.

Diversified Routes

While the diversified-cigarette route is now regarded as almost standard by leading operations over the country, exceptions are noted in New York, where the

straight route is still retained 100 per cent, and in Dallas. Reason claimed for the Gotham hold-out is simply that the operator "has no economic stimulus to venture into other (vending) fields." And Dallas operators still stick to their specialized routes for much the same reason, it was indicated.

Elsewhere, cigarette operators are in accord on the reasons for their abandonment of the specialized type operation. These are: (1) It offers more opportunity for route expansion, both thru multiple-machine locations and acquisition of new stops thru placement of non-cigarette units; (2) enables the offering of a more complete service, and thus (3) results in real gains in good will for the operator.

Added Benefit

Where penny gum equipment *(Continued on page 70)*

Ford Gum Plant Now Operating In Puerto Rico

LOCKPORT, N. Y., Dec. 2.—The Ford Gum & Machine Company, Inc., today opened a gum ball plant in Ponce, Puerto Rico, to supplement the output of its factories in Lockport and Akron, N. Y. Ford S. Mason, president of the firm, left here November 24 with a group of company officials and technicians to be present for the opening.

This marks the first time a gum manufacturer has opened a plant in Puerto Rico. Ford will occupy some 10,000 square feet of floor space leased from Ponce Candy Industries, an affiliate of Charms Candy Company, Bloomfield, N. J. From that plant, Ford executives estimate they will produce a minimum of 1,000,000, 100-ball boxes of gum annually.

Oversee Set-Up

John R. Rendall, works manager, and Henry A. McEnroe, plant chemist, have been in Puerto Rico *(Continued on page 71)*

BEANTOWN BARGAIN BASEMENT

Filene's Boston Experiment Hits Jackpot; Feature Christmas Items

BOSTON, Dec. 2.—Staple items, such as handkerchiefs, women's hosiery, men's ties, nail clippers, screw drivers (utility tool) and pens and pencils, at a medium price, go best in vending machine operation, William Filene's Sons, Inc., operators of banks of 14 venders at the Greyhound Bus Station and 10 at Logan International Airport here, have found in their experiments with automatic selling so far.

The company, nationally known thru bargain basement fame, claims buyers save a few pennies on most items in the new merchandising idea. Both centers,

copyrighted under the name of "U-Serv-U Center," have been converted into Christmas gift operations, vending gift-wrapped packages, with all types of yule cards being shown.

Holiday Stocks

Stocked in the venders for the holiday season are Currier & Ives Christmas cards with envelopes, 15 different scenes, at \$1; 16 fa-

"VOICE" TO AIR VENDING SHOW

NEW YORK, Dec. 2.—A 15-minute program on the place of vending in the United States will be beamed by Voice of America transmitters to Europe Tuesday (5). Featured will be interviews with Nathaniel Leverone, head of Automatic Canteen, and Ernest Fox, Austin Packing topper.

On Wednesday (6), the program will be rebroadcast for listeners in Latin America and the Far East. The interviews with Leverone and Fox were recorded on tape following the National Automatic Merchandising Association convention in Chicago last month.

Boston's Ops See Candy Bar Prices Rising

BOSTON, Dec. 2.—With most of the theater candy bars jacked up from 5 cents to the war-time 6-cent deal, the future of the nickel is beginning to look dark to vending operators in the area.

Candy manufacturers are openly predicting the return of the 10 cent chocolate bar, and one leader in the industry said, "I don't think any place in the country will be selling chocolate bars at the nickel price in six months."

Following the end of World War II, the confectionery industry in New England made a successful co-ordinated drive to do away with the 6 cent and 7 cent wartime prices. They had just about got everybody down to the nickel price, when the Korean War began. Shortly after that, the subway concessions went to a 6 cent price on all bars, chewing gum, etc., and movie theater concessions followed suit.

Now, the retail stores have begun to tack up 6 cent signs over their candy bars, and all boxed chocolates have advanced in price from 10 cents to 25 cents.

Spokesmen in the confectionery industry say, "I think we can say goodbye to the nickel price for a long, long time."

VENDERS THEME TOY BANK FIELD

CHICAGO, Dec. 2.—Miniature working reproductions of vending machines continue to theme the toy bank field. Latest is a penny chocolate cigarette vender by Tell Chocolate Novelty Corporation here. Called Vend-O-Mat, the all plastic unit holds 10 individually wrapped candy cigarettes stacked horizontally and retails for 59 cents.

Macke Corp. Gets Oscar

WASHINGTON, Dec. 2.—The G. B. Macke Corporation, vending machine operators in this area, was one of 50 firms here to be awarded Red Feather Oscars for their employee-participation in the 1950-'51 Community Chest campaign.

Miss Helen Ershler, to whom the presentation was made, announced that every person associated with the corporation had made a donation to the drive this year.

New State, Fed Cig Taxes May Force Costs Up

CMAM Exec Points Out Possibilities To Vend Operators

BOSTON, Dec. 2.—An increase in both the federal and Massachusetts excise tax on cigarettes is probable in 1951, according to Lucius F. Foster, associate director of the Cigarette Merchandisers' Association of Massachusetts. "In addition," he said, "the present federal tax on matches may not survive the scrutiny of Congress in its search for the many billions necessary to finance the defense program."

These facts startled most of the 31 members who were present at a meeting of the association November 21, and caused considerable uneasiness and concern over the 1951 outlook. Foster, who recently returned from a visit in Washington, told the operators that the federal tax on cigarettes may go as high as 9 cents per pack—an increase of 2 cents per pack over the present rate. He made no predictions as to the tax on matches, which is now \$1 per case. "There is little discussion of this commodity there now," he said.

Local Situation

"However, the local situation is of even greater concern to Massachusetts operators," he pointed out. "The most serious tax crisis in the history of the Commonwealth lies just ahead. Unfortunately, the problem of raising \$54,000,000 in new revenue to finance the higher old age benefits and broader eligibility rules approved at the November 7 elections is only a part of the story."

"Actually, Massachusetts tax payers will be faced with the stupendous task of supplying \$163,000,000 in additional revenue to the Commonwealth next year."

"When this incredible sum is added to the present tax bill for State and local governments of *(Continued on page 71)*

Tax Talks Head WVMOA Meeting

Sales, Personal Property Levies Scrutinized; Name Special Group

LOS ANGELES, Dec. 2.—Sales and personal property tax discussions marked the regular meeting of the Western Vending Machine Operators' Association (WVMOA) held here Tuesday night (27).

The discussion of sales tax was a continuation of an investigation started some months ago. Because a number of items vended thru the penny machines are classified and not subject to sales tax, the association members have been seeking a way to charge the tax on the gross price. The suggestion made to the Board of Equalization was that the tax be based upon twice the wholesale cost.

The differentiation between nuts, which are tax free, and candy, which is taxable, has been the basis for the WVMOA delving into the matter. Members claim that it is practically impossible to determine the amount of money collected on each when they are vended thru multiple selector machines.

Suggest Basis

Lou Feldman, head of Acme Vending Machine Company, was in attendance and gave his views

John McCormick Dies

BOSTON, Mass., Dec. 2.—John McCormick, supervisor of the ABC Vending Corporation, with which he had been connected for 53 years, died suddenly at his home in Redlands Road, West Roxbury, November 23. He is survived by two sisters, both of Boston. A funeral mass was celebrated at Holy Name Church, West Roxbury, November 27.

on the application of sales tax. He said that it was his opinion that special dispensations had been made by the Equalization board to shoemakers, whose work is principally labor. Feldman said he believed that such a deal could be put into effect for the operators. However, he suggested 1½ times the wholesale price as the basis for the 3 per cent tax.

M. I. Slater, president, who conducted the meeting, advised that the personal property rate was being increased in the county and that an effort would be made to reach an adjustment on the valuation of machines. The county's policy, Slater declared, was to assess a machine 40 per cent of its value and then charge a rate of 6 per cent.

List Machines

Opening this phase of the discussion, Slater read a list of machines and also their values. These were increased or reduced by the operators on the basis of offers they had had when selling and *(Continued on page 70)*

Nashville Interests Buy Walla-Walla Gum

KNOXVILLE, Dec. 2.—The Walla-Walla chewing gum plant here has been sold to a Nashville group and will now operate a Private Brands Corporation. President is Herman Wynn; vice-president, Henley Tate; Leonard Ambrose, treasurer, and Cletus Jasper, secretary.

Plant equipment is reported worth \$125,000, plant capacity 1,200 sticks of gum a minute.

Merge Apex, Allied With ABC Vending

P. Rosenbaum To Manage Cup Division; ABC Gets Interest in Square Patents

NEW YORK, Dec. 2.—Stockholders of the ABC Vending Corporation approved a management proposal Tuesday (28) to merge into the parent company two partially owned cup vending firms which presently operate between 1,000 and 1,500 machines. The move, which is seen as clearing the decks for stepped-up expansion in the coin beverage field, also served to realign ABC's relationship to the Rosenbaums, whose Square Manufacturing Company, of Chicago, produce the venders used in the operations.

The firms involved are Allied Beverage Company, formerly 50-per-cent-owned by ABC, and Apex

Beverage Corporation, in which ABC had a 75 per cent equity. Remaining stock of both companies was controlled by Max and Paul Rosenbaum.

The package deal calls for purchase of the Rosenbaum stock in the two companies, provides that Paul Rosenbaum manage what, in effect, will become a cup vender division of ABC, and includes purchase by ABC of a half-interest in patents, tools and dies of Square's line of beverage machines.

Closer Tie

One spokesman described the merger as effecting a closer tie between the two groups, ABC to provide actual and potential locations in some 28 States, and the Rosenbaums to contribute machine and operating know-how.

For their interest in Apex and Allied, ABC will issue the Rosenbaums 89,240 new shares of ABC common stock, it was learned. Paul Rosenbaum, as manager of the company's drink-machine interests, will receive \$22,000 yearly for two years as expense money. No salary, as such, will be paid him.

A proviso of the pact has the Rosenbaums agreeing that they will not engage in cup vender op- *(Continued on page 70)*

Spacarb Moves To Conn. Plant

NEW YORK, Dec. 2.—Spacarb, Inc., manufacturers of multi-flavor cup vending machines, was completing its move this week from offices here to new headquarters in Stamford, Conn. Production is already under way at the new location, an 18,000-square-foot plant at 375 Fairfield Avenue.

Main purpose of the move is to house additional production facilities under one roof. I. H. Houston, president, stated. The new plant is twice as large as the one occupied here by Spacarb at 317 East 23d Street. It will permit the manufacture of assemblies formerly farmed out because of lack of space, he said.

Victor Ups Prices

CHICAGO, Dec. 2.—With the cost of materials and labor having shown steady increases during the past few months, Victor Vending, effective Friday (1), raised the prices of some of the venders in its line. Raises were held to the amount covering the increased costs officials stated.

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.
415 Neptune Street, Pittsburgh 20, Pa.

OPS WELCOME AUTOMAT SHIFT TO DIME JAVA

NEW YORK, Dec. 2.—The passing of the nickel cup of coffee in Horn & Hardart automats, an institution here and in Philadelphia since 1888, is proving high-powered ammunition for operators trying to convert location thinking to accept a dime standard for machine-dispensed java.

Horn & Hardart changed all its coffee coin mechanisms to two-nickel operation in 42 city restaurants Tuesday night (28). A spokesman explained, "We were forced to raise the price if we were to maintain the quality." Several other restaurant and luncheonette chains which have held the nickel line were considering similar price increases.

In most cases coffee machine operators here have been accepting new locations only at the dime price. Move by Horn & Hardart will ease the switch to a dime in some established nickel locations in their view, as well as furnishing a stronger argument for the higher price peg in new stops.

NCWA Prexy Says Candy Sales Potential Is Big

WASHINGTON, Dec. 2.—"The wholesaler's independent retailer customers sell a billion dollars worth of candy each year—yet the potential here has been barely tapped." Joseph Balocca, president of the National Candy Wholesalers' Association (NCWA), declared in a statement issued here on the fifth anniversary of NCWA's formation.

Balocca is head of the Commercial Candy Company, a wholesale house located at Paola and Topeka, Kan., with a branch in Kansas

City, Mo. He asserted in the annual presidential statement that "millions and millions" of dollars worth more in candy can be sold if the retailers "receive guidance in what to purchase, store planning, candy departmentalizing, display and selling."

Proper Tools

"As independents they are individualists," he stated. "But they can be led if their source of supply, the wholesaler, is given the proper incentive and the proper tools with which to guide them."

"The phenomenal war-time growth of the candy manufacturing industry brought with it a need for selling two to three times the amount of confectionery produced prior to the war. Advertising-minded manufacturers spent millions after the war to keep up consumer demand only to realize that for the product to sell, it must be on the retailer's counter.

Impulse Buying

"Many discovered that if they were on the counter, impulse buying would take care of the sale, even without advertising. And it is interesting to observe, according to a recent address before the NCA convention in New York, by a Department of Commerce official, that the manufacturers who depended entirely on their consumer advertising to put their product over, suffered the greatest losses in volume. The old theory that if the consumer demands it the wholesaler and retailer will have to handle the product, does not work for candy. The consumer likes variety in candy, and if he does not find variety on the retail counter, candy sales fall off."

PLUS BIZ

Test Nylon Venders in Dept. Store

NEW YORK, Dec. 2.—B. Altman & Company, Fifth Avenue department store, installed three coin-operated nylon venders last week on an experimental basis as an added customer convenience in non-hosiery store sections.

The nine-column, cigarette-conversion type machines dispense the compact, single-pair packs upon insertion of five quarters. Two colors are stocked and the patron is offered a selection of sizes. One vender is in a women's restroom, another in the shoe department and the third in the customers' restaurant.

Meyer Lee, Altman hosiery buyer who is supervising the test, said the purpose of the machines is to supplement counter sales in store areas where an emergency need for hose might be noted by female shoppers.

Concentrated Milk Seen as Potential Food Vender Item

NEW YORK, Dec. 2.—A potential new item for the growing food vender field is seen in the just-introduced concentrated milk by National Dairy Products Corporation here. Addition of two parts of water to the fluid concentrate, latter made by employing a new process to remove most of the water originally in whole milk, gives a full quart of homogenized vitamin D grade A milk. The concentrate will be available in one-third quart fiber board containers.

When reconstituted, the milk will keep for about nine days when refrigerated in a 40 degree temperature. Regular milk starts to lose its flavor after the seventh day, National Dairy contends.

First sale of the new concentrate is being made in Wilmington, Del., with next two sale points to be Ashtabula and Lima, O.

Drive To Hike Sugar May Up Bar, Drink \$\$

WASHINGTON, Dec. 2.—Further increases in the cost of candy bars and soft drinks are in store if the sugar industry is successful in a drive launched this week to boost the price of sugar by cutting down on the 1951 quota.

Lined up in opposition to a quota cut as the Agriculture Department began gathering testimony on the quota were the industrial sugar users of the country, including candy and soft drink makers, who contend that an increase in sugar prices will sound the death knell for the nickel bar and the nickel bottle of pop.

Sugar growers claimed that their product is the only one still selling for less than wartime price ceilings. When sugar ceilings ended, the price averaged \$6.32 per hundred pounds, but is now running less than \$6.

The 1950 sugar quota amounted to 8.7 million tons after several boosts. A 1951 quota around that mark will drive sugar prices further down, according to sugar growers, who want to knock a million tons off the 1950 mark. Consumers want a quota of 8.5 million tons.

Saskatoon Tests

SASKATOON, Sask., Dec. 2.—Electric plug-ins for attachment to auto heater blocks will be tried as an experiment on 17 downtown parking meters from January 1 to March 31, 1951, city council decided.

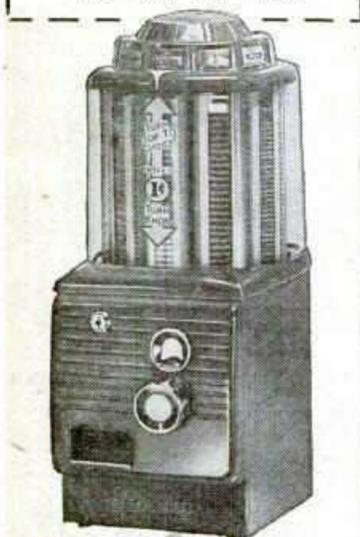
Included in the experiment will also be a three-hour parking mechanism. Motorists will be able to deposit up to 15 cents at one time, enough for three hours' parking. The city's other meters will not operate during the three-months period.

Popcorn MACHINE OPERATORS AND DISTRIBUTORS

SupRpop Hybrid Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Wire or Write for prices.

supRpop co.
5958 BAUM BLVD. PITTSBURGH 6, PA.

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

THE STRIKE IS OVER THANK YOU FOR WAITING

We wish to take this opportunity to tell our operator customers how much we appreciate their patience during a trying period. It feels good to have proven once again that Northwestern products are worth waiting for.



MODEL 49 SPECIAL

Now that the strike is over and the factory is in full swing . . .

Be Happy—Go Lucky Buy NORTHWESTERN Today

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

FITS ANY SPOT! ALKUNO Cigarette Vender

You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and king size—no matches.

MODEL 600

VERY LOW PRICE

Immediate Delivery in Green Metal Lustre Finish.

Other ALKUNO Models—660, Silver Quarter, Free Matches—661, Two Dimes, Free Matches—601, Two Dimes, No Matches.

TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN

Write for Catalog of Complete Line Including 5¢ Cracker Vender

Alkuno & Co.
408 Concord Ave., New York 54, N. Y. MEIrose 5-7757

ATTENTION, CHARM USERS!

COMIC MIX—Comprising Your Favorite Comic Characters . . . \$2.75 per M

WESTERN SERIES—Superb Details . . . 3.25 per M Both in 8 Beautiful Different Plastic Colors.

New and Inexpensive Combination Metal & Plastic Comic and Western Mix . . . \$4.25 per M

Minimum order 10 thousand. Deposit with all orders. Phone, Wire or Write

Character Charms, Inc.
1349 Fifth Ave. Pittsburgh, Pa. ATLantic 1-6478

Op Pacts Op To Take Over Route Chores

NEW YORK, Dec. 2.—In an apparent move to trim operating costs, the owners of the Automatic Beverage Corporation here have liquidated their service set-up and contracted with another operating firm to take over service duties. The novel arrangement has United Automatic, also in the cup vending business locally, keeping Automatic's machines in running order and stocked with ingredients.

Representatives of both firms stressed that no corporate or financial tie, other than the contract agreement, bound the two operations. Irving Rodner, United executive, said some personnel have taken over from Automatic's roster to handle the additional work load.

George H. Thiers, who has managed the Automatic route since 1947, said he will disclose a new vending affiliation soon.



PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble



Yours for Only **\$25 DEPOSIT**

AMERICAN SCALE MFG. CO.
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

Attached find check for \$25 payment on one model 403 scale. Ship at once.

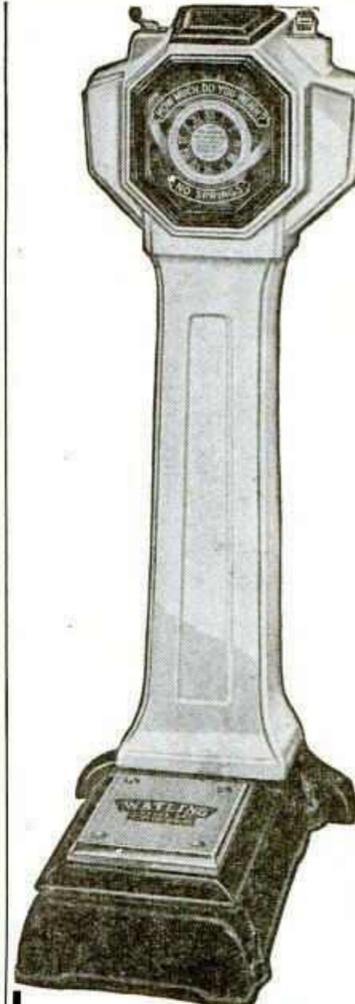
Please send further details immediately.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

GIVE TO THE DAMON RUNYON CANCER FUND



Size: 48" high
24" deep
13" wide

NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES

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



NOW AVAILABLE!!
VICTOR'S
TOPPER DE LUXE
 with the
ALL-PLASTIC GLOBE
 See this great vendor at
 your VICTOR distributor

CHARMS THAT PAY OFF!
NEW
GUNS
 (Same size as illust.)
 Plastic (Asst. 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.

Cig Ops Cite Diversification

• Continued from page 68

has been included in the cigarette operation, especially when such units are mounted on the larger machine, an added benefit has been the high return rate of pennies given as change with each pack. Where odd-cent cigarette prices are not charged, operators find a high penny business still the rule when gum machines are handy to their cigarette vendors.

In Detroit, where the majority of cigarette operators went into non-cigarette fields 10 years ago, most obtained new locations. That is, regular cigarette stops were bypassed when candy, gum and drink units were added. A delayed-action benefit was the resultant placement of cigarette equipment in many of the newly acquired spots at a later date. Now, with Detroit operators realizing a better profit margin following recent rise in cig prices, the reverse is proving true; a number of firms are placing other vending equipment in regular cigarette locations.

Ops Sum Up

Summing up other Motor City operators' thinking, W. R. Palechek, of the Howard Meter Company, declared: "All our eggs are not in one basket. Now when cigarettes are off, the others are up, and vice versa." Al Smith, O-Kay Vending Company, stated: "We can operate on the same overhead and our service costs are proportionately lower."

The same "route benefit" story was told by Sidney Lotenberg, Westway Vending Company, Washington. He reported that while most non-cigarette units went into already established locations, new spots have been added where the gum and candy equipment furnished the means of entry for cigarette vendors later.

Chief reason for diversifying their operations was "competi-

tion," according to Milwaukee operators. With candy machines the main addition, most state that their regular cigarette personnel doubles on the non-cig units. However, Los Angeles operator E. L. Nelson claims that his candy locations require service two or three times weekly, in contrast to the average once-a-week-basis for cigarette units. And this means that to combine the two jobs would mean cutting down the routeman's stops per day; result, Nelson employs added help to service his non-cig machines.

In the main, this is the pattern followed by most diversified cigarette operators. Al Weymouth, Weymouth Service Company, Los Angeles, tells the same story. His firm added personnel to handle nothing but candy machines, while cigarette men concentrate on their equipment.

Merge Apex, Allied

• Continued from page 68

eration, except for ABC, in areas where ABC and its affiliates run selling concessions. In turn, ABC will not operate drink vendors in most of Illinois, Indiana and Michigan, where the Rosenbaums control two operating companies.

Another facet of the agreement has Square receiving \$4,000 from ABC, for which it will continue to supply cup vendors according to a price formula fixed to a base as of July 1. Lists will be adjusted in accordance with fluctuating material costs, however. Sales price of the Square four-drinker is believed well in excess of \$2,000. The consideration, also giving ABC half-interest in Square patents and dies, enables the operating company to have the vendors made by other manufacturing firms, should it consider such a move desirable.

Allied, in the operating business since December, 1947, and Apex, formed in June, 1949, had a combined net value of \$895,885 in July, 1950, according to an ABC statement. Indicative of the scope of their operations, they sold \$297,640 worth of drinks thru machines during August, of which they realized \$40,480 in net profits after provisions for income taxes.

Tax Talks Head

• Continued from page 68

prices quoted when buying. On peanut machines, the group arrived at \$1.50 minimum assessed valuation.

Bob Lydenbarger, secretary, advised that he had contacted a tax counselor regarding the sales tax as applied to operators. The group voted to empower the secretary to contact the expert with the idea of having him draft a letter to the State Board of Equalization. Feldman and Preston Coombs, the latter of Ott & Preston, were named a committee to confer with Lydenbarger and the tax man on the drafting of the letter.

The association does not meet in December and its next meeting will be January 30. Rather than wait two months for action, the committee was instructed to get the tax deal rolling immediately.

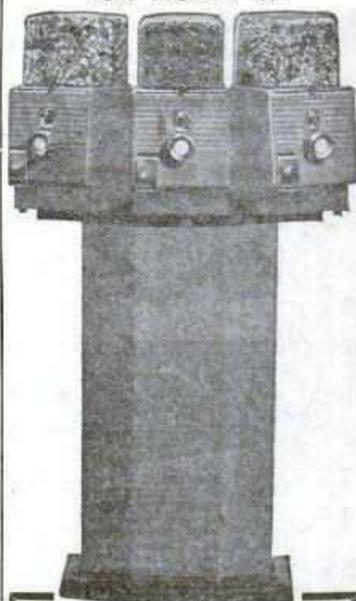
N. Y. Supreme Court KO's Meter Contract

NEW YORK, Dec. 2.—A parking meter program for the city, involving 1,500 test machines, was tossed off the curb this week as State Supreme Court held that bid specifications unlawfully excluded one supplier from consideration.

The city contract was awarded to the Karpark Corporation, a Cincinnati firm, to supply and install the devices for \$71,336. But International Meters, producers of a twin-type unit, complained that it had not been allowed to bid since the city ruled twin-head machines unacceptable. The court agreed with the complainant that the city specifications were "unreasonable and arbitrary."

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.

VICTOR'S TOPPER LINE IS TOPS IN MODERN VENDING



VICTOR'S REVOLVING SUPER MARKET
 •
Dominates Any Location
 •

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. Actually requires no more space than one vendor on a stand.

SELECTIVITY... the most important factor in successful automatic vending... makes everyone a potential customer for **VICTOR'S REVOLVING SUPER-MARKET**.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with **VICTOR'S** new bay view display compartment! Available with or without side display windows.

Topper Deluxe Vendors are also available in Single... Double... and Triple units.

•
 See **SUPER MARKET** TODAY at your distributor
 •

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

LARGEST PROFIT MAKER

5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

•
 5c Change-over parts available for all 1c Models

•
 Sample \$13.95 each 10 @ \$12.50 each

100 or more—Write for low price.
 Machines can be purchased on **TIME PAYMENT**, paying for them in 20 weeks. Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

WE'VE GOT... TOPPER

Victor's Terrific Vender



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$45.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co. 540 2ND AVE., N. BIRMINGHAM 4, ALABAMA

CIGARETTE MACHINES

Rowe Crusader, 8 Col., 380 Pack Cap.	\$135.00
Rowe President, 10 Col., 475 Pack Cap.	110.00
Rowe, 8 Col., 380 Pack Cap. ...	100.00
Rowe Royal, 10 Col., 420 Pack Cap.	85.00
Rowe, 8 Col., 320 Pack Cap. ...	80.00
Rowe, 6 Col., 240 Pack Cap. ...	57.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 180 Pack Cap. ...	60.00
Uneeda, 9 Col., Model 500, 350 Cap.	85.00
Uneeda, 9 Col., Model A, 270 Pack Cap.	72.50
Uneeda, 9 Col., Model E, 270 Pack Cap.	62.50
Uneeda, 8 Col., Model E, 220 Pack Cap.	59.50

SALE!!
MODEL W
 DuGrenier 9 Col. 308 Pack Cap. **\$62.50**

CANDY MACHINES
 VENDIT, 150 Bar Cap. \$47.50

UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 New Reconditioned As Is
 166 CLYMER ST. EVergreen 7-4568 BROOKLYN 11, N. Y.

YOUR VENDING HEADQUARTERS

HERE ARE THE FACTS!

TOPPER IS THE MOST RELIABLE VENDING MACHINE OPPORTUNITY EVER OFFERED. PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS
 Topper has a capacity of 7½ pounds or 1575 balls of gum. (210 balls of gum to the pound.) Takes in \$15.75 each time the machine empties.

COST OF OPERATING	PROFIT FROM OPERATING
Cost of gum (7½ lbs. @ 28¢ per lb.) \$2.10	Takes in \$15.75 per filling.
Cost of charms (60¢ per 100) 1.20	Cost 6.45 for ea. fill'g
Commission to location (20%) 3.15	Profit ... \$ 9.30 Each time Topper empties
Total Cost \$6.45	

DOLLAR FOR DOLLAR, TOPPER IS THE MOST PROFITABLE INVESTMENT FOR YOUR MONEY. TOPPER PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.

Order a sample Topper today. Put in on location and prove to yourself that Topper is the best investment for your money.
GET MORE "TOPPERS" WITH VICTOR "TOPPERS"
\$16.00 EACH Send money order and we will ship immediately. Get started today.

LOGAN DISTRIBUTING COMPANY
 2320 MILWAUKEE AVE. CHICAGO 47, ILLINOIS

Join MARCH OF DIMES
 JANUARY 15-31

VICTOR'S AMAZING NEW

TOPPER Special Dec. Offers

TOPPERS SOLD 4 TO CASE ... \$45.00
 1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only ... **\$52.25**
 (Choice of Glass or Plastic Globes)
 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only ... **\$36.00**
 1 Triple Unit Topper with 3 globes, 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 2%.
COLOR BALL GUM—All Sizes 25¢ or 40¢ carton, 26¢ lb. 160¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
 25 lb. carton Large, 65¢ lb. Extra large, 67¢ lb. Full Cash With Order.
 Plastic Auto-graphed Footballs, 54.25 per M. Metal Plates, \$1.00 per M.
 Write for our FREE Complete Charm List.

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

Ford Gum Plant

overseeing the installation of gum making equipment. Mason said his firm decided to open the Puerto Rico branch following an invitation from the Puerto Rican Development Company which has instituted a program of industrialization to create additional employment and find additional markets for native sugar production.

Some of the gum production will be distributed in Puerto Rico and in Latin America, but Mason said most of the output will be shipped to the Gulf and Pacific Coast areas where low water rates offer an advantage over rail transportation from the New York plants.

Officers and directors of the Puerto Rican subsidiary are Ford S. Mason, president; Clarence Adelberg, vice-president; Miss A. A. Kowles, secretary; Rafael Pou and Rafael M. Raldiris. The latter two directors are officers of Ponce Candy Industries. Adelberg is also vice-president of Stoner Manufacturing Company, Aurora, Ill.

GRATIS P-R NETS \$\$ Folder Ads Hypo Biz For Stamp Operator

HARTFORD, Conn., Dec. 2.—A. J. Berube, Hartford coin operator, who handles vending machines, postage stamp venders and juke boxes, has built up his stamp vending route from a few machines to some 50 locations and the business, according to present indications, is still going strong.

Berube, who operates his coin activities under the over-all title of Ajay Service with offices and warehouse facilities in Hartford, recently bought out the 30-stamp vending machine route of Ed Johnson, thus bringing the total of his own route to an all-time high of 50 machines.

"One way I've been able to build up my stamp business," Berube says, "has been to tie-in with prominent merchants or retail stores for advertising on in-

EPHY 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 Pets 10.00 " "
 Jingle Bells, 1/2" 5.00 " "
 Jingle Bells, 5/8" 6.00 " "
 Fortune Ball Mix 1.75 " gross

Ball Gum, 22¢ a lb. net, F.O.B. Chicago, Ill. NEW ITEMS CONSTANTLY. ARE YOU ON OUR MAILING LIST? IF NOT, SEND US YOUR NAME.

EPHY
 Samuel Eppy & Co., Inc.
 51-15 144th Place, Jamaica 2, L. I., N. Y.

Beantown Bargain Basement

eau de cologne by Tussy, \$1.20, including tax; bubble bath set, \$1.20; 13-charm bracelet, \$1.20; women's purse fob, \$1.20; gift set of cologne, perfume and soap, \$1.10; sewing kit, \$1; bathing capsules, \$1.20; playing cards, 45 cents; ash trays with historical scenes, 75 cents; lucite brush set, 35 cents; twill neckties, \$1.50; women's green silk scarves, 17 by 17, 59 cents; French red leather purse, \$1.20.

For the first time, a man's tie in dashing colors is offered. Previously, only the solid color numbers were sold thru the machines.

A heavy favorite in both the airport and the bus terminal is three linen handkerchiefs for men or women, priced at \$1. Next in selling volume is a six-in-one utility tool, which started as a novelty, and gained wide popularity.

dividual postage stamp folders inside my machines."

During the past several years Berube has had arrangements with a Hartford jeweler, Savitt Jewelry Store, and a restaurant, to advertise on his postage folders. This advertising, printed at the other fellow's expense, has served to attract customers to the stamps sold thru the Berube machines, inasmuch as some of the folders contain lucky numbers, which, if turned into the restaurant by the purchaser, gets the buyer a free steak dinner.

New State, Fed

about \$660,000,000, the figures are staggering.

Complications

"To complicate the situation, \$50,000,000 of temporary taxes, of which the 1-cent-per-pack additional levy on cigarettes imposed in 1949 is a part, will have to be renewed or substitutes found. Therefore, it is obvious that cigarettes will be a target of Massachusetts taxing experts also, and it is doubtful that the present rate of 5 cents per pack will stand up.

"Because most cigarettes are now selling for 25 cents per pack in Massachusetts machines, the problems that will be created by higher cigarette taxes, match operating and replacements costs present a most discouraging picture to operators here. Whether it will be necessary to penny the pack or sell cigarettes at 30 cents with a probable loss of volume, can be determined only after the new tax structure is known."

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
 "Mop Cat" Buttons, 1,000 5.95

STANDS
 All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. 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 Ensor St. Baltimore 2, Md.

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 6, Calif.

TOPPER DELUXE

Beautiful, Sturdy, Dependable

With plastic side windows.

\$13.95

GRAFF
 VENDING SUPPLIES
 1122 Tarpley Ave. Dallas 11, Texas

VICTOR'S TOPPER

With Glass or Plastic Globes

\$10.50 ea. (100 or more)

Topper Deluxe With Plastic Side Display Windows.

\$13.45

JUMBO 1" BALL GUM

\$14.95 Lots of 100
\$13.95

DEVICES NOVELTY SALES CO.
 467 N. Milwaukee Ave., Chicago 10, Ill. Phone: Monroe 4-7533

VICTOR'S TOPPER

With Glass or Plastic Globes

\$10.50 ea. (100 or more)

Topper Deluxe With Plastic Side Display Windows.

\$13.45

JUMBO 1" BALL GUM

\$14.95 Lots of 100
\$13.95

CHAMPION NUT & CHOCOLATE CO.
 1194 TREMONT ST. BOSTON, MASS.

U. S. Flag Pin Buttons!
 (32 ligne)

A REAL SALES BOOSTER that vends perfectly!

\$5.00 Per Thousand

1/3 deposit with order; C. O. D. for balance. F. O. B. Oak Park, Illinois. Write for quantity prices on 25M or over. Also have a complete selection of charm items!

TOP VALUE—LOW PRICE!!

Ask any operator using "Topper" 1¢ 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

Northwestern

NEW REDUCED PRICES

MODEL 49 SPECIAL \$14.35
 Factory Fresh Vender Confections Case Lot Prices
 Teeny LB. Almonds .88¢
 Jumbo Pistachios 77¢
 Spanish #1 Peanuts .25¢
 Blanched Virginia 35¢
 M & M's .41¢
 Vending Cashew Buts 42¢
 Boston Beans 25¢
 Pine Nuts 54¢ | Rainbow Beans 25¢
 Ball Gum Bubbles 27¢
 Parts—Supplies—Charms—Write for List.

BADGER SALES CO., INC.
 2251 W. Pico Blvd., Los Angeles 6, Calif.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5, \$8.75
EACH Lots of 25, \$7.75
 1¢ or 5¢ MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

FREE
 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE.

LOYD MFG. CO.
 VALLEY STATION, KY.

Supplies In Brief

Peanut Report

WASHINGTON, Dec. 2. — Preliminary figures compiled by the United States Agriculture Department for the current peanut season thus far shows 25,132,000 pounds used for peanut candy, which is 3,000,000 pounds below the figure for the comparable period a year ago. Ag Department indicated that final figures for the 1950 season may run better than the preliminary.

The Ag report showed 22,000,000 pounds used for salted peanuts during the 1950 season, compared with 23,462,000 pounds the same period last year. Total shelled peanuts used in all edible grades this season so far is 90,634,000 pounds, compared with 100,021,000 pounds the same period last year.

All in all, peanut production is running far behind last year. Milling of farmers' stock peanuts during the first two months of the 1950-'51 season totaled 198,000,000 pounds, Ag reported. This compares with 317,000,000 pounds milled to October 31 last season.

Walnut-Filbert Pic

WASHINGTON, Dec. 2. — Agriculture Department has announced increases in salable percentages of merchantable in-shell walnuts and filberts for the current 1950-'51 marketing year. The walnut percentage is hoisted from 80 to 90 per cent, and the filberts have been boosted from 92.5 to 100 per cent. These hikes were recommended by the Walnut Control Board.

Cocoa Prices

WASHINGTON, Dec. 2.—Wholesale cocoa prices advanced to an average of 42 cents per pound in September for the sixth consecutive monthly rise, Commerce Department has reported. The advance over August was 1.5 cents. In the space of a year, the cocoa price has more than doubled the 20-cent average prevailing in September, 1949.

Best Buy in BASKETBALLS!

Mark this down as the **Biggest Basketball Buy in Town!**

BIG BASKETBALLS—

- 24 Team Names, 5/8" Plastic
- 6 Asst. Bright Colors ... \$ 4.75 M
- Copper Plated 8.75 M
- Silver Plated 11.00 M
- Gold Finish 11.00M

Don't Forget Our Bigger Than Big **WARNER BROS.' CARTOON CHARACTER CHARMS**

Merrie Melodies and Looney Tunes Charms

- WB—Bright Plastic Charms ... \$3.00 M
- WB-M Copper Plated Charms ... 5.50 M
- WB-S Silver Plated Charms ... 6.50 M
- WB-C Gold Finish Charms ... 6.50 M
- WB-I NEW! Inlaid Finish Charms.. 6.75 M

Karl Guggenheim inc.
 33 UNION SQUARE • NEW YORK 3, N. Y.

From **LITTLE ACORNS** mighty **INCOMES** grow!

ACORN
 The only completely die-cast aluminum precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mase.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Eye-Stopping Money-Maker

BAK manufacturing co., inc.
 11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS!
 Choice Territories Still Open—Write, Wire, Phone! East & Midwest M. J. Abraham, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 1-6478 Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

NOW TAKING ORDERS!

NEW Northwestern '49 Special

Cuts Costs and Servicing Time in Half

Less Than 25...\$15.35
Less Than 100...\$15.15
Over 100...\$14.95



AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING. IMMEDIATE DELIVERY!

NEW NORTHWESTERN SELECTIVE 1c TAB GUM VENDOR

- Big Capacity
- Fast Servicing
- Simple Construction

Less than 25 \$25.95
Less than 100 25.45
Over 100 ... 24.95

IMMEDIATE DELIVERY

RECONDITIONED VENDORS

- N.W. Deluxe, 1¢ to 5¢\$12.50
- N.W. Model 40, 1¢ 6.95
- N.W. Model 33 Ball Gum, 1¢ 7.50
- N.W. Model 33 Nut, 1¢ 7.50
- N.W. Standard, 1¢ & 5¢ 7.50
- Silver King Ball Gum 7.50
- Silver King Hot Nut, 5¢ 12.50
- Master, 1¢ 8.50
- Master #6, 5¢ 8.00
- Master #2, 1¢ & 5¢ Comb. 10.00
- Columbus Model 465 Ball Gum 7.50
- Yu-Chu Ball Gum, 1¢ 6.50
- Asco Hot Nut, 5¢ 12.50
- Postage Stamp Mach. 12.50
- Adams Gum, 6 Cols. 14.50
- S & M, 6 Cols., Adams 10.00
- Rowe 1¢ Gum 10.00
- Regal 7.50
- Pop Corn Sex (Refin.) 55.00
- Electro-Serve 17.50
- Columbus Tri-Mors, 1¢ 29.50
- Columbus Bi-Mors, 1¢ 19.50
- Cookie & Cracker, 5¢ 29.50
- Nabs Diners 5¢ Cookie 75.00
- U-Need-a-Pak, 5¢ Candy, 5 Cols., 100 Bars 49.50
- U-Select-It, 7¢-8¢ Candy 39.50
- Columbus Model 462B, 5¢ 8.00
- Victor Model V, Globe Type 8.00
- Victor Model V, Cab. Type 8.50
- Advance Ball Gum, New, 1¢ 7.95
- U-Need-a-Pak Model A, 9 Cols., 25¢ 69.50
- U-Need-a-Pak Model E, 8 Cols., 25¢ 69.50
- U-Need-a-Pak Model 500, 9 Cols., 25¢ 75.00
- DuGrenier W, 9 Cols., 25¢ 89.50
- DuGrenier S, 7 Cols., 25¢ 69.50
- Rowe Imperial, 6 Cols., 25¢ 69.50
- Rowe Royal, 9 Cols., 25¢ 89.50
- Stoner Candy, 8 Cols., Lite-Up, 5¢ 135.00
- National Candy, 9 Cols., 5¢ 100.00
- Rowe Gum & Life Saver, 5¢ 15.00

RECONDITIONED COUNTER GAMES

- Hit-a-Homers, New\$19.50
- Marvels, 1¢ Token P.O. 22.50
- Klix Black Jack, 1¢ 14.50
- Daval 21 Black Jack 12.50
- Camera Chief, 1¢, Movie 12.50
- Daval Races, 1¢ 12.50
- Baker Pick-a-Pack 9.50
- Exhibit Skill Draw, 1¢-5¢ 12.50
- Bingo, 5 Balls for 1¢ 15.00
- S/K Hunters 10.00
- Daval Skill Shot, 1¢ 14.50
- Marvel Pop-Up, 1¢ 22.50
- Baker Kicker & Catcher 19.50
- Whirl-a-Ball, 1¢ Counter 19.50
- A.B.T. Challengers 9.50
- Cent-a-Pack, 1¢ Cig 9.50
- Sparks Gold Award, 1¢ Token 22.50
- Target Skills, 1¢ Penny Back Mach., Wooden Cab. 14.50
- Bat-a-Ball Jr., 1¢ 12.50
- Electric Shocker 12.50
- Exhibit Card Machine 12.50
- Exhibit Card Machine, Late Model 15.00
- Pikes Peak 22.50

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

Supplies In Brief

CCC Activity

WASHINGTON, Dec. 2.—Agriculture Department has announced that the Commodity Credit Corporation (CCC) will accept requests for assignments of limited quantities of CCC-owned Cuban sugar for shipment to countries other than the United States. Export controls on "quota" sugar are being relaxed to put "quota" and "non-quota" sugar under similar export restrictions.

These actions are being taken, Ag said, because of the easing of the emergency situation created by sugar hoarding last summer.

Smokes Off

WASHINGTON, Dec. 2.—Cigarette consumption in September slumped nearly 25 per cent in one of the sharpest declines on record, Commerce Department has reported. Cigar sales also dipped from high August levels.

Cigarette consumption totaled 30,704,000,000, as compared with 39,126,000,000 the preceding month, while stogie sales dropped to 503,738,000 from 587,406,000 in August.

— LARGEST — PROFIT MAKER 5c Silver-King for Pistachios

Change NOW to 5c Model for REAL PROFITS

- 5c Change-over parts available for all 1c Models
- Sample, \$13.95 Ea., 10 @ \$12.50 Ea. 100 or more, write for low price.

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1¢-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write.

Ask about the new "Hunter."

SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

WRITE FOR FREE ILLUSTRATED 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

1/3 Dep. With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

MAKE BIG CASH PROFITS with the NEPCORN POPPER

Popcorn—the Savior of the picture business—offers Big Profits for YOU. Every feature designed to make money. Does the work of an \$8.50 machine. Pops corn automatically only \$225.—big 8-oz. popping kettle—double agitator to keep corn from burning. Stainless steel construction. Minimum space size 18"x22"x30", weighs only 45 lbs. Barber Colman Motor. Comes complete with cord and plug. Thermostatically controlled—AC 110V, 60 cycles, 1250W. Also has a warmer and silk screen signs, visible from all angles. Fully guaranteed. Salesmen and Distributors write TODAY for amazing proposition.

NEPCO INC.
7207 Melrose Ave., Los Angeles 46, Calif.

FRENCH BOY POPCORN SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2 1/2 peck glassine bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.
3441 W. North Ave. CHICAGO 47

Candy Demand Continues Climbing in New England

BOSTON, Dec. 2.—Volume sales of confectionery in the New England area have shown continuous increases since April, latest figures released by the New England Manufacturing Confectioners' Association reveal, and total volume for 10 months of 1950 shows a 2 per cent increase over the corresponding 10 months of 1949.

Figures released were for total net sales of 17 member companies in Massachusetts and Connecticut as follows:

	1948	1949	% Change
November	\$6,377,906	\$5,924,235	-7.1
December	5,193,440	4,208,989	-18.9
1949		1950	% Change
January	\$4,378,377	\$4,358,236	-0.5
February	3,532,819	3,325,369	-8.5
March	3,781,375	3,753,980	-0.7
April	3,337,983	2,906,580	-12.9
May	2,223,534	2,382,980	+7.2
June	1,964,682	2,132,533	+8.5
July	1,256,265	1,987,500	+58.2
August	2,622,841	3,615,238	+37.8
September	5,521,834	5,619,724	+1.8
October	4,921,305	5,875,100	+1.9
	\$45,212,361	\$46,090,373	+0.2%

Turning Back the Clock

10 Years Ago
CHICAGO, Nov. 30, 1940.—Coin machine news of the day (sounding off the first notes of an era of unsettled conditions now being re-echoed) revolved around the first two draftees of the industry. Both turned out to be employees of the Mills Novelty Company. Holder of draft number 158 was Bruno Koseer, a production line worker, while number 192 was held by Morton Lang, on the office staff.

Another coinman whose number was drawn early was Milton W. McBroom, head of Modern Music Company, Colorado Springs.

From Bally Manufacturing Company came word of the appointment of Sam May as distributor in the San Antonio area. With the appointment, May again became active in the coin-operated games business. . . . Rowe Manufacturing Company released a new 1-cent gum vender as a companion unit to its 5-cent gum and mint unit introduced in 1937. New machine featured a slug ejector mechanism and an automatic coin return which went into action when columns were emptied.

J. P. Seeburg Corporation vice-president and director of sales Henry T. Roberts appointed Robert Dunlap as service department head. Dunlap filled the post vacated by Clarence J. Bayne when latter joined the armed services.

With the increasing use of coin-operated gun games, sports arcades were being given a new moniker; sports arsenals. On the heels of this trend was Bally's introduction of the newest ray gun game, called Defender. Firm's Rapid-Fire gun was still going strong, but the new telescopic sights on the latest release imparted the illusion of shooting at a distant target.

Exhibit Supply Company hit the market with a new five-ball game, Zombie. Listing at \$104.50 for the free play convertible model, it offered lights-out scoring action, high score winners, special award bumpers and extra award bumpers.

Mass. Tax Chief Launches Drive On Tax-Free Cigs

BOSTON, Dec. 2.—State Tax Commissioner Henry F. Long has announced a new drive against the importation of tax free cigarettes into Massachusetts and has served notice that he will prosecute every case involving tax evasion.

He said that in the last week 110 cartons and 465 packages of cigarettes had been confiscated by his office in the Boston area, and complaints are now pending in court. Seizure of 54 cartons and 317 packages was made at a Jamaica Plain market, and 55 cartons and 148 packages were confiscated at a spa in Brighton.

While charges against both establishments were pressed, cigarette machine operators reported that they had been approached by "characters" of "Western" origin and sounded out on illegal cigarette deals.

Sugar Quotas

WASHINGTON, Dec. 2.—Sugar charged against quotas during January-October amounted to 7,155,135 short tons raw value, as compared with 6,484,545 short tons charged against such quotas the same period last year, Agriculture Department reported. The report includes sugar from all offshore areas recorded as entered or certified for entry before November 1, sugar marketed by the beet area, and an estimate of the quantity marketed by the mainland cane area.

Ag Department also announced that total distribution of sugar by primary distributors in the continental United States for civilian and military use in the week ended November 11 totaled 115,826 short tons, raw value, compared to 112,882 tons during the corresponding week last year. Total distribution for 1950 thru the week of November 11 reached 7,275,121 short tons, compared with 6,725,960 short tons for the same period the previous year.

Meters Removed

CRANBROOK, B. C., Dec. 2.—Parking meters in the business section were removed December 1 to make the job of snow removal easier.



JUMBO UNIVERSAL 15/16 INCH BALL GUM

Also Jumbo Universal Special Vends 3/8", 170 and 210 without any changes.

Capacity 2,375 Balls. \$14.45

GRAFF VENDING SUPPLIES
1122 Tarpley Ave., Dallas 11, Texas

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

- Empties Your Machines Faster
- The Finest Quality Gum
- All Orders Filled Immediately

Write—Phone
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St. Phila. 23, Pa. LOMBARD 3-2676

TOP VALUE—LOW PRICE!

A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.

4 or more \$11.25 each
100 or more \$10.50 each
ROY TORR LANSLOWNE, PA.

CHARMS
For Lowest Prices in Charms Consult
M. J. ABELSON
Representing
Plastic Processes Corp.; Character Charms, Inc.; Dowst Manufacturing Co.; Shirley Plastic, Inc.; Green Duck Company & Others.
M. J. ABELSON 1349 Fifth Avenue Pittsburgh, Pa. Atlantic 1-6478

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)

SMOKESHOP "612"

THE NATION'S FINEST CIGARETTE VENDOR

Tear-Out And Mail Ad For Details
AUTOMATIC PRODUCTS CO.
230-B W. 57th St., N. Y. 19, N. Y. • PL 7-3123

FOR SALE 50 USED 1c Columbus Vendors Model Z, ZM and G, @ \$6.50 ea.

CASH WITH ORDER BIRMINGHAM VENDING COMPANY
540 2d Avenue, North Birmingham, Alabama

CONFIDENTIAL PEERLESS WEIGHING AND VENDING MACHINE CORPORATION

still has a few "ON LOCATION" scale routes for sale

Scales from \$30.00 and up—WRITE OR WIRE DEPT. "B"

Peerless Weighing and Vending Machine Corporation
29-28 Forty-First Avenue Long Island City 1, New York

GIVEAWAYS

Every One Ready for Location

CONSOLES

- 3 Bonus Super Bells \$109.50
3 Twin Bonus Super Bells 179.50
3-Way Bonus Super Bells 199.50
2 Casino Bells 149.50
9 Clover Bells 425.00
2 Draw Bells 79.50
2 Reserve Bells 129.50
2 Bally Triple Bells 214.50
1 Mills Four Bells 49.50
1 Mills Duplex (Fl. Sample) 149.50
7 Evans Winterbooks 249.50
3 Evans Black Diamonds 229.50
2 Double Up 174.50
4 Jennings Tic Tac Toe Challengers 239.50
3 Jennings Challengers 159.50
3 1946 Buckley Track Odds, D.D. (D.O.—Twin Tube) 299.50
5 Bally Hi-Boys 89.50
1 Bally Wild Lemon 164.50
2 Bally Citations 179.50

Brand New Feature Bells... Write
Brand New Evans 100-1 Winter... Write
Keeney Pyramid... Write

SHUFFLE-BOWLERS

- 1 Gottlieb Bowllette \$ 54.50
2 Chicoin Bowling Alley 99.50
1 Williams Double Header (Floor Sample) 149.50
2 Fly-Up Pin Conversion Sets 29.50
5 New Lite-Up Pin Sets 5.00

\$39.50 EACH—3 FOR \$100

- 1 Genco Baseball Shuffle (Twin)
9 Williams Twin Shuffle
5 Genco Bowling Leagues
4 Bally Shuffle Bowlers
1 Rock-Ola Shuffle Lane

ARCADE & MISC.

- 1 American Weighing Scale \$ 39.50
1 1948 Automatic Bowling Alley (As Is) 39.50
1 Exhibit Golf States Diggers 169.50
1 Exhibit Golf States Diggers 199.50
1 Exhibit Golf States Diggers 179.50
1 Palmist Fortune Teller 22.50
3 Mills Panorams (Peep Shows With Film) 139.50
1 Dale Gun 59.50
1 Mercury Athletic Scale 32.50
1 Night Bomber (As Is) 34.50
2 Mufoscope Postcard Vendors 19.50
2 Exhibit Postcard Vendors 17.50
1M Cowboy and Movie Star Cards 2.50
1M Pin-Up & Hotcha Girl Cards 5.00
1 Pro Score (Rolldown) 17.50
3 Williams Quarterbacks 69.50
3 Williams Star Series 139.50
1 1948 Quizzer With Film 39.50
9 Rolls New Quizzer Film 4.95
5 Seeburg Shoot-the-Bear 334.50
2 Strikes-N'-Spares (As Is) 29.50
1 Undersea Raider 39.50
1 Watling Fortune Scale 59.50
20 2¢ Coin Chutes; New, \$2.00; Used 1.50

MUSIC

- 2 Packard Mod. 400 Hideaways \$ 59.50
1 Rock-Ola Commando 39.50
1 Rock-Ola Standard 39.50
2 Wurlitzer Mod. 616 29.50
1 Wurlitzer Mod. 616 59.50
1 Wurlitzer Wall Boxes 1.50
4 5/10¢ Personal Music Wall Boxes, Mod. F-10 12.50
2 Personal Music Loc. Amplifiers, Mod. F 19.50
1 Music Mirror Cabinet 39.50

SILENT SALES SYSTEM

4808 R. I. Ave. Phone: WArfield 3006 Hyattsville, Maryland



CIGGY FRUIT OR CIGARETTE REELS, 1¢, 5¢ or 10¢ play. Ball gum vender. 75-25% coin divider. Size 2 1/2x6 1/2x3 1/2. Also manufacturing COMET, MITEO, MITE and KING. Write for full details & quantity prices.

COMET INDUSTRIES, Inc. 2845 W. Fullerton Ave., Chicago 47, Ill. (Tel.: Dickens 2-2424)

SLOT MACHINES

- 5¢ GOLDEN FALLS \$117.50
5¢ DEUCES WILD 195.00
5¢ O.T.'s 69.50
Over 200 Slot Machines in Stock. Write for Prices.
6-5¢ BONUS SUPER BELLS \$169.50
9-1015 WURLITZERS 275.00
5-750E WURLITZERS 94.50

STERLING NOVELTY CO., INC. 649 So. Broadway Lexington, Ky. 1/2 Deposit Ph. 2-6886

ATTENTION, Shuffleboard Operators

One practically new manufacturing Resurfacing Machine—cost \$1,400 to build—and one Auto-Shuffleboard Trailer—cost \$500 to build. Will sell both for \$800.00.

D. J. Mirabile Baltimore 2, Md.

6 LATE BALLY SPEED BOWLERS, \$125.00 EACH

Playing fields and all in A-1 condition. 2 Jockey Specials, 1 balls, \$65.00 each. W. L. KRIEGER 709 Sherman St. Johnson, Pa.

AMOA Told Woes

Continued from page 64

purchases, will find their investment return dividends as the supply situation deteriorates.

He stated that the coin phonograph industry is not a "manufacturers' business," but that all segments, producer, distributor and operator were mutually interdependent. In the event that a full war economy is instituted, operator earnings should take the same tack they did in the last war, Haddock held.

Declaring that AMOA's financial status was in excellent shape, Denver said the association would continue to tackle industry problems in the same manner that it met the advent of television competition, the rising cost of equipment and the hazards of postwar readjustment. Operators in the business today are well seasoned, he said, and the quickie operator, lacking industry know-how, has passed from the local scene.

Pointing up the sound state of the business, Denver declared that recent sales of routes have been made at prices 25-30 times the weekly income for good will alone before the value of the equipment was estimated.

In a bow to manufacturers, the AMOA president complimented machine designers on the new features that have been incorporated in recent machine models. Innovations are essential to the progress of the industry, he declared.

Stressing that good management is needed more than ever in these unsettled times, Denver advised operators to buy new machines on a regular basis. Planned purchases and downgrading of old units was given as a formula for successful operation.

He reported that 21 used phonographs, donated for the purpose by the Atlantic New York Corporation, had been given by the association to schools, hospitals, police athletic league posts and other charitable groups.

Levine disclosed in his address that an attempt may be made to have the New York fair trade laws amended to permit coverage of juke box operation. No provision is presently included in the legislation for service industries. He said a careful check is being made of the situation in California, where juke operation was recently fair traded, and that similar action here might preclude such unfair competition as location loans, bonuses and excessive commissions.

In the long-range view, the location needs the phonograph as an essential patron service, he maintained. Levine warned that the operator could price himself out of business by continuing unchecked unwise location relations. In a report on the status of the Music Operators of America, Levine declared the national group will continue to grow in importance as it tackles adverse legislation and devises a sound public relations program for the industry.

Officers re-elected were Denver, president; Charles Bernoff, vice-president; Harry Wasserman, treasurer, and Sal Trella, secretary. Board members returned to office were Louis Herman, Joseph Connors, Albert W. Bodkin and Arthur Herman. Lou Hirsch was elected to the board to replace William Goetz, who died recently.

Switch to Music Biz Pays

Continued from page 64

not have taken in the amount found in the coin box if the spot had remained open 24 hours.

Delving into the problem of how the set-up made so much, Owens came up with the answer. He has a 100-play Seeburg and seven boxes on location. The patrons evidently placed several coins for the same tune. When the song played, they were satisfied, never knowing upon whose money the machine had operated.

Owens was in the Leuenhagen Record Bar recently and requested Ya Todo Paso. Mary Solle looked thru her supply and catalog trying to locate the record. She even questioned whether that was the correct title, explaining that sometimes the first few words of a song may be given to the operator as the title. All of these arguments were ruled out and Owens left the order with Miss Solle for future delivery.

Owens said that in his experience he has found that the Spanish people really know their music. They do not often give an operator the wrong information regarding requests for their machines. With this theory holding, this operator felt it was better to make an attempt to get exactly what was ordered rather than try a substitution.

Top Tunes

The Garden Grove music man has found that Mona Lisa by Ruben Reyes on Taxco Records is a money maker. Por Tu Culpa recorded by Los Madrugadores on Imperial, is also a consistent earner. Por Tu Quiero on Peerless also rings the bell.

While these strictly Latin tunes have proved top nickel getters, Owens has also learned that Hawaiian melodies strike a responsive chord. The day he was shopping in Leuenhagen's he bought King's Serenade recorded by Danny Kuanana on Capitol, and Maui Girl featuring Harry Owens and his Royal Hawaiians. Latins like the guitar and the stringed instrumentations, he said.

Owens's policy is to put 30 per cent of his selections in tunes of the Latin favorites. He then fills in with Hawaiian, being certain to include several country tunes. He has found that Hank Williams is a favorite and that his My Son Calls Another Man Daddy on MGM is in top demand.

Owens, who was born in Johnstown, Pa., devoted quite a few years to being an accountant. Finding the work too confining, he looked around for a business that would give him free time and, above all, keep him outdoors. Of course, the matter of making a good living also had to be considered.

He hit upon the music machine business as the answer to all of his questions regarding what was then his future. He found that it worked out well. Today he has time to fly his own P-26 plane

and use some of the flying experience gained in World War I. He is a member of the Aviators' Post, American Legion, the first on the West Coast, and holds one of the oldest active flying licenses.

In his argument for his present business, Owens said that he is now able to get away for a few days, something that was almost unheard of when he was a CPA. He contends that a man must attend to a route but one day ahead or after the scheduled day for collections does not make too much difference. The number of service calls has been reduced to a minimum by having his equipment in good shape.

Since becoming interested in music, Owens has made camellia and gardenia growing his hobby. At his home in Garden Grove, he has many valuable varieties of these blooms.

Jukes His Biz

But, music is his business and he has forgotten about his work as a CPA. Today he stays as far away from bookkeeping as possible.

The operating will stop temporarily about March 12 when Owens digs into his sheath of papers. He will stack his receipts for money paid out in one pile and his clips for collections in another. Then he will go to work figuring out his net earnings for his income tax. Once completed, Owens will settle down to flying, flower growing and operating music.



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Table listing vending machines, slots, arcade equipment, and consoles with prices. Includes sections for CIGARETTE VENDOR, CONSOLES, SHUFFLE ALLEYS, and MUSIC.

CLEVELAND COIN MACHINE EXCHANGE, INC. 2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO M.S. GISSER

Chicago Coin Sets

Continued from page 64

ing Company, Allston, Mass.; Phil Robinson, Los Angeles; Albert Simon, Inc., New York; Jack Rosenfeld Company, St. Louis; F. A. B. Distributing Company, New Orleans and Atlanta; A. P. Sauve Company, Detroit; Leiberman Hy-G Music Company, Minneapolis; Bush Distributing Company, Miami and Jacksonville; United Distributors, Wichita, Kan.; Southern Automatic Music Company, Louisville, and Central Music Distributing Company, Omaha.

Several showings in Canadian cities are also being planned by the Donald Fielding Company, Canadian representative of Chicago Coin.

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Table listing various slot machines and arcade equipment with prices. Includes sections for NEW—WRITE FOR PRICES, NEW—STILL IN ORIGINAL CRATES, USED MACHINES—RECONDITIONED, FIVE BALL, ARCADE, ONE BALL, and CONSOLES.

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Merchandising Music

Chick Henske, Jacksonville, Ill., has a promotion to help build tunes into the hit class. Henske lists upcoming tunes which look like eventual hits as "specials" in his jukes, with the patrons putting their nickels in the box out of curiosity. Then, when the tune catches on with the public, Henske replaces the "special" strip with a regular one listing the name of the tune.

MORE ABOUT QUARTERS...
Continuing the conversation on six-for-a-quarter play, Harry C. Perrine, Oceanside, Calif., this week says: "In spite of the additional costs of records and equipment, six plays, for 25 cents will increase the take, and will help offset those quiet hours. Most phonographs can be converted to the six-for-a-quarter play."

Dallas Music Distrib Plans Larger Quarters

DALLAS, Dec. 2.—Gramophone Enterprises here announced this week it will move into larger quarters in April. Firm, headed by Everett DeGoyler Jr., distributes recordings and record-playing equipment and accessories in Texas, Oklahoma and New Mexico. Present facilities at 1917 North Harwood Avenue will be doubled with the move to new location at 1425 Dragon.

Dom Pigati, Highwood, Ill., reports that he recently put a new Wurlitzer 1250 in a location which had been grossing \$25 per week, all in nickels. Pigati reports his new machine, after several weeks on location, has \$100.70 in the coin box for one week's take. In the collection there was \$12.25 in nickels, \$53.70 in dimes and \$34.75 in quarters. Pigati says the machine is set for six-for-a-quarter play, and streamers are used to promote this fact. He says the above figures show that a patron will drop a nickel in a juke box out of curiosity, and finding the performance of the machine above par, he will follow-up the initial investment with dimes and quarters.

Mass. Solons Seek Higher Taxes, Wages

BOSTON, Dec. 2.—Higher taxes, minimum wage provisions and cash sickness benefits are some of the things the incoming 1951 Massachusetts State Legislature will consider. Re-election of Democratic Gov. Paul A. Dever by an overwhelming majority at the polls is taken as a mandate by the administration in favor of the governor's policies.

Last year a proposal for a minimum wage law was defeated along with a cash sickness bill, which would have taxed employer and employee. Both bills were favored by the governor, and they will be drafted anew for the 1951 session.

A new wage order covering some 200,000 employees of retail establishments in the State is expected to be announced within 60 days, and be made effective in four months, according to Mrs. Hattie H. Smith, assistant commissioner of labor and industries.

"The new basic wages will apply not alone to stores, but to all types of selling, retail and wholesale whether on an employer's premises or elsewhere," she said. "They will reach the corner selling establishments in the country along with the big cities—no distinction is made for location."

Ship Williams Nifty 5-Ball

CHICAGO, Dec. 2.—Distributors samples of the new five ball Nifty were shipped this week by Williams Manufacturing Company and a preview of the game was held at the plant here.

Nifty has a special score feature which when made results in five replays. Another high point is the super special score which permits the player to build the five replays into 10 when carried over from previous games.

The Williams developed tilt reset, which penalizes the player only for points made on the ball in play at the tilt occurrence, is included in Nifty.

Ind. League In 8th Week

LA PORTE, Ind., Dec. 2.—The losing its match this week, Rudy's Tavern, Stillwell, Ind., maintained first place in the Maple City Shuffleboard League here. Operator Don Calkins is directing play in the 10-team loop which has just completed its eighth round of competition.

With the cash prize fund now up to \$415 and growing each week, competition has stepped up sharply in the past few weeks. Another Stillwell team, Last Round-Up, won its latest match to advance within one game of its intra-city rival. The Rudy's Tavern group has won a total of 53 games while dropping but 19 while the Last Round-Up has a 50-20 record. The third place unit is Red-amae's from New Buffalo, Mich., with a 47-25 showing. The remainder of the league standings follow: Three Star, La Porte, 43-29; Wally's, La Porte, 39-33; Kyrcak's, New Buffalo, 34-28; The Pub, La Porte, 29-43; Stevenson's, Rolling Prairie, Ind., 26-46; Kaminski's, La Porte, 20-52, and Roule's, La Porte, 17-55.

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS
CHILDREN		
ROGER COLEMAN Nothing To Do (Sides 1 & 2) CHILDREN'S RECORD GUILD CRG 1012—In material and delivery, this is one of the best efforts yet at a pre-school activity disk. Songs are for marching, skating, tip-toeing, etc. All are clearly, warmly, and forcefully sung by Coleman, who handles the narration equally well. Music is simple and rhythms are positive.		83--83--83--NS
SPIRITUAL		
MARIE KNIGHT (Sam Price Trio) The Florida Storm DECCA 48189—Powerful rendition and timely theme give this sacred shout a sharp edge. Should do okay.		79--79--79--79
Hallelujah, What a Song More routine stuff here.		73--73--72--73
LATIN AMERICAN		
TITO PUENTE (Ray Timbal Ork) Swinging the Mambo VICTOR 23-5254—Strong, modern large-ork mambo features piano and well-marked beat.		77--78--77--76
Donde Estabas Tu (mambo) Vocal adds Afro flavor to this more potent dance side. Heavy mambo beats and clean orking stand out.		81--83--80--79
JOHNNY RODRIGUEZ TRIO		
El Arrebatado (mambo) DECCA 21324—Trumpet-guitar-vocal group renders a highly danceable side with true tropical flavor. Spanish dialog, while aimed at natives, is in rhythm.		78--78--78--77
Ciento Por Ciento Boricua (son mambo) Equally danceable stuff.		76--76--77--76
ALBERTO IZNAGA ORK		
St. Louis Blues Mambo DECCA 21328—Yankee rhumbug, native mambophiles, and jazz jocks will all go for this one. Score is modern, rhythm is powerful, and the recording brilliant.		84--85--83--83
Mambo Pa Chango Wild mambo screamer has more primitive flavor, plus good piano. Has all the required ingredients.		83--84--83--82
CHUY REYES		
Mocambo Mambo CAPITOL 1300—West Coast Latin favorite spices a modern synthetic mambo creation with some standard Prado-isms and brief, tasty piano.		73--74--73--72
Oink, Oink Mambo Similarly slick studio stuff for the Yankee trade.		73--74--73--72
VINCENT LOPEZ ORK		
Jicotea (mambo) VICTOR 23-5259—The Manhattan Latin leaps thru a surprisingly bright, flavorful mambo side. Has real excitement and mucho beat. Could sell if it can get distribution.		80--81--80--78
Japa-Japa (mambo) Too much going on here. Side gets jumbled tho the beat keeps moving.		71--72--72--70
BOBBY CAPO		
Soy Tolimense (torbellino) SEECO 7038—No dance side for the Yankee market, but a beautifully warbled folk-type tune of considerable quality.		76--78--78--72
No Volvera A Pasar (guaracha) Capo is in top form here, and this one's danceable. Okay for the rumba-mambo crowd, tho Spanish dialogue portion detracts.		76--77--77--73
DANIEL SANTOS-SONORA MATANCERA		
Monito (guaracha-mambo) SEECO 7060—Fine native Cuban combo joins the rhythmic warbler in a full-flavored tropical chant. Strong, medium-tempo dance offering.		77--77--78--77
De Qur Te Quejas Mi Hermano (bolero) Santos is less effective at slower tempo, but the group provides a persistent dance beat here.		74--74--74--73

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Keeney A.B.C. Bowler, 8, 9 1/2 Ft.	175.00	With Swing-Up Conversion	155.00
Keeney Pin Boy	145.00	Williams Twin	75.00
Williams De Luxe Bowler	225.00	Rock-Ola Shuffle Lane	75.00
Williams Twin Shuffle	175.00	California Shuffle Pins	35.00
Williams Single Bowler	150.00	United Shuffle Alley	70.00
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Keeney King Pins	235.00	With Rebound Conversion	135.00

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Chicago Coin Goalie 65.00	De Luxe Draw Bell 135.00
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9 1/2" Keeney Pin Boy without lites 47.50	9 1/2" Bally Speed Bowler 157.50

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Keeney League Bowler, Bally Turf King, Bally Triple Draw Bell, Universal Winner, Joker—Red Shoes—Punchy—Flying Saucers, Keeney's Electric Cigarette Vendor, Mills Wild Duce, Mills "21" Bell, Mills Blue Bell, Downey-Johnson Coin Counter.

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We Carry a Tremendous Stock of 45 RPM RECORDS.

ARTIST LABEL AND NO. TUNES COMMENT

HOT JAZZ

OSCAR PETTIFORD (D. Ellington-Jo Jones-Lloyd Trotman)			
Perdido	MERCER M-1952	Pettiford lets fly a flood of remarkable jazz plucked on a cello. A technical tour de force which should attract attention. Presence of Ellington on keyboard should lend added collector values to this dishing.	72--80--73--63
Oscalypso		An original calypso-blues item again showcases Pettiford's remarkable work with the cello but is mainly for the deeper-thinking jazz cults.	55--65--55--45
GENE AMMONS BAND (G. Ammons-Sonny Stitt)			
Seven Eleven	PRESTIGE 725	Bop-flavored riff opus is punched out crisply by the Ammons' group but has little to offer in originality.	55--59--55--52
Back In Your Own Back Yard		Ammons spins out this fine oodle as a slow ballad, showing off a fat toned tenor style. May have some r & b values in city locations.	65--67--62--65
ZOOT SIMS (John Lewis-Curley Russell-Don Lamond)			
Dancing in the Dark	PRESTIGE 726	Sims, one of the coolest of the cool tenor sax school, sticks close to the melody line on this pretty beat reading of the evergreen.	62--65--60--60
My Silent Love		Sims turns in a tasty couple of medium time choruses on the standard. For members of the Getzian tenor cult.	62--65--60--60
SONNY STITT ORK			
Our Very Own	PRESTIGE 727	The pretty movie title song is slanted for r & b marketing as Stitt blows an exaggerated melody reading. The ballad trend in r & b quarters could ring bells for this slicing.	75--75--75--75
After You've Gone		Stitt takes off at a breakneck tempo on the standard and turns on some expert boppish tenoring which should please modern collectors, tho there is the semblance of melody present.	73--77--72--70

CLASSICAL

BOSTON POPS ORK-ARTHUR FIEDLER, COND.			
Classical Juke Box	VICTOR (45)49-3044	Novelty is based on "Music, Music, Music," and includes the old broken record gimmick. Idea misses fire.	71--72--70--NS
Syncopated Clock		Leroy Anderson novelty should sell to the legions that bought and still buy his "Sleigh Ride." Could also go big on "45" boxes.	86--88--88--81
BOSTON POPS ORK-ARTHUR FIEDLER, COND.			
Coates: Knightsbridge March	VICTOR (45)49-3043	Litling British march from one of Coates' "London Suites" is a most ingratiating hunk of middle-brow stuff. Fine for "45."	84--85--82--NS
American Patrol March		More familiar band opus comes off very well in this rousing, well-recorded ork version. Okay for "45" boxes in many locales.	83--85--84--77
GLADYS SWARTHOUT-GIBNER KING-LEONARD ROSE			
Massenet: Elegie	VICTOR (45)149-3042	Cecilia Leonard Rose is the real star here. The beautiful schmaltz song is sung with little color by the big-name contralto.	69--68--70--NS
Hahn: Les Cygnes		Another beautiful French song, but Rose isn't on hand to redeem this one.	65--63--67--NS
BOSTON SYMPHONY ORK-SERGE KOUSSEVITZKY, COND.			
Haydn: Toy Symphony, Parts 1 & 2	VICTOR (45)149-3013	The great Haydn miniature, with its many gimmicks aimed at children's ears, comes off with clarity and vitality in a fine, well-recorded reading.	79--79--79--NS

INTERNATIONAL

LAWRENCE DUCHOW			
Holka Polka	VICTOR (45)51-1178	Thumping Dutch polka, with slight vocal chorus and neat rhythm effects, merits good Midwestern play.	75--74--74--76
Come Wet Your Mustache With Me		Tavern oldie is orked in excellent Lumardo style and warbled competently. It's a waltz and okay for pop buyers.	76--75--75--77
EDDIE HABAT			
The Polka Habat	DECCA 45123	Umpteenth variation on a familiar Slovenian folk theme makes for a bright, danceable squeeze polka for the Cleveland-Pittsburgh and Midwest sectors.	71--70--70--72
Red Lips Waltz		Brisk European waltz, with lyrics by the Spencer Brothers, is dueted with moderate strength here.	71--70--71--72
WALT SOLEK ORK (Walt and Mama)			
Oh, Mama, Mama	COLUMBIA CO-44370	Bright hop has entertaining novelty lines in English, tho the orking is in the best Polish style. Good polka side.	77--78--77--77
Happy Hop Polka		Potent instrumental features some flashy section work by the trumpets. Bright, clean-cut polka fare.	76--76--76--77
VICTOR ZEMBRUSKI			
Samba Vox Polka	CONTINENTAL C 1268	Samba-like theme is used here in a flashy selovex vehicle. Recording could be more brilliant, tho the playing is fine for polkaaters.	74--75--73--73
Alexander Polka		Fair-enough instrumental loses its edge in the poor recording.	67--67--67--66

Coin Interest

Continued from page 63

New York, cigarette, multiple choice cup venders, soup vender, hot coffee machine and small-size drink vender for specialized locations.

Capitol Projectors Corporation, New York, coin-operated midget movies.

Como Manufacturing Corporation, Chicago, three models of Hollycranes (shag open chute merchandise, closed chute and free-play models).

H. C. Evans & Company, Chicago, the Constellation music machine plus wheels for outdoor trade.

Exhibit Supply Company, Chicago, Pony Express (small mechanical horse), Big Broncho, Dale six shooters, Robot ticket vender, Serv-a-Card salesman, rotary merchandisers and vitalizer (foot machine).

International Mutoscope Company, Long Island City, N. Y., Photomatics (photo machines), coin-controlled message unit, cross-country steering control arcade piece, drop kick game.

Memphis Metal Manufacturing Company, Memphis, Crusader (mechanical horse).

Mike Munves Corporation, New York, arcade pieces, including Goalee Hockey game, Exhibit six shooter, basketball and baseball games.

Philadelphia Toboggan Company, Philadelphia, Skee Ball machines.

Perey Manufacturing Company, Chicago, coin-operated turnstiles.

Sutphen Products Corporation, New York, Bowl-O (coin-operated bowling game).

Supplier Firms

In addition, the following firms showed supplies used in vending machines:

Blevins Popcorn Company, Inc., Nashville, popcorn and manual venders.

Chunk-E-Nuts Products Company, Philadelphia, nuts, popcorn and supplies.

Coca-Cola Company, New York, Coca-Cola.

Charles E. Hires Company, Philadelphia, Hires root beer.

Joyce Distributors, Chicago, premiums (for games, crane machines, etc.).

Krispy Kist Korn Machine Company, Chicago, fancy popcorn and related equipment for making it.

Manley, Inc., Kansas City, Mo., popcorn.

Orange-Crush Company, Chicago, Orange-Crush beverage.

Sero Syrup Company, Brooklyn, Liberty brand sirups.

Capitol Corp. Produces New Film Series

NEW YORK, Dec. 2.—Capitol Projector Corporation, manufacturer of Midget Movie machines, has entered the film producing field with 10 all-girlie series already ready for release and new attractions scheduled on a regular monthly release basis. Ralph Hotkins, president, said his firm expanded into film production only after an acute need for new attractions developed among park and arcade users of coin-operated movie machines. Capitol previously distributed films produced by other companies.

Each Capitol series consists of six subjects and they are offered in either sound or silent versions. With sound track, they list at \$30 a series. Price for the silent strips are \$27 per series. Two new series will be issued each month.

Copper Roll-Back

Continued from page 63

city of other materials has not been felt as yet.

Meantime, the government started gathering statistical information concerning the coin machine industry thru the Bureau of the Census and NPA.

Manufacturers reported receiving a Census Bureau questionnaire, directed at all industries rather than at coin machines specifically, which seeks to determine the dollar volume of materials used in the 12-month period ended January 1, 1950. NPA also approached segments of the industry to determine the amount of materials manufacturers use—especially the amount of copper and copper-alloy products.

TAX RECEIPTS SET NEW HIGH

WASHINGTON, Dec. 2.—Coin machine tax receipts of \$919,241 in October set a new record for that month, the Bureau of Internal Revenue reported this week. The total was nearly one-third greater than the October, 1949, mark of \$660,449.

The high return wiped out some of the cumulative decline for the 1951 fiscal year. Collections for the first four months of the year totaled \$14,656,183 compared with \$15,711,557 for the same period in the 1950 fiscal year.

REAL BUYS at the RIGHT PRICE!



JOE ASH
\$34.50 EACH!!!

Build Up Bermuda Cinderella Caribbean Cover Girl Humpty Dumpty Mardi Gras

Merry Widow Robin Hood Shanghai Screw Ball Thrill Trade Winds Trinidad

Triple Action

Bowlette \$49.50
Ballerina 39.50
Just 21 74.50
Speedway 39.50
Super Hockey 69.50
Floating Power. 59.50

Foreign Buyers We ship games all over the world. Visit our showrooms or write for list.

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa.
Phone: Fremont 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

DISAPPEARING PIN CONVERSION UNITS

ONLY \$59.50 complete

Easy to install. Complete instructions furnished.

AVAILABLE FOR THE FOLLOWING

SHUFFLE GAMES

1. "United" Shuffle Alley
2. "Bally" Shuffle Bowler
3. "Chicago Coin" Bowling Alley
4. "Keeney" Pin Boy
5. "Universal" Twin Bowler
6. "Williams" Twin Shuffle
7. "Rock-Ola" Shuffle Lane

MOTOR RESETTING.

All conversions fully guaranteed. 1/3 deposit required. If full cash accompanies order we will pay freight.

ROYAL MUSIC COMPANY

34 PARK ST. WEBSTER, MASS.
Tel. 649-W

SUTPHEN GIVES BOWL-O SHOW \$\$ TO POLIO FUND

CHICAGO, Dec. 2.—Sutphen Products Corporation donated all receipts taken in by its Bowl-O game exhibit at the NAAPPB show at the Hotel Sherman Sunday thru Wednesday (26-29) to Infantile Paralysis, Inc. Donation was made in the name of NAAPPB.

Bowl-O is a bowling game using a ball similar to a duck pin ball. Player bowls 12 shots for a dime at simulated light-up pins which go out when hits are recorded. Strikes score 25 points and spares 20 points. Playfield is 26 inches wide and is available in 18 and 14-foot lengths.

Preston Sutphen, president, and Parker Lawrence, sales manager, represented the firm at the convention.

Fla. Shuffle League Starts

JENSEN BEACH, Fla., Dec. 2.—The Indian River Shuffleboard League, organized for the second consecutive year and believed to be the only league of its kind in the United States, will start its season December 1, according to President Harry Hoke.

The league is composed of the cities of Cocoa, Melbourne, Vero Beach, Fort Pierce and Stuart, with Ocean Breeze Park representing Jensen Beach.

A traveling trophy, which has been donated by *The Fort Pierce News Tribune*, will be presented to Ocean Breeze Park, last year's champions, at a basket picnic in Fort Pierce November 29.

Officers of the league besides Hoke include Mrs. Paul M. Johnston, Vero Beach, secretary, and a board member from each of the cities represented.

Hike CM Levies

WASHINGTON, Dec. 2.—The Arlington County, Virginia, board this week slapped a \$1,000 fee on distributor licenses and upped nickel machine taxes to \$200 and dime machines to \$300.

The
PLAY-WRITE

is BUILDING A GOOD REPUTATION:
Because IT'S GOT WHAT IT TAKES!

1. It opens up closed territories.
2. Requires No Federal License.
3. It has that Popular Slot-Reel action, with Numbers-interest and that is a Wonderful combination in any territory.
4. All plays are automatically recorded and all pay-outs are automatically recorded.
5. It does NOT go out of style, but Gains and Gains in Popularity.
6. It can be played for any amount of play, say from 5c to \$1.00.
7. It can be played 8 times a minute—That's action.
8. It requires only a small space—it is 10 1/2 inches high, 11 inches wide and 16 inches long—and weighs only 28 pounds.
9. It gets such continuous action that locations need and ask for 2, 3 or 4 PLAY-WRITES in their place so that Players-Don't-Have-To-Stand-in-Line for a chance to play.
10. It is priced low.

\$169.50

The price is only **\$169.50** F. O. B. Akron, Ohio
1/4 down deposit required with order, balance C. O. D.

We URGE YOU to be First in Your Territory—mail in your order for a few PLAY-WRITES and place them in some of your locations—then in a few days your PLAY-WRITES will prove their Fast-Action. Then you can order more PLAY-WRITES to cover your territory—but remember, BE FIRST.

In mailing in your order we suggest you order 10 rolls of our 1492XL roll paper for each machine you order. This is a special-processed paper that is fool proof and each roll contains 1740 plays. The price is 95c per roll.

"The PLAY-WRITE is patented in the United States and Canada"

Play-Write CORPORATION

596 SOUTH MAIN STREET TELEPHONE: PORTAGE 5839 AKRON 11, OHIO



WORLD WIDE

Your Exclusive Distributor for



**WILLIAMS
ROCK-OLA
EXHIBIT
KEENEY**

**WILLIAMS
DOUBLE HEADER**

Proof! Proof! Proof!
Earnings bigger—better
than ever. The greatest
two player game avail-
able today. The only
game that's really dif-
ferent.

**KEENEY
LEAGUE BOWLER**

Fastest rebound ever
made! 1, 2, 3 or 4 play-
ers. Increased Earnings!
—Priced right. Billright!
Immediate delivery. The
permanent Hi Earning
game to fit any location.
8 or 9 1/2 ft.

Reconditioned SHUFFLE GAMES

Williams DELUXE BOWLER	\$125	Chgo. Coin BOWLING ALLEY	\$115
Williams TWIN SHUFFLE	95	Chgo. Coin BOWLING ALLEY, Light Cab.	95
United SHUFFLE ALLEY EXPRESS	155	Williams SINGLE BOWLER	60
Rock-Ola SHUFFLE LANE	50	Genco BOWLING LEAGUE	35
Universal TWIN BOWLER	125	Genco GLIDER	45
With Flyaway Pins	150	KeeneY DOUBLE BOWLER	225
United SHUFFLE ALLEY	45	Universal SUPER TWIN BOWLER	185
With Original Flyaway Pins	75		
Bally SPEED BOWLER	195		

**RECONDITIONED
ONE BALLS**

CHAMPION	\$375
CITATION	235
TURF KING (NEW)	WRITE
GRANDSTAND (NEW)	WRITE
UNIVERSAL (NEW)	WRITE
GOLD CUP	115
JOCKEY SPECIAL	95

**RECONDITIONED
CONSOLES**

Bally CLOVER BELL	\$425
Bally SPOT BELL	225
Bally TRIPLE BELL	225
Universal ARROW BELL	350
KeeneY SINGLE BONUS	150
KeeneY TWIN BONUS	195
KeeneY THREE WAY BONUS	275
Pace SARATOGA	95
Bally DRAW BELL	45

NEW SHUFFLE GAMES

- United 4 PLAYER SHUFFLE ALLEY
- United SKEE ALLEY
- United DOUBLE SHUFFLE ALLEY EX-
PRESS
- Universal HIGH SCORE BOWLER
- Bally HOOK BOWLER
- United TWIN SHUFFLE ALLEY RE-
BOUND

NEW 5 BALL GAMES

- Williams RAG MOP
- Williams PINKY
- Exhibit OASIS
- Gottlieb 4 HORSEMAN
- Genco FLYING SAUCER
- Genco HARVEST TIME
- Chgo. Coin PUNCHY

**EXHIBIT DALE
SIX SHOOTER**

Brings the West to
your spots. 5¢ or 10¢
play. Popular with
everyone. Operates
anywhere. Varies speed
moving targets. Tar-
get shooting becomes
a daily habit. Vends
ticket on skill score.

**FLY-AWAY
PIN CONVERSION**

for Chicago Coin Bowling
Alley. Motor Driven—
Perfect Scoring. Beauti-
fies every game. Best
FLY-AWAY PIN CON-
VERSION ever made. Au-
thentic scoring. Lites up
spares and strikes. Guar-
anteed. Write for Quan-
tity Price. Sample \$59.50.

**The finest
PREMIUM**

sold any where
"KIT KAT KLOCK"
It's the "cat's meow"
—action, motion.
The eyes move, the
tail wags. Luminous
eyes, mouth and
dial. Price...\$7.47

**RECONDITIONED
ARCADE GAMES**

Seeburg SHOOT THE BEAR RAY GUN	\$355
Exhibit DALE GUN	75
Williams STAR SERIES	175

WRITE FOR SPECIAL PRICES
ON NEW GAME
CLOSEOUTS!!

**RECONDITIONED
5 BALL GAMES**

BLACK GOLD	\$85	JUST 21	\$75
BLUE SKIES	45	SCREWBALL	50
BUTTONS & BOWS	95	TRINIDAD	50
LUCKY INNING	110	THRILL	45
LADY ROBIN	45	PARADISE	60
HOOD	45	TRIPLE ACTION	45
ONE-TWO-THREE	45	RAMONA	75
		TENNESSEE (not F.P.)	45



Coinmen You Know

New York:

The annual dinner-meet and election of the Automatic Music Operators' Association (AMO) Tuesday (28) broke precedent by having non-operating industry guests share the dais with AMOA officers. Those honored were John W. Haddock, AMI president, a featured speaker; Bill Fritzer, AMI ad and sales manager; Barney Sugarman, of Runyon Sales; Meyer Parkoff, of Atlantic New York; Joe Young, of Young Distributing; Bill Littleford, co-publisher of The Billboard, and Joe Orleck, of the Cash Box. See separate story for election results and a report of the proceedings.

Unannounced and unsolicited feature of the meet was Al (Senator) Bodkin's rendition of "When Irish Eyes Are Smiling." Some ops showed their appreciation of his efforts by not leaving the room until he finished. The head of Forest Hills Automatic got a big hand. . . Herman Silver, of Empire Music, was greeted by friends at the get-together. It was his first night out after an illness of four months.

The record windstorm Saturday (25) scattered its share of troubles among local coinmen. On Tenth Avenue a window of Bob Jacobs' U. S. Distributing was blown in and ops visiting Harry Pearl at Bert Lane, Inc., had to duck under an overhead sign that was torn loose from in front of the outlet. Part of the roof of the Union Square building housing Karl Guggenheim, charms supplier, fell to the street killing a passerby. Harry Fehn, of Lyon Industries, had to evacuate his family from his cold and dark North Jersey home. And Jack Wilson, Newburgh, N. Y., phono op in town shopping last week, reported his home damaged by an uprooted tree.

Moe Mandell, of Northwestern Sales & Service, was ready to resume delivery this week on that manufacturer's line of bulk venders. Firm's plant was strikebound for 12 weeks until settlement was reached Monday (27). . . Ralph Hopkins, of Capitol Projectors, reports supply shortages have yet to affect his production schedule.

Arnold Fink, of General Vending, scotched rumors last week that he is selling his cup vender route. Actually, said Fink, he is adding new equipment in a move toward diversification. . . Joe Madden, of Old Reliable Music, is vacationing at Greenwood Lake, N. J., at the training camp of his friend, Joe Baksi, heavy-weight contender.

Sam Kramer, of Interboro Music, has moved his operating headquarters to 433 West 45th Street. . . Joe Mandell, of Queens-Nassau Automatic, is vacationing in Florida. . . Phil Koff, of Coffee Vending Service, left for Philadelphia Friday (1) to attend a two-day meet of Rudd-Melikian operators. With Ed Sahagian, Koff operates the largest route of dual coffee-coke machines in the city.

I. H. (Ike) Houston, president of Spacarb, has moved his office furniture to the firm's new headquarters in Stamford, Conn. Pete Foster, sales manager, will stay on in town for another two weeks. . . Sal Groenteman, president of International Amusement Company, returned last week from a seven-month stay in Europe. Firm exports coin games and jukeboxes to the Continent.

Sam Bushnell will be on hand to greet operator friends at the 18th anniversary party of Standard Factors Friday (8). . . Dave Rosen, Philly distributor, was in town last week on biz.

Chicago:

Herb Perkins, head of Purveyor, returned last week from a flying business trip which took him to the West Coast. Perkins reported he had picked up several new premium lines on his trip. Firm's remodeling program continues, with the new display room, featuring special holiday prizes, about ready. Tom McNeill, who remained at the Chicago headquarters during Perkins' absence, says the premium business continues strong with operators in the Wisconsin, Illinois, Indiana area covered by Purveyor. Dorothy Johnson, girl-Friday at the firm, was out sick last week.

Music and game business showed more signs of life last week, reported Ben Coven, head of Coven Distributing, representatives for Bally and Wurlitzer products in this area. Coven's headquarters was the meeting place for several out-of-town and local ops who had visited the NAAPPB convention at the Hotel Sherman. Harold Saul, who handles the firm's advertising and also contacts op customers, says there was a definite swing upward in business after the Thanksgiving holiday.

Gil Kitt, Empire Coin partner, out-of-town on business last week with Ralph Sheffield holding down the fort along with Howie Freer and Stanley Levine, who has postponed his next road trip several weeks in order to lend a hand with the increased business being processed at the firm's headquarters. Freer reports Empire last month hit a new all-time high in handling export business, with shipments going out to such places as France, Belgium, Canada, Mexico and Ecuador. Freer also reports Empire's premium business is increasing steadily. The firm is now handling several new lines on an exclusive basis for the coin machine field.

It looked like homecoming for the coin machine trade at the NAAPPB convention in the Hotel Sherman last week. Among the manufacturer visitors were Mel Binks and Bill Ryan, Universal Industries; Clayton Nemeroff, Monarch Coin Machines; Herb Oettinger and Billy DeSelm, United Manufacturing Company. Distributors included Morris Hankin, Atlanta; Leo, Sam and Mort Weinberger, Southern Automatic; Wally Finke, First Distributors,

Chicago; Col. Lou Lewis, Merit Industries, Chicago; Clarence Camp, Memphis; Joe Beck, Mitchell Novelty Company, Milwaukee.

Among those manning the booths for coin machine firms exhibiting at the show were Ford SeBastian, Joe Batten and Frank Mencuri, Exhibit Supply Company; Dick Hood, Rex Shriver and Les Rieck, H. C. Evans & Company; Mike Munves, Mike Munves Corporation; Walter Traitsch and R. L. Budde, A. B. T. Manufacturing Company; Preston Sutphen and Parker Lawrence, Sutphen Products Corporation and S. B. Goldsmith, Capitol Projectors.

Last week it was incorrectly stated that D. Gottlieb & Company was the manufacturer of PUNCHY, a five-ball game. The statement should have read: "Gottlieb's newest five-ball game Joker is now drawing repeat orders," Alvin Gottlieb says. PUNCHY is a product of Chicago Coin Machine Company. Among the visitors in to see Joker production at the Gottlieb plant this week were Irving Morris, of Irving Morris, Inc., Newark, N. J. He was accompanied by operator Buddy Schwartz.

Detroit:

Henry Solomon reports the Edelco Manufacturing & Sales Company is remodeling the offices at its plant, in preparation for placing two new amusement devices in production. . . Louis Nemes, manager of Music Systems, Inc., local Seeburg distributor, was busy doing business in Western Michigan last week.

Henry C. Lemke, industry pioneer in this area, has been expanding his Photomatic route into the largest venture of its kind in the State, and uncovering new outlets for these machines. . . Joseph Frederick, arcade operator, is back at his home recuperating from a gall bladder attack. He plans to undergo an operation early in January.

Nathan Flaisher, who recently bought out the Mercury route of ice cream venders from John Robert Hunt, is expanding operation plans from an individual route to the newly formed International Ice Cream Vending Company, and is establishing headquarters at 3300 West Chicago Avenue.

SUCCESSFUL OPERATORS DEAL WITH COVEN!

BALLY SHUFFLE BOWLER CONVERSION TO REBOUND—45 SECOND PLAY. **\$42.50**
INSTALLED IN OUR SHOP.....\$52.50

Champion	\$359.50
Citation	229.50
Lexington	199.50
Trophy	119.50
Jockey Special	89.50

Draw Bell, 5¢ or 25¢	\$99.50
Williams All Stars	99.50
Hit-A-Homer	19.50
Wurlitzer 1015	274.50
Seeburg 146M	259.50

Bally Shuffle Champ	WRITE
Speed Bowler	\$199.50
Bally Shuffle Bowler	89.50
Un. Shuffle Alley	49.50
W/Fly-Away Pins	89.50
Un. Twin Bowler	99.50
KeeneY Pin Boy	49.50
Wms. Bowler	59.50

Shanghai	\$44.50
Thrill	34.50
Select-A-Card	134.50
Mardi Gras	34.50
Genco 1-2-3	49.50
Blue Skies	39.50
Bank-A-Ball	144.50
'49 Majors	44.50
Screw Ball	49.50
Wisconsin	35.00
Trinidad	34.50

Operators in Wisconsin, No. Illinois and Indiana—Use the COVEN Finance Plan.

BUY NOW! WURLITZER 1250 1217 Hiway BALLY HOOK BOWLER



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3181 Elston Chicago 18, Ill.
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All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Authorized Distributors for **Bally and WURLITZER** Products Phonographs

EXCLUSIVE!

That's HOLLYCRANE, the sensational COIN-OPERATED, MINIATURE MODEL INDUSTRIAL CRANE. Positively the only one of its kind made!

Write for Descriptive Circular and Free Profit Chart

COMO MANUFACTURING CORPORATION
5013-5025 N. KEDZIE AVE., CHICAGO 25, ILL.

Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds

Vital Statistics

Deaths

John McCormick, supervisor of the ABC Vending Corporation, Boston, suddenly November 23. Funeral mass was celebrated at Holy Name Church, West Roxbury, Mass.

Births

A son to Mr. and Mrs. Dan Gould last week in Los Angeles. Father is head of the Dan Gould Company, Chicago, parts supply firm.

CALENDAR FOR COINMEN

- December 4.—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 - December 5, 19.—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 - December 5, 19.—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 - December 6.—Coin Machine Operators' Association of Harris County (CMOAH), Chamber of Commerce Building, Houston.
 - December 7.—Washington Music Guild, Inc. (WGM), 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 7, 14, 21, 28.—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
 - December 11.—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
 - December 12, 26.—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
 - December 13, 27.—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 - 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.
 - December 20.—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.
 - December 26.—Automatic Music Operators' Association, Inc. (AMO), monthly meeting, Park Sheraton Hotel, New York.
 - December 28.—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
 - December 28.—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 - January 22.—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 - 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.)

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FLYING SAUCERS!
featuring
The NEW EXCLUSIVE VISIBLE TILT
 Adds New Zip!
 Adds Extra Skill!
 Adds Greater Play!
 Visible tilt pendulum swings with every shake of the machine. Permits players to see how closely they come to tilting... without fouling.

LIGHTS UP MARS, VENUS AND THE MOON!

7 Ways for Replay...
 SCORES IN THE MILLIONS

Get on the **FLYING SAUCER** Money Maker Today!
 TOP EARNINGS IN TEST LOCATIONS

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 WRITE, WIRE, PHONE YOUR DISTRIBUTOR NOW

Pittsburgh:
 From the Chicago convention, M. J. Abelson, of American Distributors, planned to the West Coast... Harry Rosenthal, Banner Specialty Company, reporting on his trip thru West Virginia, says better TV programming is keeping more people at home, especially in the evenings... Meyer Popkins, owner, Pittsburgh Coin Machine Exchange, plans to move into his new building March 1. He believes the building is the only one of its type in the country... Gilbert Bales, Washington, Pa.; Al Rosenzweig, Milk Vending Service Company, Wilkensburg, Pa., and Joseph McGlenn, of McGlenn's, entrained for Chicago together.

Among pleasant comments Joseph McGlenn received from his recent article in The Billboard was a complimentary letter from the American Chicle Company... Herbert Rosenthal, of Banner Specialty Company, received a card from newlweds Mr. and Mrs. Frank Mikešic, honeymooning near Mexico City.

M. J. Ballinger, owner, Acme Vending Machine Company, with more records coming out, finds the practice of taking a smaller percentage and providing five-or-six more first-class records more than makes up for giving operators a high percentage and putting on only a few or even no top-notch new records.

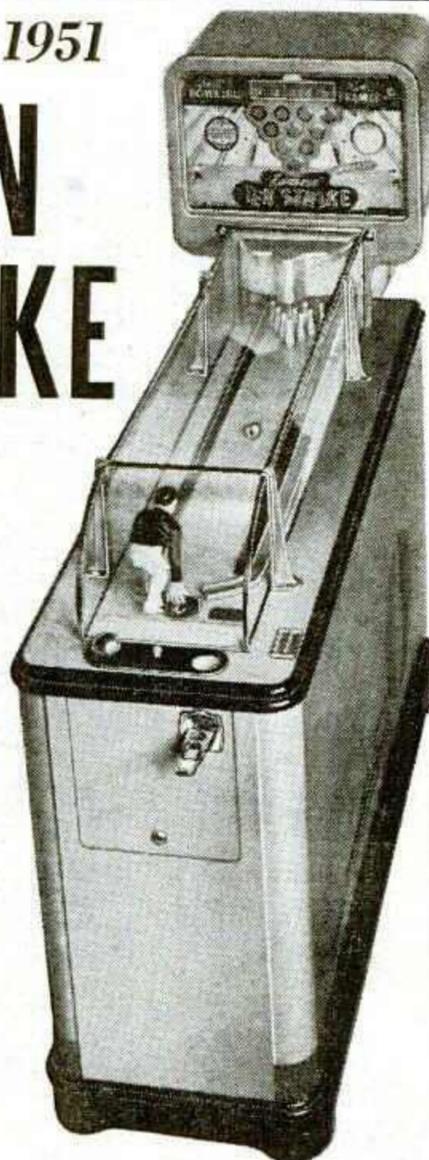
While good service is all important today, regular customers become uninterested if high quality of merchandise is not maintained, says Raymond Stone, general manager, Theater Candy Service.

With disk jockeys plugging him heavily because of Pittsburgh's newspaper strike, Louis Prima's band at West View Park's Dance-land November 5 drew 800 better than an average night, even tho the band was booked only five days prior to the date.

Sydney Reinwasser, manager, Pittsburgh Coin Machine Exchange, has some new and original ideas on money-making to present to customers when the exchange opens in its new building.

James Winston, managing Columbia's record department here, says most dealers haven't the lightest idea how many shellac classics to order because their customers are being weaned from 78's over to LP's.

EVANS' 1951 TEN STRIKE



Original and Still Greatest of Bowling Games!

REAL BOWLING!

ALL SKILL!

BETTER THAN EVER—EVERY WAY.

NEW! High Dial Projector Scoring up to 150!
 IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play.
 PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Manikin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!
 REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 Improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE, the finest game of skill for amusement only, is gilt-edge! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years!

AVAILABLE IN NOVELTY OR REPLAY MODELS
 ORDER FROM YOUR DISTRIBUTOR OR DIRECT
H. C. EVANS & CO.
 1556 W. CARROLL AVE. CHICAGO 7, ILL.
 SEE THE EVANS' CONSTELLATION AD ON PAGE 67

FIRST AID!
 ... just what the doctor ordered. Pep up your ailing route with FIRST'S reconditioned equipment, the finest in the country!



PREMIUMS! AND HOW!
 OPERATORS—for Immediate Delivery of the NEWEST ITEMS at the RIGHT PRICES see FIRST Distributors. We have the largest selection!
 DISTRIBUTORS & JOBBERS—write for quantity prices. We have the largest stock of fast moving premiums, featuring many exclusive items.
 Send for Our New FULLY ILLUSTRATED CATALOG

First-Class Reconditioned SHUFFLE GAMES
 Playing Fields Resurfaced!
 Chi Coin TROPHY BOWL \$235
 Keeney DOUBLE BOWLER 215
 Bally SPEED BOWLER 195
 Universal SUPER TWIN BOWLER 195
 United SHUFFLE ALLEY EXPRESS 165
 Universal TWIN BOWLER 119
 Chicago Coin BOWLING ALLEY 69
 Williams TWIN SHUFFLE 119
 Keeney PIN BOY 55

GUARANTEED AND RECONDITIONED FIVE BALL GAMES

Canasta	\$165	Gin Rummy	\$115	1-2-3	\$49
Arizona	149	Just 21	95	Chico	45
South Pacific	135	Big Top	65	Cinderella	45
Rip Snorter	129	Phoenix	59	Trade Winds	45
Lucky Inning	125	Majors of '49	55	Circus	39
3 Musketeers	119	Summertime	49	Lady Robin Hood	39
				Humpy Dumpty	39
				Dew-Wa-Ditty	39
				Trinidad	35
				Catania	35

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 Wally Finke & Joe Kline
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 POWDERED WAXES
 CONCENTRATED WAXES
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 National Distributors—
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 Phone: Woodward 3-9248
 Distributors Wanted—Some Choice Territories Still Available.



Twin Cities:
 Harold Lieberman, Hy Greenstein and Jonas Bessler, of Lieberman Hy-G Music Company, played host to a large number of coinmen from all phases of the industry at the firm's open house reception in its new quarters at 257 Plymouth Avenue, Minneapolis. Among the out-of-town guests present were Ed Wurgler, general sales manager, and his assistant, Robert Baer, of Wurliizer; Ed Levin, of Chicago Coin; J. C. Batten, vice-president, and Frank Mencuri, sales manager of Exhibit Supply; Mr. and Mrs. W. J. Ryan, of Universal Manufacturing Company; Mr. and Mrs. David Gottlieb and Sol Gottlieb, of D. Gottlieb & Company. They were guests of Mr. and Mrs. Lieberman at a dinner party Saturday night at the Lieberman home.

Solly Rose, for 15 years with Hy-G Music Company, local distributor, severed his connections with the coin machine business and Monday (27) took over direct ownership and management of California Wine House in downtown Minneapolis... Harold Drew, of Lieberman Music Company, was married Saturday (25)... Recent visitors to this market included Frank Phillips, of Winona, Minn.; Ray Kohner, also of Winona, and Mr. and Mrs. Jack Harrison, of Crosby, Minn.

Cincinnati:
 The Automatic Phonograph Owners' Association (APOA) will hold its next meeting December 12 at the Hotel Sheraton Gibson. This will be a Christmas celebration for the members. Org expects to have gifts and free records for the members and entertainment. Luncheon and refreshments will be served.

Tom Ruwan, associated with the Lincoln Amusement Company, is recuperating at his home in Price Hill after suffering a heart attack.

Raleigh Davis, Ohio Appliance, is sponsoring a contest along with the association on "The Thing." Stickers have been sent out to all the members, to be put on their phonographs.

(Continued on page 78)

CLOSEOUTS!

SHUFFLE ALLEYS LATE MODELS 56 on hand \$29.50 Each Best offer for complete lot	Bally Conversions Original \$89.50 value \$59.50 First come—first served!	SHUFFLE BOARDS Nationally advertised brands \$59.50 Scoring Unit Wall Models \$49.50
---	--	---

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 SHUFFLE ALLEYS
 RAY GUNS
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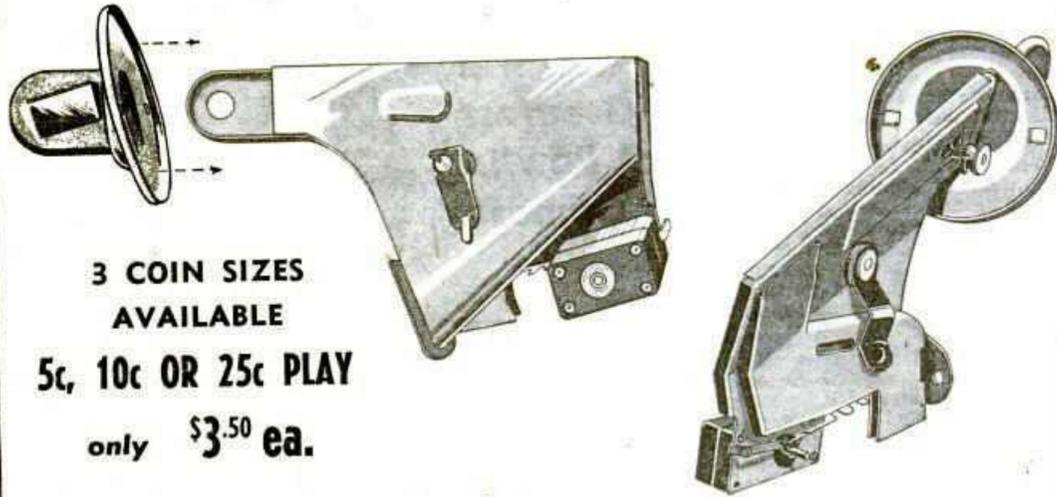
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MACON, GEORGIA

Coinmen You Know

Continued from page 77

Milwaukee:

Recent visitors at the Hastings' Bluemound Road salesroom and offices were, **Jake Schaller** and **Tony Hirt**, Sheboygan; **Math Wolfe**, Waukesha; **Glenn Ladwig**, Waukesha; **Sid and Art Vaillancourt**, Gem Novelty Company, Racine; **Arnold Foch**, Beloit Automatic Hostess Company, and **Cliff Bookmeier**, Green Bay.

Most active disks on juke boxes in this territory at the present date, according to routemen at Banaco Music and G. & W. Novelty Company, are "Tennessee Waltz," by **Patti Page**, and Mercury's "I'll Sail My Ship Alone," with **Tiny Hill**. Close behind these waxings, and gaining ground rapidly, is **Phil Harris'** "The Thing."

At the L. R. Distributors, electrician **Charles A. Story** is patiently waiting for serviceman **Carl Staska** to get back from deer hunting so he can make a long awaited trip to Florida.

Many local operators have been voicing complaints about the slow delivery of records. A few of the current top tunes have been noticeably absent from the juke boxes of late due to the laxness on the part of distributors.

A business visitor to Milwaukee last week was **Harvey Bunke**, of Valley Vending & Amusement Company, Oshkosh. Harvey has shown rapid strides as a coinman since getting into the field a few months back.

Les Reder's L. R. Distributors office is having a new front installed. The entire North Water Street block on which the office is located is being renovated. It all began a few months back when **Johnny O'Brien's** Mercury Records distrib went thru a remodeling.

Plans are reportedly afoot among a sizable group of Milwaukee operators to set up and maintain a scale of commissions for locations. With conditions as they are, there are quite a few complaints of rates being out of line and many ops wonder how long such chaotic conditions can continue without hurting the

business in general. Meetings are being held to discuss the problem and hash over suggestions for improvement of the situation. Most of the ops questioned seemed to favor a graduated scale of commission splits, with the rates going up as the gross receipts improve. Most of the ops believe that the locations will work harder to hypo machine play if they have some incentive.

Just returned from deer hunting in the North, **Red Jacomet**, of Red's Novelty Company, reports a couple of clean shots at some bucks, but he returned without any trophies.

One lucky hunter who brought back some venison for the Thanksgiving was **Frank Kodosek**, of the S. L. London Company.

Martha Schalk, of the S. L. London front office, is apparently taking no chances this year. She already has obtained her train reservations for her Florida vacation which won't take place for another two months.

Meanwhile, at the Seeburg distributors, manager **Nathan Victor** reports that the firm is over-sold on the new 45 r.p.m. machines with the demand far exceeding the ability to deliver.

Hartford, Conn.:

It'll be a Bermuda "second honeymoon" trip for **Abe Fish**, General Amusement Game Company, Hartford, and president of the Connecticut State Coin Association, Inc., and Mrs. Fish in January. They are making their 10th wedding anniversary. Abe was a recent New York business visitor.

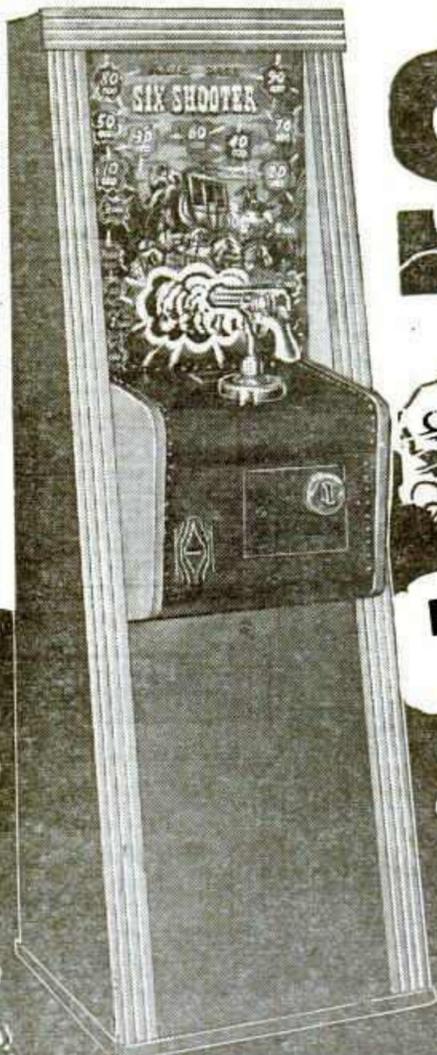
Carlton F. Small, of New London, Conn., has sold the Beverage Home Delivery Company of that city to **Margaret A. Wright** and **Agnes Wright**, of Waterford, Conn., for an undisclosed sum. The sale, it is understood, conveyed a truck, the contents of a warehouse in New London and the good will of Small's concern. . . . **Ralph Colucci**, of Seaboard Distributors, Hartford, was in New York on business.

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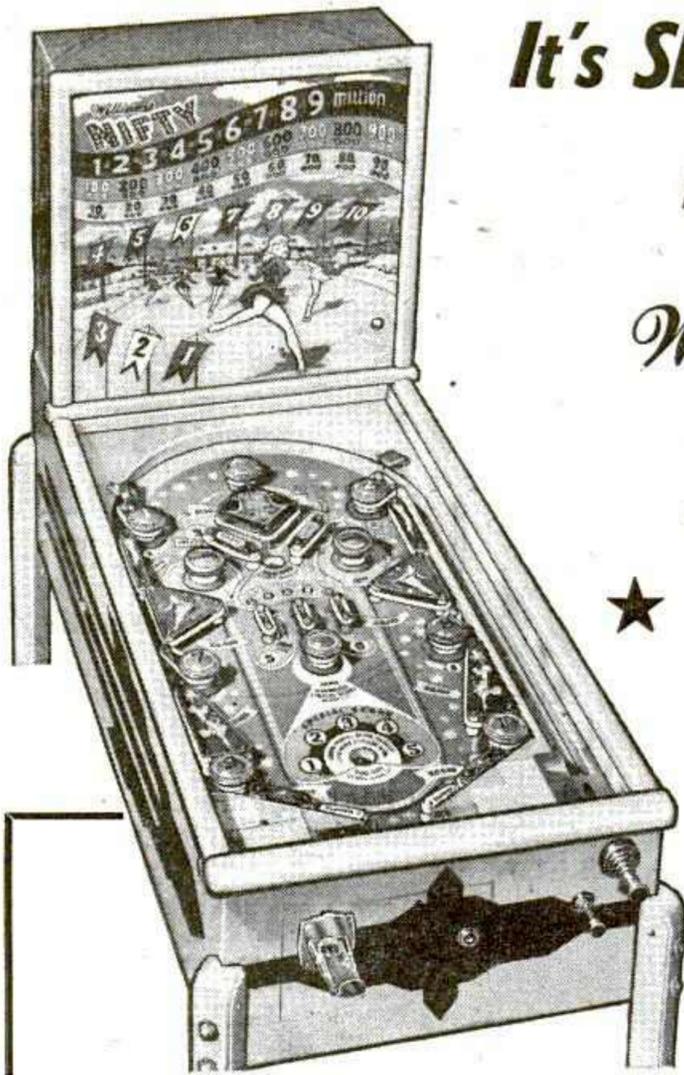
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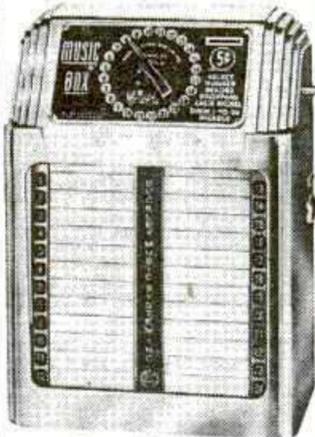
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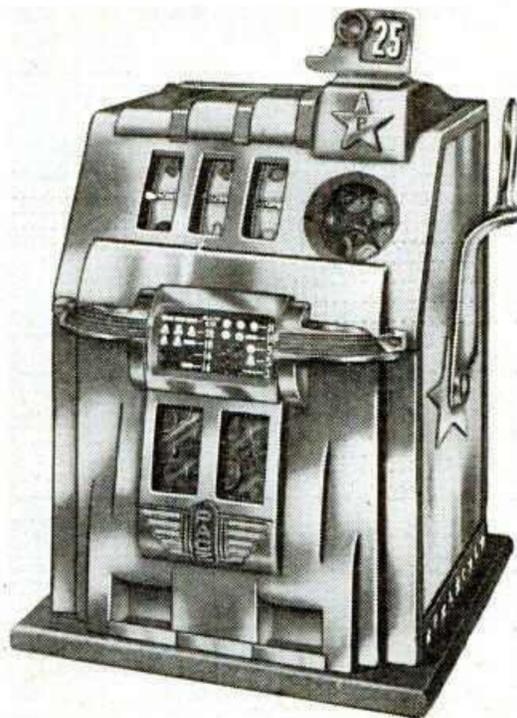
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