

The Billboard



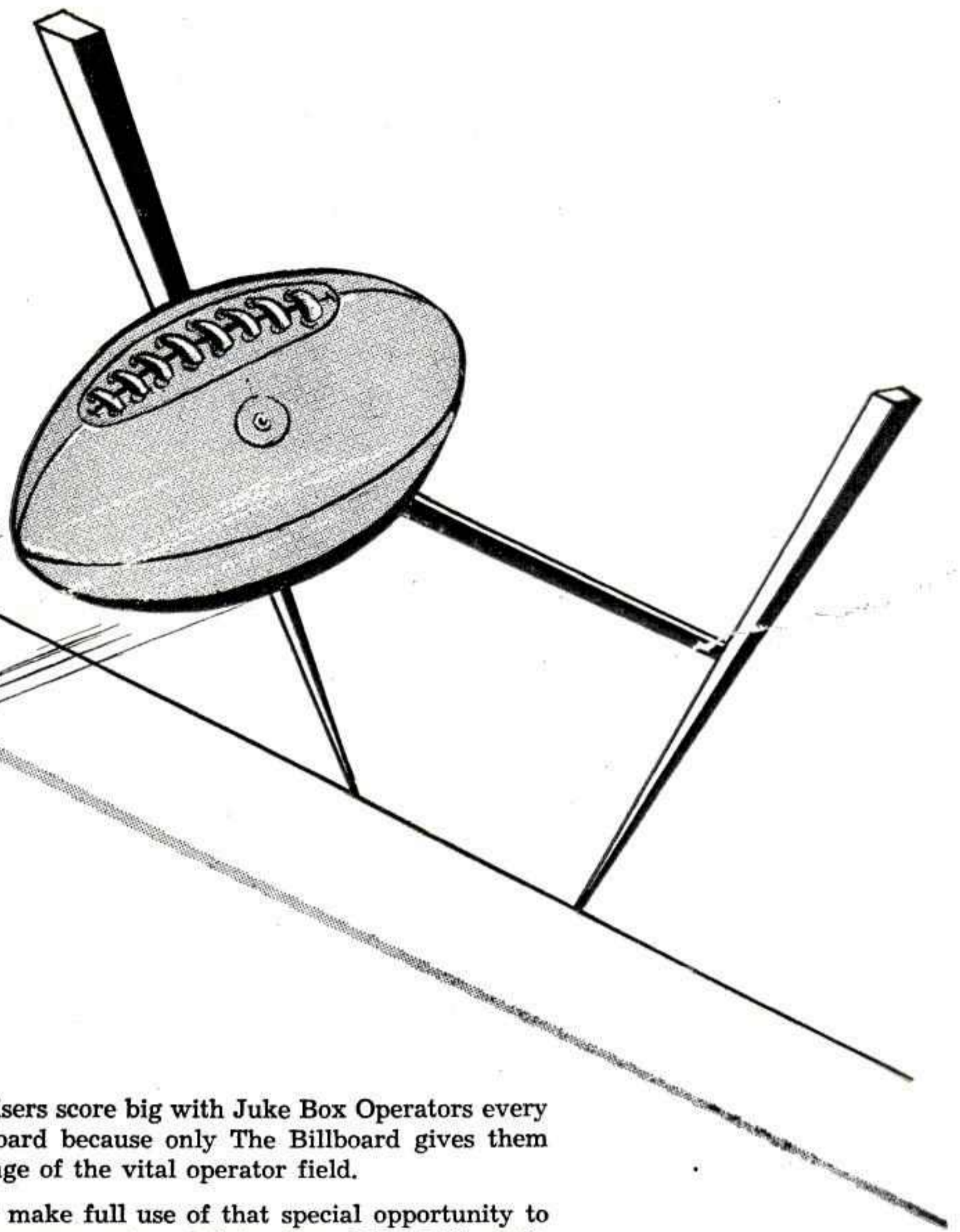
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 4, 1948



Mark T. Smith, internationally known horse trainer and ringmaster, associated with Bruce Coar, band biz figure Don Haynes, ork leader Tex Beneke and comic Jerry Colonna, has put together one of the few really new showbiz ideas in years. It's tagged "Horsecapades" and is actually a musical extravaganza on horseback. Smith is featured in this colorful two-hour show, comprising an all-girl ballet on horseback; Wildfire, the well-known film horse; Liberty horse and jumping horse routines, starring Laddie, the high-jumping Liberty horse; comedy acrobats, clowns, motion picture stunt and fancy and trick riders; a prima donna in "Melody of Gold," a standout musical production, and chariot races, with girls doing the well-known Roman riding routine. "Horsecapades," which was five years in the making, bowed in at the San Joaquin County Fair in California. Secretary-Manager E. G. Vollman, of San Joaquin, says it is the newest and finest type of show available to fair managers. Booked by MCA.

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Music-Record Advertisers score big with Juke Box Operators every week thru *The Billboard* because only *The Billboard* gives them complete 100% coverage of the vital operator field.

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This special issue reaches the Full-Juke Box Operator circulation of *The Billboard*—Operators of the nation's 300,000 Juke Boxes playing to a daily audience numbered in the tens of millions.

... But here are the EXTRA POINTS:

- ★ **Extra** Distribution at the Operators' Annual Convention in Chicago beginning January 17th (the Coin Machine Industries Show)
- ★ **Extra** Foreign Distribution to Selected Importers of American Disks
- ★ **Extra** Special Articles keyed to the needs of the Juke Box Operator
- ★ **Extra** Special Reference List of Particular Value to Operators
- ★ and all in an **Extra** Special Juke Box Operator Supplement published by the Operators' own business paper, *The Billboard*

Remember the issue, January 22, 1949. Remember the dead lines: for Reservations, January 4th; for copy and/or plates, January 6th.

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The World's Foremost Amusement Weekly

HI RATINGS VS. TEMPERAMENT

Philly's Cafe Ops To Fight Taxes on Tele

State-City Levies Opposed

PHILADELPHIA, Nov. 27.—Opposition to both the Pennsylvania State amusement levy on television in tap-rooms and any city or federal tax on video presentations in licensed taverns was pledged this week by licensee leaders. Aroused by the decision of the State Supreme Court holding that television was in the nature of a "motion picture exhibition" and thus subject to the State's \$120 yearly amusement tax plus the threat of the city to levy the 10 per cent amusement tax on all food and drink receipts, the tavern trade was preparing new attacks on the law.

At the same time, licensees ready to junk their video sets were advised. (See *Philly Tavern* on page 12)

Platter Lending Libraries in Eng. Doing Boff Biz

LONDON, Nov. 27.—The record lending libraries in England have been so successful that the Library Association is now making a special survey of results and prospects.

London and its suburbs already have 15 boroughs with record lending libraries. In the provinces, Burnley in Lancashire and Sutton Coldfield, near Birmingham, are pioneers of the movement which began in 1943.

The largest of all of today's record libraries is Westminster's, opened last July in the Charing Cross Road section of London with 6,000 records, costing \$8,000, and already so popular that 400 more records have been added in the five months since it opened.

The Library Set-Up

Some of the libraries at present lend only to musical societies or groups, but the majority lend to (See *Platter Lending* on page 17)

Fish Bowl

NORFOLK, Nov. 27.—The annual Fish Bowl football game, played between two Negro college teams, will be aired this year by WLOW here, first time any station in the region has aired such a game. The contest, between Hampton Institute of Virginia and Wilberforce of Ohio, will take place at Foreman Field Saturday (4). Mark Scott, WLOW sportscaster, will handle the mike chores, with Marks Shoe Stores of Norfolk sponsoring the broadcast. The game is a benefit event for crippled Negro youngsters arranged by a Negro Shriners temple.

BILLBOARD BACKSTAGE

By Joe Csida

On and Off the Soapbox; Or, Some Random Thoughts Re the Record Evolution

Bustling about backstage over a period of years a guy gets a fairly good perspective on a few phases of show business. Sometimes so good a perspective that the guy is inclined to get up on a soap box and make a speech for the good and welfare. Despite the recurrent and strong urge to do this we fight it off most of the time.

But this is one time we're succumbing. Early last summer after the record business had gone along for years and years, reasonably happy with its 78 revolutions per minute

standard, Columbia Records, Inc., came along and tossed something closely resembling a bombshell into the picture by introducing a new long-playing micro-grooved record which plays at a speed of 33 1/3 r.p.m.'s. Many set manufacturers, including Philco, Zenith, Magnavox, General Electric and Stromberg-Carlson, introduced mechanisms in one form or another on which these new 33 1/3 records could be played. There were the usual enthusiasms and the usual moans and groans about (See *Billboard Backstage* on page 21)

New Battle of the Comics? Benny Shift to CBS Bodes War at 7 P.M. on Sundays

Other Deals With Bergen and Harris May Follow Move

NEW YORK, Nov. 27.—A battle of comics in the choice 7 p.m. Sunday nighttime is shaping up as a result of the shift, finally announced yesterday (Friday), of Jack Benny to the Columbia Broadcasting System (CBS). If present plans under way at the National Broadcasting Company (NBC) materialize, Benny, an NBC stalwart for 16 years, will buck one of the other comedy stars now on NBC, for rating honors.

Two comics mentioned are Red Skelton and Fibber McGee (Jim Jordan), with Skelton given a slight edge. Another possibility is *Truth or Consequences*, sponsored, as is Skelton, by Procter & Gamble (P&G). NBC feels that its best

chance to compete with its erstwhile leader is via comedy, on the theory that its listeners, after 16 years, have become accustomed to comedy at 7 p.m. Sunday nights and that its chances are best, accordingly, with a laugh show.

Earlier, NBC had considered using mystery shows to combat the departure of Benny—and others who might follow. This would have meant shelving its ban on airing such shows before 9:30 p.m. The loss of face which might accrue, NBC figured, would not be worth abandoning its anti-crime policy.

Similarly, the network cannot spot a new giveaway against Benny since (See *New Battle* on page 5)

Philly Concert Season Flops; Promotions Go Up the Flue

PHILADELPHIA, Nov. 27.—The town's many dance and jazz concert promoters, with few exceptions, have finally thrown in the sponge after taking the w.-k. bath. The past eight weeks have seen more concert promotions than in any one lush war year. But for the most part, the promoters were all newcomers to the field. The stand-bys called it quits after taking a licking last year, and the New York bookers apparently had little trouble finding folk here who were willing to put up the guarantees in advance.

New promoters entering the field showed they were new by the absence of any major promotion or ad-

vertising campaign to face a top attraction which drained the bank roll. Several admitted that by the time they paid off the guarantee and the usual rental and the expenses, there was no money left over to hire a press agent or schedule a decent advertising campaign in the newspapers.

Lecuona a Flop

Classic example was the promotion at the Academy of Music Tuesday (23) that offered Cuba's Ernesto Lecuona in concert. There were more vacant seats than those occupied, not forgetting that the latter represented a goodly amount of cuff customers.

(See *Philly Concert* on page 18)

Acts Boil But Berle Snares Hot Hoopers

Ticklish TV Problem

NEW YORK, Nov. 27.—The highest Hooperating ever reported for either AM or TV program has been scored by the *Texaco Star Theater*, starring Milton Berle, in the November ratings reported this week by C. E. Hooper, Inc. The Berle show rating is a staggering 80.7. Its sponsor identification figure, 96—traced largely to the Sid Stone pitchman routine—is even more amazing.

The Berle rating provides an answer to some production problems which have beset the show recently. The latest concerned a clash between Judy Canova, guest star on this week's show, and Berle. Tuesday night (23) after the telecast, Miss Canova was doing a red hot burn, claiming her routines had been loused up, both during rehearsals and while on the air. The last dealt with a change of song while Miss Canova was on the air.

The latter foul-up was explained as necessitated by a last-minute cut, (See *Hi Ratings* on page 13)

Tunesters File

Leibell Appeal

NEW YORK, Nov. 27.—Attorney John Schulman, representing Milton Ager in the songwriters' intervention in the suit between a group of movie exhibitors and the American Society of Composers, Authors and Publishers (ASCAP), filed an appeal against Paragraphs 1, 2 and 3 of the Leibell decision. The appeal, filed yesterday in Federal District Court, will go to the U. S. Circuit Court of Appeals and will probably eventually end in the Supreme Court along with the ASCAP case.

The paragraphs cited cover Judge Leibell's decision restricting writer members of ASCAP in disposing of their performance rights.

Fight Mgrs. Seek Protection From Coaxial Linking

NEW YORK, Nov. 27.—Regarding the linking of Eastern and Midwestern coaxial cables as a strong potential threat to their welfare, fight promoters, thru the Boxing Managers' Guild, this week were considering courses of protective action. A real fear exists in the fight game that video's network expansion will cut further the already-depleted gates, which many promoters blame at least partially on television. By piping

(See *Fight Managers* on page 12)

This One



UUYW-WFR-GCNS

Philly Theater Local Hauls Parent Union Into Courts

PHILADELPHIA, Nov. 27.—The unusual spectacle of a theatrical union taking its parent union to court will be witnessed here on Monday (29) when Local B-100 of the Philadelphia Theater Employees' Union asks the Common Pleas Court for an injunction restraining the parent International Alliance of Theatrical State Employees (IATSE) from negotiating a contract with the Warner Bros. theater circuit for the local union.

The local union, taking in all theater employees from assistant managers on down to ushers, cashiers, doormen and even matrons, filed a bill in equity seeking the restraining order against the IATSE; Richard F. Walsh, national president; Joseph Basson, international representative for Class B locals, and Lawrence Katz, international representative. H. Eugene Heine, attorney for the local,

filed the action, which will be heard Monday (29).

The court will be asked to issue an injunction against the parent IATSE from arranging any contract settlement for Local B-100 without first getting the sanction of the local membership. The local union, which has been deadlocked with Warners on a new contract since August 6, asks for a 35-cent hourly increase plus a \$20 weekly hike for assistant manager. The best offer from the Warner chain has been a 2½-cent hourly wage increase. It is understood that the parent union was ready to close a new contract with Warners at a figure close to the 2½-cent offer.

'48 Spending For Fun Soars

WASHINGTON, Nov. 27.—The Commerce Department issued without amplification this week an estimate that the total expenditure by the American public on recreation in 1948 would be in the neighborhood of \$3,900,000,000, compared with \$3,700,000,000 in 1947 and \$3,500,000,000 in 1946.

Commerce Department economists pointed out that the increase in amusement spending closely parallels that in other fields, representing in part the higher cost of living. Housing, for example, which cost an estimated total of \$15,000,000,000 in 1947, is figured to cost approximately \$16,200,000,000 this year.

On the basis of projected 1948 estimates, total spending on amusements will exceed the amount spent by the public on personal services, which include laundry, barber shops, shoeshines and the like. Amusement spending will be just about \$1,000,000 below that spent for all types of public transportation—trains, planes, street cars, buses, and subways. Recreation spending will be almost exactly half that put out by the country for all purchases of automobiles, new and second-hand, and auto parts.

At the same time, however, the American people will spend some \$2,000,000 more this year on cigarettes, cigars and pipe tobacco than they will on recreation, according to Commerce Department estimates.

Iceer Opens in Havana

HAVANA, Nov. 27.—Ice Vogues of 1949 came to the Sports Palace yesterday (26) for a 17-day run.

Review

1949 Hollywood Ice Revue (Opened Wednesday, November 17)

COLISEUM, INDIANAPOLIS

The 1949 Hollywood Ice Revue, which opened its run of 18 performances Wednesday (17), is more beautiful than ever. Sonja Henie appears in a flower-decked canoe, patterned like a swan, that floats under its own power while special lighting effects create the impression of waves on the mirror-like surface of the ice. The ensemble, meanwhile, is grouped about the stage in the most gorgeous costumes imaginable, a dream sequence in tropical colors.

The show opened its stand before a crowd of more than 10,000. Miss Henie herself remains the center of attraction. She has charm and grace, and her routines remain pretty much the same as in past seasons, she has built a tremendous following. For glamour there is Miss Henie. For comedy, Freddie Trenkler continues marvelous, and such specialties as those involving Gretel and Robert Uksila or Mickey Michaels, James Treloar and Jean Sturgeon are top-notch. Michaels and Miss Sturgeon in their second spot in the show contribute an excellent stilt skating routine. The MacCallum Brothers, who stop the show with their acrobatic antics in *Football Foolery*, are the best new act the revue has produced in many seasons.

In other specialties, such as *Salute the Countess of Monte Cristo* (a slight plug for Miss Henie's forthcoming film), she skates chiefly with Michael Kirby, her screen partner. A third new act of merit is the smooth precision turn of Jack Raffloer and Bruce Mapes. In the *Chopiniana*, following intermission, the fem ensemble appears in 40-pound hoopskirt creations studded with thousands of mirrors, with spotlights playing on them. Of all the costume parades in the show, this one got the biggest response.

The revue will continue nightly except Monday, thru December 5. Price scale is from \$1.80 to \$3, including tax. *Howard Rudeaux.*

Showbiz Luncheon Will Honor O'Dwyer

NEW YORK, Nov. 27.—Execs from all branches of showbiz will hold their annual luncheon on behalf of the Federation of Jewish Philanthropies of New York December 14 at the Hotel Astor.

Mayor William O'Dwyer will be honored by the industry. Tickets are on sale at the hotel.

Fay Pops Off Against 'Reds,' Draws Retorts

BOSTON, Nov. 27.—Frank Fay has been shooting off his mouth during his 10-week stay in Boston in *Harvey*. Speaking at women's clubs and religious group meetings, Fay has charged public figures with being Communists, or members of Communist organizations, and named names.

But it was not until last Sunday (21) night, when he appeared before a gathering of the Massachusetts Knights of Columbus at the Copley Plaza Hotel, that he broke into public print.

This was the first time that any of his talks had been thoroughly reported by the Boston newspapers.

At that meeting Fay threw spears in all directions and scored a couple of hits which backfired.

Lists "Communists"

He charged Fredric March, Gene Kelly, Quentin Reynolds, Ben Hecht and Frank Sinatra with being "Red as a firecracker." He said "Edward G. Robinson is as Red as you will ever find them." "Gregory Peck is Red . . . Charlie Chaplin the worst" (See *Fay Pops* on page 46)

Taverns Fight Liquor Sale In Atlantic City Auditorium

ATLANTIC CITY, Nov. 27.—The Atlantic City Licensed Beverage Association, made up of resort's niteries and taverns, served notice this week that it is ready to fight any move to establish a permanent bar in the city-owned municipal auditorium. The issue arose when the association withdrew an original objection to the service of cocktails at a banquet of the bottlers' association in the auditorium.

Licensed drinking places are fearful that a bar in Convention Hall would hurt their trade considerably when big meetings and trade shows are brought to town in the off-season months. Frank Perone, association secretary, said the group was willing to co-operate with conventions asking cocktails with meals served in the auditorium, but a bar is definitely no go.

Oct. Showbiz Taxes Decline

WASHINGTON, Nov. 27.—Collections from show business excises in October showed a slump in every classification from the previous October, the Internal Revenue Bureau announced this week.

The heaviest decline was registered by liquors, which brought in about \$61,000,000 less than in October, 1947. The 20 per cent bite on admissions to theaters, concerts and sporting events was off by approximately \$5,600,000. The levy on admissions to cabarets, roof gardens and ballrooms dropped about \$1,000,000 from October 1947.

The overall slump also held true for the disk tax, off \$70,000; the levy on radios, phonos and TV sets, off \$1,500,000, and the tax on coin machines, off about \$150,000.

Revenue Bureau collections:

	Oct., 1948	Oct., 1947
Liquors	\$217,368,642	\$278,651,916
Admissions to Theaters, Concerts, etc.	32,237,904	37,865,058
Admissions to Cabarets, Roof Gardens and Ballrooms	4,218,132	5,193,368
Radios, Phonos, TV Sets	4,015,645	5,513,134
Coin Machines	616,523	765,211
Disks	493,056	563,541

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NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
BUTTONS AND BOWS
- No. 1 Sheet Music Seller
BUTTONS AND BOWS
- No. 1 Most Played on Disk Jockey Shows
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 Disk via Dealer Sales
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 Disk in the Nation's Juke Boxes
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 Most Played Juke Box Folk Record
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 Best Selling Retail Folk Record
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 Most Played Juke Box Race Record
CHICKEN SHACK BOOGIE, A. Milburn, Aladdin 3014
- No. 1 Best Selling Retail Race Record
BEWILDERED, R. Miller Trio, Bullet 295
- No. 1 Sheet Music Seller in England
BUTTONS AND BOWS

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 38 in Music Section.

The Billboard

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NEW BATTLE OF THE COMICS?

Capital Gains Hassle Heads For Showdown

Congressional Fight Looms

WASHINGTON, Nov. 27.—The raging controversy over the use of the capital gains tax by top radio and show world performers is heading toward a Washington showdown. Capitol Hill is stirring with speculation of a full-scale investigation and a possible floor fight early in the 81st Congress unless the Bureau of Internal Revenue issues an early administrative order prohibiting performers from incorporating themselves to cut tax payments. Major developments on the Washington front this week were:

1. The Bureau of Internal Revenue sent a polite acknowledgment in reply to a recent letter from Sen. Styles Bridges (R., N. H.), who demanded to know the legal basis for the Bureau's acceptance of the device whereby high-salaried performers pay the lessened capital gains tax rather than the income levy (*The Billboard*, November 20). The Bureau of Internal Revenue informed Senator Bridges that it was looking into the matter.

2. Two House members—Representatives J. Percy Priest (D., Tenn.) and Carl T. Curtis (R., Neb.)—sent letters to the Bureau of Internal Revenue almost identical with Bridges's letter. Priest is a member of the House Interstate and Foreign Commerce Committee, which has jurisdiction over radio legislation, and Curtis is on the House Ways and Means Committee. In addition, Sen. Eugene Millikan (R., Colo.), present chairman of the Senate Finance Committee, is supporting the position taken by Bridges in the controversy. Bridges is now head of the Senate Appropriations Committee.

Bureau Is Mum

The Internal Revenue Bureau is mum on its specific plans, but a spokesman indicated that any inquiry which the Bureau might make would be "strictly in executive session with the individual taxpayers."

Significantly, however, reports are circulating here that several influential congressmen are considering using tactics of trying to tack a rider next session onto the Bureau of Internal Revenue's appropriation bill to end the practice of personal incorporations for switching from income tax (See *Capital Gains* on page 14)

"Babe Ruth" Pic Story Will Go On Mutual Net

NEW YORK, Nov. 27.—A radio version of *The Babe Ruth Story*, current film release, was auditioned by the Mutual Broadcasting System this week. Reports are the show will start on the network in January.

The lead role is being played by Charles Irving, until recently on the Henry Morgan show, and an actor-director in addition to a comedy foil. Scripts are being written by Ben Freeman, with Carl Eastman playing the Miller Huggins role. Mitchell Grayson is directing.

The show is being packaged by Woody Klose.

Benny Shift to CBS Bodes War at 7 P.M. on Sundays; Bergen and Harris Eye Move

NBC Plans Powerful Comic Opposition

(Continued from page 3)

it is now pledged not to accept any new prize shows. This still leaves *Truth or Consequences*. However, NBC says it already has had several bids from its own and CBS accounts to fill the time. But then, its concern primarily is offering Benny peak opposition.

Benny's shift to CBS was formalized with a simple announcement from that web. No details were forthcoming, but it is presumed that CBS has bought out Benny's Amusement Enterprises, Inc. However, the debacle many expected, insofar as NBC programs are concerned, has not yet materialized. It was expected that both Rexall and Coca-Cola would, virtually automatically, spot their Phil Harris and Edgar Bergen shows on CBS, if Benny shifted. That has not developed as yet.

Deals on Fire

In the Rexall case, that company is waiting until NBC finally sets its Benny replacement before—and if—it vamps to CBS. Coca-Cola, on the other hand, is waiting for Treasury Department approval before it makes any network commitment for Bergen. Bergen's deal with Coca-Cola is a capital gains package (reported price around \$1,850,000), whereby they acquire rights to his ventriloquial characters, essentially Charlie McCarthy and Mortimer Snerd. If the deal is approved by the Treasury Department, coke will buy time. If it is rejected, Bergen will again be a free agent. However, if Rexall retains its NBC spot, it is reported that Coca-Cola will continue Bergen in his present 8 p.m. NBC time, which he has filled for many years.

Benny's deal is said to be for less money with CBS than with NBC, which would not go along with terms outlined by Music Corporation of America (MCA) (*The Billboard*, November 27). NBC was prepared to pay \$2,000,000 for Amusement Enterprises, plus \$315,000 for its assets, plus 10 per cent commish to MCA. Reports were that Benny is burned at NBC, allegedly because he felt NBC had "instigated" Washington reports of a congressional investigation into capital gains deals. This week, two more congressmen called upon the Treasury Department to investigate such sales, with Sen. Styles Bridges (R., N. H.) having taken a similar step two weeks ago.

"Sam Spade" Stet

Reports that CBS has asked Wildroot, which sponsored *Sam Spade* at 8 p.m. Sunday nights to change its time were denied this week by Batten, Barton, Durstine & Osborn (BBDO), Wildroot's agency. This report was predicated on the belief that Bergen was shifting, and was to hold his regular time on CBS. The proposed line-up then would have been Benny, *Amos 'n' Andy*, Phil Harris and *Sam Spade*, thus stringing together three comedy shows and a whodunit, rather than breaking up the comedy segs with a crime show.

The Benny-CBS deal ends one of the closest relationships between performers and network in the business. Benny has held the same NBC spot since he started for General Tires in 1932. Some years ago, Niles Trammell, NBC president, with whom Benny has now broken, guaranteed the comic his 7 p.m. time as long as he wanted it, giving Benny the choice and approval of sponsor, the only deal of its kind in network radio. Now, Benny's departure means a knock-down, drag-out fight between CBS and NBC, each of which is going all out to promote its own 7 p.m. Sunday night candidate. The NBC is anxious to slot a comic in that period, it may prove no easy task to make a satisfactory arrangement, since P&G and Johnson's Wax, top prospects' sponsors, may not relish the thought of the formidable opposition.

Capital Gains Fuss

Altho Trammell decried capital gains deals for performers (see NBC statement on Page 5, this issue), there are authoritative reports that NBC (See *Benny Shift* on page 10)

Battle of the Quotes

NEW YORK, Nov. 27.—Immediately after Columbia Broadcasting System (CBS) had announced its acquisition of the Jack Benny program, Niles Trammell, president of National Broadcasting Company (NBC), issued the following statement:

"Until the U. S. Treasury says that such transactions are lawful, NBC will continue to refuse to purchase stock in so-called production corporations where the artists who control such corporations are performing on the NBC network. Such arrangements are bound to lead to charges of discrimination between artists who are paying income taxes at the higher regular rates and those who are paying at the lower rate of 25 per cent based on so-called capital gains."

CBS replied to Trammell's statement with one of its own:

"If and when any deals are made for the purchase of radio production companies or radio properties, all details of such transactions will be submitted to the Treasury Department for approval or disapproval. Therefore, how by any stretch of the imagination can there be any question as to the propriety of such transactions? Mr. Trammell's statement is unwarranted and reflects unfairly on many creative artists who have done no more than abide by our tax laws like any business man or corporation."

CBS Mulling Double Spots For O-and-O's

NEW YORK, Nov. 27.—Adoption of a policy of double-spotting by Columbia Broadcasting System (CBS) owned-and-operated stations is under discussion at that network. If it goes thru, the plan will be made effective after the first of the year. Several advertising agencies are interested in the availabilities—if they materialize.

The double spots envisioned by CBS would consist of a combination of service spots and regular commercial spots. Thus, a time signal (time signals average around 20 seconds) would be followed by a regular spot blurb.

CBS execs state that such double spotting is permissible under the recently approved code of the National Association of Broadcasters which bans double spots other than combos involving service announcements.

Standard Net Begins Origination at WJW

CLEVELAND, Nov. 27.—The Standard Network, consisting of 14 Ohio AM and FM stations, began operating this week with WJW, Cleveland, the originating station. The web extends from the industrial portion of the State in the North to the Southern agricultural region, and is an extension of the baseball network which carried games of the Cleveland Indians during the past season. Web members offer the hook-up as one solution to the problem confronting operators of FM stations now.

WJW-FM is now originating 45 minutes of web programing daily, with an expansion to two hours per day planned shortly. Included in the hook-up are relay stations WATG, Ashland; WTFM, Tiffin; WCMW, Canton, and affiliates WPRO, Fremont; WFOB, Fostoria; WFIN, Findlay; WCLT, Newark, WNTS, Coshocton; WWST, Wooster; WIMA, Lima; WLIO, East Liverpool; WLEC, Sandusky; WFAH, Alliance, and WVKO, Columbus.

WENR-TV Springs With Nitery Show

CHICAGO, Nov. 27.—First regular scheduled television program originating from a night club here will start on WENR-TV December 6. Show, titled *Tomorrow's Celebrities*, will be aired Mondays from 9 to 9:30 p.m. from Cafe Casino and will feature Irv Kupcinet, columnist from *The Chicago Sun-Times*, and Tommy Bartlett, network radio star, as emcees.

Program, to be sponsored by Matussek, Inc., local music store chain, is expected to be expanded to an American Broadcasting Company Midwestern video network co-op show after a trial period.

Format will feature interviews with guest celebrities from radio, stage and screen and performances by amateurs. Weekly winners will receive various prizes, including a week's engagement at the Casino, with final winner to receive a trip to Hollywood and a possible screen test.

This show also goes on record as being the first video giveaway program here. Impressionistic pictures of various celebrities will be telecast, and viewers correctly identifying them will win prizes.

COURT DECISION SHAKES FCC

WORLD Court Okay Raises Power Doubts

Supreme Court Next?

WASHINGTON, Nov. 27.—Chafing under a bristling reprimand issued by the Court of Appeals of the District of Columbia this week (24) in a decision in which the court reversed Federal Communications Commission's (FCC) refusal to renew the license of WORL, Boston, the commission is contemplating carrying the case to the Supreme Court. The case is expected to attract wide attention in the radio world because, in the opinion of legalists here, the validity of the commission's investigatory methods in license renewal cases is at stake.

Heartened by a minority dissent in the Court of Appeals decision, the FCC is seeking to support its conclusion that operators of WORL allegedly had shown "gross carelessness and willful disregard" of facts and consequently did not warrant having their license renewed. The Court of Appeals in overturning this FCC decision by a two to one vote declared that not only was there "no substantial evidence to support the commission's finding but no evidence at all." The two-man majority—Justice J. Clark and W. K. Miller—claimed that the FCC acted "arbitrarily, capriciously and unreasonably in refusing the appellant's license."

Dissenters Comment

In dissenting, Justice J. Edgerton declared that "the commission found in effect that the appellant had repeatedly made false statements to the commission and that it had done so willfully. I do not see how either of these findings can be thought to lack support."

Edgerton declared that even if "the appellant's falsehoods had been merely reckless or negligent," they would still have supported FCC's finding that the WORL operators do not "possess the necessary character qualifications of a licensee of a radio station."

Should the FCC decide to go to the upper court in the WORL case, the station will be given additional temporary licenses to operate, pending final determination. The station has been so operating for about a year.

MBS Sets Paige In Program Post

NEW YORK, Nov. 27.—Jack Paige has been upped to a new post, that of manager of program operations of the Mutual Broadcasting System (MBS). The change is effective December 1. Paige is now director of special events under Abe Schechter, the web's news veepee. Paige moves over the same day that Bob Swezey, recently resigned as Mutual's executive veepee, leaves the web.

Succeeding Paige, at least temporarily, is Milt Burgh, now in the net's news department. Paige's new spot is in line with a recent Mutual board decision to hypo its program activities. He will supervise the schedule and co-ordinate activities with respect to Mutual stations production activities. Rated as a top-flight spe-



KLZ Manager

HUGH B. TERRY

Active in industry and civic affairs and keeping KLZ's high-powered crew out in front is the job of energetic Hugh B. Terry, well-known KLZ manager.

KLZ, DENVER

6 FM and 2 AM Bidders Quit; Cite the Cost

WASHINGTON, Nov. 27.—The rate of mortality in broadcast applications is continuing high, with announcement by the Federal Communications Commission (FCC) this week of cancellation of six FM permits and two AM authorizations. Of those giving reasons for backing out, all cited the high cost of operation and the poor chance of earning enough revenue.

AM permits canceled were KCSM, Colorado Springs, Colo., and KCRO, Woodland, Calif. FM backouts were by Moraine Broadcasters, Dayton, O.; Radio Asheville, Asheville, N. C.; Big Bear Lake Broadcasting Company, Big Bear Lake, Calif.; Fidelity Broadcasting Corporation (WFMO), Jersey City, N. J.; Capitol Broadcasting Company, Greensboro, N. C., and Valley Broadcasting Company, San Jose, Calif.

Exactly counterbalancing the FM backouts, the FCC issued construction permits to six applicants who previously had only conditional grants. Permits went to Pacific

Can't Control Program Levels, Webster's FCC Aid Maintains

WASHINGTON, Nov. 27.—The case history of a small radio station is depicted in a pamphlet written by Arnold Arthur Ulin, executive assistant to Federal Communications Commissioner Edward M. Webster. Published by the Littauer Center of Harvard University, the booklet outlines the two-year history of a station disguised under the call letters "WZZZ."

On the basis of his study of the station's operations, Ulin concludes that it is impossible to control program standards. "There are simply too many forces at work in the situation, and the unique factors of each community add to the consternation," Ulin states.

Government, he remarks, cannot

produce a set of absolute standards for all stations to follow. "It seems unlikely that government could ever get close enough to the situation to acquire the necessary information unless they made detailed studies of almost every station in the country. The practical difficulties and political implications of 'snooping' would certainly seriously impair such an effort. Thus, in its present attempt to regulate such standards, the government may be moving beyond an effective degree of centralized control," Ulin asserts in the pamphlet, which is called *Small Station Management and the Control of Radio Broadcasting*.

Two Dailies Throw Clinkers In LANPA Anti-Radio Code

HOLLYWOOD, Nov. 27.—Los Angeles Newspaper Publishers Association's (LANPA) anti-radio code, calling for joint exclusion of radio editorial or expansive logs, appeared headed for the scrap heap this week as *The Daily News* followed the lead of the recently launched *Mirror* in adding a full radio page to its editorial feature roster. Augmented radio-tele page, edited by vet news staffer Walt Taliferro, made its bow Thanksgiving Day, replete with chatter column, complete log, and special feature material.

Forced by *The Mirror's* action to meet competition, *The News* broke away from publishers' agreement on the basis that *The Mirror's* previous action had voided the pact. *Mirror*, published by *The L. A. Times* owner Norman Chandler (a party to the anti-radio pact) claimed it was a completely independent sheet and therefore not bound by publisher's restrictions. *News* squawked on grounds that since both papers were owned by Chandler, both should adhere to previous rulings.

In adding full radio coverage, *News* dropped the John Crosby syndicated column which it carried for more than a year. Exec Editor Lee Payne said Crosby was dropped as the result of a survey made recently which showed his column to have only a 2.7 readership rating in comparison to other news features.

With two dailies now committed to

Mutual Is Dickering For 'Judy' Exclusive

NEW YORK, Nov. 27.—Mutual Broadcasting System this week was in negotiations to wrap up exclusive rights to the *Date With Judy* package. The web has set up a series of presentations for the program to potential bankrollers.

Walter Lurie leaves for the Coast December 6 to set the deal.

Foundation, Berkeley, Calif.; Florida University, Gainesville, Fla.; the Donze Company, St. Genevieve, Mo.; Harry Fernari, Mineola, L. I.; WDAS, Inc., Philadelphia, and Anso Brundage, Grand Prairie, Tex.

radio coverage, rival sheets are expected to inevitably follow suit. Papers still adhering to publishers' code include Hearst's *Examiner* and *Herald-Express* and *The Times*.

CBS Station May Carry NBC "Supper" Show

HOLLYWOOD, Nov. 27.—Newell-Emmett Agency went station shopping this week in an effort to find a local outlet to carry the *Chesterfield Supper Club*, following cancellation of the five-a-week ailer over KFI, Los Angeles (*The Billboard*, November 27). Show was dropped from KFI when local National Broadcasting Company (NBC) affiliate refused to re-sked its long-time frost warning broadcasts which cut into first few minutes of the *Chesterfield* ailer.

If feasible, agency would like to place *Club* on Columbia Broadcasting System's (CBS) Hollywood outlet, KNX, key 50,000 West Coast station. American Federation of Musicians (AFM) Local 47 has given nod to transfer upon payment of extra rebroadcast fee of \$15.00 per sideman. Deal will depend on KNX's ability to clear suitable time slot. Show is aired locally at 9:00 p.m. PDST, with CBS carrying Lowell Thomas news strip for Coast airing.

KFI took its fight to the listening public this week via a series of announcements telling listeners of reasons for cancellation of *Club* ailer. Audience was invited to choose between continuance of *Chesterfield* show at expense of frost warning service. Station claimed an overwhelming mail response in which listeners approved frost warnings by a ratio of more than 500 to 1.

Meggers & Agencies Achieve a Formula

NEW YORK, Nov. 27.—The pattern laid down by radio artists' and the musicians' unions, whereby an agreement is negotiated with the networks to which advertising agencies later become signatory, has been worked out between the Radio and Television Directors' Guild (RTDG) and the advertising agencies.

This agreement as to a method of dickering broke the many-months-old stalemate between the meggers and agencies over free-lance directors. Any pact agreed upon will have to include from the RTDG point of view such things as RTDG recognition, Guild shop, basic minimum fees, audition practices and fees, vacations with pay and air credits.

WLOW-FM Sells Nighttime

NORFOLK, Va., Nov. 27.—A single sponsor, Rice's Department Store, has picked up the tab for almost the entire nighttime output of WLOW's new FM activity. Rice's has contracted for six hours, 6 p.m. to midnight, six nights a week. WLOW-FM has been in operation only a few weeks as an affiliate of WLOW, 1,000-watt independent daytime AM station. Bob Wasdon is general manager, and Lee Lively is program director of the FM station.

Simon Antics Draw AFM Nix; Jockey Burns

CHICAGO, Nov. 27.—Ernie Simon, local disk jockey, this week was put on the unfair list by Local 10, American Federation of Musicians (AFM). As a result of the situation, Simon is doing a slow burn. Ruling will prevent him working with AFM orchestras and will prevent his appearance at many benefits, first of which was a scheduled appearance on the AGVA hospitalization fund benefit at the Chicago Stadium tonight.

Simon, not an AFM member, got into trouble with the union over a situation which developed at a community fund benefit he emceed Wednesday (17). To hypo the show during a lull, Simon, in typical style, got off a couple of gags about the orchestra, threw some orchestral music and grabbed a trumpet during one of his rany routines. The benefit was sponsored for the Berwyn, Ill., Community Chest by the Morton High School.

Tuesday (23) Simon received a notification from Local 10 that he was to appear before the Local's board Wednesday to answer unfair practice charges. According to Simon, the opening remark by Edward Benkert, Local recording secretary, when he appeared at the union's office was, "Simon, you're on trial here."

Simon also said that members of the board used some unnecessarily strong language in casting aspersions on him and his radio shows. In 10 minutes, he claimed, the board handed down its unfair ruling because of his routine with the benefit orchestra.

In voicing his resentment of the treatment he received from the union, Simon stressed the fact that he had no time to explain his side of the case and his contention that the union had no right to put him on trial.

Nort Jonathan, local radio man, who handled production of the show, told *The Billboard* that Simon did a top job and that the orchestra gags in question were only part of Simon's usual clowning routine. Jonathan also said that members of Kay Blake's orchestra, AFM unit involved, received pay for their work, and that Simon and other American Federation of Radio Artists talent worked for nothing.

Mantle Cancels ABC Spot; Toni Mulls Cuts

NEW YORK, Nov. 27.—One bankroller, Mantle Lamps, canceled out on American Broadcasting Company (ABC) this week, while another, Toni, pondered reducing its commitments. Mantle Lamps decided to fold its Smilin' Ed McConnel show after December 24. The program has been airing at 4:15 p.m. Fridays.

Toni is mulling slicing two days a week off its *Ladies Be Seated*, which airs at 3:15 p.m. across the board. Probable days involved are Tuesday and Thursday. The reason for the move is believed to be Toni's plans to invest some of its budget in video shortly.

Nat'l Biscuit Buys Three 1/2-Hrs. on MBS

NEW YORK, Nov. 27.—The National Biscuit Company, on behalf of Shredded Wheat, this week concluded a deal with Mutual Broadcasting System (MBS) by which it will bankroll two daytime half-hour and one nighttime half-hour weekly. One of the shows slated to be used is *Straight Arrow*, which has been getting a trial run over Coast stations. It probably will go into the evening slot.

The agency is McCann-Erickson.

On the House

SIoux CITY, Ia., Nov. 30.—The recent blizzard and sleet storm that struck this area provided KTRI, Mutual Broadcasting System (MBS) outlet here, with an opportunity to perform an unusual radio purserv job. Dakota City depends on electrically operated pumps to insure the flow of its water supply. When the storm crippled transmission lines, KTRI hooked up its auxiliary power plant, sole remaining source of current, for the pumping operation. Now listeners both tune in on and drink to KTRI.

WBBM Sets Variety Seg as P. M. Hypo, Jock Competition

CHICAGO, Nov. 27.—In an attempt to hypo late night programing hours and to compete with disk jockey programs, WT WM, local Columbia Broadcasting System (CBS) o.-and-o. station, will begin airing a live variety hour Monday thru Friday from 11 p.m. to midnight, starting Monday (29). WBBM's new show, titled *Music, Please*, will feature a 25-piece band under the direction of Caesar Petrillo and will star vocalists Billy Leach, Louis King and Connie Russell, all staff members.

Val Sherman, station's program manager, said that from time to time guest stars would be featured and that special scripts by staff writers will be used.

Sherman pointed out that sets in use for this hour here ranges from 13 to 7 per cent, and that station management feels a top programing job would garner listeners and keep many radio receivers going.

Scheduling of this new show will cut the small line-up of local dance remotes, which has been diminishing steadily the past couple of years, with lines from Cher Poree and Ambassador in the slash. So far, no attempt has been made to sell the new variety seg. Show will be aired on a sustaining basis, for an indefinite basis, until all the kinks are ironed out.

"Teentimers," "Leave It" Cancelled on Mutual

NEW YORK, Nov. 27.—Two cancellations hit the Mutual Broadcasting System (MBS) this week as *Teentimers*, Inc., and *Continental Pharmaceutical* bowed out of their shows. The former dropped its *Teentimers Club*, which has been airing at 11:30 a.m. Saturday morning. The last show will be December 4.

Continental will fold *Leave It to the*

Ted Steele, One-Man Industry, Now Airs 22 Hrs. Wkly., AM & TV

NEW YORK, Nov. 27.—Ted Steele, the piano-playing-emcee-singer-band leader-disk jockey, seems headed for a new career as a local version of Arthur Godfrey. In common with the latter's multi-show activities, Steele currently has a daily routine which finds him doing 10 radio shows a week, plus 10 video shows a week. Since this, apparently, isn't enough to keep Steele occupied, he's now working on a new variety show, to be aired nighttimes over DuMont television.

Steele's radio shows are aired on WMCA, New York, both being disk jockey sessions, daily from 10 to 11:45 a.m. and 2 to 4 p.m. Between these he shuttles over to DuMont to do his first of the two TV shows, aired from

Feltis Alone Is Now Head of BMB; Divided Rule Ended

NEW YORK, Nov. 27.—Realignment of top personnel of Broadcast Measurement Bureau (BMB) this week clearly established, for the first time since the founding of the organization, the undivided authority of Hugh Feltis as chief executive. Hitherto, John Churchill, BMB research chief, was on a par with Feltis. This divided and confused authority produced considerable criticism from organizations supporting BMB and led, ultimately, to the National Association of Broadcasters' (NAB) resolution last week calling for an organizational reshuffle.

Under the new table of organization, Churchill will not concern himself with policy matters, including those of research, but will instead supervise those research activities which the organization undertakes. Cort Langley, formerly director of subscriber service, moves up to the new post of assistant to the president, and will assume the day-to-day supervision of BMB operations under Feltis.

The moves were made to coincide with preparation for work on the 1949 audience survey, scheduled for next March. Altho some possibility exists that the survey may be postponed for a year, due mainly to the rapid growth and tough-to-measure effect of television, BMB currently plans to go ahead with the study.

Some changes, however, are in the offing for the report. Because many quarters felt that past ballots were unclearly worded, some revisions in phraseology are now being made. In line with the report of the NAB special committee last week, BMB also

Menkin Gets Sklar Position on WMCA

NEW YORK, Nov. 27.—Lawrence Menkin, program director of WVNJ, Newark, N. J., has resigned to join WMCA, New York, as a writer-producer. He replaces Mike Sklar, who has joined the Columbia Broadcasting System (CBS) to work with Bob Shayon on the net's *You Are There* series.

Menkin, formerly a free-lance writer-director, will handle, under Leon Goldstein, WMCA's program veepee, several pubserv shows, including *Inside New York*, *New World A-Comin'* and *Adventures in Industry*. He will also do a new heart-throb series tagged *Letter to Larry*.

Girls December 3. The show heard at 8:30 p.m. Fridays will wrap up after its initial 13-week cycle.

is due to study engineering data regarding listenership to stations customarily regarded as outside regular range, and inability to hear other stations in places where BMB reports previously reported sizable audiences.

A third change in the report is likely to embrace the methods of covering geographical units smaller than the county. Many small stations which blanket the major shopping center in their areas do not cover the entire county, and the resultant reporting on a full-county basis only is felt to prejudice their cases.

Tradition Busted By 'Gangbusters'

NEW YORK, Nov. 27.—The deal by which *Gangbusters* was switched from American Broadcasting Company (ABC) to Columbia Broadcasting System (CBS) included a profit-sharing clause for the package owner unusual in radio transactions. The contract calls for the show, a Phillips Lord package, to air over 30 CBS stations for General Foods, starting January 8, with other web outlets carrying it co-op. The arrangement among the web, the Lord office and the sponsor permits CBS to give Lord a percentage of the gross of all sales made to local co-op sponsors by stations not carrying the program for General Foods.

The contract covers a five-year period. The show was set by Young & Rubicam for the 9 p.m. Saturday period on CBS, the same time on which it formerly was aired over ABC. One reason for the switch-over was the sponsor's annoyance at ABC for selling that time slot, with which *Gangbusters* has been associated for a lengthy period, to Chesebrough for the latter's *Little Herman* show.

P&G Moves To Tues. Post-Texaco Time

NEW YORK, Nov. 27.—Procter & Gamble's newsreel series, *I'd Like To See*, will change its present Friday night time to the Tuesday evening spot following *Texaco Star Theater*, on the National Broadcasting Company (NBC) Eastern video network, effective December 21. The post-Texaco time is now filled by Mary Margaret McBride's show, with the latter to fold December 14.

In addition, P. & G. has taken an option on 9:30 to 10 p.m., 20 minutes of which are now given to the McBride series. The last 10 minutes of this period are now sustaining. Trommer's beer sponsors the 10 to 11 p.m. time with fight pick-ups.

P. & G.'s agency is Complan.

Dunton Reappointed Head of CBC Board

MONTREAL, Nov. 27.—A. Davidson Dunton, ex-editor of *The Montreal Standard*, has been appointed to a second three-year term as chairman of the Board of Governors of the Canadian Broadcasting Corporation (CBC).

The salary was listed at \$15,000 per year when Dunton first took the job in 1945. Dunton was also former head of the Government's Wartime Information Board.

Also reappointed for another term of one year as member of the board was Rene Morin, of Montreal.

Football Roundup

Reviewed November 6

Sustaining Via CBS

Saturday, 2:30-5:30 p.m.

Producer, John Derr; copy editor, Judson Bailey; music, Howard Smith and his orchestra; sportscaster, Red Barber. Direct pick-up reporters: Fred Ray, Harvard vs. Princeton, from Princeton; Bill Campbell, Penn vs. Penn State, from Philadelphia; Brook Snow, Navy vs. Michigan, from Ann Arbor; Warren Brown, Notre Dame vs. Indiana, from Bloomington; Hal Phillips, Northwestern vs. Wisconsin, from Madison; Bob Murphy, Missouri vs. Oklahoma, from Norman, Okla.

At a cost which the Columbia Broadcasting System (CBS) says is three times that of covering a single football game on Saturday afternoons, the web has experimented with a unique three-hour coverage of 29 games throught the country, utilizing direct pick-ups from the fields, one-way phone conversations, wire service reports and regional summaries. The entire operation was supervised by Walter (Red) Barber, the web's sports director. While it was interesting listening, it nevertheless left doubts as to whether it will ever replace the old-style pigskin coverage.

Beyond doubt, the panoramic grid-iron picture was more thoroly covered by CBS than ever before. Scores of games were fed thru rapidly and steadily. Capsule digests of action on dozens of playing fields were rattled off. Participants in football pools, anxious to find out how their selections were doing, undoubtedly found this the ideal method to stay on top of proceedings. But football fans ordinarily prefer to follow either the doings of their favorite team or, if they have no special partisanship, one of the games of the day.

Distracting

Listening to this show was a little like sitting in Yankee Stadium and listening to the Dodger game on a portable set: it was somewhat distracting and subtracted from over-all enjoyment. Hearing Warren Brown, for example, at the Indiana-Notre Dame fracas summarize in two or three minutes the play of the preceding 30 minutes was not a satisfactory substitute for on-the-spot coverage of the exciting events themselves.

Barber's handling of the show was, as usual, in top taste. It was efficient, brisk and as interesting as mere recaps and statistics can be. Red regularly read off a whole roster of scores from stadia not covered via the other means. He also rattled off summaries of play from wire service reports, and repeated material given him over the phone by correspondents at several games. The better portions of the show were those fed direct from several fields, with switches to these games coming just in time for touchdowns on three occasions.

Nevertheless, it is our guess that Joe Fan prefers his summaries on the evening sports shows or in his Sunday papers, and would rather stick to his favorite game, or switch among the selection of four or five available. For this reason, it is possible that CBS has gone just a bit hog-wild in its attempt to get full coverage. It might do better to enlarge a bit on the dual-game airers it utilized during the past two seasons by spreading out to perhaps as many as six, but airing those live and direct, switching from one to the other as the action warranted. There's nothing as exciting as excitement—certainly not summaries and up-to-the-minute yardage gained figures.

A reprise of the round-up technique November 13 met with considerably more success. Barber eliminated the annoying phone talks, and timing in switching to the stadia was considerably more fortuitous, getting in some good play-by-play of exciting action, particularly at the Northwestern-Notre Dame game. With a few more kinks unravelled it may



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

I'd Like To See

Reviewed Friday (November 12), 9:30 P.M. Style—Film. Sponsored by Procter & Gamble Company, thru Compton Advertising, Inc., via NBC television network, New York. Producer-director, Bernard E. Karlen; narrator, Ray Morgan.

Program directors of the networks in New York say that for months agents have been pitching shows based primarily on old news-reel clips, but few have been in the actual position to deliver. One of the first to get on was Procter & Gamble's *I'd Like To See*, followed shortly by General Electric's *Stop Look and Listen* (reviewed in this issue). P.&G., in this case, has the edge, both in getting on the air first, and more important, in serving up a much more palatable show.

Listener Gimmick

The *See* gimmick revolves around listener requests, either for favorite or nostalgic shots out of the past, or more topically, current matters of interest. Thus, there was a live sequence on one show on how to carve a turkey, obviously timely. A previous show offered a wonderful bit of sports nostalgia—the classic film shots of the Dempsey-Firpo fight. Even tho, in this case, the film techniques of those early days were far short of present-day standards, the fight, both because of its evocative effect, and its inherent excitement, packed a terrific wallop, no pun intended. With *I'd Like To See* moving shortly to the peak audience time following the Texaco vaudeville show on Tuesday nights, it should build in popularity. It's a good show.

Commercials for three Procter & Gamble products, Ivory Soap, Crisco and Duz, were well-executed via film. The soap plug employed a cover girl model in a testimonial, Duz was plugged thru a Duzzy quiz asking the identification of silhouettes that neatly dissolved into washday scenes, and Crisco was shown as an easy, simple cakemaker aid. *Ira Hecht.*

Lanny Ross

Reviewed November 20

Sustaining

Via WOR

Saturdays, 9:15-9:30 p.m.

Producer-director, Herb Rice; writer, James Winchester; music, Sylvan Levin and the WOR Orchestra; Cast, Lanny Ross.

That perennial song-seller, Lanny Ross, backed in good style by Sylvan Levin and the WOR ork, delivered a highly listenable quarter-hour on this stanza. Whether you're a Ross fan or not, Lanny's delivery on such old favorites as *If I Loved You* proved refreshing. Furthermore, the show lacks the fanfare, guest appearances and trite dialog that usually go along with 30-minute musical stanzas, preferring to concentrate in easy fashion on 15 minutes of music and song. Its position on the station's sked, following Gabe Heatter and preceding Guy Lombardo, is good programming, altho it's doubtful whether it offers overly strong competition for the other webs' offerings of *Gangbusters*, *Hit Parade* and *Winner Take All*. *Ira Hecht.*

turn out to be considerably better than could have been estimated, based on the initial outing.

Sam Chase.

Holiday Star Vanities

Reviewed Thursday (November 25), 7:30-9:30 p.m. Style—Variety. Sponsored by Elgin-American, thru Weiss & Geller, Inc., via NBC Television Network, New York. Producer, Marvin Mann; director, Burke Crotty; emcee, Georgie Jessel; cast: Paul Whiteman, Connee Boswell, Charles Trenet, the Hartmans, Paul Draper, Phil Silvers, Morey Amsterdam, Jerry Colonna, the Golden Gate Quartet, Ethel Smith, Phil Regan, Raye and Naldi, Bill and Cora Baird.

The traditional feathered symbol of Thanksgiving Day spread its wings over this two-hour tele variety show, on which the plugs for Elgin-American compacts played havoc with production, direction, emcee, talent and audience. Using one-minute films, the sponsor banged home his message no less than 12 times during the show in a repetitious pattern, seemingly without planned timing. Only five minutes separated the plugs on two occasions. In addition, the films lacked contrast, appeared to be overexposed and were accompanied by a poor-quality sound.

The use of filmed commercials on a live variety show also posed a problem for emcee Georgie Jessel, charged with entertaining the studio audience during their showing. Cueing was badly handled, with cameras on several occasions returning late; also the effect of rejoining the show in time to catch the studio aud's laffs, for Jessel's gags was annoying. It shut out the home audience in the same way radio comics have often done with costume bits and antics that go unexplained to listeners.

Scenery Is Nil

The show was staged with no scenery, a lack of appropriate holiday backdrops and poor lighting. In fact, the performers' duds actually turned to an almost solid black when the wing cameras went into action.

Jessel worked from a center-stage mike to intro the acts; most of the time he seemed confused, not knowing where performers would make their entrances. In addition, there were deadly time lags between his intro and their appearances, with the camera usually bent on following him offstage into the wings instead of spotting the guest in the opposite wing.

In fact, the camera work in general failed to impress. For example, when Paul Draper went into his dance routine, a head-and-shoulder show was held for an undue time before viewers got a look at his tapping. Again, when Jessel called for a bow from a songwriter in the audience, the cameras never got around to him. And the grand finale, presumably called for unexpectedly by Jessel, represented utter confusion. The entire cast joined in singing *Thanks for Thanksgiving*.

The cameras went berserk, long shots and close-ups alternating in rapid fashion that led viewers to surmise that perhaps the director couldn't wait to get away from it all. In addition, the singing was off-mike, which was just as well, for no one seemed to know the lyrics anyway.

First-Rate Talent

At least the talent amassed for the show was first rate. From the opening songs by Connee Boswell to the final *Harp Fantasy* by Paul Whiteman and orchestra, the entertainment was impressive, altho the show's pace was slow due to the aforementioned production snags.

Comedian Phil Silvers, with Jessel

Stand By for Crime

Reviewed Saturday (November 20) 8 to 8:30 p.m. Aired sustaining on WENR-TV, Chicago, and the Midwest ABC video network. Producer and director, Greg Garrison; production assistant, John Meyers; technical director, Frank Koerner; art director, John Boyt; stage manager, Grover J. Allen; script, Nancy Goodwin; cameramen, E. A. Tester, A. W. Joswick and C. V. Voger. Cast: Boris Aplon, Charles Flynn, Rupert La Belle, Elma Platt and Wiley Hancock.

A regular crime series telecasting original detective stories each week, the show is ready for sponsorship by a bankroller looking for a not too expensive local or Midwest video network show. It has production planning and direction, showing imagination and care; its actors are average or above. While it's a half-hour show that needs polishing, a sponsor in the picture would bring that out.

Series each week uses the same central character, Inspector Web, played by Boris Aplon. At the end of each show viewers in various cities are asked to solve the crime via tele, on basis of clues presented. Those solving the crime correctly receive a \$25 prize.

One of the best gimmicks on the show reviewed was the use of a parade film clip to set scene and act as transition device during the change of scenes. Having cameras shoot over Web's shoulder as he interviewed those involved in the crime or witnessed action was also good. This gave the audience the impression that all action was directed toward the video receiver screen, a powerful way of projecting action into viewers' homes.

Principal fault of show reviewed, a rural murder story, was lack of a top-notch script. At times lines were stilted and amateurish. This, of course, did not give the actors a chance to do their best possible job. Regardless of the lack of a top script, there was no reason for some of the few bits of over-acting. Most of the characters were portrayed by local radio names, some of whom go too far with visual mannerisms and become hams. *Cy Wagner.*

playing straight man, explained varying kinds of double-takes, played Stardust on his clarinet and got off several funny lines between notes. Organist Ethel Smith's rendition of *Fiddle Fiddle* followed, after some delay in getting the organ on stage. The Golden Gate Quartet rendered *Shadrach* and furnished background for a Paul Draper number with *Joshua*.

Draper's routines were impressive, but the dancer suffered from a staggy camera that failed to keep pace with his gyrations. There followed two hilarious mugging acts, Charles Trenet, the French singer, followed by Jerry Colonna, whose *Road to Mandalay* number found the cameras bent on a close-up of his tonsils.

Hartmans Billed

The Hartmans disappointed with their Miss Ipswich-Mr. Garfield slapstick routine but came back strong in their standard dance number in which Mrs. Hartman wound up in an out-of-control spin. Bill and Cora Baird and their amusing puppets drew a good hand for their *Three Hepsats* number in which the puppets pantomimed to a recording by the Andrews Sisters.

Phil Regan delivered two songs in pleasing style, dance team Mary Raye and Naldi impressed with their seemingly effortless ballroom routine and Morey Amsterdam was good for laughs with his aggravation stories and his bit about people's voices betraying their occupations.

But it was too bad the Elgin-American commercials on this holiday show weren't kept more compact, no pun intended. *Ira Hecht.*

Stop, Look and Listen

Reviewed Sunday (November 21), 8:30-9 p.m. Style-Quiz. Sponsored by General Electric Company; thru Batten, Barton, Durstine & Osbrim, Inc.; via CBS television network, New York. Producers, Fred Rosen for World Video and Steve Alexander for Universal Pictures; director, Ralph Levy. Panel of experts: Grantland Rice (sports columnist), Ilka Chase (actress and authoress), Deems Taylor (music expert), John Daly (CBS newsmen).

To replace its short-lived Carnival series, General Electric has come up with a quiz show based on newsreel shots, wherein a panel of diversified notables test their powers of observation in answering questions about briefly shown newsreel clips. It is a dull, plodding, inept show. It is the kind of show which needs the sort of give and take which characterized *Information, Please* when it was on the air. There are scant indications that this sort of exchange is in store for *Stop, Look and Listen*.

Panel Experts

The panel of experts, so-called, on this show, consisted of Grantland Rice, Ilka Chase, Deems Taylor and John Charles Daly, and, to the credit of the last three, they showed that given the right sort of buffer they could very well contribute the necessary sparkle. But with Paul Gallico as quizmaster, there's no hope; Mr. Gallico is swimming in strange waters and is way over his head. At any number of times, circumstances shrieked for a gag answer by Gallico in response to a flip line by one of the panel. Naught happened.

The simple fact is that Gallico gave any number of indications of the discomfort he felt in his quizmaster's role. A tension of this kind transmits itself to the audience only too readily on a radio program; on a television show it cannot only be felt but seen. Gallico got the job after he observed, on the debut program, that video, unlike radio, "shows its blank faces,"—or words to that effect. Quite evidently, he knows whereof he speaks.

Jerry Franken.

Eleanor and Anna Roosevelt

Reviewed November 19

Sustaining Via ABC

Mondays-Wednesdays-Fridays, 10:45-11 a.m.

Producer, John Masterson; announcer, John Nelson; cast: Eleanor Roosevelt, Anna Roosevelt; guest Genevieve Tabouis.

Current Hooperating for the program (Started November 8).....None
Average Hooperating shows that type (Sustaining).....None
Current Hooperating program preceding (Belly Crocker).....2.5
Current Hooperating program following (Sustaining).....None

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

CBS: Arthur Godfrey (National Biscuits).....6.3
MBS: Sustaining.....None
NBC: "Joyce Jordan, M.D.".....2.9

Mrs. Eleanor Roosevelt, whose previous radio efforts have not been particularly successful, recently kicked off a new series on the American Broadcasting Company (ABC), with her daughter, Anna. The morning show, heard three times weekly, is more Anna than Eleanor, the latter coming thru with a transcribed interview with some celebrity to fill the center portion of the show, sandwiched in between comments on almost any subject by Anna.

On the show caught, the two Roosevelts sounded as tho their names ought to have been anything but. Anna launched into a vigorous defense of John Foster Dulles, who never was anything but persona non grata with F. D. R., in which she labeled opponents to Dulles and the policies he represents as leftists. She then applauded President Truman's recent appointment of Dulles to replace Warren Austin in the United Nations as a clever move which reaffirms

(See Eleanor and Anna on page 15)

Norvell

Reviewed November 20

DEXTOR & COMPANY LEATHER GOODS

Via WOR

Saturdays and Sundays, 11:30-11:45 p.m. Producer-announcer, John Bradford; writer-lecturer, Norvell.

Norvell, who bills himself as the "20th Century philosopher," is taking advantage of the current fad for introspection and self-analysis in his new series of late-hour talks on WOR. His philosophy seemed compounded, on the show caught, of equal parts of patience and impatience. If that seems contradictory, so did Norvell.

On the one hand, he urged listeners (See NORVELL on page 15)

On Trial

Reviewed Monday (November 22) 8-8:30 p.m. Style—Public Service. Sustaining via ABC Television Network, New York. Produced by the Public Affairs Department of ABC, with co-operation of the Association of the Bar of the City of New York. Consultant to ABC Public Affairs Department, David Levitan; TV Director, Jean Heaton; announcer, Bob Sabin. Topic: "Should Wire-Tapping Be Prohibited?" Presiding, Justice Ferdinand Pecora of New York Supreme Court; affirmative trial counsel, Lloyd Paul Stryker; affirmative witness, William C. H. Finch; negative trial counsel, William B. Herlands; negative witness, Charles P. Grimes.

There is more human interest (See ON TRIAL on page 15)

Mary Lee Taylor

Reviewed November 20

PET MILK SALES COMPANY
Thru Gardner Advertising Company
Via NBC

Saturdays, 10-10:30 a.m. Producer-director, Al Chance; writer, Ben Adams; announcer, Del King. Cast, Mary Lee Taylor.

Current Hooperating for the Program (Started October 30).....2.8
Average Hooperating Shows That Type (Miscellaneous).....None
Current Hooperating Program Preceding (Sustaining).....None
Current Hooperating Program Following (Sustaining).....None
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS
ABC: Sustaining.....None
CBS: Sustaining.....None
MBS: Sustaining.....None

In this day and age of mass- (See MARY LEE TAYLOR, page 15)

- Rem
- Vicks
- Stanback
- Milkbone
- Dean Ross
- Pepsodent
- Woodbury
- Sewing Kit
- Guild Wine
- Doan's Pills
- Bliss Coffee
- Bond Bread
- Schlitz Beer
- Cardinal Tier
- Carolina Rice
- Diamond Salt
- Schaefer Beer
- Strauss Stores
- Ripley Clothes
- Yankee Cigars
- Keensight Lens
- National Shoes
- Ben Tucker Furs
- Harmonica Man
- Smo Kleen Pipes
- Chef Boy-ar-dee
- Robinhood Flour
- Barney's Clothes
- American School
- Food Saver Bags
- Old English Wax
- Doubleday & Co.
- Kennedy Clothes
- Anglers Products
- Camel Cigarettes
- Fatima Cigarettes
- Hill's Cold Tablets
- Crawford Clothes
- White Owl Cigars
- Colliers Magazine
- The Chosen People
- Emmet Food Stores
- Robert Hall Clothes
- Metropolitan Life Ins.
- Helping Hand Army
- Cardinal Restaurant
- Fitch Cream Shampoo
- Waltham Time Signals



continually growing

- Associated Food Stores
- Chesterfield Cigarettes
- Ballantine Ale and Beer
- Walter Reede Theatres
- Madison Personal Loan
- Uncle WINS Bible Hour
- Canada Dry Ginger Ale
- Rockwood Chocolate Co.
- European Railway Express
- Empire Diamond and Gold

The Phil Silvers Arrow Show

Reviewed Wednesday (November 24), 8:30-9 p.m. Style—Variety. Sponsored by Cluett, Peabody & Company, Inc.; thru Young & Rubicam, Inc.; via NBC television network. Producer, David Levy; director, Wes McKee; music, Harry Salter and orchestra. Cast: Phil Silvers, Connie Sawyer, Jerry Hausner, Len Hale. Guest: Herbert Coleman.

Phil Silvers's first show for Arrow shirts and ties got off to a good start, the first good comedy show of its kind in video. Happily, it avoids the standard vaude routine, and represents, in that respect, a parallel to the switch made years ago in radio. When Jack Benny, et al., first went on the air, their work was straight out of vaude. Their success was keyed to the switch to their present character-situation comedy. Silvers hasn't gone anywhere near that far—the comedy routines on the show were strictly blackout in nature, rather than stemming from character—but at least it's a try, and a good one, away from a straight presentation of variety. But whether the show will have the stamina to stand up is something only succeeding shows can indicate. It certainly has a better chance in its present semi-revue form than it would as a vaude layout.



Laughworthy Skits

Silvers's main routines were his opening sketch with his "writers"—shackled to their desks—and a typical revue-type blackout with Connie Sawyer. The last skit had an all too familiar air and ran too long, but it, like the rest of the show, turned out laughworthy. Herbert Coleman, a Negro youngster, exhibited an okay pair of pipes in warbling one tune, but his grimaces were a burdening distraction. Musical support thruout by Harry Salter was good.

The Arrow shirt commercial was done in front of a drop marked "Phil's Men's Shop" and had impact, both as comedy and as a sales pitch. Jack Gilford handled himself well as the "sponsor," with able support from an unbilled stogie wearing an out-sized collar and short.

Jerry Franken.

Yours for a Song

Reviewed November 19

CONTI PRODUCTS CORPORATION
Col. Stephen Nordlinger, Adv. Mgr.
Thru Birmingham, Castleman & Pierce
Herbert Lorentzen, Acct. Exec.
Via MBS
Fridays, 9:30-9:55 p.m.

Director, Carlo Di Angelo; writer, Nora Stirling; announcer, Dudley Bernard; music, Alfredo Antonini (conductor) and a 30-piece orchestra; guests: Jane Froman, Robert Weede.

Current Hooperating for the program (Started November 19).....None
Average Hooperating shows that type (Variety)12.3

Current Hooperating program preceding (Sustaining)None

Current Hooperating program following ("Johns-Manville News") (MTWTF)..... 1.0

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Thomas F. Dewey (Spec. Event)..... 5.1
CBS: "Ford Theater"..... 7.1
NBC: Red Skelton.....13.2

The combo of Alfredo Antonini and a 30-piece ork, plus guest artists Jane Froman and Robert Weede, added up to an enjoyable 25-minute musical stanza. Weede's baritone of classical selections such as the Barber of Seville excerpt and Miss Froman's warbling on tunes like *Isn't It Romantic?* and the current fave, *Buttons and Bows*, made for nice balance.



Plugs for Conti shampoo stressed three claims, its safety, economy and its ability "to wake up the natural beauty of your hair." Delivered in alternate style by a gal and guy, they were convincing and avoided blatant over-selling.

Ira Hecht.

Hits and Misses

Reviewed November 8

Sustaining Via WCBS

Mondays-Fridays, 5-5:30 p.m.

Producer-Director, Doug MacNamee; emcee, Harry Marble.

This half-hour stanza emceed by Harry Marble features a quiz of fern contestants on recorded tunes. Much of the show is devoted to interviews preceding the playing of the songs, with the result that the program moves slowly. Questions, submitted by listeners who share in the meager loot, are painfully simple. For example, following the playing of *Slow Boat to China*, Marble asks for the titles of two other songs about China.

It is not merely the lack of a sizable jackpot that seems to account for a dullness about the show; that quality stems more from a cut-and-dried format and a rather monotonous style exhibited by Marble. With shorter gab sessions and more tunes and quiz aspects, the program could emerge as a much more listenable ailer.

Ira Hecht.

World Adventure Series

Reviewed Sunday (14), 1-1:30 p.m. Style—Interview, with film and live commentary. Sustaining over WXYZ-TV, Detroit. Producer, Ross Mulholland; director, Dave Green. Cast: Ross Mulholland and Alfred Wolff.

This show is an unusual presentation of a travel talk, with background set in a studio interview handled by Ross Mulholland and Alfred Wolff, a lecturer and cinematographer in the travel field. Perspective is set with an over-all coverage of the day's topic—in this case, post-war Brittany. The scene then fades into the film, with Wolff continuing a running commentary thruout.

The technique allows the talk to be adapted ad lib to the screen material, touching up any points not clear. The films are edited in advance to give proper screen quality, and shots that miss for television are eliminated. Most films used in the series are from originals, and it has been found that they produce a softer contrast effect on the television screen than black and white originals, altho allowance has to be made in some scenes for the video camera's relative insensitivity to red. The editing job is excellently handled, especially considering the fact that most of the lec-



This Is the Missus

Reviewed Wednesday (November 24), 1:30-2 p.m. Style—Audience participation. Sponsored by B. T. Babbitt, Inc. (for Bab-O), thru Duane Jones Agency, over WCBS-TV. Producer, Leila Swift; director, Ralph Levy; writer, Louis Hayward; emcee, Bud Collyer; assistant, Tom Mahoney.

Clayton (Bud) Collyer is the emcee of *This Is the Missus*, a harum-scarum audience participation show, which is replacing *Missus Goes A-Shopping* as an afternoon offering over the Columbia Broadcasting System (CBS). Collyer, who works hard at his job thruout the show, paces the dames on the stanza thru a series of zany activities, all of which are meant to keep the viewer amused. For the most part, however, it all seemed part of the familiar radio pattern being repeated, with none of the gags funny enough on their own to make the show stand up.

Ancient is the word for the trick of having a man kiss three females and identify one as his wife. The show also had four women blow balloons till they burst, a rather unfunny attempt at whimsy, which was followed by the women going into animal imitations, barking, meowing and leaping like kangaroos. Perhaps this is considered the type of programing which will most appeal to women during the days. But it's strenuous viewing, and how long these antics will hold the audience is questionable.

Commercials for Bab-O were mixed liberally with the show itself. One female participant had the unenviable job of screeching "it's wonderful" every time the product was mentioned, which was often. The show was run off in front of a huge sign emblazoned with the name of the product.

Sam Chase.

turers arrive in town only a few hours before the show.

Mulholland and Wolff were thoroly competent in front of the camera as experienced talkers tho a bit less reference to the script would help. Mulholland substituted for George F. Pierrot, himself a well-known traveler, who usually handles the interviews.

This show indicates a neat way of selling a motion picture and/or lecture via television, and could be adapted to wider uses as virtually an elaborate trailer for the feature.

Haviland F. Reves.

The John J. Anthony Hour

Reviewed November 22

SURAL COMPANY

Edward Shinkel, Adv. Mgr.
Thru Shaw Associates Advertising Agency
Norman Jay, Acct. Exec.
Via WMGM
Mondays, 8:00-9:00 p.m.

Producer, Norman Jay; announcer, John Connelly; featuring: John J. Anthony.

Under the sponsorship of Sural tablets, which are described as being helpful in arthritis and rheumatism cases, John J. Anthony has made his return to the air-planes over WMGM in a full hour of heart-to-heart talk on problems concerning marriage, divorce, job hunting, alimony, desertion, faithlessness and mother-in-law trouble. Anthony's superior and condescending attitude is just as present in this new show as it ever was during the heyday of his network efforts. However, he frequently came thru with some genuinely perceptive remarks on people and their relationships with society and each other.

Eight cases were paraded on the premiere show, and they ranged from the pathetic to the ludicrous. In the latter department was the woman, married 19 years, who complained that for the last eight years her husband had been consorting with another man's wife. Every time the woman began to describe how things were when she caught them, Anthony hurriedly interrupted with a brusque "no details." His advice in this case may be considered generally typical of his offerings "I don't think a man's been born who's worth a woman's tears, and you've shed many. Now, now, don't shed any now, that won't help any." He wound up, not telling her directly what to do, but saying that in similar circumstances he would toss the erring hubby out.

Life's Problems

A woman with a disabled vet husband and young child who told of their fruitless search for a place to live was rewarded when later in the show Anthony said a gift had been sent by a group of people. An accountant who described his inability to land a job because of poorly prepared resumes was notified of an organization which phoned Anthony and said it helped people seeking work in his field.

An interesting commentary on current conditions was a remark by Anthony that his mail is similar to that of 10 and 11 years ago, during a tough period economically, when people wrote mainly requesting employment, and his program had a special job placement division. The show is likely to pick up as sizable an audience now as ever, for people still love to listen to other people's troubles, if only because misery, as ever, loves company. But is it good radio?

Sam Chase.

Benny Shift to CBS Bodes War at 7 P.M. on Sundays

(Continued from page 5)

will counter with such deals of its own, dictated by a desire to fend off further raids on its stars. Trammell declared that NBC would not participate in such deals until the U. S. "has declared them lawful." CBS's statement, in reply, indicated it already had such approval on the Benny sale. That paves the way for NBC to buy *Truth or Consequences*, Ed Gardner's *Duffy's Tavern* and other NBC attractions.

The Benny shift to CBS was finalized when American Tobacco, his sponsor, failed to renew its NBC time, which expires December 26. NBC had been advised informally, earlier in the week, that it could expect this development. Vincent Riggio, American Tobacco's president, is reported saying that, since the networks are about the same, he had okayed the change in order to keep Benny happy. Reports, officially denied by CBS last week, still persist that CBS, as owner of the Benny package, is guaranteeing American Tobacco a rating comparable to Benny's average, with a \$3,000 per Hooper point forfeit allegedly involved.

There still is great concern in radio that Congress might latch on to the publicity values of the showbiz names involved and take a gander at capital gains arrangements set up in recent years. Involving top Hollywood names, the film and radio companies, and the banking alliances linked with the latter two, such a hearing could be a field day for legislators—and exceedingly harmful to the entertainment business.

Meanwhile, the CBS-Benny deal is the largest, most important and most dramatic program deal ever engineered in radio. Its effects in leveling off differences between CBS, which has been making terrific program gains, and NBC will probably be immediate. The CBS signing of Benny is not the end of a deal—it probably marks the beginning of a new radio deal.



TV'S NEW PRODUCT MARKET

Tripled Tele Relay System By 1950 Planned by AT&T

CHICAGO, Nov. 27.—Specific plans for expansion of the American Telephone & Telegraph (AT&T) television network relay system during the next few years were revealed here this week by a spokesman for the Illinois Bell Telephone Company, AT&T subsidiary. Illinois Bell revealed that the 3,400 miles of inter-city network channels now in operation by the Bell system will be tripled in the next two years.

By the end of 1950 additions along present Bell system video networks will result in a total of five television channels in service between New York and Boston, between New York and Washington, Philadelphia and Cleveland, Cleveland and Chicago, and Detroit and Toledo.

The largest new area for future linking lies south of Toledo. Plans call for the installation of three channels between Toledo and Cincinnati via Dayton. Between Dayton and Columbus, O., three additional channels will be installed. Another two-channel link will be placed in service between Dayton and Louisville via Indianapolis.

On the West Coast two video channels will be placed in service between Los Angeles and San Francisco.

Also extensions of present links will be made from Boston to Providence; a channel from New York to New Haven, Conn.; a channel from Philadelphia to Wilmington, Del.; a channel from Buffalo to Rochester, N. Y., and

a channel from Milwaukee to Madison, Wis.

By the end of 1950, if service is requested, the Bell system video web will be able to give service also to Hartford, Conn.; Reading, York, Harrisburg, Johnstown, Pittsburgh, Youngstown and Erie, Pa.; Akron, and Fort Wayne, Ind.

WGN-TV Going To Daytime To Help Sell Sets

CHICAGO, Nov. 27.—WGN-TV, *The Chicago Tribune's* tele station, will go on the air Monday (29) from 2 to 4 p.m. Monday thru Saturday to take care of the demands by manufacturers, distributors and dealers for afternoon tele shows to help sell receivers. At the same time, the station announced that beginning December 11 it would discontinue Saturday night programming.

Set sales here, it has been claimed, have been lagging because salesmen attempting to make sales during prime afternoon hours have not been able to demonstrate programming. WGN-TV's afternoon stanza will feature films and musical strips, sponsored on a co-operative basis by five tele set manufacturers.

With the dropping of its Saturday night films, WGN-TV will be the only commercial video station here not programming that night. The station will continue Saturday afternoon shows, however. The cut was made, the station said, to tighten its operation and to save money.

Elgin, ABC To Mull Special Holiday TV

NEW YORK, Nov. 27.—Impressed by the potentialities of holiday programming following its Thanksgiving video show on the American Broadcasting Company (ABC) web on a long-term deal, the Elgin-American firm is understood ready to sign a 10-year contract for special Thanksgiving and Christmas shows on ABC television. Negotiations are believed

Silvers' New Show Moved In Conflict Over "Shoes"

NEW YORK, Nov. 27.—Cluett Peabody's new Phil Silvers' show, which started on the National Broadcasting Company (NBC) video network this week, will have a new time next Wednesday (1). The reason for the change, according to reliable reports, is that Lee Shubert, who is said to have a piece of Silvers' Broadway vehicle, *High Button Shoes*, threatened to fire the comic from the musical if he failed to show at the theater before 8:30 p.m. The original time for the video program was 8:30 to 9 Wednesday nights.

The new time for the program is 7:30, with the show cut to a 20-minute airer to permit the Camel newsreel to air at its accustomed 7:50 time. The program will have this time for four weeks, with NBC trying to find another half hour in the meantime.

Figure It Out!

HAVANA, Nov. 27.—No doubt about it, those tele-receiver salesmen are doing a bang-up job. Take the situation here, for instance. Several stores are selling tele sets and getting high prices for them at that. There are no video stations in Cuba yet.

Lever, Ad Men Set TV Huddle

NEW YORK, Nov. 27.—Presaging early heavy entry of Lever Bros. into television, the giant firm next week will huddle with some of the top agency personnel representing it to talk over program ideas. Lever until now has not considered video's circulation sufficient to warrant plugging its mass-sale products.

Agency handling some of the Lever business include J. Walter Thompson; Ruthrauff & Ryan; Foote, Cone & Belding; Young & Rubicam, and Sullivan, Stauffer, Colwell & Bayles. All agencies are understood planning to participate in the presentations.

WBZ-TV Ups Rates; \$350 for Full Hour

BOSTON, Nov. 27.—WBZ-TV, Westinghouse tele outfit here, this week issued a new rate card calling for higher time and facilities charges. Revised rates range from \$85 for a five-minute seg to \$350 for a full hour's live show, and take effect December 1.

Current WBZ-TV sponsors will be protected at the rates in effect prior to that date until May 13, 1949, provided no lapse in schedule occurs, according to W. C. Swartley, station manager. The station is currently operating from 6 p.m. to 11 p.m., seven nights a week, with approximately 18 commercial hours of network and local programming, exclusive of spots and chain breaks.

to cover rates, with the bankroller said to desire protection at current time charges or very slight increases thereof.

Weiss & Geller is the agency involved.

Medium Gets Bankrollers Radio Lacks

Furnishings, Fashions, Toys

NEW YORK, Nov. 27.—Television's early claims as an advertising medium that would lend itself to many products and services not adaptable to radio's aural plugs are beginning to materialize, a study of current tele bankrollers reveals. In addition to these new items, tele has also provided sponsors and their ad agencies with the added flexibility inherent in film and live demonstrations of products long plugged via radio.

The result has been two-fold: an influx of new advertisers who, by the nature of their products, have previously been confined primarily to display ads in newspapers and magazines, and a diversion of ad budgets from radio to television or an increase in same to include tele as well as radio plugs.

45% at NBC

The National Broadcasting Company, for example, reports that of 27 commercial shows telecast via its Eastern network, 12, or approximately 45 per cent are currently bankrolled by non-radio clients. The remaining 15 shows represent expansions of ad budgets in order to add tele to radio.

The American Broadcasting Company reports about 40 per cent of its tele sponsors had not used radio, while the remaining 60 per cent using tele have added the medium to their budgets while continuing to support radio. The Columbia Broadcasting System estimates that 20 per cent of its TV bankrollers had never used radio.

While the percentages vary slightly among other tele webs, the same situation exists, with radio-tele advertisers and newcomers to tele holding the same 40-60 proportion on video's list of sponsors.

Carpets, Rugs, Curtains

Among the more obvious visual-treatment products that are currently being plugged on the nation's tele outlets and have not previously used radio, except possibly isolated cases, are such items as carpets, rugs, curtains and other home furnishings; toys, including model electric trains; women's fashions and dress fabrics.

In addition there are such services as knitting and sewing instructions; hobbies, particularly home craftsmanship lines, such as ceramics, puppet-making and sketching, and kitchen utensils or household cleansing (See TV Product Market on page 14)

Marlow Quits WPIX Position

NEW YORK, Nov. 27.—Harvey Marlow resigned yesterday as program director for WPIX. Effective Monday (29), James Pollak, manager of the station's film department, will step in as acting program chief.

Edward Stasheff will act until further arrangements, as program assistant to Pollak. As for his reasons for severing the association, Marlow stated that he found it "impossible to work under conditions imposed upon him and that conflicting views as to what constitutes good programming contributed toward his decision." Marlow reached this decision after careful thought and consideration as a result of what he personally felt to be to the best interests of the organization.

Roach Sets 13 Films for Tele

HOLLYWOOD, Nov. 27.—Hal Roach will start production of video films December 15 when cameras roll on the first in a projected series of 13 pix starring Stuart Erwin and June Collier. Roach plans to produce four additional videocine series in which he will feature name performers, major studio props and top-flight technicians. Erwin-Collier series, as yet unnamed, will follow a comedy-family format and will be written by Thomas Seller. According to Roach, his TV-pix product will be aimed at a general family audience rather than any particular age or type group.

Roach joins Jerry Fairbanks to become the second 35mm. theatrical film producer to start active filming of pix especially for the video screen.

U.S.A.'S LARGEST REPRODUCTION HOUSE

GENUINE HIGH GLOSSY PHOTOS 5 1/2 EA.

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10's: \$7.99 per 100; \$55 per 1000
Fan Mail Photos (5x7) \$36 per 1000 • Postcards \$23 per 1000
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(No Negative Charge on 2 or more)

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WE DELIVER WHAT WE ADVERTISE

J&G Measures Chi TV Market

Research Org Diaries Rate In 450 Homes

Puppets Tops on Videodex

CHICAGO, Nov. 27.—Chicago television viewers give top rating to puppet shows, first monthly report of the Jay & Graham Research organization, revealed this week. Next in order of preference are films and sport shows, mystery dramas, vaudeville, amateur shows and audience participations.

New research org, started by Allen Jay and George Graham, makes its compilations on the basis of diaries in 450 sample homes here. Company has been hired by Columbia Broadcasting System; Foote, Cone & Belding, and Roche, Williams & Cleary. It expects to sign WBKB and National Broadcasting Company soon.

Chi is the first market to be sampled by the company, which will go in primarily for video research. Company plans eventually to expand into St. Louis, Milwaukee, Detroit, Toledo, Cleveland, Cincinnati, Philadelphia, New York, Boston, Washington, Los Angeles and San Francisco. According to Jay, diaries have already been distributed in some of these cities, but reports will not be made until accuracy of sample has been determined.

Jay and Graham call their report the Videodex Service. Ratings yield both quantitative and qualitative information.

Local findings for November (based on the report of the first week of the month) show most sets are in use here Wednesday nights. Top period that night, 7 p.m., had 55 per cent of sets in use. Lowest viewing time is Friday night, when less than 11 per cent of sets are in use.

Jay-Graham's research indicates that about 27 per cent of sets here are in homes of upper income families, 52 per cent are in middle income homes and 21 per cent are in lower income homes.

First Jay-Graham report showed that the net weekly share of audience, by percentages, was divided among stations as follows: WBKB, 36.7; WGN-TV, 29.0; WENR-TV, 24.0 and WNBQ (experimental and not on regular schedule), 10.3.

Comments from the qualitative portion of their diaries, Jay said, indicate that mothers feel children have profited from video educational films. Members of the sample also revealed that video viewing has cut into their radio listening. Consensus of the panel was that *Luz Radio Theater* was the program they regretted missing most.

QUALITY GLOSSY PHOTOS

6¢

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8 x 10's for ... \$ 7.50

500—8 x 10's for ... 32.50

1000—8 x 10's for ... 60.00

Negative charge of \$2.00

Post cards in quantity, 2½¢ each.

Write for price list and samples on other sizes.

50% deposit, balance C. O. D.
QUALITY PHOTO SERVICE
Perkins St., Box 42 Bristol, Conn.

SHORT SCANNINGS

CAROLE COLEMAN, of *High Button Shoes*, singer Larry Douglas and Danny Daniels, featured dancer of *Make Mine Manhattan*, will join the Tony Mottola Trio on a 5-a-week tele show set to preem Monday (6) on the CBS-TV web. The new show, *Make Mine Music*, replaces the current *Face the Music*, starring Johnny Desmond and Sandra Deel. . . . The DuMont tele network last week resumed auditions in search of new video talent, with casting director Elizabeth Mears and Jack Rayel, assistant to program director Jim Caddigan, in charge. Auditions, to be held at the WABD studios, were dropped during the summer months when studios were being refurbished. . . . WMCT, first tele station in Memphis, last week joined the National Broadcasting Company (NBC) tele web.

Norman Nash appointed assistant copy chief of the Kudner Agency, Inc., to supervise the writing of radio and tele spots and commercials. . . . Richard Hubbell, head of the tele and radio management consulting firm bearing his name, left Friday (26) on a cross-country trek to visit clients and to lecture before business and university groups. . . . WATV, Newark, N. J., tele indie, installed its new RCA antenna this week (25). Station conducted a phone survey Thursday and Friday among set owners who had earlier complained of a weak signal, found that both audio and video signals are now being received with far greater degree of satisfaction.

WEED & COMPANY was named last week by Paramount Pictures as national ad reps for the firm's tele stations WBKB, Chicago, and KTLA, Los Angeles, in all cities except New York and in each station's own trading area. . . . In addition to scripting transcriptions for the current Christmas seal campaign, Alan Sands is writing for the Packard-Bell tele program aired by KFI-TV, Los Angeles, and its AM-FM affiliates. . . . A series of 13 open-end five-minute tele films explaining card tricks and parlor magic has just been completed by General Film Productions Corporation of New York.

R. H. Macy's annual Thanksgiving Day Parade heralding Santa Claus's arrival at the New York store was televised by three Gotham stations last week, with Columbia Broadcasting System (CBS) and NBC tele crews joined by WPIX, indie station of *The New York Daily News*. NBC stole the video thunder, however, with a *Howdy Doody* float in the procession and with Bob Smith, masked like his puppet, welcoming Santa on behalf of all the kids.

Philly Tavern Ops To Fight State and City on Tele Taxes

(Continued from page 3)

vised to sit tight and await developments. It was pointed out that licensees were liable for the tax, if invoked, if the sets were in use prior to November 1, renewal deadline for all liquor licenses in this district.

Licensee association officials have requested a meeting with Mayor Bernard Samuel and Assistant City Solicitor Abraham Wernick to discuss the proposed city video levy. At the same time, opposition was crystallizing to any attempt at possible federal taxation under amusement tax law. If the city can tack on its 10 per cent amusement tax, there is the added danger that the federal agents will move in for their 20 per cent amusement slice.

While admitting that further successful court action following the State Supreme Court decision was not bright at this time, Emmett McGinn, secretary of the Retail Liquor Dealers of Pennsylvania, pointed out that the television tax could be attacked thru the State Legislature when it reconvenes in January. An act of Legislature could specifically exempt television from the provisions of the State amusement tax. He added that if the city persisted in attempting to collect its own amusement tax on video shows in bars, then the licensees would use all manner of legal subterfuge to make it as difficult as possible for the city to realize any substantial gains from the tax.

McGinn remarked that very few bars keep their video sets in operation continuously—mainly for sporting events. "When these athletic events are on," he said, "we have found by experience that very few sales are made." Therefore, tavern operators could get around any local tax by having customers buy their drinks before turning on the set. Every time another round is bought, the set would be shut off, he added,

"and by similar tactics we can assure the city fathers that they will collect less than the cost of administering the new tax will be."

In the event that the licensees are unable to push thru exempting legislation, McGinn said the tavern ops could turn to coin-operated television sets. He pointed out that the State amusement law exempts coin-operated machines presenting a "moving picture." Whether the local stations would permit coin-operated television sets, already announcing that the shows are not to be seen where admission is charged, remains to be seen. However, the licensee association feels it would have less trouble settling such matters with the stations themselves.

TV Emmy Award Gets ATAS Backin'

HOLLYWOOD, Nov. 27.—First video film competition to be sponsored locally will be backed by the Coast's Academy of Television Arts and Sciences (ATAS). Winner of "the best film made for television" will be awarded an Emmy statuette, patterned after the famed Oscar, Motion Picture Academy award.

Tele producers have till December 15 to submit entries, which may vary in length from a one-minute spot to a half-hour dramatic production. Kinesthetic films are ineligible, with entries limited to one for each firm. Film producers here and in the East are eligible, with the winner to be announced at an ATAS dinner January 25. Films should be submitted to the Awards Committee, Academy of Television Arts and Sciences, 5625 Sunset Boulevard, Hollywood.

Fight Mgrs. Seek Protection From Coaxial Linking

(Continued from page 3)

fights into cities thruout the East and Midwest, some predict, television will compete with living boxing bills being presented in various cities.

Charlie Johnston, president of the Boxing Managers' Guild, said this week that his organization would set a meeting for the near future with which to deal with the question. The guild is now at the midway point of a 12-month survey of the effect upon gate receipts, national and local, of television.

WNBT Ad Lib Test Airs Morgan, Gypsy

NEW YORK, Nov. 30.—Ecdysiast-author Gypsy Rose Lee and comedian Henry Morgan are among the "experts" slated to take part in an informal ad lib bull-session audition airtel tonight at 6:30 p.m. over WNBT, local tele outlet of the National Broadcasting Company (NBC).

Tentatively billed as *Cave of the Winds*, the new show represents WNBT's latest effort to fill its local 6-7:30 p.m. program void. With Ben Grauer in the emceeding role, the show will tackle a potpourri of subjects, with guests airing their opinions. Added starters include author James Michener and editor Basil Davenport.

KFI-TV Cuts Live Night Sustainers

HOLLYWOOD, Nov. 27.—Terrific overtime labor costs being piled up in airing live studio sustainers has prompted KFI-TV to cancel all studio sustainers after 8:30 p.m. Move eliminates need for double crew or standby help during combo live studio-remote-film program parlays and is expected to make for considerable cuts in operating costs for the neophyte tele outlet.

Filmfare will be used exclusively after the 8:30 p.m. deadline, except for live commercials, either studios or remotes. In commercial sales, extra labor costs will be tacked on to prices quoted for complete remote or live airings.

Hooper To Add Chi After Coax Linking

NEW YORK, Nov. 27.—With the East-Midwest coax cable slated to open January 12, C. E. Hooper, Inc., today stated that Chicago will be added to its tele survey February 1. The latest addition to tele cities rated by the Hooper firm will be augmented later by Philadelphia, Detroit and Washington surveys, Hooper said.

Hooper now is surveying TV shows only in New York City.

HICKS OR CITY SLICKS

They all go like crazy for my dazzling photo repros! As many as you want, and as fast as you want 'em—all at a swell saving price!

8x10's, 5¢ ea.
(In Quantity)
POSTCARD SIZE, 2¢ ea.
(In Quantity)
Blow-Ups, 20x30, \$2 ea.
30x40, \$3 ea. (+ shipping)

Write for
FREE Samples
and
Price List B.



WOIC Debuts With a Special Show Jan. 12

WASHINGTON, Nov. 27.—The Bamberger Broadcasting Service's WOIC, last of Washington's four TV outlets to take the air, is tentatively slated to bow in with a special program featuring capital dignitaries January 12, with regular telecasting to start January 15, the evening of inauguration day.

Inauguration ceremonies are to be covered in a special four-hour pick-up to be piped over the Eastern network of the Columbia Broadcasting System (CBS). CBS web shows are to be handled exclusively by WOIC until the other Bamberger station, WOR-TV, New York, commences operation.

The station director is Eugene Thomas. Jack Hardesty, present promotion manager of WOL, Washington, moves to WOIC Monday (29) to handle promotion and special events. Hardesty's WOL job is being filled by John Barbison, formerly of WREN, Topeka. WOIC's program director is James McMurray.

WOIC programs will originate from the Barr Building in downtown Washington until the million-dollar WOIC building is completed at 40th and Brandywine streets, near the site of the WOIC transmitter.

Inauguration week coverage is also being studied by other local stations. Representatives of AM and TV stations met with the inauguration committee Wednesday (24) to discuss plans for the biggest special events coverage from Washington in recent years (*The Billboard*, November 27).

Warner Bros. Answer Petition by Pauley

WASHINGTON, Nov. 27.—There is no reason for any more proceedings in respect to package AM-TV sales, legalists for Warner Bros. and Dorothy Thackrey told the Federal Communications Commission (FCC) this week in answer to Ed Pauley's petition for argument on the FCC's ruling that Mrs. Thackrey's proposed sale of one TV station and two AM outlets need not be broken into separate transactions.

Pointing out that Pauley's Southern California Television Company is neither a licensee nor a formal applicant, the Warner-Thackrey brief declared Southern California is not entitled to oral argument on the ruling, since it is not being deprived of any right or property. The FCC's ruling, the brief said, was an interpretation of the Avco regulation and hence is subject to no formal argument.

Pauley seeks to break up the \$1,045,000 deal for sale of Mrs. Thackrey's KLAC and KLAC-TV, Los Angeles, and KYA, Palto Alto, to the flicker company so he can bid solely for the TV outlet.

A-hem

NEW YORK, Nov. 27.—Wendy Barrie had a tough time on her *Picture This* video show on the National Broadcasting Company (NBC). Miss Barrie had a severe coughing spell during the course of the program which she overcame after a lengthy struggle. Her sponsor is Vicks, which uses the airer to plug its anti-cough products.

TELEPHONE SALESMEN!

Best deal in country! Radio experience desirable—Permanent proposition. No layoffs. Cleanest organization in U. S.! Highest commissions and bonus.
Box 229, c/o The Billboard
155 N. Clark St. Chicago 1, Ill.

Hungry?

BRIDGEPORT, Conn., Nov. 27.—The end-all of giveaways has been started by Bill Elliott and Wally Duncan on WLIZ here. The quiz prize show requires no knowledge on the part of listeners, no identifying mystery voices, no naming of mystery tunes, etc. The only requirement on the program, a telephone quiz on which Elliott and Duncan make phone calls, is that the listener avoid the use of the word "hello." Instead the person must start the conversation with the mention of a food product. Winners get free victuals from the sponsor, Borck & Stevens.

Oatmeal, hominy, chitlins, haggis, pate de foi gras.

W6XAO's Facilities For Air Force Test

HOLLYWOOD, Nov. 27.—Facilities of Don Lee tele Station W6XAO will be used by the U. S. Air Force in a series of experiments to test military and civilian effectiveness of telecasts from airplanes. Air Force's Col. Howard Nussbaum arrived here to work out technical details with Don Lee tele director, Harry Lubcke, with test flights skedded for early next week.

Plan calls for air to ground transmissions directly from plane to a mobile transmitter thence beamed to Don Lee's main commercial transmitter atop Mt. Lee for airing over regular tele channels on an open circuit. Test will mark first time Coast telecasters have attempted air to ground video signals thru regular transmitting channels.

20th Fox-ABC Deal Near If No FCC Probe Interferes

NEW YORK, Nov. 27.—The deal by which 20th Century-Fox would buy into American Broadcasting Company (ABC) is likely to be concluded within two weeks, unless the spectre of a Federal Communications Commission (FCC) investigation into anti-trust aspects materializes sufficiently to stall dickering. If wrapped up as expected, the backing of 20th's sizable treasury will project ABC into the network competitive picture more than ever before, raising the possibility of a heated three-way race in the future, particularly in television.

With ABC becoming a subsidiary of the film company, the web would have great resources upon which to draw, particularly for video expansion.

Top officials of ABC are known to welcome the idea of the tie-up. The web has made considerable gains in the past three years on the basis of slick sales and program maneuvers rather than thru expenditure of any great sums on star talent shows. A little of the latter, they feel, would go a long way toward narrowing the gap between ABC and the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC).

Particularly is this considered true in television, where stations can match each other watt for watt, and no web can snare the bulk of higher-powered outlets. The affiliation race is still in the early stages, and the prestige of a major movie firm may be considered a real asset in talking to potential affiliates. The ultimate pay-off, in terms of audience as well as affiliation, will rest with programs, and it is here that the film deal is considered most valuable for ABC. Not only may 20th's stable of picture

Hi Ratings Vs. Temperament; Berle's Hoopers Hot, Acts Boil

(Continued from page 3)

needed when the show was running long. The news of the cut was transmitted to Allen Roth, the show's conductor, but couldn't get to Berle, who was making a change, nor, of course, to Miss Canova. It led Berle to bawl Roth out, while the show was being aired, with the leader consequently steaming.

This is not the first time acts have been reported peeved at Berle. Some performers have squawked because Berle works with virtually every turn, frequently in gag make-up or costume, the acts feeling they suffer as a consequence. Others burn because Berle reportedly concentrates rehearsal time on those bits in which he figures. One exception was Julie Munshin, comic, who insisted on doing his turn alone, and working with Berle upon its completion.

Routine Revamp

Authoritative reports stated that Texaco and Kudner Agency execs were planning to reroutine the show, so that only those acts, rather than stars, who need Berle's support, will work with the show's star. After the headlines have done their turns, and if production requirements warrant, Berle-star routines will be worked out. Agency officials are the first to point out that Berle's work on the show is the main reason the program has been such a smash, with its Hoopering payoff.

Second place in the November Hooper TV ratings goes to another vaude show, Ed Sullivan's *Toast of the Town*, with *We, the People* running third. One surprise in the ratings is the 10th spot garnered by the

National Broadcasting Company (NBC) Symphony Orchestra, its 24.5 telerating contrasting sharply with its present AM rating of 5.

Texaco Star Theater (WNBT), 80.7.
Toast of Town (WCBS-TV), 51.8.
We, the People (WCBS-TV), 46.4.
Small Fry (WABD), 36.5.
Amateur Hour (WABD), 31.9.
Kraft Theater (WNBT), 30.2.
Chevrolet Dramas (WNBT), 29.9.
Americana (WNBT), 28.6.
Dunninger-Paul Winchell (WNBT), 25.4.
NBC Symphony (WNBT), 24.5.
*—Refers to Thursday broadcast of this series.

First Studio Show Set for WJBK-TV

DETROIT, Nov. 27.—An evening version, tentatively untitled, of the *Early Morning Frolics*, produced by and starring Joe Gentile and Ralph Binge, goes on WJBK-TV Monday (29) as the first studio program to be aired over the station, which went on the air a month ago. The same format of comedy and kidding of sponsors' products and advertising claims will be carried over to the video show from radio.

The radio show itself is one of the best known single-station shows in the Midwest, and was considered a major triumph for WJBK when that station recently grabbed the show away from CKLW, which had aired it for many years.

TV Real Estate

DETROIT, Nov. 27.—Television has finally become an accepted legal component of the home in a way radio never has, according to the experience of a Detroit attorney, Louis Barden. It all came up when Barden drew up a contract for the sale of a house, and found his client insisted on including a television set in the list of appurtenances which had to go with the house. Such legal documents frequently include permanent fixtures, carpeting, and the like, but this is probably the first time a television set figured in one.

According to Barden, radio sets have practically never been included in such sales, except when the entire furnishings of a house were being sold—but apparently the installation in a given location is important enough in television to warrant considering it as a permanent fixture.

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 12th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

Capital Gains Hassle Heads For Showdown in Washington

(Continued from page 5)

payments to capital gains tax. Capitol Hill parliamentarians indicate that this strategy could prove forceful, since it could toss the controversy onto the floor of Congress fairly early in the 81st session, which commences in January.

Use of the rider technique, if successful, would by-pass time-consuming hearings necessary if a capital gains ban were introduced as a regular bill. Following past practice, the technique would be to induce the Senate Appropriations Committee to add to the Interior Department budget a few lines to the effect that "no part of this sum shall be used to pay the salary of any official who permit high-income individuals to pay the capital gains tax in place of the individual income tax."

The rider dodge was last used during the past Congress in a weed-out effort in the Interior Department's reclamation bureau. Tacked on Interior's budget was a line forbidding the payment of salary to officials who were not engineers.

Stop-Gap Measure

Because of the present furor over capital gains, such procedure would be likely to be used as a stop-gap measure until the whole matter could be clarified by Congress. Capitol Hill tax experts recognize that there are complications involved beyond the matter of some top-salary performers paying a 25 per cent capital gains tax rather than the steeper income levies.

For example, it is pointed out that in several cases, notably that of Bing Crosby, a genuine corporation is involved, The Groaner being hooked up with miniature juke boxes and other gadgets. The difficulty is where to draw the line. An official connected with a congressional tax committee remarked it would be easy to legislate against persons who incorporate themselves when their sole income is derived from salaries and fees, but more difficult if not impractical to do so against individuals who receive wages, royalties, income from inventions, etc.

Impetus for an investigation stemmed originally from the recent letter of Senator Bridges to the Bureau of Internal Revenue. Bridges said his attention was caught by the wide publicity given recent radio and film deals involving capital gains provisions.

The formal reply which the Bu-

reau of Internal Revenue sent this week to Bridges is expected to be repeated in answers to the letters just received by the Bureau from Curtis and Priest, who is centering his attention on the relationship of radio performers in the tax muddle. Millikan and Bridges will be top-ranking minority members of the key financial committees in the next Senate, while Curtis will occupy a strategic role as a member of the House Ways and Means Committee, which would be empowered to stage an inquiry on the House side.

Seidenberg Cigars Buys Ziv Package

NEW YORK, Nov. 27.—Seidenberg Cigars has signed for a year's bank-rolling of *Yesterday's Newsreel*, a 15-minute film package produced by Ziv Television Programs, Inc. The tele show will be aired here starting December 12 on WCBS-TV Sunday nights at 10 p.m., immediately following *Toast of the Town*.

The show has also been sold to sponsors in Philadelphia, Baltimore and Detroit.

State Dept. May Ask Budget Hike To Boost "Voice" Casts

WASHINGTON, Nov. 27.—For the first time in two years the U. S. State Department is now mailing *Voice of America* schedules to overseas listeners as the agency struggles to put the broadcasts on a basis approaching that of the war years. To accomplish this, the State Department is expected to ask for at least a million-dollar increase in *Voice* funds for the next fiscal year. This would bring the overseas broadcast budget to about \$12,000,000.

With total broadcast time of the *Voice* now averaging 24 hours daily as compared to about 45 hours in the closing weeks of the war, the State Department figures approximately 30 hours daily would be an optimum total. The shift of full responsibility for the broadcasts to the State De-

An English View of U. S. Radio: "Unreal, Crazy and Horrifying"

LONDON, Nov. 27.—A American radio is "unreal, crazy and horrifying," in the opinion of Daphne Padel, of the British Broadcasting Corporation (BBC) *Twenty Questions* program, who has just returned to England after spending a month in America.

"I find it difficult to get hold of enough adjectives to describe the radio set-up in America," Miss Padel wrote in an article entitled *It's Just Sheer Crazy!* published in *The People*.

"No one listens as we do in England. They go home and switch on the radio as part of the routine of sitting down.

"The majority of the programs are so juvenile that I am not surprised that so few actually listen. I don't blame them. But why listen at all?"

"Mind you, their best programs are on the very highest level. They're fine. But the non-stop commercials that go on thruout most of the week are just incredible."

Miss Padel pointed out that "if radio has the powerful effect that Americans believe it has, they should be able to get away from the trivial adolescent thinking that characterizes it at present." Her view on giveaway programs is that they are "one of the craziest aspects of the whole crazy set-up."

"In fairness to America I must point out that there is a public service on the air as well," she said. "This covers health, safety first, pro-America publicity and similar nationalistic activities."

Chi Bears, Cards Break Anti-Video Policies Dec. 12

CHICAGO, Nov. 27.—The Chicago Bears and Cardinals, National Professional League teams which have not been televised locally this year because of the clubs' feeling that video would hurt the gate, will be seen in action via television here and in other Midwest cities December 12 when the teams play their annual game. In breaking the long-standing anti-video policy, the teams will be simultaneously telecast by WGN-TV and WBKB, with the latter feeding the game to Midwest video net affiliates of the American Broadcasting Company.

Both telecasts will be sponsored. The WGN-TV telecast will be bankrolled by Sunbeam Corporation. The WBKB show is bought by Pabst Brewing Company. Announcers for pick-ups have not been set, but Jack Brickhouse, head of sports for WGN, Inc., undoubtedly will describe the game for WGN-TV, with Red Grange likely to handle color for the WBKB origination. Describing announcer for the WBKB pick-up is expected to be named next week.

Each sponsor is paying \$5,000 for telecast rights, in addition to time charges, but the latter are expected to be less than usual because of the stations' desire to air the game. The Bears and Cardinals were willing to give video rights for this game because it always is a sellout. Game is said to be practically sold out already. But to make sure telecasting will not hurt the gate, which long has worried George Halas, owner of the Bears, no publicity concerning the telecasts is being allowed until four days before the game is played.

WDSU-TV Signs 1st Sponsor Before Bow

NEW ORLEANS, La., Nov. 27.—WDSU-TV, new tele outlet slated to begin commercial operations December 18, this week inked its first bankroller, the D. H. Holmes Company, Ltd., one of this city's leading department stores. The station and store recently staged a week-long tele demonstration for shoppers, with 30 receivers placed thruout the store and in windows carrying live shows from 11 a.m. to 5 p.m. daily.

The demonstrations were termed "very, very encouraging" by Sidney Donnaud, sales promotion manager for the store, which will sponsor Alexander Korda films.

TV PRODUCT MARKET

(Continued from page 11)
gadgets that are demonstrable on video.

Other tele bankrollers have plugged such miscellaneous products and services as mattresses, diaper service, pianos, beauty parlors and sporting goods in action. Diapers are not demonstrated.

The existing situation supports AM proponents who have consistently argued that tele will attract new advertising dollars, rather than take away from existing media.

partment when contracts with the major networks ran out October 1 forced the agency to cut *Voice* time by three hours a day. Otherwise, said State Department officials, the transition was accomplished smoothly.

Personnel Shortage

Altho 70 of the 100-odd web employees working on the *Voice* have switched to the State Department, the agency is still hampered by a shortage of trained radio personnel, especially those with a knowledge of foreign languages.

Two months ago the Civil Service Commission (CSC) established a register of broadcast employees eligible for salaries of from \$7,000 to \$9,600 a year, but progress in hiring from this register has been slow. "Not only do prospective employees receive the usual State Department security check," explained an agency official, "but they must also be given a special clearance by the Federal Bureau of Investigation (FBI)."

Despite the shortage of employees, the State Department is endeavoring to build its mailing list for program logs to the 400,000 names on hand at the close of the war. A first batch of 3,000 schedules bearing future *Voice* listings is now in the mail. At the end of September overseas broadcasts started asking listeners to write in for schedules and the response was termed excellent. Mail regarding the *Voice* was then averaging 500 letters monthly. For October the total was 5,000.

Only Olio Contacts

According to the State Department no attempt is being made to send schedules to countries behind the Iron Curtain. "It would be embarrassing to say the least for a citizen of Czechoslovakia, for example, to be discovered receiving *Voice* literature," it was explained. Programs beamed to Soviet-dominated areas usually wind up with a program log to guide the tuning habits of listeners in those countries. Overseas programs are about 90 per cent news and information and 10 per cent music.

Delivery Guaranteed

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1.49

PLUS 5c POSTAGE

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<input type="checkbox"/> Virginia Rounds\$1.88	<input type="checkbox"/> Murad\$2.94	<input type="checkbox"/> Fatima\$1.53
<input type="checkbox"/> (P. or T.)	<input type="checkbox"/> Melachrine (20's)\$2.94	<input type="checkbox"/> Stratford\$1.22
<input type="checkbox"/> Marlboro\$1.69	<input type="checkbox"/> Marvels\$1.30	<input type="checkbox"/> Debs\$1.85
<input type="checkbox"/> (P. or T.)	<input type="checkbox"/> Mecca\$1.62	<input type="checkbox"/> (Rose Tip)
<input type="checkbox"/> English Ovals\$2.38	<input type="checkbox"/> Wings\$1.30	<input type="checkbox"/> Sheffield\$2.27
<input type="checkbox"/> Players\$1.98	<input type="checkbox"/> Parliament\$2.28	<input type="checkbox"/> Five Star\$1.49
<input type="checkbox"/> Lord Salisbury\$2.10		<input type="checkbox"/> Mogul\$2.38

Plus 5c postage per carton east of the Mississippi; 8c elsewhere.

ALLISON TOBACCO CO.
P. O. BOX 1006-B, WILMINGTON, DELAWARE

SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$28.00

TICKETS

RESERVED SEAT — PAD — STRIP
COUPON BOOKS — RESTAURANT
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ALL ALLIED FORMS

STOCK ROLL TICKETS
One Roll ... \$1.95
Five Rolls ... 4.00
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Rolls, 2,000 Each
Double Coupons
Double Price.
No C.O.D. Orders
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ELLIOTT TICKET CO.
409 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., Chicago
1615 CHESTNUT ST., Philadelphia

Kenton Fed Up With Dates; To Lay Off Soon

'No More Dances or Theaters'

NEW YORK, Nov. 27.—Stan Kenton late Friday (26) notified his ork that following the band's current Paramount Theater stint, which has three or four more weeks to run, he intends disbanding for a vacation pending the development or discovery of what he terms "suitable locations" for jazz music. He claims that he "never again will play a dance or theater date" even "if it means starving."

The orkster said that he will lay off for two or three months and possibly longer until his conception of suitable jazz locations and concert promotions are lined up for him. This he amended by pointing out that his contract with General Artists Corporation (GAC) has but four months to run and "if they can't produce the dates for me then I'll go out and get them on my own."

Would Rotate Bands

During his proposed vacation, Kenton intends looking into a plan to push jazz music. The plan calls for the creation of a dozen or so locations across the country which will cater to teen-age jazz enthusiasts and will feature nothing but jazz attractions, from Louis Armstrong thru to Gillespie, Herman and himself. Kenton believes that there is a large and intelligent enough jazz public to support such a project, pointing to his own recent concert series as the example. On this tour he claims that he played 63 economically successful promotions out of a total of 70 dates. But he added that his concert potential now is exhausted for the next few months.

Kenton was skedded to go South following the Paramount date but apparently will have GAC cancel these one-nighters. This marks the orkster's second disbanding in slightly more than a year.

Col. Album Captures Tensions of 1932-'45

NEW YORK, Nov. 27.—A trio of radio personalities have been responsible for preparing one of the most arresting record albums ever to hit the retail market. The album is Columbia's *I Can Hear It Now*, which in 45 minutes and 12 sides recaptures and recreates the tensions and crises of the span of years from 1932 to 1945. Narrated by Edward R. Murrow, noted commentator, and containing excerpts of speeches by Roosevelt, Churchill, Stalin, Hitler, Mussolini, Huey Long and many, many others, the album, when listened to, not only constitutes great emotional experience, but is at once a revelation of the evil that men can do and an affirmation of the ultimate strength and victory of humanity's better instincts.

All this has been imprinted on wax. The import, of course, is enormous from an educational point of view, and all who have had a part in the production of the album merit unstinting kudos.

The radio touch is very evident. Edward Murrow, one-time war correspondent whose "This Is London" phrase thrilled millions, former vice-president in charge of the public affairs department of the Columbia Broadcasting System (CBS) and now sponsored on the air by Campbell's soup, has no peer in his field. Working with Murrow and gathering the material from 500 hours of old broadcasts were radio writer Ed Friendly and J. G. Gude, the latter a one-time

Justice Dept. Stays AFM-Wax Opinion

WASHINGTON, Nov. 27.—The Justice Department continued to withhold a ruling this week on whether it will take under advisement a request recently made by a union-industry delegation for an advisory opinion from Attorney General Tom Clark on the legality of a projected contract between record manufacturers and James C. Petrillo's American Federation of Musicians (AFM).

A Justice Department spokesman said late yesterday (26) that "the solicitor general is not yet ready to say whether he will give consideration to the request that an advisory opinion be rendered by Justice Department."

Platter Lending Libraries in Eng. Doing Boff Biz

(Continued from page 3)

anyone qualified to become a member by residence or work in the borough. The system operating in Westminster has no lending fee, and borrowers may take out either two single records at a time or a complete set of an operatic work. The borrower has to refund the full cost (including purchase tax) of renewal for all records broken. Damage to records at all libraries is remarkably small. At Westminster, where the average daily issue is more than 300 records since the library opened, fewer than a dozen have been broken. Other libraries assess the rate of even the most minor damage at less than 1 per cent.

While only records of classical music are now on the shelves, a strong demand is being made for light operas and dance music which will eventually have to be met.

Herman Loses Music Library

NEW YORK, Nov. 27.—Woody Herman again lost access to his music library this week when State Supreme Court Justice Bernard Botein refused to vacate a writ of attachment obtained by Herman Goldfarb and Mike Vallon against the batoneer (*The Billboard*, November 20).

The arrangements, which have been held in escrow, had been made temporarily available to Herman pending a court decision.

Judge Botein did modify the writ, whittling the plaintiffs' levy to 10 per cent of Herman's own take after the band has been paid. Goldfarb and Vallon had sought a share of the \$3,500 he was getting at a recent engagement at the Royal Roost. Since he has to meet a salary nut of \$2,840 out of this sum for musicians and the vocalist, the court decided that the remaining \$660 constitutes his own wages, and this amount is subject to attachment to the extent of 10 per cent.

CBS exec and now of the firm of Stix & Gude, specializing in the handling of commentators. This combined radio savvy brought to wax a rare distillation, bringing back again the times that tried men's souls.

It is more than encouraging that this album is proving a strong commercial item. Plenty of people are buying it. All of which lends credence to the belief that Columbia will plan similar albums, perhaps to be issued on a yearly basis.

Paul Ackerman.

It Piles Up Little by Little At the William Morris Agency Band Department

"Curtailment" Hailed as Understatement of Year

NEW YORK, Nov. 27.—The William Morris Agency (WM) execs have stated that WM "is still in the band business," mounting internal headaches as well as the nature of recent outside activities indicate that the agency's toppers were understating the case when they issued an "official" statement saying they were going to "curtail" the department's activities. In admitting the proposed curtailment the execs didn't explain whether the slicing will occur by a cutting down of the WM artists' roster, or by a pruning of its sales forces, or by both.

Meanwhile trade talk concerning the Morris situation has been mounting to a fever pitch. This is how it stacked up at press time:

1. Charlie Spivak, who last week asked for his release from a WM contract, this week was denied his request. Spivak immediately took his case to the American Federation of Musicians (AFM), where the tootler board will opine on the orkster's request for severance from his pact.

McIntyre to GAC?

2. Orkster Hal McIntyre is virtually set to go with General Artists Corporation (GAC) according to his manager, George Moffet, and GAC exec Art Weems. It is expected that McIntyre's deal will be signed Monday (29). The ork is already being submitted by GAC and is not being

Victor's Latins Now on Own

NEW YORK, Nov. 27.—RCA Victor's Latin-American series was divorced last week from the international department and set up as an independent department headed by Herman Diaz. The Latin wax, which had represented the biggest language group within the international catalog, is now in line for increased promotional concentration, and its separation from the other language groups is designed to give international head Alex Bardmore time to concentrate on other nationalities, as well as on Victor's new *Pop Specialty* series (*The Billboard*, October 9).

Diaz made a quick trip to Cuba last week to iron out technical matters there, and also to renew the waxing pact with Myrta Silva, Puerto Rican canary.

Decca Revamps A. & R. Set-Up

HOLLYWOOD, Nov. 27.—Decca Records will revamp its artists and rep department set-up to enable platter topper Dave Kapp to divide his time equally between Hollywood and New York. Kapp, currently on the Coast, said he would establish offices here which will provide for fluid a. and r. operations from either end of the country.

Jimmy Hilliard, recently added to the Decca a. and r. department, is slated to headquarter in Chicago, handling all Midwest recording and artists relations activities. Morty Palitz, currently assigned to Hollywood, may eventually be transferred back to New York, altho decision will not be made until lifting of the recording ban.

proffered by WM, altho WM exec Nat Lefkowitz denied that McIntyre has been allowed to leave the agency.

3. WM band department topper Cress Courtney was on his way to Philadelphia at press time to discuss with Duke Ellington a deal which was proposed to the orkster by GAC. It was indicated that the deal would be decided upon one way or the other before the end of the week-end.

4. Del Courtney, whose WM pact winds up in February, is reportedly talking with both GAC and Music Corporation of America (MCA) to take over his management. It was indicated that he hasn't discussed renewal with WM.

Phil Brown May Ankle

5. Phil Brown last week was reported (*The Billboard*, November 27) ready to leave his one-night booking post at WM to go into the personal management biz with WM orkster Claude Thornhill as his first client. Brown this week admitted that he had been talking with other agencies regarding the management of Thornhill.

6. Milton Krasny, GAC veepee, stated that while he was talking with Courtney, an overture was made to the WM exec to join the GAC sales staff. Courtney admitted that such a mention was made, but passed it off as being nothing more than a gesture.

7. Milton Ebbins, who manages Count Basie, Billy Eckstine, Buddy Rich and Johnny Moore's Three Blazers, all of whom are under WM band department contracts, said that the WM execs have stated that it will maintain its band department, he has been approached by several major agents for deals for all or some of his stable.

GAC Admits Dicker

8. Art Weems, GAC office exec here, admitted that his office had been after many of the WM properties and mentioned in addition to the aforementioned McIntyre and Ellington, Henry Busse and Basie.

9. An MCA band department topper reported that two WM salesmen had been up to MCA looking for jobs. He also said that MCA was doing little if any pitching for the WM properties, on the grounds that there weren't more than one or two which were "worth the trouble."

10. Tradesters point out that WM is in an awkward position. They show that the agency has admitted that it intends to curtail its band department activities. If the curtailment is at the expense of its sales force, which now is a fairly slim department (Courtney, Brown, Pat Lombard and Barry Winton in New York; Jack Archer and Bob O'Connor in Chicago; Pat Robbins and Archie Loveland on the West Coast), it is suggested that the agency would be undermanned to work its 30 to 40 orks in accordance with the requirements of the AFM. It also is pointed out that some of the agency's orks are believed to be signed to pacts which call for low commission intake to the office—a fact which probably is a contributing factor to the agency's reported current headaches.

11. One of the agency's band department men stated that little or no work has been done in the ork wing of the office since the WM rumors grew in strength some weeks ago. He asked, "How can work be done when one doesn't know if there's still a job to do?"

12. Several of the WM contracted orksters were incensed at WM exec Abe Lastfogel's reference to the band biz as a decadent sideline.

PHILLY CONCERT SEASON FLOP

Promoters Out Of Luck--and Green Stuff

Even Proms Don't Pay Off

(Continued from page 3)

Save for Stan Kenton, who filled the Academy on two September nights in a row, the music attractions have failed to break even for most of the promoters. The biggest mystery is where and how the bookers are finding the neophyte promoters so willing to part with their greenbacks.

However, all the blame does not rest on the musical attraction or the lack of promotion. In past weeks the real handwriting on the wall was seen all too plainly when two heavily ballied promotions fell flat. The logical answer is the fact that the public is tightening its money belt and that the fancy prices loaded with 20 per cent federal and 10 per cent city amusement taxes are much more than the traffic will bear.

Biggest surprise was the Lauritz Melchior failure at the Academy on February 18. The great Dane was always a cinch for an overflow. This time the 3,600-seat Academy was only three quarters full.

Ellington Fiasco

A more bitter fiasco was the Duke Ellington promotion on November 16 at the Broadwood Hotel. The William Morris agency sent down Toni Stevens to do heavy advance bally, and with advertising agency man Charles Borelli, plus vet promoter Reese DuPree staging the event, there was every reason to expect a goodly number in the 4,000-seat hotel ballroom. Instead, the crowd was no more than a scanty 900—and about one third of these were freebies.

Not helping the concert promoter any is the bad impression left on cash customers by ill-mannered be-bop fans who sat in the upper balcony at the Academy concerts offering Sarah Vaughan and Illinois Jacquet on October 8 and more recently Norman Graz's "Jazz at the Philharmonic" on November 9. The profanity that rained down from the lower-priced \$1.30 seats was objectionable.

Proms Also Flop

Fate of the daring dance promoter has been no better. The bumper crop of race proms at the Elate Ballroom here with lesser Negro names has made for only a bumper crop of box-office eggs. Yet, even Vaughn Monroe, considered the hottest attraction in the dance promotion field in these parts, failed to draw enough dancers to show a profit for the promoters who brought him to Convention Hall across the river in Camden, N. J., on October 19.

Also vexing the dance promoters has been the failure of attractions to show up as advertised. Hard hit in this respect was William White, who promoted a show and dance to herald the return of Ella Fitzgerald from Europe at the Embassy Ballroom in Camden, N. J., November 5. The Moe Gale office explained that Miss Fitzgerald couldn't get off the fog-bound boat in time to make the promotion. As a consequence, the promoters refunded half of the price to patrons who did venture in and kept the other half for a dance that the disappointed Fitzgerald fans indulged in. The Friday before, John Williams at the Elate Ballroom, didn't fare so well either when Dexter Gordon and

New Infringements Harass Pubs; Plugger Status Still a Problem

NEW YORK, Nov. 27.—Altho sale of illegal song sheets has been virtually stamped out in the United States, another form of infringement has cropped up during the past six months to harass the publishers, according to the president's report at the recent annual meeting of the Music Publishers' Protective Association (MPPA). This latest involves the unauthorized making and offering for sale of dance orchestrations and other arrangements of works owned by MPPA members.

In Boston, for instance, the report points out, "a fellow was discovered making and selling arrangements of *Easter Parade*, *Exactly Like You* and *On the Sunny Side of the Street*."

MPPA has taken action against all such cases in order to eliminate the practice before it becomes a major problem.

Plugger Status

President's report also contained another point not generally known, namely: In the hassle between the U. S. Department of Labor and the publishing industry relative to the status of contact men, the labor department, after investigation, took

the position that the men are not salesmen and therefore subject to the wages and hours law. Heretofore it was believed that the labor department had taken no position, but was merely conducting a routine investigation. The president's report points out that the matter is of prime import, not only because of the time-and-a-half that would have to be paid to contact men on all time worked in excess of 40 hours, if the case were decided against the publishers, but also because the decision could be made retroactive for as much as two years. "This," the report says, "would involve important money."

As reported in *The Billboard* previously, both publishers and the contact men are holding to the position that contact men are salesmen and exempt from the Wages and Hours Law. No decision has been handed down.

ASCAP Board To Talk Video

NEW YORK, Nov. 27.—The board of the American Society of Composers, Authors and Publishers (ASCAP) meets Tuesday (30), with television slated foremost on the agenda. Indications now are that the Society will try to open formal negotiations with the telecasters prior to the annual ASCAP membership meeting, slated for December. Informal talks with TV subcommittee of National Association of Broadcasters (NAB) have been going on for some weeks.

Fred E. Ahlert, ASCAP president, at the recent meeting of the Society's West Coast branch, indicated returns from members assigning TV rights to the Society are very close to the necessary 80 per cent figure (representing 1947 dollar volume), and it's expected that a few phone calls will be sufficient to bring the figure up to the required level.

Current thinking in the Society is that the proposed TV deal, which now provides for general and special licenses, may be framed along lines similar to the Society's radio licensing procedure. This would call for a percentage on TV's annual take and would permit TV users to choose from various types of pacts including blanket commercial, blanket sustaining, per program commercial and per program sustaining.

Crosby's 'Xmas' Hits 5 Mil Mark

HOLLYWOOD, Nov. 27.—Decca Records claimed an all-time sales record for one single disk with the disclosure that Bing Crosby's etching of *White Christmas* had passed the 5,000,000 mark. First issued in 1942, disk reached milestone several weeks ago when dealers completed bulk of orders for Christmas selling season.

Plattery believed the Crosby version of the song may have reached an industry record for single platter sales, altho comparative figures were not available. Plattery wouldn't say how much royalty dough had been paid Crosby for the *Christmas* etching.

Mercury Jumps Gun; Releases "Best Years"

NEW YORK, Nov. 27.—With the ban's end beckoning, release date snarls between record companies and pubbers keep cropping up. Latest to jump the gun was Mercury, with Eddy Howard's *These Are the Best Years of Our Lives*, copies of which were sent to reviewers and three local disk jockeys last week. When one aired the disk, the Robbins pubbery, which had skedded the tune for a January 1 debut, was immediately deluged with phone calls from major and indie waxery beagles, who demanded how come.

No license had been issued for recording, and when Mercury was apprised of the situation, it withdrew the platters, confessing an honest error. A box of the disks had come into Mercury's New York office and copies were dispensed thru oversight.

Mercury had also been premature in the case of the John Laurenz waxing of *Red Roses for a Blue Lady*, pubbed by Mills. Altho Mills was miffed, it let the record go thru. Another broil is the current Metrotone-Bobby Mellin difference over *Don't Hang Around*. Here a license was issued, with no written mention of a release date, but according to Mellin there was an oral agreement that the disk would not be released until January. Only action so far has been an exchange of letters between the firm's attorneys.

Leeds Acquires Delkas Catalog

NEW YORK, Nov. 27.—Leeds Music Corporation added substantially to its standard catalog by acquiring for a reported \$40,000 the Delkas catalog of concert and educational music. The catalog includes more than 200 piano, string, choral and orchestral works by noted composers such as Bela Bartok, Walter Piston, Frederick Jacobi and Clifford Vaughn.

Leeds' standard catalog was started with the purchase of the acquisition of the Am-Rus library, which includes such composers as Prokofieff, Khatachurian, Kabalevsky and numerous others of the modern Russian school. Other adjuncts of the firm's standard division include the Sprague-Coleman catalog, purchased early this year, and the publishing rights to all of Joseph Schillinger's musical compositions.

Levy's Promotion Push

HOLLYWOOD, Nov. 27.—Leeds Music topper Lou Levy will begin a promotional push to spur West Coast performances of classical works in firm's Am-Rus and Leeds catalogs. Pub topper will hire a contact man shortly to work with symph orks, schools and broadcasters in putting across works by Khachaturian, Shostakovich, Prokofieff, Stravinsky and Kabalevsky.

While in Europe recently Levy purchased American rights to *Swedish Rhapsody* from Kieth & Prowse, Ltd., who control British-European rights to the longhair work. Other acquisitions in the classical field may be added, it was stated.

Levy this week appointed Bob Stern, West Coast flack and promotional man for Leeds, to supervise firm's folk, hillbilly and race catalogs.

New Tops Label For Chain Sale

HOLLYWOOD, Nov. 27.—Tops Records, low-priced "double hit" label similar to Eli Oberstein's Varsity, bowed this week on the Coast in a bid for mass sales via chain stores. Platters will be sold to dealers at 26 cents per disk (excise tax included), to be retailed at either 39 or 44 cents, depending upon how much mark-up a dealer wants. Juke box operators will pay 29 cents per disk, tax included.

Label is owned by Sam Dickerman and Carl Doshav. Disks will be distributed directly from the manufacturer, elimination of the middleman making the price possible. First selections to be released include *Buttons and Bows*, *Mississippi Mud*, *Slow Boat to China*, *Maybe You'll Be There*, *Underneath the Arches*, *Life Get Tee-Jus*, *Love You So Much It Hurts* and *Little Bird Told Me*.

According to Dickerman, Tops disks went on sale at Rexall stores thruout Southern California, are being handled by Thrifty Drugs in test campaign, and have been added to the Whalen Drugstore chain in Los Angeles.

Wardell Gray were absent from a ballied be-bop bash and the Babs Gonzales combination arrived late. Only a few hundred fans were on hand that night, and they didn't stay on. They wanted the whole hog or nothing.

Once fertile fields for the music whirl, Philadelphia may well become a whistle stop for the tootlers at this season's rate. The only jazz concert in the offing is a Dizzy Gillespie bash tentatively skedded for the Academy December 28. Even Frank Palumbo's Click, name band nitery, is tampering with the usual steady diet of musical names because the high asking prices of the bands no longer can be justified. The Click has gone some weeks this season to singers Vic Damone and Pearl Bailey, and has Frankie Laine to replace the band name December 6.

Do-Re-Mi Blues Sung by FB as Slump Hits Biz

CHICAGO, Nov. 27.—The financial situation of Frederick Bros.' (FB) agency popped up again this week. A rep of FB's Chi office, it was learned, reported that even meeting pay rolls was becoming difficult. Attempts to reach B. W. Frederick, chief of the Chi office, proved unsuccessful, and Joe Musse, for the past two years chief of FB's cocktail department, would make no comment.

At various times during the past three months, B. W. Frederick has met with Tony Cavalier, Youngstown, O., dancery op, regarding the future of the firm. Cavalier, it was learned from authoritative sources, loaned money to the agency some time ago and has since taken a semi-active part in the business of the agency.

Deals also have been pondered with other showbiz agencies regarding refinancing or a possible merger plan. At these conferences with B. W. Frederick were Mack McConkey, of McConkey Music Corporation; Willard Alexander, Gotham band exec, Associated Booking Corporation, and the Joe Glaser office. Frederick's initial price for the office was \$150,000, but it was learned that the original figure had dropped since that time.

The agency's band department, which numbered approximately 10 big bands two years ago, has dropped to three orks—Ray Pearl, George Winslow and Tommy Carlyn—while the cocktail department has been the chief revenue getter. While exact figures could not be obtained, it was indicated that Musse has between 70 and 100 units working currently. Musse, it was also learned, has been talking job propositions with two Midwest booking offices. If and when he departs, it will leave only B. W. Frederick, who has been booking bands, and Bob Price, a cocktail booker. Price was also reported talking new jobs with Chi agencies.

\$4,100 Shortage In Union Funds

PHILADELPHIA, Nov. 27.—An investigation of the financial procedures of Local 77, American Federation of Musicians, has revealed a shortage of \$4,100. A committee headed by former Prexy A. Anthony Tomei made a two-month examination of the union books before announcing the shortage to the membership this week. The union members were told, however, that a bonding company had refunded the missing \$4,100.

Frank Liuzzi, prexy, said that a member appointed by Secretary Guy A. Scola to collect assessments "got mixed up" in his accounts. When the shortage was discovered the member was fired.

The special committee of investigators included 15 rank and file members and three board members, John Riccardi, Louis Ingber and Vice-President James Perri. The committee investigated procedures followed in the offices of Liuzzi Scola and Treasurer Louis R. Schvom.

Times-Columbia Picks Hayes

NEW YORK, Nov. 27.—George A. Hayes last week took over as sales manager for Times-Columbia, metropolitan Columbia disk distributor, replacing Paul McNulty, who moved up to the Times appliance division as television sales head.

Hayes was formerly sales head of the Zenith Radio Corporation's MGM record division for New York and New Jersey.

Honegger To Head Internat'l Authors, Tunesters Societies

NEW YORK, Nov. 27.—Swiss-French composer Arthur Honegger was named president of the International Confederation of Societies of Composers and Authors at the confederation's recently concluded convention in Buenos Aires. Honegger replaces Leslie Boosey, of the Boosey & Hawkes pubbery. Albert Willemetz, president of the French Small Rights Society, was elected vice-president delegate, a new position created for administration of the organization's business affairs.

A resolution was passed asking member societies to urge their governments to simplify copyright protection procedures in accord with the recommendations of the recent revision conference of the Berne Convention in Brussels. The United States has no members in either the Berne Convention, which is made up of official government representatives, or the confederation, which is a non-governmental group of writer societies. The American Society of Composers, Authors and Publishers had belonged to the confederation until the 1947 meeting in London, when it withdrew because of the Department of Justice charges that its participation was in the nature of a cartel.

Stan Hasselgard Dies In Ill. Auto Accident

DECATUR, Ill., Nov. 27.—Stan Hasselgard, 25-year-old Swedish clarinetist, was killed in an auto accident just outside of this city Monday (22). Hasselgard was en route to Mexico City where he was to pick up his immigration papers prior to establishing his residence in the United States. Hasselgard's family resides in Sweden.

Hasselgard was a protege of Benny Goodman, who gave him his first work in this country with the B. G. sextet, which worked at the Click nitery early this past summer. Just prior to his departure for Mexico City, the bop clarinetist had completed negotiations for a recording contract with Capitol Records—the firm has already issued four sides of pre-ban Hasselgard wax—and was readying plans to form his own ork under the personal advisement of Milt Ebbins.

Truck in Mishap

The accident was caused when a trailer truck forced the auto in which Hasselgard and two others were riding onto a road shoulder which caused the vehicle to overturn. Hasselgard was thrown clear of the car and suffered a skull and neck fracture which caused instant death. Hasselgard was en route to Chicago by car from whence he was to have planned to Mexico City. He was riding with June Eckstine, singer Billy Eckstine's wife, and her chauffeur, Bob Redcross. Mrs. Eckstine suffered a broken arm and lacerations in the accident, while Redcross was unscathed. Mrs. Eckstine, whose husband's affairs also are handled by Ebbins, was en route to visit the singer, who is now working at the Blue Note nitery in Chicago. She volunteered the free transportation for the young clarinetist upon learning of his plans.

SISTER THARPE WINS

NEW YORK, Nov. 27.—Sister Rosetta Tharpe, thrasher representative of the Taps Agency, reports that in the action brought against her by her ex-husband and manager, Foch Allen (*The Billboard*, November 20), the American Federation of Musicians (AFM) ruled that Allen was entitled to no commissions, and, in fact, revoked his booking license. Allen appealed the case, and the decision is now pending in the AFM executive board.

Wash. Shuns Blanket Rule On Taxing Terperies 20%

WASHINGTON, Nov. 27.—Bureau of Internal Revenue revealed this week that it has no plans to issue a blanket ruling on the inclusion of ballrooms under the 20 per cent cabaret tax. A bureau spokesman said, however, that ballrooms which serve refreshments are considered subject to the levy. This was the first official Washington statement of policy on the situation which is drawing the fire of National Ballroom Operators' Association (NBOA) (*The Billboard*, November 20).

A spokesman pointed out that because of the difficulty of drawing the line between, for example, a hotel ballroom which serves refreshments and a ballroom where refreshments are available in another room, each

ballroom case must be examined separately.

"It would be wise," he said, "for a ballroom operator to contact the Collector of Internal Revenue in his district for a ruling as to whether or not the cabaret tax must be paid."

It was pointed out that the only issue at stake is whether refreshment, cloakroom and other service receipts are subject to the 20 per cent bite, since admissions to ballrooms are taxable at a 20 per cent rate regardless of the classification.

Code Provisions

Authority for the bureau's policy of classing refreshment-serving ballrooms as cabarets is contained in Section 1700-E of the Internal Revenue Code which makes subject to the 20 per cent tax "all amounts paid for refreshments, services or merchandise at a cabaret, roof garden, or other similar place furnishing a public performance for profit by or for any patron or guest who is entitled to be present at any portion of such performance."

The section goes on to define a cabaret as any room in any hotel, ballroom or similar spot where music or dancing is furnished in connection with the serving of refreshments or other services.

The ballroom controversy dates back to a test case in 1946 when a court upheld the right of the Internal Revenue Bureau to classify the Avalon Ballroom of La Crosse, Wis., as coming under the cabaret tax provisions.

Emerson Buys Share Of New Pix Diskery

NEW YORK, Nov. 27.—Jack (*Hair of Gold*) Emerson, warbling band leader, is listed as a shareholder in the new Pix Records, incorporated in New York last week. The stock in the new outfit is shared also by Murray Singer, tunesmith-prexy of the Swank diskery; Sam Singer, Joy Records topper, and Sid Katz, attorney.

The first Pix release will feature several sides cut by Emerson prior to the signing of his current pact with the Metrotone diskery, with whom he is now squabbling. Emerson, thru his attorneys, Ackerman & Lieberman, has served a summons and complaint against Metrotone asking for an accounting and royalties earned from his hit platters of *Hair of Gold* and *Cornbelt Symphony*.

In addition to several more unissued Emerson sides, Pix will release a number of recently purchased foreign language disks and is looking for more masters to buy.

Sittin' In Sells Bop to Jade

NEW YORK, Nov. 27.—Sittin' In diskery this week sold six be-bop masters to the newly formed Jade Record Company, according to Sittin' In prexy, Bob Shad. Shad also announced the pacting of Bunny Briggs, former Charlie Barnet vocalist, and featured singer-terper on several recent Eddie Condon WPIX-TV shows. The label recently cut 16 sides with the Southern Revivalists, a six-fem religious vocal group.

No New Quintet for Public

NEW YORK, Nov. 27.—Philadelphia record distributor Elliot Wexler denies that the Keys and Bon Bon vocal group has signed to record for his Public label. The quintet have been and will continue under contract to Melody Records, Inc., also of Philadelphia.

Chi Bookers Study Rule B Regulations

CHICAGO, Nov. 27.—Rule B, regulations governing artists' representatives, which is up for renegotiation in 1950, is assured of a year's study by the booking business here. At a board of directors' meeting this week by Entertainment Managers' Association, local chapter of Artists Representatives' Association, Prexy Jack Russell, of Mutual Entertainment Agency, set up four separate committees, each of which will study the ramifications of the 35-page book, as it affects their segment of the agent and booker field. One group will study the club-date angle, while separate groups will study the theater, nitery and outdoor field.

In addition, the following committees and chairmen were appointed. Sid Page, membership; EMA and the American Guild of Variety Artists, Freddy Williamson; grievances, Sam Levy; EMA and the American Federation of Musicians, Lou Breese; by-laws, Sid Epstein; public relations, Jack Russell; sick and visitation, Tommy Burchill. Goal of the membership drive was set at 50 new members for 1949.

Freddy Williamson, first v.-p. of EMA, was selected as the additional member EMA will send to the national board of governors. Starting in December, EMA will begin publishing a monthly newspaper, to be edited by Stu McClellan, thru which members in the territory will be informed of EMA activities.

Cub Hits Market; New Kidisk Label

NEW YORK, Nov. 27.—Cub, a new kidisk label, hit the market last week. The unbreakable disks, which are produced by Folkways Record & Service Corporation, feature folk singers Woody Guthrie and Adelaide Van Wey, and include additional material in Guthrie's *Songs To Grow On* series, originally featured on Disk records.

Cub will concentrate on direct mail order and specialized store trade.

Dizzy Into Carnegie Xmas

NEW YORK, Nov. 27.—Jazz impresario and disk-jockey Leonard Feather has scheduled his third annual Carnegie Hall Dizzy Gillespie concert for Christmas night. In conjunction with jazz-jock "Symphony Sid" Torin and Monte Kaye, Feather will also present several winners of the jazz poll now being conducted thru Feather's and Torin's disk shows. Gillespie's ork will preem five numbers written especially for the occasion, including a concerto by John Lewis.

Thomas's New Combo Adopts Lunceford Tag

Widow Restrains Wilcox

NEW YORK, Nov. 27.—Tenorman Joe Thomas, who was reported leaving the Eddie Wilcox-Joe Thomas-managed Jimmy Lunceford band to go into the funeral parlor business, has pulled out all right, but not for mortuary undertakings. He is fronting a rival combo under the name of "Joe Thomas and the Jimmie Lunceford All-Stars." Crystal Thomas, Lunceford's widow, has assigned him the right to use the name and is seeking an injunction to restrain Wilcox from its use. The action, brought by the law firm of Hersh & Gerber, which also asks an accounting of earnings, names Wilcox, the Gale Agency, Edward Rosenberg and Irving W. Rosenberg as defendants.

The Wilcox band is continuing to use the Lunceford name, with Judge Morris Eder reserving decision this week in State Supreme Court on Mrs. Lunceford's motion for an injunction. She was granted a stay order last week by Supreme Court Justice Bernard Botin, enjoining Wilcox from disposing of any property belonging to the Lunceford estate pending the outcome of the motion for injunction. (Property here refers to the Lunceford library.)

Pact Arrangements

Mrs. Lunceford, who is dean of Maryland State College, entered into the contract with Wilcox and Thomas when her husband died last year. The arrangement stipulated regular weekly payments for the use of the name and the library. She claims that the payments have been few and far between, and has obtained a series of judgments in the city courts for amounts totaling some \$3,500. She holds Wilcox; Edward Rosenberg, the band's road manager; Irving W. Rosenberg, the band accountant, and the Gale agency responsible for the failure to fulfill the payment obligations.

Thomas's version of the Lunceford band has five sidemen who left the Wilcox band with him and now on tour with Dinah Washington. The Thomas outfit is booked by Ben Bard's Universal Attractions.

Maddy, Interlochen Director, Takes Up Arms Vs. Petrillo

OMAHA, Nov. 27.—Dr. Joseph E. Maddy, director of the National Music Camp at Interlochen, Mich., stated at the Nebraska music educators' clinic here this week that he would fight James C. Petrillo, American Federation of Musicians (AFM) president, "until I die."

Maddy stated that Interlochen operates with a capacity enrollment every summer and added, "I don't care whether we broadcast or not."

Said the educator: "I was a member of the union 37 years—longer than Petrillo has been affiliated with it—and I will fight this question of whether one man can dictate the union's policy."

GRAY GORDON JOINS GAC

CHICAGO, Nov. 27.—Gray Gordon, former orkster turned band salesman with the Mus-Art Agency prior to its merger with the General Artists Corporation (GAC), this week joined the local office of GAC as a band agent. He also will work week-ends in the area as an orkster, doubling with his agency chores.

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GOUCHES . . . Fred Robbins is running a disk jockey contest at WOV for high school students, with entrants delivering two minutes of patter on a record of their selection. Semi and finalists will be heard on Fred's 1280 Club, with the winner getting an eight-week contract for his own show over WOV. . . . Benny Goodman starts his Sunday longhair platter show over WNEW, December 12. Program will run from 8:35 to 9:30 p.m., with Goodman doing his own programing. . . . WNEW's Martin Block will emcee *The New York Herald-Tribune* platter forum for teen-agers, Saturday (4). . . . Ted Steele, who does a four-hour stint at WMCA and two tele shows, is set for another video stint. . . . MADJ's Christmas party with TD and Joe Murphy, of the Heart Association, as guests of honor has been set for December 15, 8:30 to 12, at the Baroque Room of the Belmont Plaza. . . . Paul Brenner, WAAT, is emceeing a series of Sunday vaude shows at Newark's Mosque Theater. . . . Frankie Laine guested on Morey Amsterdam's WMGM show last week. . . . Rosalie Allen now does her WOV folk platter show from the Village Barn nightly.

TUNE TOUTING

. . . Bill Cook has started a promising sleeper at WAAT—the Ray-o-Vacs' *I'll Always Be in Love With You*. He played an acetate, was swamped with calls, and the platter is now being pressed on the Coleman label. . . . Rayburn and Finch, of WNEW, are touting the Stafford-Ingle waxing of *Prisoner of Love on Capitol* as "the newest gag record most likely to succeed." . . . Jim MacDowell, WHFB and WHFB-FM, Benton Harbor, Mich., says, "I'm now plugging *Girls Were Made To Take Care of Boys*, by Stafford and MacRae on Capitol. We plan to make it the big tune in this area." . . . Don Ambers, WCAW, Charleston, W. Va., and Edna Richardson, WTMA, Charleston, N. C., both think that *Lonely Christmas*, by the Orioles on Jubilee, figures to be one of the big holiday platters. . . . John Daniels, KTKC, Visalia, Calif., says that Jerry Sellers' MGM *Play the Players* drew a terrific response on his new release seg. . . . Don Fawcett, KFRU, Columbia, Mo., finds the Deep River Boys' Victor platter of *Recess in Heaven* is the current fave with Missouri U. students.

WESTERN WAX WHIRL . . . Bonnie and Riley Gibson, at KOPP, Ogden, Utah, doing a new 55-minute show, *Hostess Club*. Show features free gifts for members, Monday thru Friday. . . . Warren Quade, KCOY, Santa Maria, Calif., is getting terrific record service from the wax companies. On *What's New*, one of his shows, he spins everything the diskeries send him, and those appealing to the listeners are included on *Juke Box Review* and *Request Review*, station's other wax programs. Listeners' comments apropos the records are shown to shellac salesmen. Diskeries appreciate the service. . . . Bob Goerner, deejay on *Curfew Club*, KQW, San Francisco, rounding up guests for transcribed series for Griesedieck Bros.' Brewery, St. Louis. . . . Betty Schmidt and Buck Kukkola are doing *Miss and Mr. KXLK*, over KXLK, Great Falls, Mont., 10-10:30 a.m. They're keeping away from the momma-poppa routine. . . . John E. Daniel, who does *Crossroads of Music*, 4:15-5 p.m. daily over KTKC, Visalia, Calif., is now week-ending with a new one, *Sunday Showcase*, sponsored by the Visalia Tucker Company, local auto dealer. . . . Eddie Dean, composer of *One Has My Name*, did a p.a. in Lansing, Mich., last week and appeared on Chet Bear's program over WILS in that city. . . . Bud Pratt, KRES, St. Joseph, Mo., deejay, features guests from the younger set. Latter give views on records played. . . . Al (Jazzbo) Collins, KNAK, Salt Lake City, making a short, *Spin the Disk*, for Columbia Pictures. . . . Jack Lloyd is new program director at KSEK, Pittsburg, Kan. . . . Buddy Johnson guests with Easy Gwynn, December 2, over WIBC, Indianapolis. . . . Tony Pastor and the Clooney Sisters appear on Ed Fisher's program over WHIZ, Zanesville, O., December 1.

STRICTLY FROM DIXIE

. . . Two Washington lads, Tony Lane and Ed Lincoln, are now doing their own platter shows over WNOK, Columbia, S. C. . . . Two WKIX, Columbia, jocks have gone theatrical. Paul Rodgers recently played in *John Loves Mary* at the Town Theater, while Graham Howard is currently appearing in *Rain* on the same stage. . . . The Johnny Wright's program on WFBC, Greenville, S. C., is aired from 5-7:55 a.m., he nevertheless was able to get trumpeter Charlie Spivak to guest at that early hour. Spivak didn't get up at crack of dawn either, for the interview was done via wire recording and played back on Wright's *Top o' the Morning* seg. . . . Wayne Robison's request program over KVOW, Littlefield, Tex., now drawing up to 115 cards and letters daily. . . . Harold Craven, who runs 1070 Club on WHPE, High Point, N. C., has just concluded a series of guest disk jockey shows on which he used local boys and girls who were out of school owing to the polio ban. The youngsters did a bang-up job for 10 weeks, picking the platters and announcing. Craven plans another guest series when school is out. . . . Woody Assaf, WJDX, Jackson, Miss., really has his sponsor's interest at heart. Airing *Jukebox Serenade* for Whitehead & Lloyd, local Ford dealer, Woody spends at least one hour daily at his sponsor's place of business, familiarizing himself with each of the cars up for sale. He even drives them. . . . "Teep" West, former recording artist, has joined WLEX, Lexington, Ky., where he will do a daily afternoon half-hour Western swing show, plus a one-hour stint Saturday nights. . . . Sid Doherty and Merv Amols, WJLS, Beckley, W. Va., average 40 phone calls per morning on their *Anything Goes* show, even tho it goes on the air at the early hour of 6:05-8:45 a.m. . . . Bob Bender, who left Corpus Christi, Tex., a few months ago, has started a new show tabbed *Circle B Ranch Houseparty*, five a week, over KCOR, San Antonio. . . . Al Ross, WBAL, Baltimore, engaged to Alice Mason, teacher of speech at the University of Maryland.

GIMMIX . . . Thanks to efforts of Tony Howard, deejay on WPIC, Washington, jocks all over the country will receive transcriptions containing answers by stars to live questions asked by individual jocks. . . . Jeff Evans, KRUL, Corvallis, Ore., appeals to the appetites of his listeners. First person to identify the vocalist on a record Jeff spins at 11:15 p.m. nightly gets free merchandise from a local food mart, plus any record the person wishes to hear. At 11:30 Jeff spins an instrumental, and the first person to phone with correct answer gets a free chicken donated by sponsor. . . . Claude Taylor and Chaz Harris, jocks at WJHP-FM, Jacksonville, Fla., are now doing their shows from a standing position instead of the desk mike. To publicize the *Tom Mix* show giveaway they rode horses thru the town, and one ride was plenty. . . . Bill Boykin, spinner on *Melody Matinee*, KSPI, Stillwater, Okla., tells his listeners to send in a gag together with their requests. "This fills up the previously wasted space on the post card, and provides a few laughs for the show," says Bill.

GAC Band Biz Grosses Hike

NEW YORK, Nov. 27.—General Artists' Corporation (GAC) exec Art Weems this week reported that the agency's band department audit for the first nine months of this year showed an increase of between 15 and 20 per cent over the gross figures for a similar period in 1947. Weems added that the GAC grosses for the months of October and November also will run above the marks set by the agency's band department during those months last year.

It was pointed out that the merger of GAC with the Mus-Art agency early this year probably played a big role in the increase. The merger brought a number of new properties into the agency plus additional sales power in the persons of Jack Whittemore, Lyle Thayer, Howard Christenson, Bill Polk and Russ Facchine. The addition of Shep Fields and Sammy Kaye to GAC's artists roster and the active return of Woody Herman and Jimmy Dorsey to the band field are also reflected in the nine-month report.

Sig-Maple Leaf Deal Is Swung

NEW YORK, Nov. 27.—Signature Records this week completed a deal with the Maple Leaf Diskery of Canada for the latter firm to manufacture and distribute the Signature line in Canada. Maple Leaf, which is headed by former Decca exec Don Johnson and which also handles the King line for Canadian manufacture and distribution, will produce the line under the Signature label.

Caesar Unit To Play Carnegie, May Tour

NEW YORK, Nov. 27.—Songsmith and publisher Irving Caesar is building a unit, tabbed *Sing a Ling a Ling*, which will have both public service and commercial slants. The show which goes into Carnegie Hall December 30, will feature Caesar's songs of safety, friendship, etc., but will also include a flock of standard acts which Caesar is lining up now. Caesar will emcee. A couple of break-in dates, including one at the Westchester County Center, are a possibility.

Should the Carnegie Hall venture click, Caesar has in mind a country-wide tour on which he would play auditoriums and tie in with local educational and other civic authorities. The performances would be matinees, which would leave the locations free to book other attractions during the evening.

Fox Gets Judgment For 8G Vs. Diamond

NEW YORK, Nov. 27.—Harry Fox, acting as collecting agent for some 12 pubbers, was awarded a partial summary judgment for \$8,246.30 against Diamond Records by Judge Benedict Dineen in State Supreme Court this week.

The judgment covers the period ending June 30, 1947, severing the action to that time. The action continues from that date to the present, with mechanical royalties covering 38 songs involved.

Barron Into N. Y. Biltmore

NEW YORK, Nov. 27.—Blue Barron's ork will follow Leighton Noble into the Bowman Room of the Hotel Biltmore here on December 14. Barron, who now is on a one-nighter tour, will play an engagement of at least four weeks plus options.

BILLBOARD BACKSTAGE

By Joe Csida

**On and Off the Soapbox;
Or, Some Random Thoughts
Re the Record Evolution***(Continued from page 3)*

33 1/3, depending on the cards you were holding at the moment. There was also a fair amount of speculation on what RCA Victor would do about Columbia's 33 1/3. This speculation has increased from week to week. In recent weeks more misinformation has been published about what RCA Victor will do than on any single subject in the record business since the old disk versus cylinder days.

Some of the Hildy Johnson newspapermen have been running scoops on what RCA Victor is going to bring out. Some of the soap-boxers, unhampered by the fact that they had no idea what RCA Victor was actually bringing out, have rushed loudly to the defense of the poor, defenseless consumer. In the vanguard of the lux-carton brigade were a couple of fellows on the *Saturday Review of Literature*, named Edward Tatnall Canby and Irving Kolodin. Said Canby, in a piece headed "Two Standards—or Three?": "... a fine confusion, then, of standard-size units for LP records, and LP-size units for standard records, plus numerous aberrations therefrom... a new third system can mean a suicidal chaos of competition in which it is hard to see how anyone can gain more than wine from sour grapes and an enormous increment of public ill will.

"... We insist on complete interchangeability... that we will accept two standards as a transition necessity, but that three is decidedly one too many. Let's smoke the 'other' companies out."

Kolodin in Line

And the SRL recordings' editor, Kolodin, swung in right behind him with "... Some gossip that has come to our ears describes the imminent appearance, from one of the large companies (Ed. Note: How coy can you get, Irving?) of a disk, not microgrooved, which would revolve at a speed in the 40's. Unless it is the bourbonish purpose of this manufacturer to ignore the lessons of the past, there can be no defense of such a departure from one standard which does exist in several other industries. The good will in making its product available on records interchangeable on all equipment of the new type would much exceed the selfish pleasure that a battle of annihilation would give to a Pyrrhic Victor." (Kolodin did not capitalize the V).

Amen—But

We hesitate to do battle with a couple of literary characters like Edward Tatnall and Kolodin, who write so learnedly of matters about which they know so little, but there are a few items which should be pointed out.

(1) Columbia put out its long-playing microgroove 33 1/3 r.p.m. record because its executives felt they had a product better than they had ever offered the public before at a good price. Columbia is continuing to put out 78 r.p.m. records so that the public's present phonographs are not obsolete.

(2) RCA Victor is not going to put out 33 1/3. The company is going to put out a 45 r.p.m. record with no long-playing feature whatsoever, obviously because they believe they have a better product than either the standard 78 r.p.m. records or Columbia's 33 1/3 r.p.m. RCA Victor is also going to continue to put out its

regular 78 r.p.m. records, so that here again the public's present phonographs will not be obsolete. RCA Victor is not making public its new-type records because they want to give dealers every opportunity to get all the business to be had during the Christmas season. The executives are fully aware that there is much speculation and that typewriter titans like Canby, Kolodin and Csida will write whatever they believe they should write anyway, and that Canby, Kolodin and Csida combined don't have enough circulation to make a dent in the consumer field anything approximating the dent an official RCA Victor announcement to the general press would make. Thus, the confusion, on the consumer level at least, which is inherent in basic change, will be held to a minimum at this time.

(3) RCA Victor is obviously going to produce, promote and market players on which its new 45 r.p.m. records may be played. Several other set manufacturers will probably also produce such players.

Basic Facts

So it boils down to this. No matter what anybody says or writes, the record business as of early spring, 1949, will have three types of records available to consumers: 78, 33 1/3 and 45. The 15 to 17 million people who now have 78 r.p.m. players will be able to buy records for their machines. Those who have bought or will buy 33 1/3 players will be able to get records for their machines, and those who decide they want 45 r.p.m. records will be able to buy such disks and the players for them.

Is this good or bad? Well, both the Columbia 33 1/3 record and the RCA Victor 45 r.p.m. record are a better buy (better quality for less money) than the old 78 r.p.m. standard records. Isn't it about time the record business raised its standard of quality? It's been a long time coming.

The first flat disk ever made, some 50 years ago, as a matter of fact, was a 78 r.p.m. platter and can still be played on standard phonographs today; 78 goes back to the spring-wind phonograph. But whether or not you agree, it's about time it's here. The industry is going thru a somewhat drastic evolutionary period.

Painless Submission

And Canby, Kolodin, anyone and everyone who has any interest in, and consequently any responsibility toward the record industry, can do just one thing to make the evolution as painless for all concerned as possible: contribute to holding the natural confusion which must develop from any evolution down to the barest minimum. Manufacturers and distributors must sell these new products to dealers in an intelligent, constructive and understanding manner. Dealers must refuse to be stampeded into a panic. They must learn all they can about the merits of the various products and the manner in which those products fit or do not fit into the dealer's own consumer picture. And the consumer? Let's face it, fellows. He has a way of making the final decision on matters like this. If he likes 33 1/3, that'll be it; if he likes 45, it will get the nod. If he prefers to stay with the old 78, 78 it will be. Remember Dewey?

Anybody want the use of the soap box?

**DECCA brings you
2 BIG MONEY-MAKERS
by 2 Great Artists**

*Another Smash Hit by***ELLA FITZGERALD****TO MAKE A MISTAKE
IS HUMAN***and***IN MY DREAMS****Both Vocal with Mixed Chorus
and Rhythm Accompaniment****DECCA 24529***More Sensational Than Ever!***EVELYN KNIGHT***and THE STARDUSTERS***POWDER YOUR FACE
WITH SUNSHINE (Smile!
Smile! Smile!)****Vocal with Chorus and Rhythm Accompaniment***and***ONE SUNDAY AFTERNOON****Vocal with Chorus and Instrumental Accompaniment****DECCA 24530****ORDER NOW!**Single records 75¢ each
(plus taxes)**DECCA
RECORDS****America's
Fastest
Sellers!**

Marks' Renewal Buttresses BMI in AM, TV Thru 1959

NEW YORK, Nov. 27.—Broadcast Music, Inc. (BMI), strongly buttressed its position for years to come in radio and television by concluding a pact with Edward B. Marks whereby the TV and AM performing rights of the latter's vast store of standard music will continue to be licensed by BMI until 1959. Negotiations between the parties had been going on for some time, with BMI considering either purchasing the catalog or renewing.

The pact is the third between the parties, the first one dating back to 1940 when Marks switched from the American Society of Composers, Authors and Publishers (ASCAP) to BMI for a period of five years. Price for the radio rights then was \$250,000 per year. The pact was renewed at the end of five years. It was reported that under the current renewal financial arrangements are similar to those of the old pact.

BMI's more than 2,000 station contracts run out in 1959. The company's acquisition of the Marks catalog, therefore, assures its licensees of

this notable collection of copyrights during the period of the license.

Marks Music Corporation will continue to be run by Herbert Marks, with Max B. and Mitchell B. Marks continuing actively in the management.

RCA Adds Hannah Kipnis

NEW YORK, Nov. 27.—RCA Victor's international department head, Alex Bard, this week announced the signing of Hannah Kipnis, dubbed the "Palestinian Nightingale." The thrush, who will spend a year in this country, will wax Palestinian folk songs. Bard also announced release on the Irish series, of England's top hit, *Galway Bay*, sung by Mike O'Duffy. The Irish tenor, who is now in this country broadcasting over Mutual Broadcasting System, waxed the side originally for His Master's Voice, RCA Victor's British affiliate.

Coast ASCAP-ers Touchy on Change of Classification

HOLLYWOOD, Nov. 27. — News that the American Society of Composers, Authors and Publishers (ASCAP) is working on a revision of its writer classification system (carried exclusively in *The Billboard*, November 20) touched off a flare of antagonism at ASCAP's annual West Coast meeting this week.

L. Wolfe Gilbert informed ASCAP Prexy Fred Ahlert that he must remember his responsibilities to the Coast membership and not sacrifice the California wing in favor of the New York writers. He specifically reiterated the Coast objection to reclassification, pointing out that when members re-signed with ASCAP recently they did so with the understanding that their present classifications would be maintained.

Gilbert further said that if the New York board tampers with current classifications, ASCAP may find itself on the receiving end of a barrage of lawsuits.

ST Completes Hefty Foreign Disking Spree

HOLLYWOOD, Nov. 27.—Completion of the most extensive foreign recording junket yet attempted by an American library service was disclosed this week by Harry Bluestone, production manager for Standard Transcriptions, following his return from Paris. Bluestone crossed the pond to record after Standard topper, Jerry King, defied American Federation of Musicians (AFM) Prexy James C. Petrillo and the union's recording ban. Sessions began in Paris September 27, lasting continuously thru November 2, during which more than 350 tunes were etched for American release.

Record-breaking diskings spree, supervised by Bluestone and Standard recording engineer Robert Callem, lasted a total of 36 days, averaging two sessions daily. Tunes etched included 65 new ditties, a complete range of pop standards and several longhair works. Pops were cut by Rene Durant's Club Lido ork, name French crew of 18 sidemen. American thrush Anita Ellis, formerly vocalist on the Red Skelton airshow, cut 40 vocals in Paris. Additional tape recorded vocals will be redubbed in Hollywood by crooners Artie Wayne and Michael Douglas.

In longhair field Standard cut several symphonic suites with top sidemen culled from ranks of Paris Symphony Ork. Cost of entire junket was estimated at \$25,000, which included fees for American and French arrangers. To cut the same number of tunes using an equal number of musicians in this country would have cost an estimated \$70,000.

Bluestone estimated that the trip will provide Standard with enough new release material for five months, at an average of 80 new sides issued monthly. Plattery exec said Standard would probably make regularly skedded recording trips to France and Europe regardless of ban's outcome, considering savings in recording costs well worth expenses of European junket.

Cetra, Turicaphone RepTempo in Europe

HOLLYWOOD, Nov. 27. — Tempo Records this week named as European representatives Cetra in Italy and Turicaphone for Switzerland and Austria. Deals were closed by Irving S. Fogel, Tempo prexy, currently on a biz trip in Europe. Cetra and Turicaphone will handle Tempo's product in those countries.

Fogel will return to the U. S. in mid-December.

Arden and Dale Inked by Signature

NEW YORK, Nov. 27.—Signature Records this week inked chirp Toni Arden to a one-year waxing pact and renewed its deal with warbler Alan Dale for two additional years.

Miss Arden is the featured chirp with the Shep Fields ork and prior to that tried as a single attraction.

12½c DECCA MELON

NEW YORK, Nov. 27.—Directors of Decca Records, Inc., at a meeting Wednesday (24), declared a regular quarterly dividend of 12½ cents per share on the capital stock. This is payable December 28, 1948, to stockholders of record December 14, 1948.

Assoc. Booking Inks Hudson

NEW YORK, Nov. 27.—Dean Hudson has signed with Associated Booking, not General Artists Corporation as other trade papers erroneously reported. Hudson is now at the Plantation Club in Nashville.

... WONDERFUL ... ENJOYABLE ... PLAYING THE HOLLYWOOD PALLADIUM, TOO



LAWRENCE WELK

Lawrence Welk Ups Palladium, L.A., B.O. To Best Take in Years

Hollywood, Nov. 27.—Lawrence Welk orchestra, which tonight (Tues.) commences its third of a five-stanza stand at the Palladium ballroom, has given the terpalace quite a shot in the arm boxoffice-wise.

Booked in on \$3,000 weekly guarantee against a 80-50 split of all over \$8,500 in door admissions, Welk bagged \$3,400 on his first week, and beyond a doubt bettered that take on his second.

Trade circles here are wondering if the first black-ledgeer biz Palladium has had in quite a while is dispensed by fact Welk crew.

Prior to this booking Palladium housed a succession of jump bands. Yesterday (Mon.) on its day off from ballroom, Welk outfit made a short at Universal-International studio, using Clark Dennis, Modemaire and Carolyn Grey as vocalists.

VARIETY NOV. 3

HOLLYWOOD PALLADIUM
SOUTHERN CALIFORNIA ENTERPRISES, INC.
6615 ROBERT BOULEVARD • HOLLYWOOD, CALIFORNIA • PHONE HOLLYWOOD 7188
November 10, 1948

Mr. Lawrence Welk
6272 Sunset Boulevard
Hollywood, California

Dear Mr. Welk:

As your engagement draws to a close, I feel it only fair that I tell you how wonderful it has been having you and your orchestra at the Palladium.

I do not write many letters of this type, but the tremendous reaction to the band by the Palladium patrons on your fine dance music and entertainment has been of such an enthusiastic nature, that I feel completely justified in writing this letter to you.

All of us here at the Palladium have enjoyed your engagement tremendously and look forward to a quick return.

With kindest regards, I am

Sincerely yours,
Shanny Cohen
President

and his
Champagne Music

Latest **DECCA** Release

"CANADIAN CAPERS"
"BACK HOME IN ILLINOIS"

STANDARD TRANSCRIPTIONS

Returning to
TRIANON BALLROOM
Chicago, December 25 for
indefinite engagement

Direction: MUSIC CORPORATION OF AMERICA
Personal Management:
SAM J. LUTZ, 6272 Sunset Blvd.
HOLLYWOOD 28, CALIFORNIA

BMI Devises All-in-1 License Pact for Fairs

NEW YORK, Nov. 27.—Broadcast Music, Inc. (BMI), has devised a new all-in-one music license contract for fairgrounds toward the end of simplifying licensing procedure. The new form was submitted last week to Henry Bowen, operator of Whalom Park in Fitchburg, Mass., and chairman of the music committee of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Bowen indicated that he would report the contract for discussion at the current NAAPPB convention in Chicago.

The proposed form provides for licensing wired music played over p.a. systems and music incidental to carousels and other individual rides at a flat yearly fee. BMI has not charged for these categories at amusement parks in the past. Other clauses cover skating rinks and ballrooms, at status quo rates—for the rinks, one admission tax times the number of weeks of operation, and for the dances, one-half of 1 per cent of the first \$50,000 of the annual music pay roll. Until now, each of these has been licensed under a separate contract.

It is believed that if the NAAPPB endorses the form, most of the individual members will sign without much ado. BMI has not approached the amusement park licensing tax on an industry committee basis until now and is hopeful that the convention will approve, thereby facilitating licensing to an extent whereby a good chunk of signed contracts can be obtained by mail.

Capitol Contacts 1,500 Dealers In T'funken Merchandising Plan

HOLLYWOOD, Nov. 27.—Capitol Records distributed approximately 1,500 questionnaires to disk dealers thruout the country sounding out retailers on Telefunken prior to framing its merchandising policies for the sale of its recently acquired German longhair catalog. Dealers' replies to the 30-page survey form will be carefully studied by Cap execs before the diskery establishes what plan it will follow in marketing and promoting Telefunken wax in this country. According to Capitol, dealers are eager to give their opinions, as indicated by the heavy return to the lengthy questionnaire. Results are as yet unknown, since diskery is awaiting additional returns before starting tabulation. Forms are being sent out by Cap's distribution branches. Of particular interest in the survey is the space devoted to dealers' opinion of 33 1/3 r.p.m. platters and whether they suggest Cap's entry into the long-playing field.

Questionnaire is divided into five parts: (1) Past experiences with Telefunken; (2) customer buying habits; (3) musical preferences; (4) physical product—preferences in album preparations, 33 1/3 vs. 78 r.p.m., etc.—and (5) promotion of product. Questions under Part 1 include: When did you stock Telefunken? Why did you stock Telefunken? How did you promote Telefunken most successfully? How did Telefunken sell in comparison to other foreign recordings? At what price did you sell Telefunken records? Could you have sold more had they been available? Why did people buy (fidelity, artists, performance, reputation of label, selections not available elsewhere, etc.)? What sold best on Telefunken (standards available on

domestic labels, music not easily found elsewhere, etc.)? What specific selections sold best?

Under Part 2, Capitol asks: How do customers generally go about buying classical records (do they ask for selection, specifying label or artist; ask for composer; artist, etc.)? Is the customer usually willing to accept a substitute for the particular item he wants to buy? If two or more recordings of the same selection are available, what prompts customer's choice? How do you account for any important preference as between Victor and Columbia? Part 3 (musical preferences asks): What are your best-selling classical albums? Best-selling singles? What composers are in demand whose lesser-known music is wanted but hard to get? What selections are in demand but are either hard to get or have not been recorded? Do you know of any Telefunken recordings or artists that are particularly in demand? What type of music should we include in our first Telefunken release (operas, symphonies, concerti, solo instruments, vocal, etc.)? Approximately, what percentage of your total classical and semi-classical dollar sales is in albums? How many albums and singles would you suggest for our first release? If there is a choice, should related material be released as an album or as single?

Under Part 4 (physical product), Capitol asks: How should we design our classical album cover? How should descriptive and biographical material be handled (loose booklet, booklet bound into album, printed on liner and sleeves)? What descriptive, historical or biographical information should be provided with albums? Do

Commerce Dept. Passes Buck on LP Plea to FTC

NEW YORK, Nov. 27. — The Department of Commerce last week turned down a request made by Paul Puner, Allegro disk prexy, that the department should take a hand in seeking standardization of long playing (LP) systems.

Assistant Secretary Thomas Blaisdell, replying to a recent letter in which Puner asked intervention in the confused situation resulting from Columbia's 33 1/3 r.p.m. LP entry, and from RCA Victor's forthcoming 45 r.p.m. disks, informed Puner that "we can appreciate the present difficulties facing your industry, but do not feel, operating under a free economy as we do, that this department could intervene in situations of this kind unless directed to do so by law.

Blaisdell suggested, however, that the Federal Trade Commission (FTC) be consulted "if you believe that there are elements of unfair competition in the manner in which any new developments are introduced."

you stock Columbia LP records? How are they being received? Why do customers prefer or reject LP records? What is your personal opinion as to future of LP records? How should we release our classical library (standard 33 1/3 r.p.m.)?

Under Part 5 (promotion), questions include: Most effective advertising media? What can be most advantageous selling point? Should Telefunken name be stressed in promotion? Would you be interested in selling and promoting the Telefunken line?

➔ **A Positive Bet for Big Sales**

Eddy Arnold's

Latest Record Release

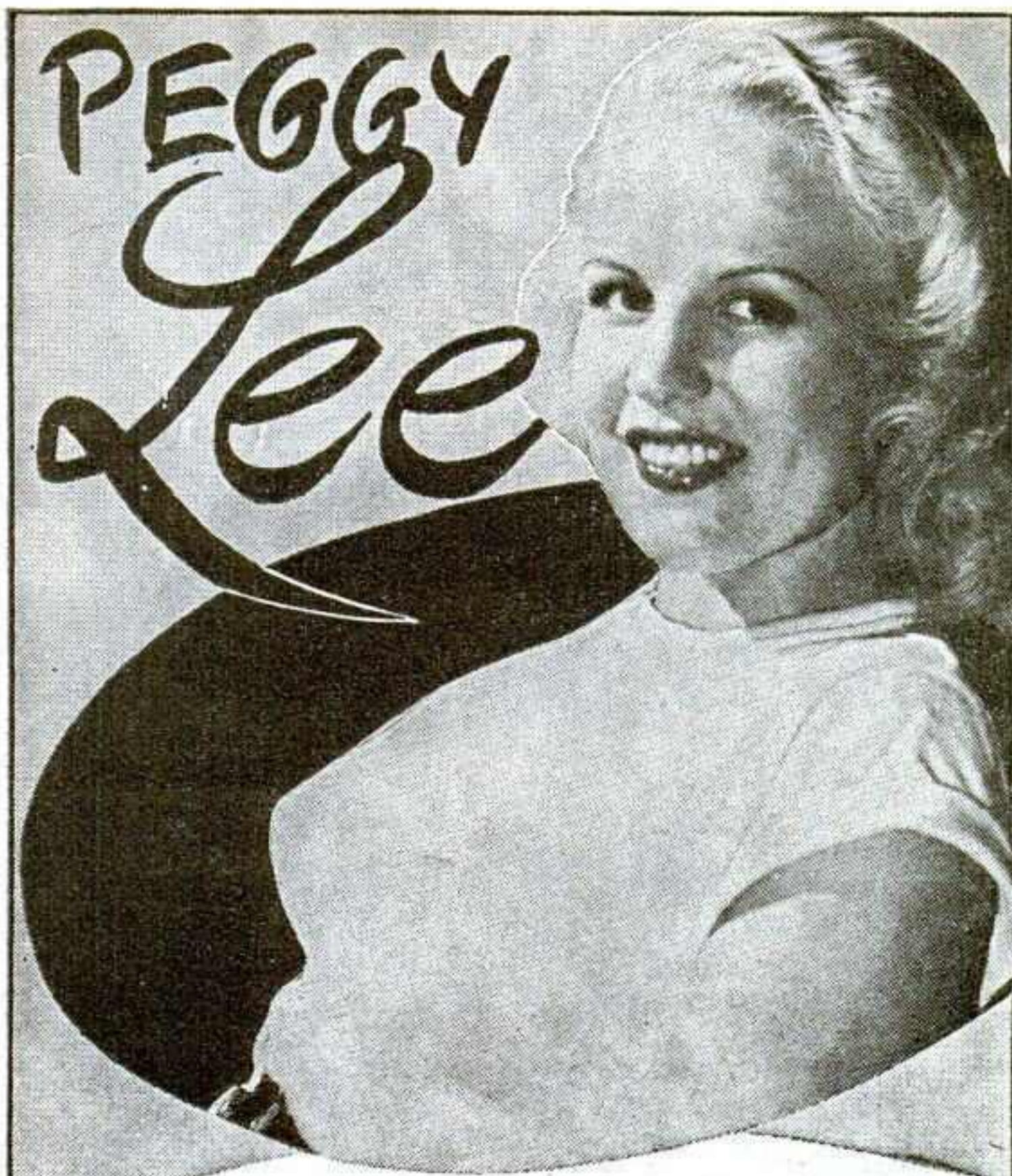
"Then I Turned and Walked Slowly Away" (AVA)
 BACKED WITH
"A HEART FULL OF LOVE" (Hill and Range)

RCA VICTOR Record
No. 20-3174

➔ **A Positive Bet for Big Play**

PUBLISHED BY

ADAMS, VEE & ABBOTT, Inc. (AVA) 216 SOUTH WABASH AVE. CHICAGO 4, ILLINOIS



Singing Her Latest and Greatest

Hold Me

FLIPOVER

I WANT TO GO WHERE YOU GO,
THEN I'LL BE HAPPY

With Dave Barbour And His Orchestra

Capitol Record No. 15298

The Billboard MUSIC POPULARITY CHARTS

PART I

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.

Week Ending
November 26

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

1. BUTTONS AND BOWS

By Livingston and Evans
Published by Famous (ASCAP)

1

Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Gracie Fields, London 355; H. O'Connell, Coast 8032.
Electrical transcription libraries: Sterling Young Ork, MacGregor.

2. ON A SLOW BOAT TO CHINA

By Frank Loesser
Published by E. H. Morris (ASCAP)

2

Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; P. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117.
(No information on electrical transcription libraries available as The Billboard goes to press.)

3. MY DARLING, MY DARLING

By Frank Loesser
Published by E. H. Morris (ASCAP)

5

From the Broadway musical production "Where's Charley?"
Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24519.
(No information on electrical transcription libraries available as The Billboard goes to press.)

4. A TREE IN THE MEADOW

By Bill Reid
Published by Shapiro-Bernstein (ASCAP)

3

Records available: B. Browns, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; Varsity 108; B. Brown-Varsity Ork, Varsity 108.
Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.

5. YOU WERE ONLY FOOLIN'

By Larry Foline-Billy Faber-Fred Meadows
Published by Shapiro-Bernstein & Barron (ASCAP-BMI)

8

Records available: Blue Barron, MGM 10185; Ink Spots, Decca 24507; K. Starr, Capitol 15226; E. Whitley-Green Sisters, Columbia 38323.
(No information on electrical transcription libraries available as The Billboard goes to press.)

6. MAYBE YOU'LL BE THERE

By Sammy Gallop and Eube Bloom
Published by Triangle (ASCAP)

6

Records available: J. Pina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-2189; Billy Butterfield, Capitol 397; Eddy Howard, Mercury 5214.
Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Mindy Carson-Hank D'Amico, Associated; Ziggy Elman, Lang-Worth; Eddy Howard, Mercury 5214.

7. TWELFTH STREET RAG

By Al Bowman
Published by Shapiro-Bernstein (ASCAP)

4

Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Pina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 108; P. (Schnickelfritz) Fisher Regent 125; B. Bishop Ork, Bullet 1080; Liberate, Signature 15240; P. (Schnickelfritz) Fisher, FM 301; Varsity Ragtime Band, Varsity 106.
Electrical transcription libraries: Airlane Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Pina, Standard; Alvino Rey, Standard.

8. A LITTLE BIRD TOLD ME

By Harvey O'Brooks
Published by Bourne (ASCAP)

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Stardusters, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326.
(No information on electrical transcription libraries available as The Billboard goes to press.)

9. MY HAPPINESS

By Betty Peterson and Barney Bergentine
Published by Triangle (ASCAP)

7

Records available: R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Falda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; L. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.
Electrical transcription libraries: The Serenaders, Standard.

10. HAIR OF GOLD, EYES OF BLUE

By Sunny Skylar
Published by Mellin (BMI-ASCAP)

10

Records available: L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs, MGM 10258; Gordon MacRae, Capitol 15178; Smokey Rogers-The McCal Twins, Capitol 15217; C. Shane, Columbia 38315; B. Tyler, Continental C-1244; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters-The Swingsters, Spiro S-3001; Harmonicats, Universal U-121; Red Gilliam & His Texas Pals, World 1502; Red Harper, Exclusive 59X; N. Minard, Apollo 1129.
Electrical transcription libraries: Monica Lewis, World.

USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The Billboard

"HONOR ROLL OF HITS"

- 1. BUTTONS AND BOWS BETTY RHODES RCA Victor 20-3078
2. ON A SLOW BOAT TO CHINA FREDDY MARTIN RCA Victor 20-3123
3. MY DARLING, MY DARLING EVE YOUNG AND JACK LATHROP RCA Victor 20-3187
4. A TREE IN THE MEADOW J. LOSS ORCHESTRA RCA Victor 20-2965
6. MAYBE YOU'LL BE THERE BETTY RHODES RCA Victor 20-2189
7. TWELFTH STREET RAG SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120
9. MY HAPPINESS DOROTHY MORROW ENSEMBLE RCA Victor 20-2965
10. HAIR OF GOLD JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109

This week's RCA VICTOR release!

POPULAR

- You Can Never Shake Love You Know What The Trouble Is Baby TOMMY DORSEY RCA Victor 20-3226
Congratulations Bye Bye Blues TEX BENEKE RCA Victor 20-3237
Galway Bay One Sunday Afternoon JANE PICKENS RCA Victor 20-3228

FOLK

- Time Will Tell I'm A Henpecked Man CECIL CAMPBELL RCA Victor 20-3239
Little Buddy You Played Love on the Strings of My Heart HANK SNOW 'The Singing Ranger' RCA Victor 20-3240
Maple On The Hill Lights In The Valley J. E. MAINER'S MOUNTAINEERS RCA Victor 20-3241

BLUES

- Can't You Read County Jail Blues BIG MACEO RCA Victor 3209P

SPIRITUAL

- Sweet Little Jesus Boy Amen WINGS OVER JORDAN CHOIR RCA Victor 20-3348

INTERNATIONAL

- Zwawa - Polka (With Pep) Wesele Sieradzke - Oberek (Wedding in Sieradz) WALTER OSSOWSKI RCA Victor 25-9198

"HYMNS FOR SINGING"

- DICK LEIBERT at the Organ of Radio City Music Hall, New York City Album P-228
Rock of Ages and The Church's One Foundation RCA Victor 20-3197
Onward, Christian Soldiers and Abide With Me RCA Victor 20-3198
Sun Of My Soul and Holy, Holy, Holy RCA Victor 20-3199
The Old Rugged Cross and Lead, Kindly Light RCA Victor 20-3208



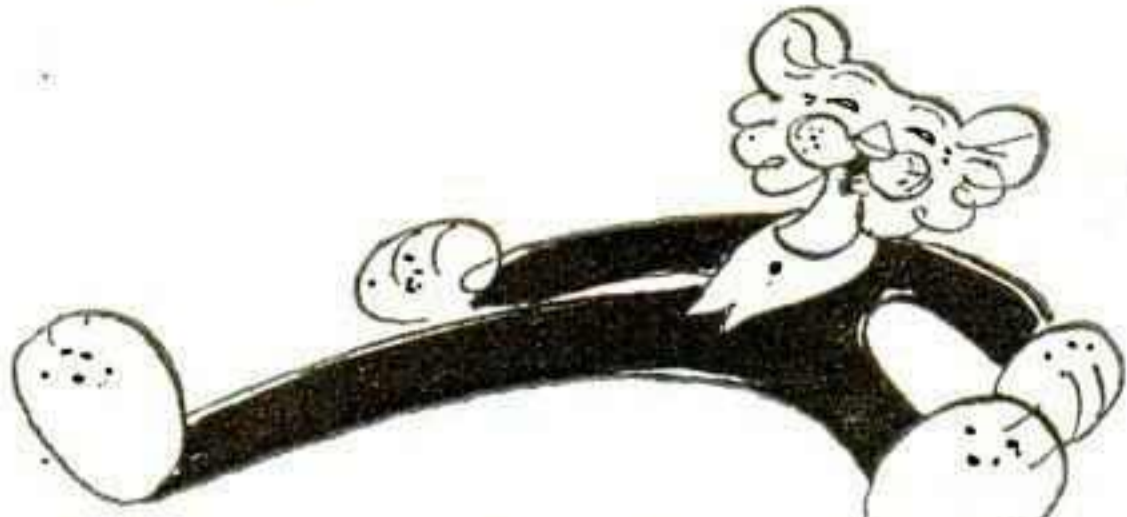
Riding High... Climbing Fast

- All I Want For Christmas (Is My Two Front Teeth) SPIKE JONES RCA Victor 20-3177
Down Among the Sheltering Palms SAMMY KAYE RCA Victor 20-3100
Buttons and Bows BETTY RHODES RCA Victor 20-3078
Blue Christmas JESSE ROGERS RCA Victor 20-3243
Then I Turned and Walked Slowly Away EDDY ARNOLD RCA Victor 20-3174

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*Re-Issued by Request!



A SMASH HIT!



EVERYBODY'S BUYING
SLIM GAILLARD'S
Original

**Down by
the Station**

and
(I Don't Stand) A GHOST OF A CHANCE

M-G-M RECORD No. 10309

Going Strong

- | | |
|--|----------------------------------|
| You Were Only Fooling | Blue Barron |
| It's Easy When You Know How | and his Orchestra
M-G-M 10185 |
| On A Slow Boat To China | Art Lund |
| By The Way | M-G-M 10269 |
| Buttons And Bows | Betty Garrett |
| The Matador | M-G-M 10244 |
| I've Been Working On The Railroad | Art Mooney |
| In The Market Place Of Old Monterey | and his Orchestra
M-G-M 10298 |
| Life Gits Tee-Jus Don't It | Carson Robison |
| Wind In The Mountains | M-G-M 10224 |

M-G-M RECORDS
THE GREATEST NAME  IN ENTERTAINMENT

The Billboard
MUSIC POPULARITY CHARTS
PART II
Sheet Music
Week Ending
November 28

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) indicates tune is in a film; (M) indicates tune is in legit musical. (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week	Tune	Publisher
10	1			1. BUTTONS AND BOWS (F) (R)	Famous
6	2			2. ON A SLOW BOAT TO CHINA (R)	Melrose
4	7			3. WHITE CHRISTMAS (R)	Berlin
21	3			4. A TREE IN THE MEADOW (R)	Shapiro-Bernstein
8	8			5. YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein-Barron
3	11			6. HERE COMES SANTA CLAUS (R)	Western
3	5			7. MY DARLING, MY DARLING (M) (R)	E. H. Morris
31	4			8. MY HAPPINESS (R)	Blasco
1	—			9. A LITTLE BIRD TOLD ME (R)	Bourne
14	8			10. HAIR OF GOLD, EYES OF BLUE (R)	Mellin
24	9			11. MAYBE YOU'LL BE THERE (R)	Triangle
3	16			12. SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
22	10			13. YOU CALL EVERYBODY DARLIN' (R)	Mayfair
4	15			14. SAY SOMETHING SWEET TO YOUR SWEETHEART (R) ..	Mills
12	16			15. EV'RY DAY I LOVE YOU (R)	Harms, Inc.
15	13			16. UNDERNEATH THE ARCHES (R)	Robbins
7	12			17. UNTIL (R)	Dorsey Bros.

Note: Due to the appearance on the Popularity Charts of Christmas standards, we are listing more than the usual 15 popular songs.

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Tune	English	American
8	1			1. BUTTONS AND BOWS	Victoria	Famous
9	3			2. WHEN YOU'RE IN LOVE ...	Bradbury Wood	Chappell
12	2			3. MY HAPPINESS	Chappell	Blasco
12	2			4. SO TIRED	Campbell-Connelly	Glenmore
31	5			5. GALWAY BAY	Box and Cox	Leeds
29	4			6. DREAM OF OLWEN	Lawrence Wright	Mills
2	9			7. BALLIN' THE JACK	Francis Day	*
16	6			8. YOU CAN'T BE TRUE	Chappell	Biltmore
9	8			9. LA VIE EN ROSE	Noel Gay	Harms, Inc.
9	14			10. YOU CALL EVERYBODY DARLIN'	F. H. Morris	Mayfair
17	7			11. RAMBLING ROSE	Irwin Dash	Laurel Music
4	11			12. ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
5	12			13. UNDERNEATH THE ARCHES	Campbell-Connelly	Robbins
18	10			14. WOODY WOODPECKER	Leeds	Leeds
2	15			15. SAY IT EVERY DAY	Merrin	*
10	13			16. ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
2	17			17. IT ONLY HAPPENS WHEN I DANCE WITH YOU	Berlin	Berlin
1	—			18. IN MY DREAMS	Irwin Dash	Murray Wixell
5	18			19. WHEN THE ORGAN PLAYED AVE MARIA	Strauss Miller	*
1	—			20. SABRE DANCE	Leeds	Leeds

*Publisher not available as *The Billboard* goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION	Weeks to date	Last Week	This Week	Tune
6	1			1. BUTTONS AND BOWS
4	3			2. ON A SLOW BOAT TO CHINA
25	3			3. MY HAPPINESS
20	2			4. A TREE IN THE MEADOW
14	5			5. UNDERNEATH THE ARCHES
18	6			6. YOU CALL EVERYBODY DARLIN'
11	7			7. HAIR OF GOLD, EYES OF BLUE
2	11			7. YOU WERE ONLY FOOLIN'
10	8			9. BLUEBIRD OF HAPPINESS
12	9			10. TWELFTH STREET RAG
14	11			11. RAMBLING ROSE
1	—			12. WHITE CHRISTMAS
2	13			13. GALWAY BAY
1	—			14. SANTA CLAUS IS COMIN' TO TOWN
20	15			15. YOU CAN'T BE TRUE, DEAR

The Billboard
MUSIC POPULARITY CHARTS
Radio Popularity

PART III

Week Ending November 28



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys thruout the country. 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 I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Last Week	This Week	Position	Title	Artist	Label	By
12	1	1	1	BUTTONS AND BOWS	Dinah Shore	Columbia 38284	ASCAP
6	3	2	2	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301	ASCAP
4	4	3	3	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270	ASCAP
19	5	4	4	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122	ASCAP
18	2	5	5	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105	ASCAP
4	6	6	6	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123	ASCAP
18	7	7	7	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403	ASCAP
2	19	8	8	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210	ASCAP
4	10	9	9	BUTTONS AND BOWS	Betty Rhodes-H. Zimmerman Ork	Victor 20-3078	ASCAP
2	—	10	10	A LITTLE BIRD TOLD ME	E. Knight-The Star Dusters	Decca 24514	BMI
13	8	11	11	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061	ASCAP

(The Charloleers, Columbia 38329)
 (Continued on page 100)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of November 19-25

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot.	
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV		
A Hundred & Sixty Acres	Leeds	0	2	1	3	0	2	1	2	0	2	1	3	13	68
A Tree in the Meadow	Shapiro-Bernstein	0	1	0	3	2	2	3	4	2	3	0	3		68
Ah, But It Happens	Bourne	7	8	0	4	6	6	2	5	7	10	0	4		128
Brush Those Tears From Your Eyes	Leeds	1	1	1	2	3	4	1	4	0	0	1	2		55
Buttons and Bows (Pale Face)	Famous	1	11	0	18	5	10	7	15	6	17	0	17		324
Quanto Le Gusta (Date With Judy)	Peer	3	4	1	8	2	2	3	7	5	4	1	7		149
Down Among the Sheltering Palms	Miller	4	8	0	4	3	4	4	3	2	6	0	1		89

(Continued on page 100)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, November 12, 8 a.m., and ending Friday, November 19, 8 a.m.)
 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. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Hundred and Sixty Acres (R)	Leeds	ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Ah, But It Happens (R)	Bourne	ASCAP
Brush Those Tears From Your Eyes (R)	Leeds	ASCAP
Buttons and Bows (R) (F)	Famous	ASCAP
Quanto Le Gusta (R)	Peer	BMI
Down Among the Sheltering Palms (R)	Miller	ASCAP
Ev'ry Day I Love You (R) (F)	Harms, Inc.	ASCAP
Far Away Places (R)	Laurel	ASCAP
For You (R)	Witmark	ASCAP
Galway Bay (R)	Leeds	ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin	BMI-ASCAP
Here I'll Stay (M) (R)	Chappell	ASCAP
I Love You So Much It Hurts (R)	Melody Lane	BMI
I Still Get a Thrill (R)	Words and Music	ASCAP
Lavender Blue (R)	Santly-Joy	ASCAP
Love Somebody (R)	Kramer-Whitney	ASCAP
Maybe You'll Be There (R)	Triangle	ASCAP
My Darling, My Darling (M) (R)	E. H. Morris	ASCAP
My Happiness (R)	Blasco	ASCAP
On a Slow Boat to China (R)	Melrose	ASCAP
One Sunday Afternoon (R) (F)	Remick	ASCAP
Rambling Rose (R)	Laurel	ASCAP
Say It Isn't So (R)	Berlin	ASCAP
That Certain Party (R)	Bourne	ASCAP

(Continued on page 31)



A Check List of Top-Selling M-G-M Records Hits

The Greatest Show on Records
SONG AND DANCE MAN GENE KELLY

Album M-G-M 30 Three 10" Records

POPULAR

WHAT DID I DO I Love You Much Too Much	HELEN FORREST M-G-M 10262
I'VE BEEN WORKING ON THE RAILROAD In The Market Place Of Old Monterey	ART MOONEY and his Orchestra M-G-M 10298
ON A SLOW BOAT TO CHINA By The Way	ART LUND M-G-M 10269
YOU WERE ONLY FOOLING It's Easy When You Know How	BLUE BARRON and his Orchestra M-G-M 10185
TARA TALARA TALA Before Long	JOHNNY DESMOND M-G-M 10287
BUTTONS AND BOWS The Matador	BETTY GARRETT M-G-M 10244
CANADIAN CAPERS Siesta	JACK FINA and his Orchestra M-G-M 10289
I STILL GET A THRILL Bluer Than Blue	ART LUND M-G-M 10295
DOWN AMONG THE SHELTERING PALMS If We Can't Be The Same Old Sweethearts	THE JACKIE BROWN QUARTET M-G-M 10286
BLUE MOON. Fools Rush In	BILLY ECKSTINE M-G-M 10311
THERE'S A QUAKER DOWN IN QUAKER TOWN A Strawberry Moon	BLUE BARRON and his Orchestra M-G-M 10297
DOWN THE STAIRS, OUT THE DOOR For Heaven's Sake	HELEN FORREST M-G-M 10312
CORN BELT SYMPHONY Every Day Is Just A Holiday	NEV' SIMONS M-G-M 10257
EVERYTHING I HAVE IS YOURS I'll Be Faithful	BILLY ECKSTINE M-G-M 10259

FOLK and WESTERN

LIFE GITS TEE-JUS DON'T IT Wind In The Mountains	CARSON ROBISON M-G-M 10224
INDIAN MAIDEN Spanish Darling	SHEB WOOLEY M-G-M 10304
WHAT A DIFFERENCE Faded Love And Winter Roses	ROME JOHNSON M-G-M 10314
COTTON PATCH BLUES Hop, Skip And Jump Over Texas	BOB WILLS M-G-M 10291
GUITAR BOOGIE Boomerang	ARTHUR (Guitar Boogie) SMITH M-G-M 10293

EBONY SERIES

DOWN BY THE STATION A Ghost Of A Chance	SLIM GAILLARD M-G-M 10309
IF I CAN'T HAVE YOU Boogie Woogie On A Saturday Nite	5 RED CAPS M-G-M 10285
IT'S TOO SOON TO KNOW I'm Thru With Love	MARIAN ROBINSON M-G-M 10300

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

BMI Pin-up Sheet

Songs for a MERRY MUSICAL CHRISTMAS

ALL AROUND THE CHRISTMAS TREE (Stuart)
Mark Warnow-Dick Todd—Varsity 513

COWBOY SANTA CLAUS (Howard)
Wayne Cody—20th Century 2076 • Prairie Ramblers—Standard

I'M SENDING MY LOVE FOR CHRISTMAS (BMI)
Enric Madriguera—Associated • Bob Hannon—NBC Thesaurus

IT'S DECEMBER AGAIN (Steven)
Wayne Van Dyne—Tower 1272 • John Laurenz—Mercury
Calvin Jackson—Jerry Kessner—Miltone 237

LET'S LIGHT THE CHRISTMAS TREE (BMI)
Jack Brown—Radio Artists 214

ON THE SANTA CLAUS EXPRESS (Encore)
Freddy Martin—Vic. 20-2476

PARADE OF THE WOODEN SOLDIERS (Marks)
Louis Castelluci Band—Cap. 20119 • Arthur Young—Dec. 1011
Jan Savitt—Dec. 3041 • June Winters—Mayfair 106
Larry Clinton—Vic. 26308 • Herb Kern—Tempo 1028
Horace Heidt—Col. 35462 • John Scott Trotter—Dec. 4213
Ethel Smith—Dec. 24477 • Paul Whiteman—Vic. 21304
Morton Gould—Col. 12748 • (Transcribed by: Standard—NBC
Thesaurus—Capitol—World—Associated)

YOU'RE ALL I WANT FOR CHRISTMAS (Porgie)
Frankie Laine—Mercury 5177 • Frank Gallagher—Dana 2026
Seger Ellis—Owen Bradley—Bullet 1011

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JESSE ROGERS.....Victor 20-3243

RILEY SHEPARD.....Regent 2003

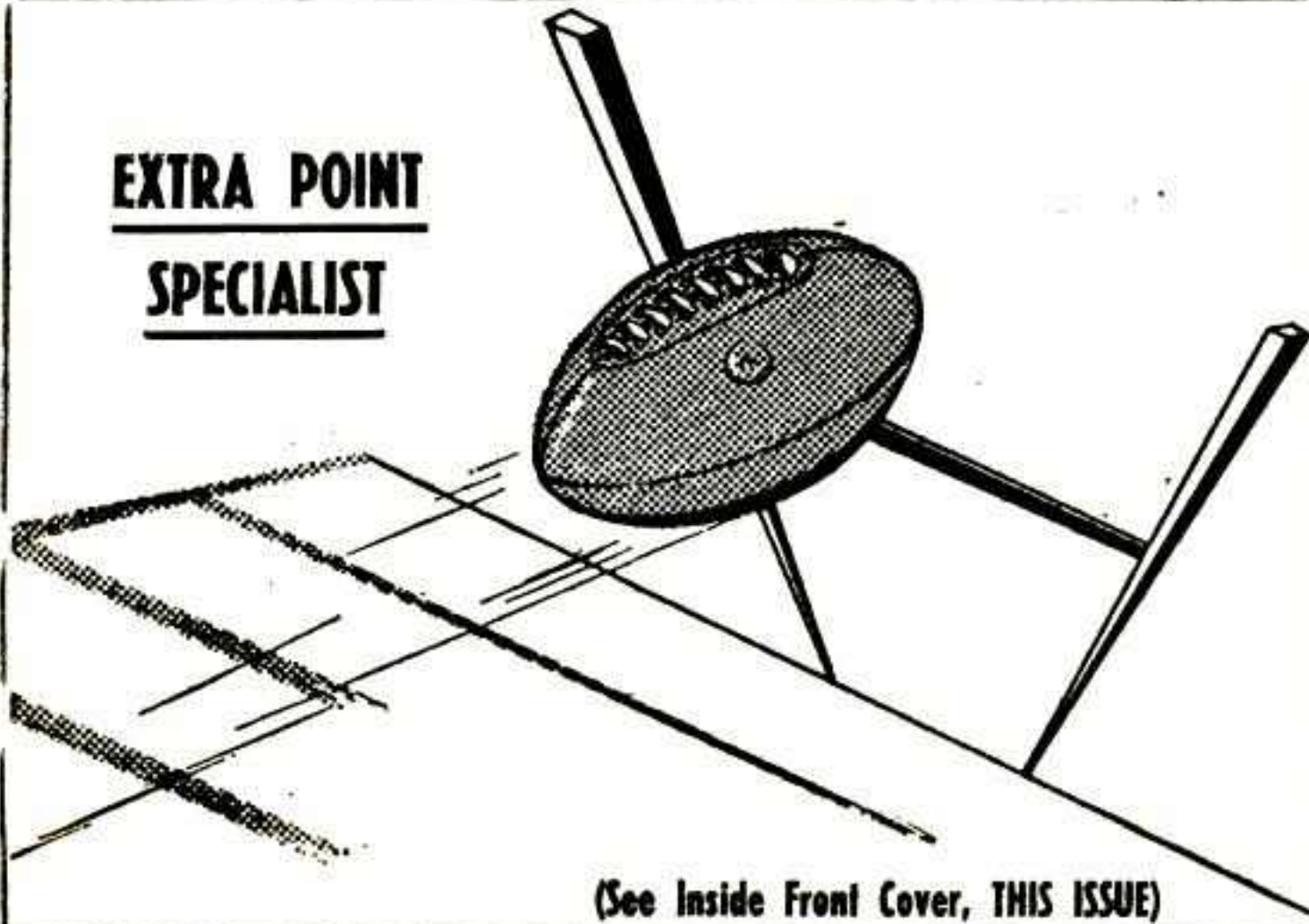
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**EXTRA POINT
SPECIALIST**



(See Inside Front Cover, THIS ISSUE)

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending
November 26



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italics.

POSITION
Weeks Last This
to date Week Week

11	1	1.	BUTTONS AND BOWS.....Dinah Shore.....Columbia 38284—ASCAP
7	2	2.	ON A SLOW BOAT TO CHINA.....Kay Kyser Ork-H. Babbitt-G. In the Market Place of Old Monterey.....Columbia 38301—ASCAP
24	3	3.	TWELFTH STREET RAG...Pee Wee Hunt.....Capitol 15105—ASCAP
25	5	4.	MAYBE YOU'LL BE THERE.....Gordon Jenkins.....Decca 24403—ASCAP
5	6	5.	ON A SLOW BOAT TO CHINA.....F. Martin Ork-G. Hughes.....Victor 20-3123—ASCAP
4	4	6.	MY DARLING, MY DARLING.....J. Stafford-G. MacRae and the Girls Were Made To Take Care of Boys.....Capitol 15270—ASCAP
6	8	7.	BUTTONS AND BOWS.....The Dinning Sisters and Art Van Damme Quintet.....Capitol 15184—ASCAP
3	9	8.	A LITTLE BIRD TOLD ME..E. Knight-The Star Dusters.....Decca 24514—BMI
19	7	9.	A TREE IN THE MEADOW..Margaret Whiting.....Capitol 15122—ASCAP
13	11	10.	UNTIL After Hour Stuff (The Charioteers, Columbia 38329).....Victor 20-3061—ASCAP
3	27	11.	MY DARLING, MY DARLING.....D. Day-B. Clark.....Columbia 38353—ASCAP
2	17	12.	ALL I WANT FOR CHRISTMAS.....S. Jones and His City Slickers Happy New Year.....Victor 20-3177—ASCAP
10	10	13.	YOU WERE ONLY FOOLIN'. Blue Barron..MGM 10185—ASCAP
1	—	14.	A LITTLE BIRD TOLD ME..P. Watson..Supreme S-1507—BMI
6	12	15.	CUANTO LA GUSTA.....C. Miranda-The Andrews Sisters The Matador.....Decca 24479—BMI
2	13	16.	ON A SLOW BOAT TO CHINA.....E. Howard Ork.....Mercury 5210—ASCAP
14	15	17.	HAIR OF GOLD.....Gordon MacRae.....Capitol 15178—ASCAP-BMI
1	—	18.	YOU WERE ONLY FOOLIN'. The Ink Spots.....Decca 24507—ASCAP
3	22	19.	ON A SLOW BOAT TO CHINA.....B. Goodman Ork-A. Hendrickson I Hate To Lose You.....Capitol 15208—ASCAP
4	16	20.	ON A SLOW BOAT TO CHINA.....A. Lund.....MGM 10269—ASCAP
3	23	21.	BOUQUET OF ROSES.....Eddy Arnold, the Tennessee Plowboy and His Guitar.....Victor 20-2806—BMI
21	19	21.	IT'S MAGIC (F).....Doris Day.....Columbia 38188—ASCAP
12	14	21.	THAT CERTAIN PARTY....B. Strong...Tower 1271—ASCAP
2	—	24.	BELLA BELLA MARIE.....L. Green Ork.....Victor 20-3072—ASCAP
1	—	24.	BRUSH THOSE TEARS FROM YOUR EYES.....E. Knight-The Star Dusters.....Decca 24514
16	23	26.	YOU CAME A LONG WAY..Ray McKinley.....Victor 20-2913—ASCAP
1	—	27.	LIFE GETS TEE-JUS, DON'T IT?.....T. Williams.....Capitol 15271—ASCAP
1	—	27.	ON A SLOW BOAT TO CHINA.....L. Clinton Ork.....Decca 24482—ASCAP
2	—	29.	BUTTONS AND BOWS.....Betty Rhodes-H. Zimmerman Ork I Still Get a Thrill.....Victor 20-3078—ASCAP
1	—	29.	GLORIA.....I Want To Be the Only One Mills Brothers.....Decca 24509



COIN CATCHERS!

Get on the Money-Making Band Wagon Now!

1. "MY DARLING, MY DARLING"

Jo Stafford and Gordon MacRae and The Starlighters With Orchestra

"GIRLS WERE MADE TO TAKE CARE OF BOYS"

Jo Stafford and Gordon MacRae With Orchestra

Capitol Record 15270

2. "BUTTONS AND BOWS"

The Dinning Sisters with the Art Van Damme Quintet

"SAN ANTONIO ROSE"

The Dinning Sisters with Orchestra Conducted by Carl Kress

Capitol Record 15184

3. "ON A SLOW BOAT TO CHINA"

"I HATE TO LOSE YOU (I'm So Used To You Now)"

Benny Goodman and His Orchestra

Capitol Record 15208

4. "LOVE, YOU'RE MAGIC SPELL IS EVERYWHERE"

"SO DEAR TO MY HEART"

Peggy Lee with Dave Barbour and His Orchestra

Capitol Record 15232

5. "ONE HAS MY NAME (The Other Has My Heart)"

"YOU'RE THE SWEETEST ROSE IN TEXA."

Jimmy Wakely with Cowboy Band

Capitol Record 15162

6. "YOU WERE ONLY FOOLING (While I Was Falling in Love)"

Kay Starr with Orchestra

"A FADED SUMMER LOVE"

Kay Starr with Dave Cavanaugh's Music

Capitol Record 15226

7. "CUANTO LE GUSTA (La Parranda)"

"CORNBELT SYMPHONY"

Jack Smith and the Clark Sisters with Orchestral Accompaniment

Capitol Record 15280

8. "A LITTLE BIRD TOLD ME"

"WHAT DID YOU DO TO ME?"

Blue Lu Barker with Orchestra

Capitol Record 15308

POPULAR

- "HIGH SOCIETY" Capitol 15299
- "WABASH BLUES" Pee Wee Hunt Capitol 15299
- "TWELFTH STREET RAG" Capitol 15105
- "SOMEBODY ELSE, NOT ME" Pee Wee Hunt Capitol 15105
- "MY OWN TRUE LOVE" Margaret Whiting Capitol 15278
- "FAR AWAY PLACES" Margaret Whiting Capitol 15278
- "IT'S TOO SOON TO KNOW" Andy Russell and the Pied Pipers Capitol 15281
- "IF WE CAN'T BE THE SAME OLD SWEETHEARTS WE'LL JUST BE THE SAME OLD FRIENDS" Andy Russell and the Pied Pipers Capitol 15281
- "THE TAILGATE RAMBLE" Johnny Mercer Capitol 15285
- "TUSCALOOSA BUS" Johnny Mercer Capitol 15285
- "THE MONEY SONG" Dean Martin and Jerry Lewis Capitol 15249
- "THAT CERTAIN PARTY" Dean Martin and Jerry Lewis Capitol 15249
- "A TREE IN THE MEADOW" Margaret Whiting Capitol 15122
- "I'M SORRY, BUT I'M GLAD" Margaret Whiting Capitol 15122
- "HAIR OF GOLD, EYES OF BLUE" Gordon MacRae Capitol 15178
- "RAMBLING ROSE" Gordon MacRae Capitol 15178
- "SAY SOMETHING SWEET TO YOUR SWEETHEART" Jo Stafford and Gordon MacRae Capitol 15207
- "BLUE BIRD OF HAPPINESS" Jo Stafford and Gordon MacRae Capitol 15207
- "SO TIRED" Kay Starr Capitol 15314
- "STEADY DADDY" Kay Starr Capitol 15314
- "DOWN AMONG THE SHELTERING PALMS" Johnny Mercer Capitol 15241
- "ONE FOR MY BABY (and One More for the Road)" Johnny Mercer Capitol 15241

WESTERN

- "I LOVE YOU SO MUCH IT HURTS" Jimmy Wakely Capitol 15248
- "I DON'T WANT YOUR SYMPATHY" Jimmy Wakely Capitol 15248
- "LIFE GITS TEE-JUS, DON'T IT?" Tex Williams Capitol 15271
- "BIG HAT POLKA" Tex Williams Capitol 15271
- "JUST A PAIR OF BLUE EYES" Tex Williams Capitol 15175
- "TALKING BOOGIE" Tex Williams Capitol 15175
- "DEAR OKIE" Jack Rivers Capitol 15169
- "A MILLION MEMORIES" Jack Rivers Capitol 15169
- "LEAVE MY HONEY BEE ALONE" Merle Travis Capitol 15212
- "T FOR TEXAS" (Blue Yodel No. 1) Merle Travis Capitol 15212
- "HAIR OF GOLD, EYES OF BLUE" Smokey Rogers Capitol 15217
- "BALL OF FIRE" Smokey Rogers Capitol 15217

SEPIA

- "TELL ME, DADDY" Julia Lee Capitol 15144
- "(It Will Have To Do) UNTIL THE REAL THING COMES ALONG" Julia Lee Capitol 15144
- "WISH I WAS IN WALLA WALLA" Nellie Lutcher Capitol 15279
- "A MAID'S PRAYER" Nellie Lutcher Capitol 15279
- "KING SIZE PAPA" Julie Lee Capitol 40082
- "WHEN YOU'RE SMILING (The Whole World Smiles With You)" Julie Lee Capitol 40082
- "ALEXANDER'S RAGTIME BAND" Nellie Lutcher Capitol 15180
- "MY LITTLE BOY" Nellie Lutcher Capitol 15180



PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!

The Billboard
MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
 November 28



MOST-PLAYED JUKE BOX RECORDS

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 I

POSITION
 Weeks Last This
 (date) Week Week

10	1	1.	BUTTONS AND BOWS.....	Dinah Shore.....	Columbia 38284—ASCAP
7	2	2.	ON A SLOW BOAT TO CHINA.....	Kay Kyser Ork-H. Babbitt-G. Woods.....	Columbia 38301—ASCAP
21	3	3.	TWELFTH STREET RAG.....	Pee Wee Hunt.....	Capitol 15105—ASCAP
4	6	4.	ON A SLOW BOAT TO CHINA.....	F. Martin-G. Hughes.....	Victor 20-3123—ASCAP
19	4	5.	A TREE IN THE MEADOW.....	Margaret Whiting.....	Capitol 15122—ASCAP
5	5	6.	BUTTONS AND BOWS.....	The Dinning Sisters and Art Van Damme Quintet.....	Capitol 15184—ASCAP
20	7	7.	MAYBE YOU'LL BE THERE.....	Gordon Jenkins.....	Decca 24403—ASCAP
3	15	8.	MY DARLING, MY DARLING.....	J. Stafford-G. MacRae and the Starlighters.....	Capitol 15270—ASCAP
2	13	9.	ON A SLOW BOAT TO CHINA.....	E. Howard Ork.....	Mercury 5210—ASCAP
1	—	10.	TWELFTH STREET RAG.....	F. Carle.....	Columbia 35572—ASCAP
2	11	11.	A LITTLE BIRD TOLD ME.....	E. Knight-The Star Dusters.....	Decca 24514—BMI
4	19	12.	YOU WERE ONLY FOOLIN'.....	Blue Barron.....	MGM 10185—ASCAP
1	—	13.	MY DARLING, MY DARLING.....	D. Day-B. Clark.....	Columbia 38353—ASCAP
13	13	14.	HAIR OF GOLD.....	Gordon MacRae.....	Capitol 15178—ASCAP-BMI
3	26	15.	ON A SLOW BOAT TO CHINA.....	B. Goodman Ork-A. Hendrickson.....	Capitol 15208—ASCAP
1	—	16.	BRUSH THOSE TEARS FROM YOUR EYES.....	B. Green.....	(B. Clark-The Modernaires-The Skylarks, Columbia 38364; R. Deauville, Mercury 5203; A. Foster, Regent 135; T. Martin, DeLuxe 1183; F. Willing, Capitol 15290; E. Knight-The Star Dusters, Decca 24514)
1	—	17.	A TREE IN THE MEADOW.....	Joe Loss Ork.....	Victor 20-2965—ASCAP
3	24	17.	CUANTO LA GUSTA.....	C. Miranda-The Andrews Sisters.....	Decca 24479—BMI
2	—	17.	GLORIA.....	Mills Brothers.....	Decca 24509 (R. Anthony Ork, Signature 15213; R. Deauville, Mercury 5193; The Four Gabriels, World 2505; B. Hayward-B. Baker Ork, Exclusive 218; B. Clark-The Modernaires-The Skylarks, Columbia 38352; Varsity Ork, Varsity 111)
1	—	20.	IN MY DREAMS.....	V. Monroe Ork.....	Victor 20-3133 (E. Fitzgerald, Decca 24259)
2	—	20.	BUTTONS AND BOWS.....	E. Knight.....	Decca 24489—ASCAP
1	—	22.	A LITTLE BIRD TOLD ME.....	P. Weston.....	Suprema S-1507—BMI
24	22	22.	BOUQUET OF ROSES.....	Eddy Arnold, the Tennessee Plowboy and His Guitar.....	Victor 20-2806—BMI (R. Turner & the Westerners, Varsity 8001; D. Haymes-The Troubadours, Decca 24506; J. Wakely, Capitol 40107)
1	—	22.	BUTTONS AND BOWS.....	Betty Rhodes-H. Zimmerman Ork.....	Victor 20-3078—ASCAP
3	28	22.	SAY SOMETHING SWEET TO YOUR SWEETHEART.....	The Ink Spots.....	Decca 24507—ASCAP (Eve Young & Drugstore Cowboys, Victor 20-3077; J. Stafford-G. MacRae & Starlighters, Capitol 15207; A. Shelton-S. Browne, London 260; V. Damone-P. Page, Mercury 5192)
11	12	22.	THAT CERTAIN PARTY.....	Benny Strong-Tower 1271.....	ASCAP (P. L. Hayes & Star Dusters, Decca 24520; P. Gray, Apollo 1132; L. Prima Ork, Victor 20-3098; Varsity Ork, Varsity 111; D. Martin-J. Lewis, Capitol 15249)
14	8	22.	UNDERNEATH THE ARCHES.....	Andrews Sisters.....	Decca 24490—ASCAP (G. Olsen Ork-E. Shutta, Victor 20-3114; B. Green-A. Paul String Band, Rainbow 70077; Al Hummer & His Mumpers, Mercury 5173; Aqua String Band, Regent 126; N. Minard, Apollo 1129; Andy Russell-The Pied Pipers, Capitol 15183; Larkin Sisters-The Swingsters, Spiro S-3001; The Serenaders, Columbia 38274; Singing Gondoliers, Continental C-1245; L. Cambers Accordion Aces; MGM 10264; Connee Boswell, Columbia 38298; Varsity 107; P. Scala's Banjo & Accordion Ork-The Keynotes, London 238)
2	20	22.	STRAWBERRY MOON.....	Blue Barron Ork.....	MGM 10297
2	—	29.	BUTTONS AND BOWS.....	G. Autry.....	Columbia 20469—ASCAP
2	28	30.	DOWN AMONG THE SHELTERING PALMS.....	S. Kaye Ork.....	Victor 20-3100—ASCAP (E. Whitley & Green Sisters, Columbia 38323; Curt Massey-R. Mendez Ork, Coast 8038; S. Browne-The Squadronaires, London 311; J. Brown Quartet, MGM 10286; J. Mercer-P. Weston Ork, Capitol 15241; S. Lanson, Mercury 5181; G. Olsen Ork, Rondo R-164)
7	—	30.	HAIR OF GOLD.....	Harmonicats.....	Universal U-121—ASCAP-BMI
18	—	30.	IT'S MAGIC (F).....	Dick Haymes-Gordon Jenkins.....	Decca 23826—ASCAP (V. Damone, Mercury 5138; Buddy Kay Quintet, MGM 10187; G. MacRae, Capitol 15072; T. Martin, Victor 20-2862; Varsity 110; Sarah Vaughan, Musicraft 557; J. Frank-Varsity Ork, Varsity 110; D. Day, Columbia 38188)

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

The Money Song (R).....	Crawford—ASCAP
The Night Has a Thousand Eyes (R).....	Paramount—ASCAP
Until (R).....	Dorsey Bros.—ASCAP
With a Twist of the Wrist (R).....	Patmar—BMI
You Call Everybody Darlin' (R).....	Mayfair—ASCAP
You Came a Long Way From St. Louis (R).....	Jewel—ASCAP
You Were Only Foolin' (R).....	Shapiro-Bernstein-Barron—ASCAP-BMI

KEEPS CLICKING ON COLUMBIA



LES BROWN

"I've got my love to keep me warm"

"I'm a-tellin' you, Sam"

Columbia 38324



Your weekly report on the latest
CURRENT TOP HITS

BUTTONS AND BOWS	Daddy-O	Dinah Shore	38284
BUTTONS AND BOWS	Can't Shake the Sands of Texas from My Shoes	Gene Autry	20469
ON A SLOW BOAT TO CHINA	In the Market Place of Old Monterey	Kay Kyser	38301
MY DARLING MY DARLING	THAT CERTAIN PARTY	Doris Day & Buddy Clark	38353
PRETTY BABY	Just Imagine	Doris Day	38302
LOVE SOMEBODY	CONFESS	Doris Day & Buddy Clark	38174
HERE COMES SANTA CLAUS	An Old-Fashioned Tree	Gene Autry	20377
IT'S MAGIC	PUT 'EM IN A BOX	Doris Day	38188
CUANTO LE GUSTA	Take It Away	Xavier Cugat	38239

WATCH THESE!

NO TIME	FOUR BROTHERS	Woody Herman	38304
THE MONEY SONG	Gloria	Buddy Clark with The Modernaires Vocal Accomp.	38352
SO DEAR TO MY HEART	Lavender Blue	Dinah Shore	38299

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA RECORDS

Trade-marks "Columbia," and Reg. U. S. Pat. Off. Marcas Registradas

Thanks are Due*

MY DADDY IS ONLY A PICTURE

Is on the way to being The Nation's No. 1 Folk Tune!

Words and Music by TOMMY DILBECK

*To **EDDY ARNOLD**

AND HIS TENNESSEE PLOWBOYS

For introducing the tune on RCA Victor 20-3013

- and to the following artists for their fine renditions

RAY SMITH NATIONAL 5020
 DICK THOMAS DECCA 46141
 REX TURNER VARSITY 8007
 JACK RIVERS CAPITOL 15283

Watch Billboard's Folk Charts
 (BEST SELLING & MOST PLAYED RECORDS)

PEER INTERNATIONAL CORP.

Sole Selling Agent

Southern Music Publishing Co., Inc.

1619 BROADWAY

NEW YORK 19, N. Y.

The **Billboard** MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Week Ending November 26



MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly 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 folk records.

POSITION		Weeks Last / This		Record	
to date	Week	Week	Week	Artist	Label
14	1	1	1	ONE HAS MY NAME.....	Jimmy Wakely, Capitol 15162—BM
28	3	2	2	BOUQUET OF ROSES.....	Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-2806—BM
14	1	3	3	JUST A LITTLE LOVIN'.....	Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-3013—BM
5	7	4	4	I LOVE YOU SO MUCH IT HURTS.....	J. Wakely and Cowboy Band, Capitol 15243—BM
11	4	5	5	LIFE GETS TEE-JUS, DON'T IT?.....	C. Robison, MGM 10224—ASCAP
3	5	6	6	A HEART FULL OF LOVE.....	Eddy Arnold, Victor 20-3174—BM
3	9	7	7	THEN I TURNED AND WALKED SLOWLY AWAY.....	E. Arnold, Victor 20-3174—BM
9	9	8	8	MY DADDY IS ONLY A PICTURE.....	Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-3013—BM
37	—	9	9	ANYTIME.....	Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-2700—BM
11	—	10	10	FOREVER IS ENDING TODAY.....	Ernest Tubb, Decca 46134—BM
7	5	11	11	TENNESSEE SATURDAY NIGHT.....	Red Foley-The Cumberland Valley Boys, Decca 46136—BM
8	11	12	12	DOG HOUSE BOOGIE.....	Hawkshaw Hawkins, King 720—BM
3	—	13	13	JUST A PAIR OF BLUE EYES.....	Tex Williams and His Western Caravan, Capitol 15175—BM
3	11	13	13	MINE ALL MINE.....	J. Wakely and Cowboy Band, Capitol 15236—BM
1	—	15	15	I'LL HOLD YOU IN MY HEART.....	Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-2332—BM
23	15	15	15	SWEETER THAN THE FLOWERS.....	Moon Mullican, King 673—BM
5	—	15	15	THAT WILD AND WICKED LOOK.....	Ernest Tubb, Decca 46134—BM
29	—	15	15	TENNESSEE WALTZ.....	Pee Wee King and His Golden West Cowboys, Victor 20-2860—BM

FOLK TALENT AND TUNES

By Johnny Sippel

Jonnie Bailes, of the Bailes Bros., heard over KWKH, Shreveport, La., reports that Columbia Records, for whom they wax, has okayed a deal whereby King Records will release two of the boys' records soon. Bailes says Columbia has agreed to release them to King permanently if King can prove it can do more for the group than Columbia does. King has offered them a three-year contract, calling for 12 sides per year.

The Maddox Brothers and Rose have stretched their operation to include XERB, San Diego, Calif.; XELO, Clint, Tex., and XEG, Mexican station, in addition to KTRB, Modesto, Calif. Group celebrates its first anniversary at George's Playhouse, Stockton, Calif., January 2. . . . Vic Gressler, one of the Harmony Boys of the Maumee Valley Jamboree, WTOL, Toledo, was married October 30. The Lonesome Jack Smiths of the Jamboree became parents of a girl November 2.

The Rodeo Rangers, Curly Clements, fiddle and guitar; Sophrony Garen, comedy and guitar; Sally Simpkins, guitar and bass, and Lucky Keith, accordion and novelties, last heard on WFBR, Baltimore, are doing five months of International Harvester show time and are set for two more Columbia flickers. They made their first this year with Charley Starrett and Smiley Burnette. Curly is a brother of Zeke Clements, the Grand Ole Opry feature. . . . The Hoosier Cornhuskers, Dottie Lou, guitar and bass; Darl Fox, guitar; Pete Smith, fiddle and mandolin, and Al Pettit, accordion and emcee, are back at WFIN, Findlay, O., after a circuit of fair dates for the Barnes-Carruthers office. Fox recently replaced Mary Lee, who was married and has retired from show business. . . . The Tenney Sisters, Sylvia, electric guitar; Evelyn, bass, and Dottie, straight guitar, are working on WHAI, following a tour with Tonto's road show. They have worked 30 radio stations since breaking in six years ago.

The Georgia Peach Pickers, who cut sides for Columbia, recently moved from California to KWKH, Shreveport, La., where they are doing a shot on the Louisiana Hayride. Personnel includes Curley Williams, fiddle; Bill Byrd, electric guitar; Jimmie Summers, steel guitar; Buddy Harrol, piano; Sammy Harville, bass, and Jack Ford, rhythm guitar. . . . Dusty Rogers, heard on WPDQ, Jacksonville, Fla., is working nightly at Bud's Musical Bar there. . . . Tennessee Partners have landed a steady job with WGAP, Maryville, Tenn. Group includes Arlene, Oleda and Ovid Goins, J. C. Tucker and James Hyatt. . . . King platters have inked Red Perkins, with waxery proxy, Sid Nathan, promising hit platters from the newcomer. . . . Hank Thompson is reported to have left Nashville, where for several weeks he was featured on a Mutual web sustainer, to return to Waco, Tex.

Honey (Bobby) O'Dell, hillbilly song stylist who is remembered as a moppet singer of a decade ago, is with WOAI, San Antonio. . . . (Continued on opposite page)

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VI
 Week Ending November 26

BEST-SELLING RETAIL FOLK RECORDS

Records listed are hillbilly 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 folk records.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
14	1			1. ONE HAS MY NAME.....	Jimmy Wakely.....	Capitol 15162—BMI
3	3			2. A HEART FULL OF LOVE..	Eddy Arnold, the Tennessee Plow-boy and His Guitar.....	Victor 20-3174—BMI
15	3			3. JUST A LITTLE LOVIN'...	Eddy Arnold, the Tennessee Plow-boy and His Guitar.....	Victor 20-3013—BMI
30	2			4. BOUQUET OF ROSES.....	Eddy Arnold, the Tennessee Plow-boy and His Guitar.....	Victor 20-2806—BMI
6	6			5. I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band... ..	Capitol 15243—BMI
16	5			6. LIFE GETS TEE-JUS, DON'T IT?	C. Robison... ..	MGM 10224—ASCAP
3	8			7. THEN I TURNED AND WALKED SLOWLY AWAY..	Eddy Arnold, the Tennessee Plow-boy and His Guitar.....	Victor 20-3174—BMI
9	11			8. TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys.....	Decca 46136—BMI
7	—			9. COOL WATER	Sons of the Pioneers.....	Victor 20-1724—BMI
1	—			9. HERE COMES SANTA CLAUS	G. Autry.....	Columbia 20377—ASCAP
15	15			9. MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plow-boy and His Guitar.....	Victor 20-3013—BMI
2	9			12. LIFE GETS TEE-JUS, DON'T IT?	T. Williams.....	Capitol 15271—ASCAP
2	11			13. LITTLE COMMUNITY CHURCH	B. Monroe and His Blue Grass Quartet.....	Columbia 20488
2	—			14. JUST A PAIR OF BLUE EYES	Tex Williams and His Western Caravan.....	Capitol 15175—BMI
14	—			15. SEAMAN BLUES	Ernest Tubb.....	Decca 46119
8	15			15. BUTTONS AND BOWS.....	G. Autry.....	Columbia 20469—ASCAP

ADVANCE FOLK RECORD RELEASES

A Little Bird Told Me Smokey Rogers (Baby Me) Capitol 15326	It's My Life S. Nichols & His Melody Rangers (Win or) MGM 10320
After You've Gone C. Stone Ork (Pretty Baby) Capitol 15316	Kangaroo Blues C. Bruner & His Boys-Moon Mulligan (I'll Keep) Coral 64001
Alla En El Rancho Grande (My Ranch) J. & L. Short (La Virginecita) Decca 46146	La Virginecita J. & L. Short (Alla En) Decca 46146
Baby Me, Baby Smokey Rogers (A Little) Capitol 15326	Little Tow Head A. O. Smith (There's Forty-Eight) DeLuxe 5051
Bringin' Home the Bacon Hoosier Hot Shots (From the Indies) Coral 64000	Pretty Baby C. Stone Ork (After You've) Capitol 15316
Calm Seas and Palm Trees The Blue Jays (Doo-De-Doo On) Coral 60003	Teardrops and Empty Arms Curly Fox & Texas Ruby (You've Been) King 746
Dapper Dan M. Travis & Cowboy Band (What a) Capitol 15317	There's a Dangerous Curve Ahead P. Ward (I'll Still) DeLuxe 5050
Doo-De-Deo on an Old Kazoo The Blue Jays (Calm Seas) Coral 60003	There's Forty-Eight States in the Union A. O. Smith (Little Tow) DeLuxe 5051
From the Indies to the Andies in His Undies ('Twas a Very, Very, Daring Thing To Do) Hoosier Hot Shots (Bringin' Home) Coral 64000	What a Shame M. Travis & Cowboy Band (Dapper Dan) Capitol 15317
I'll Keep On Loving You C. Bruner & His Boys-Moon Mulligan (Kangaroo Blues) Coral 64001	Win or Lose S. Nichols & His Melody Rangers (It's My) MGM 10320
I'll Still Be Missing You P. Ward (There's a) DeLuxe 5050	You've Been Cheating on Me Curly Fox & Texas Ruby (Teardrops and) King 746

FOLK TALENT AND TUNES

(Continued from opposite page)

Rosalie Allen opened at the Village Barn, New York, November 26. She does her regular WOV, New York, two-hour d.j. stint from Shorty Warren's Western Rangers, house band. . . . Elton Britt has returned to New York from the Coast after doing a picture with Charlie Starrett and Smiley Burnette. . . . Ray Smith's Pine Toppers are at the Club Argyle, Newark, N. J. Smith is on National label. . . . Texas Jim Robertson is on an Eastern theater tour. . . . Tex Fletcher is appearing at a series of New Jersey theaters in conjunction with the showing of his latest film, *Six-Gun Rhythm*. . . . Jim Hand's Melody Riders have moved from Club Argyle, Newark, N. J., to Club Sequoia, Staten Island, N. Y.

Roy Horton, of Peer International, reports that Hawkshaw Hawkins left WFIL, Philadelphia, November 20. . . . Eddy Arnold did 6,500 at two shows in the Houston Auditorium, November 13. . . . Red Foley is increasing his radio schedule at WSM, Nashville. He is doing a noon-time show five times per week and preparing a weekly night show. . . . Ray Whitley, Cowboy Records, who toured the East with Gene Autry's rodeo, is headed toward Texas on a p.a. tour.

KING and DE LUXE RECORDS

Lonnie JOHNSON SCORES AGAIN!



Lonnie Johnson
sings (and HE REALLY SINGS)
BEWILDERED
 BACKED BY
I KNOW IT'S LOVE
KING 4261

DO YOU HAVE THESE
Johnson Sensations?

4245 PLEASING YOU Feel So Lonesome	4201 TOMORROW NIGHT What A Woman
4225 IN LOVE AGAIN I Want My Baby	4212 WORKING MAN'S BLUES I AM SO GLAD
NOW GOING STRONG →	4251 BACKWATER BLUES Happy New Year, Darling

WAIT FOR HIS SENSATIONAL RECORDING OF "SO TIRED"
 KING RECORD NO. 4263
 Top tune in England last ten weeks
 Written by America's famous band leader RUSS MORGAN

KING RECORDS INC. DISTRIBUTORS OF KING and DE LUXE
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NATIONAL Smash Hits for XMAS selling!

THE RAVENS
 "WHITE CHRISTMAS" No. 9062
 "SILENT NIGHT" No. 9059
 "I DON'T KNOW WHY" (I love you like I do) No. 9039
 "FOR YOU"

THE GREAT Mr. B. (Billy Eckstine)
 "SAY IT ISN'T SO" No. 9061
 "WITHOUT A SONG" No. 9052
 "YOU'RE MY EVERYTHING" No. 9057
 "COOL BREEZE" No. 9055

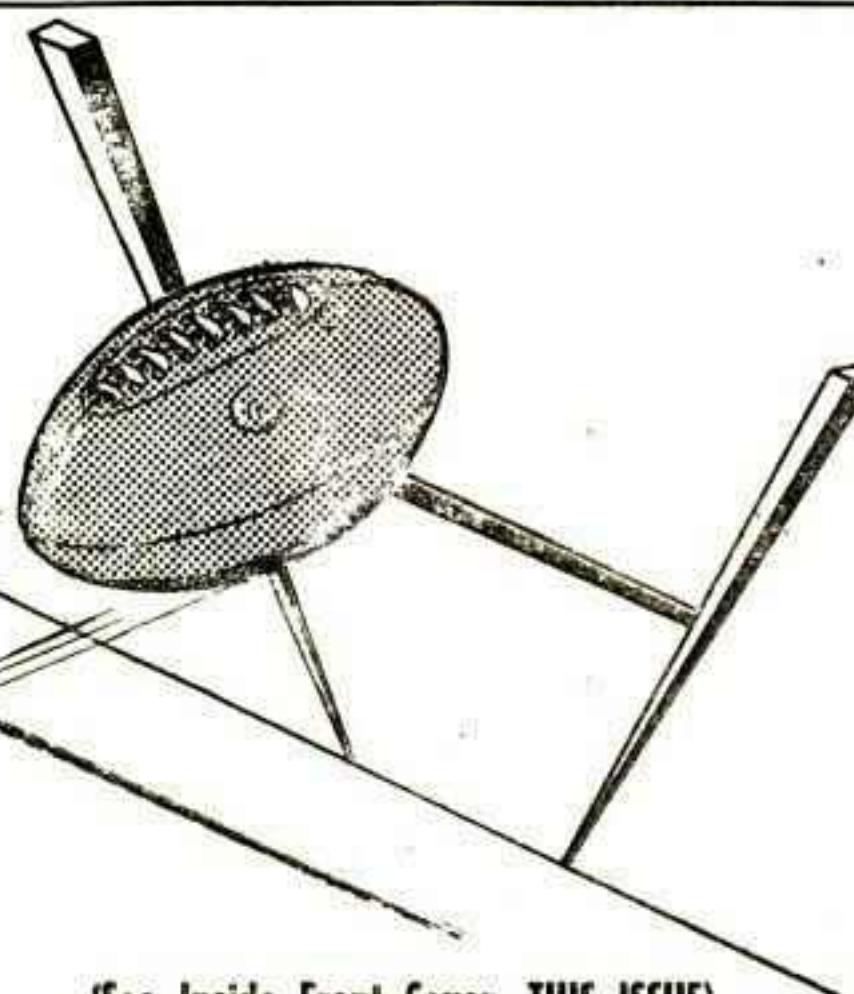
CHARLIE (EAST OF SUEZ) VENTURA
 "I'M FOREVER BLOWING BUBBLES" No. 9057
 "BABY, BABY, ALL THE TIME" No. 9055
 "EUPHORIA" "IF I HAD YOU"

WINI BROWN'S
 "I MET A STRANGER" "I'LL LIVE TRUE TO YOU" No. 9058

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NATIONAL Records ★ ★ ★ ★

EXTRA POINT SPECIALIST



(See Inside Front Cover, THIS ISSUE)

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The Billboard MUSIC POPULARITY CHARTS
Race Records
 PART VII
 Week Ending November 26

BEST-SELLING RETAIL RACE RECORDS

Records listed are race 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 race records.

POSITION	Weeks Last This to date	Record	Label
2	—	1. BEWILDERED	R. Miller Trio... Bullet 295
7	5	2. BLUES AFTER HOURS	Pee Wee Crayton... Modern 20-624—BMI
6	3	3. LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men... De Luxe 1154—ASCAP
2	12	4. CHICKEN SHACK BOOGIE	A. Milburn... Aladdin 3014—ASCAP
13	9	5. AM I ASKING TOO MUCH?	Dinah Washington... Mercury 8095—ASCAP
12	1	6. CORN BREAD	Hal Singer Sextette... Savoy 671—BMI
6	8	7. BLUES FOR THE RED BOY	Todd Rhodes... King 4240
7	7	8. IT'S TOO SOON TO KNOW	D. Washington... Mercury 6107—ASCAP
1	—	9. IT TOOK A LONG, LONG TIME	A. Milburn... Aladdin 3014
10	4	10. HOP, SKIP AND JUMP	Roy Milton and His Solid Senders... Specialty SP-314—ASCAP
4	6	11. A LITTLE BIRD TOLD ME	P. Watson... Supreme S-1507—BMI
1	—	12. GOIN' HOME	M. Waters... Natural 5000—ASCAP
8	2	13. IT'S TOO SOON TO KNOW	The Orioles... Miracle M-126—ASCAP
28	12	14. LONG GONE	Sonny Thompson... Gotham G-163
1	—	15. GO LONG	The Dixieaires... Gotham G-163

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race 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 race records.

POSITION	Weeks Last This to date	Record	Label
2	—	1. CHICKEN SHACK BOOGIE	A. Milburn... Aladdin 3014—ASCAP
14	2	2. CORN BREAD	Hal Singer Sextette... Savoy 671—BMI
2	—	3. A LITTLE BIRD TOLD ME	P. Watson... Supreme S-1507—BMI
11	1	4. IT'S TOO SOON TO KNOW	The Orioles... Natural 5000—ASCAP
25	—	5. GOOD ROCKIN' TONIGHT	Wynonie Harris... King 4210—BMI
4	2	6. PLEASING YOU	L. Johnson... King 4245—BMI
5	6	7. BLUES AFTER HOURS	Pee Wee Crayton... Modern 20-624—BMI
20	—	8. MY HEART BELONGS TO YOU	Arbee Stidham... Victor 20-2572—BMI
2	—	9. DADDY-O	L. Jordan Ork-M. Davis... Decca 24502—ASCAP
2	—	10. GO LONG	The Dixieaires... Gotham G-163
5	4	11. LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men... De Luxe 1154—ASCAP
27	9	12. LONG GONE	Sonny Thompson... Miracle M-126—ASCAP
1	—	13. LOVE ME TONIGHT	Red Moose Jackson... King 4250
3	8	14. BEWILDERED	Bull Miller Trio... Bullet 295
1	—	15. MERRY CHRISTMAS BABY	J. Moore's Three Blazers... Exclusive 63X

ADVANCE RACE RECORD RELEASES

<p>A Fool for You L. Richardson (When I) De Luxe 3197 (I Don't Stand) A Ghost of a Chance S. Gaillard and His Trio (Down by) MGM 10309</p> <p>4 Little Bird Told Me Blue Lu Barker Ork (What Did) Capitol 15308</p> <p>Better Cut That Out Sonny Boy Williamson (The Big) Victor 20-3218</p> <p>Bewildered Red Miller Trio (Nobility Boogie) Bullet 295</p> <p>Cecilia R. Murphy (I Can't) Mercury 8111</p> <p>Chubby's Confession Chubby Newsom (Hip Shakin') De Luxe 3199</p> <p>Don't Stop Loving Me J. Liggins & His Honeydrippers (Key Jam) Exclusive 61X</p> <p>Down by the Station S. Gaillard and His Trio (A Ghost) MGM 10309</p> <p>East of the Sun S. Vaughan-D. Gillespie (Interlude) Lenox L-512</p> <p>Farewell, Little Girl Dr. Clayton's Buddy (Sunnyland Slim) (Walking With) Victor 20-3235</p> <p>Fore Day in the Morning R. Brown (Rainy) De Luxe 3198</p> <p>Hip Shakin' Mama Chubby Newsom (Chubby's Confession) De Luxe 3199</p> <p>I Can't Give You Anything But Love R. Murphy (Cecilia) Mercury 8111</p> <p>I'll Just Laugh J. Swift-J. Otis Ork (Lovin' Baby) Exclusive 64X</p>	<p>I Like It Ivory Joe Hunter Ork (No Money) King 4255</p> <p>Interlude S. Vaughan-D. Gillespie (East of) Lenox L-512</p> <p>Just Can't Let Her Be Big Three Trio (Since My) Columbia 30144</p> <p>Let Me Call You Sweetheart J. Preston (Messin' With) Gotham G-166</p> <p>Lonesome L. Kirkman (Lovin' Man) Miracle M-130</p> <p>Lovin' Man L. Kirkman (Lonesome) Miracle M-130</p> <p>Messin' Around J. Turner (So Many) MGM 10321</p> <p>No Money, No Luck Blues Ivory Joe Hunter Ork (I Like) King 4255</p> <p>Olopa J. C. Heard Ork (This Is) Apollo 783</p> <p>So Many Women Blues J. Turner (Messin' Around) MGM 10321</p> <p>Something I'm Gonna Be Gatemouth Moore (You're My) King 4256</p> <p>Susie's Birthday Party B. Connie (Vote for) Coral 60004</p> <p>This Is It J. C. Heard Ork (Olopa) Apollo 783</p> <p>Todd's Idea T. Rhodes Ork (Walkie Talkie) King 4254</p> <p>Vote for Mr. Boogie B. Connie (Susie's Birthday) Coral 60004</p> <p>Walkie Talkie T. Rhodes Ork (Todd's Idea) King 4254</p> <p>You're My Specialty, Baby Gatemouth Moore (Something I'm) King 4256</p>
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The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII
Billboard TRADE SERVICE FEATURE

Week Ending November 26

RATINGS (100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined
Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories
Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency 5.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL
				DISK JOCKEY
				DEALER
				OPERATOR

POPULAR
AMBROSE ORK (Anne Shelton)
(London 338)
Tenement Symphony Parts I&II
60--60--60--ns
This is a rather disappointing reading of the familiar piece which Tony Martin brought into recognition. Recording balance is surprisingly poor for an English production. Orking is unimaginative and weighty while Miss Shelton doesn't seem to be trying too hard.

AMBROSE ORK (Dick James & The Keynotes)
(London 333)
Always You
60--60--60--60
Fair dance record of a tune with little distinction.
You Took Possession of Me
65--68--64--64
A somewhat brighter ditty and arrangement makes for easy listening.

THE KEYNOTES (Primo Scala)
(London 341)
Show Me the Way To Go Home
82--80--80--86
Wartime love crowd chant is lustily played and sung by the Scala group.
Wheezy Anna
67--67--65--70
Not quite the same enthusiasm is given this less infectious tune.

HELEN FORREST (Harold Mooney Ork)
(MGM 10312)
Down the Stairs, Out the Door
75--75--75--75
Helen does a fine, relaxed job with a clever Frank Loesser ditty.
For Heaven's Sake
70--73--67--70
Very much release of this tune; this could have been the disk that may have lent the tune support when it was being worked on some months ago.

BILLY ECKSTINE (Hugo Winterhalter Ork)
(MGM 10311)
Blue Moon
80--82--78--80
Billy does an impressive job with the Rodgers-Hart oldie. Able support from the Hugo Winterhalter accompaniment.
Fools Rush In
89--90--87--88
Eckstine's greatest side is this one. Pretty old tune is draped in a beautiful Winterhalter arrangement with Billy in wonderful voice.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL
				DISK JOCKEY
				DEALER
				OPERATOR

POPULAR
JOHNNIE JOHNSTON (Sonny Burke Ork)
(MGM 10313)
It's Whatcha Do With Whatcha Got
68--67--68--69
Disney picture comes out just okay as Johnston interprets it.
When You and I Were Seventeen
72--75--70--70
The Crew Chiefs lend Johnstone the support which gives this side some life. Tune's a pleasing oldie.

DUKE ELLINGTON ORK (Columbia 38363)
Sultry Serenade
75--80--75--70
Great beat, beautiful recording, fine Lawrence Brown and Tyree Glenn tramping and Hodges alto work stack up to make this one of Duke's best recent efforts on wax.
Do Nothing Till You Hear From Me (Al Hibbler)
71--72--70--70
Tho it's a competent job both by band and Hibbler, this re-make of one of Duke's hit tunes serves little purpose these days.

PEE WEE HUNT ORK (Capitol 15299)
Wabash Blues
82--85--80--80
Whiz-bang Hunt trammed first chorus could make this the follow-up to "12th St. Rag"; buckles under double time piano solo and ensemble ride out.
High Society
73--75--70--75
The Dixieland fave gets a fairly straight tho untraditional treatment by the Hunt group.

EDDY HOWARD ORK (Mercury 5216)
White Christmas
83--84--84--80
Simple, feelingful Howard delivery of the Berlin seasonal standard. Stacks up favorably with the Crosby-Sinatra competition.
Dearest Santa
78--80--78--76
Another seasonal item benefits from the Howard piping.

EDDY HOWARD ORK (Mercury 5219)
To Each His Own
75--78--75--72
Howard's biggest is re-issued and still packs some box office power.
Missouri Waltz
80--82--80--78
Eddy and his trio bring out every iota of nostalgia which this fave possesses.

(Continued on page 96)

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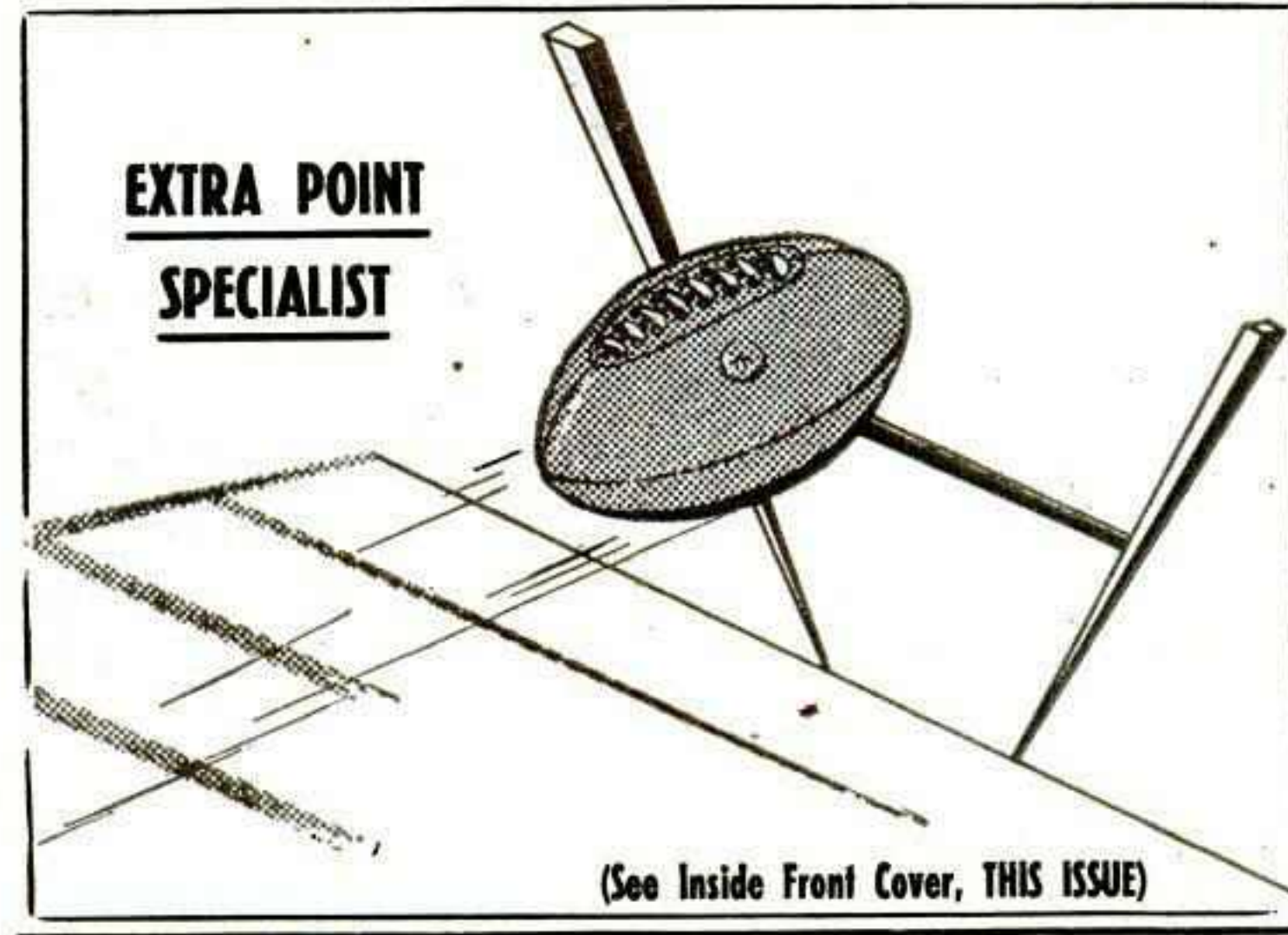
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The **Billboard** MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Week Ending November 26

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:

POWDER YOUR FACE WITH SUNSHINE.. Evelyn Knight and the Stardusters
Decca 24530

Carmen Lombardo's new tune looks like another "Smile, Darn Ya' Smile," and Evelyn Knight, currently riding way up there with her "A Little Bird Told Me" platter, is the gal to put it over. The bouncy side starts with Evelyn intoning the lead and the chorus interpolating cute responses. Formula is reversed on the next chorus, then the group whistles most of the next one, with Evelyn coming back for the bright finish. The ingratiating spirit of this package should inspire plenty of group response around the boxes, and warm up any jockey stint.

IF I STEAL A KISS..... Vaughn Monroe and His Orchestra
WHAT'S WRONG WITH ME?..... Victor 20-3204

Vaughn's strong salesmanship gives him the nod for the big version of two tunes from the MGM film, "The Kissing Bandit." "Kiss" is real operetta fare performed with a compelling beguine beat, with Vaughn delivering his full phrases over rich orking. On the flip the band essays a brighter beat, and Vaughn gets a strong vocal assist from the Moon Maids, who recite some cute rhyming patter in unison. Surprise comes at mid-side, with the Monroe brass section punching out powerhouse figures to set off a calm tenor sax bit. Distribution of the Sinatra-Grayson pic should point up the tune value here, with Vaughn the best bet to cop the coin.

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 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. DAINY BRENDA LEE.....Eddy Howard.....Majestic 1252
2. JUST BECAUSEEddy Howard.....Mercury 5212
3. SAY IT ISN'T SO.....Kay Kyser.....Columbia 38348
4. YOU'RE ALL I WANT FOR CHRISTMASFrank Gallagher.....Dana 2026
5. BRUSH THOSE TEARS FROM YOUR EYESBuddy Clark.....Columbia 38364
6. I'M IN THE MOOD FOR LOVE.....Freddy Gardner.....Columbia 38346
7. IN ONE EAR AND OUT THE OTHER...The Starlighters.....Capitol 15227
8. SMILIN' THROUGHJo Stafford.....Capitol 15291

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 4,970 of them, the record retailers think tomorrow's hits will be:

1. FAR AWAY PLACES.....Margaret Whiting.....Capitol 15278
2. BRUSH THOSE TEARS FROM YOUR EYESAlan Foster.....Regent 134
3. DOWN AMONG THE SHELTERING PALMSSammy Kaye.....Victor 20-3100
4. IN MY DREAMS.....Vaughn Monroe.....Victor 20-3133
5. BLUE MOMENTSFrankie Laine.....Atlas FL 158
6. GIRLS ARE MADE TO TAKE CARE OF BOYSJ. Stafford-G. MacRae...Capitol 15270
7. I'VE GOT MY LOVE TO KEEP ME WARMLes Brown.....Columbia 38324
8. PRETTY BABY.....Doris Day.....Columbia 38302
9. IF I STEAL A KISS.....Frank Sinatra.....Columbia 38334
10. ONE FOR MY BABY.....Johnny Mercer.....Capitol 15241

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 3,558 of them the juke box operators think tomorrow's hits will be:

1. LAVENDER BLUESammy Kaye.....Victor 20-3100
2. BELLA BELLA MARIE.....Eddie Howard.....Mercury 5208
3. BRUSH THOSE TEARS FROM YOUR EYESEvelyn Knight.....Decca 24514
4. BRUSH THOSE TEARS FROM YOUR EYESAlan Foster.....Regent 135
5. CORN BELT SYMPHONY.....Jack Lathrop.....Victor 20-3119
6. DAINY BRENDA LEE.....Eddy Howard.....Majestic 1252
7. FAR AWAY PLACES.....Margaret Whiting.....Capitol 15278
8. FOR YOUPerry Como.....Victor 20-3099
9. LOVE, YOUR MAGIC SPELL IS EVERYWHEREPeggy Lee.....Capitol 15232
10. ON A SLOW BOAT TO CHINA.....Eddy Howard.....Mercury 5210

The Billboard
MUSIC POPULARITY CHARTS
Advance Information
 PART X
 Week Ending November 28

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

- A Beautiful Lady in Blue
J. Garber Ork (Dear) Coral 60008
- Angela Mia
J. Dorsey Ork (At Sundown) MGM 10318
- At Sundown
J. Dorsey & His Ork (Angela Mia) MGM 10318
- Baby, Baby All the Time
B. Rich Ork (Ready To) Mercury 5224
- Basie's Basement
W. Herman Ork (Please Don't) Coral 60001
- Caravan
L. Paul (The Swiss) Capitol 15313
- Carry Me Back to the Lone Prairie
B. Adlam Ork (In a) MGM 10323
- Circus Slide
F. Dally's Chicagoans (When the) Capitol 15315
- Congratulations
J. Stafford-P. Weston Ork (Here I'll) Capitol 15319
- Down by the Station
C. Desmond-the Streamliners-K. Vlach Ork (It's an) Mercury 5225
- Dusk in Upper Sandusky
J. Dorsey Ork (The Darktown) Coral 60000
- Everywhere
W. Herman Ork (The Goof) Columbia 38369
- Give My Regards to Broadway Album—G. Cohan Jr. (4-10")
Victor P-227 . . . 20-3167 thru 20-3170
- Go to Sleepy Little Baby
J. Canova (I Ain't) Mercury 6149
- Here I'll Stay
J. Stafford (Congratulations) Capitol 15319
- Hot Time in the Old Town Tonight
F. "Schnickel Fritz" Fisher (Tiger Rag) Coral 60010
- I Ain't Got Nobody
J. Canova (Go to) Mercury 6149
- I Found a New Baby
Dexter Gordon Quintet (Rosetta) (1-12") Mercury 8900-12
- I Had a Hat
The Jesters (Sure an') Coral 60007
- I Hear Music
R. Morgan (So Tired) Decca 24521
- I'd Love to Live in Loveland
G. Gray Ork (Moonlight Cocktail) Coral 60000
- In a Sentimental Mood
B. Adlam Ork (Carry Me) MGM 10323
- In My Dreams
E. Fitzgerald (To Make) Decca 24259
- In Santiago, Chile (Tain't Chilly at All)
X. Cugat Ork-B. Graham (Siesta) Columbia 38368
- It's an Irish Lullaby
C. Desmond-the Streamliners-K. Vlach Ork (Down by) Mercury 5225
- I've Waited All My Life for You
O. Brooks (Since Things) Coral 65000
- Felix King: Piano and Rhythm—F. King (4-10")
London LA-47—London 347-350
- Dancing in the Dark
Easy to Love
Falling in Love With Love
I'll Follow My Secret Heart
Lady of the Evening
Love Walked In
The Touch of Your Lips
They Didn't Believe Me
- Let's Drink a Toast Together
B. Carter Ork (Reina) Reina 103
- Lover
W. Ziemba Ork (More Beer) Dana 2027
- Memphis Blues
J. Mercer-the Pied Pipers-P. Weston Ork (Sugar Blues) Capitol 15318
- Moonlight Cocktail
G. Gray Ork (I'd Love) Coral 60002
- More Beer
Ames Bros (You, You, You) Coral 60018
- More Beer
D. Byron-R. Nyland-W. Ziemba Ork (Lover) Dana 2027
- My Best Girl
Four Chicks & Chuck (My Little) MGM 10319
- My Confession
R. Pont Ork (Nighy-Night) MGM 10322
- My Dear
J. Canova Ork (A Beautiful) Coral 60008
- My Little Grass Shack
Four Chicks & a Chuck (My Best) MGM 10319
- Never Make Eyes (at the Gals With Guys Who Are Bigger Than You)
The Korn Koblbers (We Got) MGM 1010324
- Nighy-Night
R. Pont Ork (My Confession) MGM 10322
- Oh! What a Beautiful Morning
F. Waring Ork (You'll Never) Decca 24540
- Old Pardner
B. Houston-H. Winterhalter (There's a Happy) MGM 10317

- Once in Love With Amy
J. Laurenz (Sweet and) Mercury 5226
- Pino Pantaloni (The Salami and Sausage Man)
F. Petty Trio (Would It) Coral 60012
- Please Don't Say "No"
W. Herman Ork (Basie's Basement) Coral 60001
- Ready To Go
B. Rich Ork (Baby, Baby) Mercury 5224
- Reina
B. Carter Ork-B. Decker (Let Us) Reina 103
- Rosetta
Dexter Gordon Quintet (I Found) (1-12") Mercury 8900-12
- Shadow Waltz
Dan DeLoe Tempo Ork-H. Kern, Dir. (Vagabond King) Coral 60011
- Shoe Shine Shuffle
A. Stuart-A. Stuart Orchestre (You're Nowhere) Embassy 1011
- Siesta
X. Cugat Ork-B. Graham (In Santiago) Columbia 38368
- Since Things Got Tough Again
F. Petty Trio (I've Waited) Coral 65000
- So Tired
R. Morgan Ork (I Hear) Decca 24521
- Sugar Blues
J. Mercer-the Pied Pipers-P. Weston Ork (Memphis Blues) Capitol 15318
- Sun an' It's the Luck of the Irish
The Jesters (Mad) Coral 60007
- Sweet and Lovely
J. Laurenz (Once In) Mercury 5226
- The Darktown Strutter's Ball
J. Dorsey Ork (Dusk in) Coral 60000
- The Goof and I
W. Herman Ork (Everywhere) Columbia 38369
- The Lord's Prayer
D. O'Neill (Trees) Mercury 5223
- The Prisoner of Love Song
J. Stafford-R. Ingle & His Natural Seven (The Traveling) Capitol 15312
- The Swiss Woodpecker
L. Paul (Caravan) Capitol 15313
- The Traveling Salesman Polka
J. Stafford-T. Williams & His Western Caravan (The Prisoner) Capitol 15312
- There's a Happy Little Train
B. Houston-H. Winterhalter Ork (Old Pardner) MGM 10317
- Tiger Rag
F. "Schnickel Fritz" Fisher (Hot Time) Coral 60010
- To Make a Mistake Is Human
E. Fitzgerald (My Dreams) Decca 24259
- Too Many Kisses
B. Lynn-J. Clyde (You Can't) DeLuxe 1181
- Trees
D. O'Neill (The Lord's) Mercury 5223
- Vagabond King Waltz
Dan DeLoe Tempo Ork-H. Kern, Dir. (Shadow Waltz) Coral 60011
- We Got to Put Shoes on Willie
The Korn Koblbers (Never Make) MGM 10324
- When the War Breaks Out in Mexico (I'm Going to Go to Montreal)
Pete Dally's Chicagoans (Circus Slide) Capitol 15315
- Would It Make Any Difference to You?
F. Petty Trio (Pino Pantaloni) Coral 60012
- You Can't Buy Happiness
B. Lynn-J. Clyde (Too Many) DeLuxe 1181
- You, You, You Are the One
Ames Bros. (More Beer) Coral 60018
- You'll Never Walk Alone
F. Waring Ork (Oh! What) Decca 24540
- You're Nowhere
A. Stuart-A. Stuart Orchestre (Shoe Shine) Embassy 1011

RELIGIOUS

- Amazing Grace
M. Jackson (Tired) Apollo C-2199
- God's Gonna Separate the Wheat From the Tares
M. Jackson (Keep Me) Coral 65001
- If We Ever Needed the Lord Before
The Dixie Hummingbirds (Journey to) Apollo 191
- I've Got to Tell It
The WMA Singers of Houston (There's Not) DeLuxe 3158
- Jesus Is Mine
Deacon Utley & the Smile Awhile Quartet (There's a) Columbia 20511
- Jesus Is Mine
The St. Paul Church Choir of Los Angeles (The Lord's) Capitol 40140
- Journey to the Sky
The Dixie Humming Birds (If We) Apollo 191
- Keep Me Every Day
M. Jackson (God's Gonna) Coral 65001

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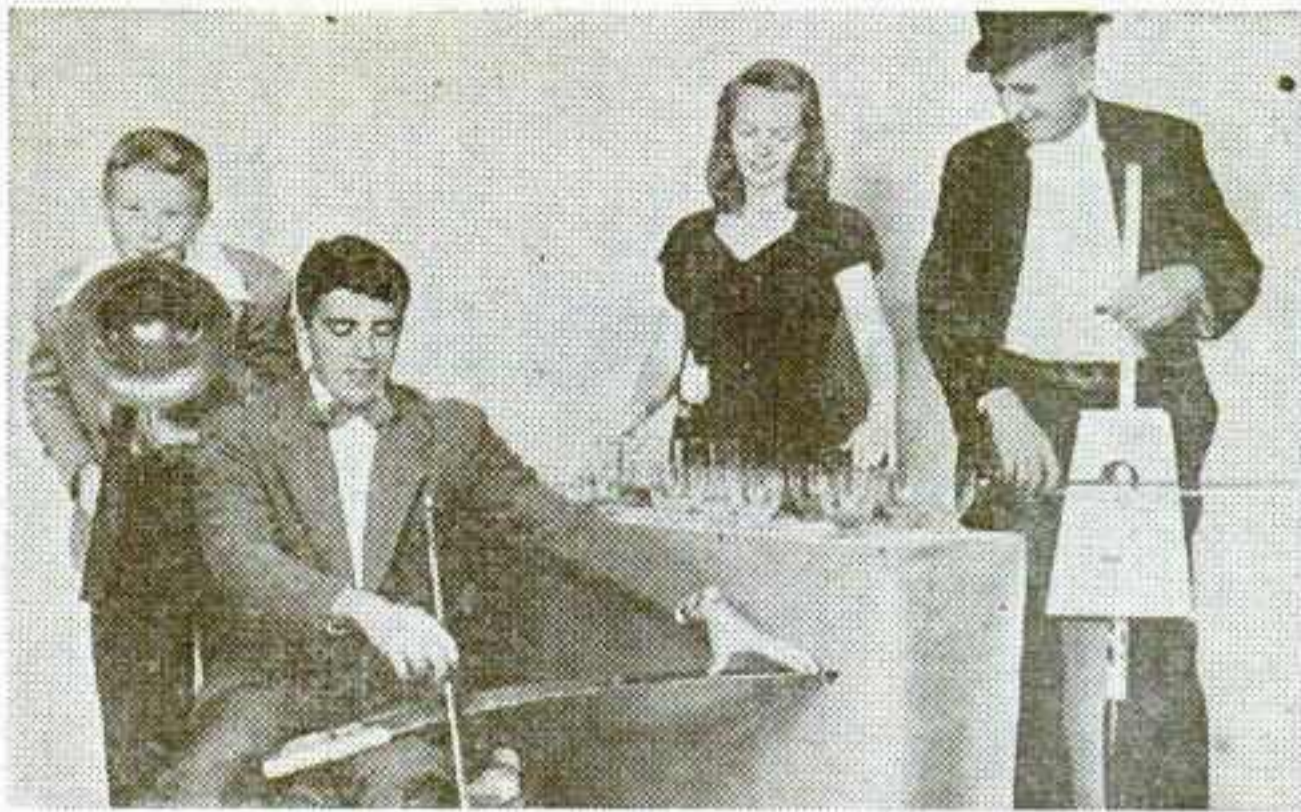
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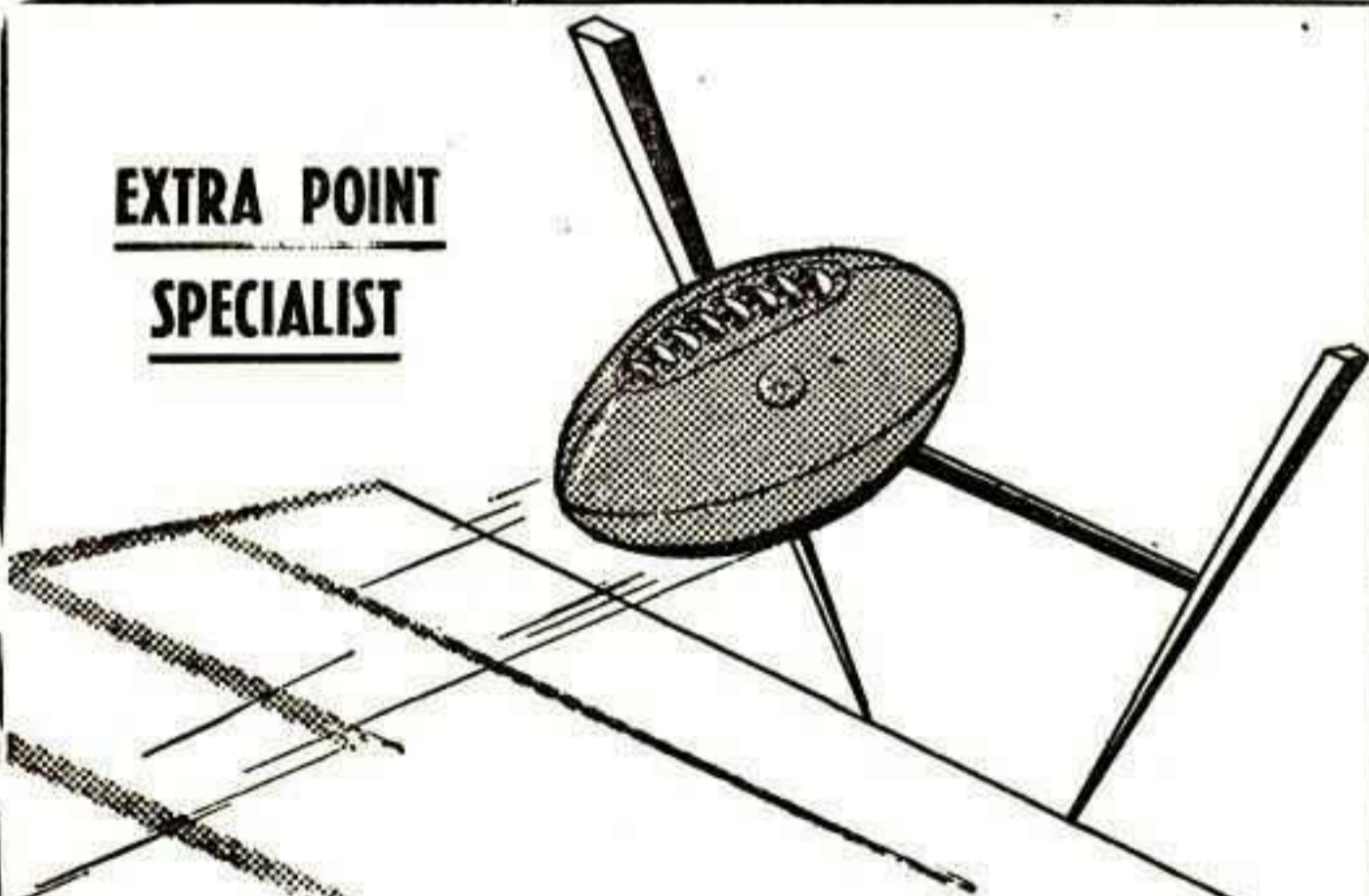
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MUSIC POPULARITY CHARTS
Album Reviews

PART
XI

Week Ending
November 28



The large goldface number in each review is 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 goldface comment under the separate headings within each review.

THE RATINGS

(100 points—the maximum)	
90-100	tops
80-89	excellent
70-79	good
40-69	satisfactory
0-39	poor

THE CATEGORIES

	Max. Pts.
1. Production Idea (grouping of selections continuity)	15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturer's Distribution Power	10
5. Exploitation Aids (Record company and other advertising-promotion, film, legit and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

NEW SONGS OF PALESTINE ALBUM — INTERNATIONAL CHORUS — A. W. BINDER, DIR. (3-10") (Mercury A-35) 60

Song of the Signal Man; We Have the Strength; Israel's Heroes; Song of Faith; Song of the Jewish Partisans; Songs of the Emek; This Way! Originally issued on the Keynote label, this album contains songs of the new Palestine sliced before Israel was declared a nation by the United Nations. They are authentically performed in the original Hebrew. Liner notes contain the Hebrew lyrics with the English translations for them. This is the kind of package which will do best in Jewish neighborhoods but which could draw some sales in class shops where customers are folk music-minded. **JUKES** Not suitable. **JOCKS** Jewish stations and folk music shows should look at this package.

BE-BOP PIANO (3-10") Hank Jones, Piano (Mercury A-61) 59

Tea for Two; Yesterdays; Blues for a Lady Day; Blue Room; Night We Called It a Day; You're Blase. Biggest commercial drawback for this package at the moment is the fact that Hank Jones enjoys most of his popularity among musicians—and in that group among only the hip coolers. But when and if the public picks up on Jones' piano pickings this package could develop into a worthy stock item. His style is much like that of Art Tatum with Earl Hines probably serving as his other chief influence. Deceiving is the "Be-Bop" title tag on the album for there is only some small smattering of bop piano herein. Interesting cover and Grant's first-person liner notes round out the worthy musical package. **JUKES** Not suitable. **JOCKS** Jazz jocks should go for some of these sides; others might like 'em, too.

TCHAIKOVSKY CONCERTO NO. 1 IN B-FLAT MINOR FOR PIANO AND ORCHESTRA OP. 23 ALBUM—OSCAR LEVANT-THE PHILADELPHIA ORK-EUGENE ORMANDY, DIR. (5-12") (Columbia MM-785) 80

In recent years no single work has enjoyed the tremendous popularity and concert hall performance that has fallen to the Tchaikovsky B Flat piano concerto. It all started with the Freddy Martin pop disk for dancing of the main theme of the concerto and it's been going on ever since. Tho this recording of the work falls short of the Horowitz-Toscanini interpretation, it is a buoyant, exuberant reading that Levant and Ormandy combine to deliver. The combination of the name power and the popularity of the work should give Columbia a solid competitive package which will grab off plenty of sales. Recording is excellent. **JUKES** Not suitable. **JOCKS** Longhairs and FM spinners will like.

CAROLS FOR CHRISTMAS ALBUM—THE ALLEGRO CAROLERS: CRANE CALDER-FLORENCE CALDER-WILLARD YOUNG-JOHANNE MORELAND (1-10") (Allegro 601) 70

Joy To the World; O Little Town of Bethlehem; The First Noel; Silent Night; Hark, the Herald Angels Sing; Lo, How a Rose E'er Blooming. Single unbreakable disk will sell as part of a line, since it, like the other Allegro covers, is interesting and colorful. The carols are done straight by the mixed quartet, and the selection is sure-fire, the available in countless versions. It's the kid cover that will sell this. **JUKES** Not suitable. **JOCKS** If you don't already have the same selections in the library.

COWBOYS AND INDIANS ALBUM — CRANE CALDER (1-10") (Allegro 314) 65

Oh, Susanna; Morning Star; Old Brass Wagon; Whoopie Ti Yi Yo; Love Song; Muje Mukesin. Set is designed for kids between the ages of three and six, and is pretty much on the unusual side. Three of the tunes are standard Western folk tunes (if "Oh, Susanna" is a Western), and the others are Indian songs sung in the original tribal tongues. Calder explains each one in a pleasingly informal manner, but, since there is no story, little melody, and no rhythm, it's hard to imagine the tots getting excited. The cover is luring with its action drawings, and the back of the envelope has the printed lyrics to the Indian numbers. Disk is unbreakable. **JUKES** Not suitable. **JOCKS** Could be useful for special programs.

THE NUTCRACKER SUITE FOR DANCING ALBUM — CRANE CALDER-FLORENCE CALDER (1-10") (Allegro 313) 72

Trepak; Dance of the Flutes; Dance of the Flowers; Overture; March; Sugar Plum Fairy Dance. Disk is for the five to eight set, but since it's generally rhythmic, the tots should go for it too. Tchaikowsky's familiar music, originally composed for kids, is greatly abridged for the single disk, but the stated purpose is "to make children dance either singly or in a group." The narrator gives simple instructions for each, and brief explanations are furnished on the envelope. On the basis of child-participation and the good music involved, this may be considered a useful, worthwhile and unbreakable kid disk. **JUKES** Not suitable. **JOCKS** For participation shows.

NORMAN GRANZ'S JAZZ AT THE PHILHARMONIC VOL. 8 ALBUM—ILLINOIS JACQUET-FILIP PHILLIPS-BILL HARRIS-HOWARD MCGHEE-JO JONES-RAY BROWN-HANK JONES (3-10") (Mercury JATP Vol. 8) 80

The six sides of this package are filled with improvisations based on Duke Ellington's "Perdido." Performed by a solid group of top jazz citizens including Illinois Jacquet, Filip Phillips, Howard McGhee, Jo Jones, Bill Harris, etc., this JATP package comes as close to being a commercial ware as any of its predecessors—and these have done well. These sides provide the maximum in capturing crowd excitement, to a point where some of the music is drowned out. But that seems to be an advantageous selling point rather than a detriment with this type package. **JUKES** Sides I and II could draw race play. **JOCKS** Jazz shows could use this.

A NIGHT IN TIVOLI (3-12") George Hoeberg, conducting the Royal Symphony Ork of Copenhagen (London LA 34) 70

Christian IX Honor march; Queen Louise Waltz; Concerto Polca for 2 Violins and Ork; Britz Polka; Champagne Galop. In Denmark, the name of Hans Christian Lumbye has a place alongside Strauss and Waldteufel (of whom he was a contemporary) as a composer of waltzes, as well as marches, polkas and quadrilles. The six pieces presented here show him as a versatile and humorous composer of light music. The title of the album refers to Copenhagen's Tivoli Concert Hall, home of the city's pop concerts. Sides are indeed reminiscent of a good pop program such as the Boston Pops might do. Orking is rich and colorful, and recording work excellent. **JUKES** Not suitable. **JOCKS** A solid addition to light and semi-libraries.

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ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Eddy Duchin
 (Reviewed at the Wedgwood Room of the Waldorf-Astoria Hotel, New York, October 27. Band contractor, Hank Ross. Booked by Music Corporation of America.)
TRUMPETS: Charlie Genduso, Armand Anelli, Marty Olson.
TROMBONE: Bob Alexander.
REEDS: Murray Williams, Phil Olivella, Joe Aglora, Zeke Walker.
RHYTHM: Sonny Dee, drums; Sam Bruno, bass; Bob Curtis, piano.
VOCALIST: Tommy Mercer.
ARRANGERS: Joe Lipman, Jack Andrews, Bob Curtis.
PIANO AND LEADER: Eddy Duchin.

Eddy Duchin, who disbanded his orchestra in 1942 to go into the navy, is back on the stand with a smart and versatile band. As might be expected, most of the arrangements are built around his stylized piano solos which, judging from the applause and general audience attitude, still are a strong draw for the smart supper club clique. Quite as personable as ever, Duchin still projects showmanship—smiling delightedly and humming lustily as he plays, then getting up briskly to lead the band while he chats with the customers.

The band itself is composed of highly competent sidemen, with the four-man reed section and the lone trombonist the standouts. Bob Curtis, the second piano, handles his demanding assignment deftly, playing fill-ins and runs with the maestro's flourishing solos, and taking over when Duchin is up front. The rhythm section—bass and drum (neither Duchin nor Curtis play as rhythm pianists)—keeps the beat well enough, but plays too softly, so that the beat is hardly discernable on the dance floor. This is the band's only obvious flaw and can easily be corrected.

Duchin organized this group in September, and at this writing has amassed a fairly hefty library of pops and some standards. The cleffings he has on hand are diversified and show a good range in tempos and treatment. Some are quite modern, in the Thornhill tradition, and are never loud or overly jivey. Emphasis is on smoothness and danceability. There's every reason to believe that the Duchin piano style, backed by an able crew, is as salable as it ever was, especially with the current lean-

Buddy Clarke
 (Reviewed at the Normandie Roof, Mount Royal Hotel, Montreal, October 28. Booked by May Johnson Associates.)
TRUMPETS: Irving Dahloren, Lew Ashby (also doubles violin).
TROMBONES: Irving Schultz (also doubles violin).
SAXES: Adrian Gaboury, Bob Harrington, Dominique Ramaglia, Albert Grant.
VIOLIN: Harry Sloane (also doubles sax and clarinet).
RHYTHM: Freddy Padgham, piano; Tony Dixon, bass; Johnny Nadean, drums.
VOCALISTS: Pat O'Connor, Buddy Clarke.
ARRANGERS: F. Padgham, B. Harrington.

Buddy Clarke returned to this swank room after a year's stint at the El Morocco across the street, and on the basis of covers since he opened a few weeks ago, it's evident that he's going to bring back many of the customers he took away when he left the Normandie.

Clarke is of the New York school of leaders (he fronted in New York at the Park Central, Latin Quarter and Armando's) who go in for selling music plus personality, and what comes out of the shell is a smart combination of music that's sweet but not saccharine, bouncy without being jivey, and in good taste for both diners and conversationalists. All arrangements are slick and not buried under too many notes.

The show-cutting is usually on the button, and while on the stand Clarke is the perfect host, mixer and always happy player of requests.

Pat O'Connor, vocalist, delivers a pop and novelty tune in easy fashion for nice reception by the payers. All in all, Clarke should click here even bigger than he did before.
 Charles J. Lazarus.

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Schine Circuit, Heartened By Up-State N. Y. Biz Debut, To Put Shows in More Towns

NEW YORK, Nov. 27.—Heartened by the public's reaction to vaude at its three New York State houses—the Rialto in Glens Falls, the Rialto in Amsterdam and the State in Cortland—where the policy was inaugurated last week-end, the Schine theater circuit is confabing with musicians in other cities where it has houses, to bring vaude there. The Amsterdam Rialto, especially, did capacity business last Saturday night,

Philly Bookers Unleash Drive Vs. Unethical

PHILADELPHIA, Nov. 27.—In an effort to root out unethical talent bookers, the Entertainment Managers' Association (EMA), comprising the town's licensed club date bookers, is preparing to let the general public in on the industry's trade secrets. A pamphlet giving the inside story on the mechanics of booking shows and bands, so that buyers can judge quotations, has been prepared and will be available for distribution with the new year.

EMA members will inclose the pamphlet with every club date bid and contract going out. With the town flooded with people booking shows, even without benefit of State license, EMA felt it was time to take its case directly to the buying public. The "unfair" and "unethical" competition, it is charged, has given the club booking industry a black eye here, and the industry as a whole is being blamed for the indiscretions of outsiders.

Particularly disturbing to the bookers is the practice of an "agent's" submitting a price for one of the local bands to go along with the show, with the quoted price being for the most part under the regular union wage scale. The buyer doesn't realize that the remaining music cost will be taken out of the show budget. But when an EMA member submits the same band at the correct quotation, usually \$100 or \$200 higher, the show buyer figures he's being cheated and buys away from the legitimate office. Also still prevalent is the practice of submitting name attractions which the fly-by-night bookers can never deliver.

Adding to the association force will be the Variety Bookers' Association, which takes in the town's nitery bookers. While the orgs maintain separate identities, the two groups work together thru a joint board of directors.

For the coming year, the association has re-elected the following officers: James V. Loughran, president; Eddie Suez, first vice-president; Eddie Mack, second vice-president; Joe Charles, secretary-treasurer. On the board of directors, for two-year terms, are William Honney and Harry J. Ritter, and for one-year terms, Eddie Mack, Eddie Suez, Harry Dobbs and Fred Sieglee.

Schwartz Buys Into Tabu

PHILADELPHIA, Nov. 27.—Stanley Schwartz, who was a partner in the defunct Coronet Club, only a few years back one of the town's top niteries, has bought into the Tabu, midtown musical bar, with Dominick DiMattia, a newcomer to nitery operations. The pair bought out a roadhouse at Maple Shade, N. J., nearby, and will unshutter it as the Alhambra.

with an extra show added, which saw lines around the theater during the rain.

In Connecticut, Maurice Bailey reports good business at his two New Haven theaters, the Whaley and Whitney. The Middlesex, Middletown, Conn., is another that is cutting itself a slice of the vaude mellow.

Prices have been raised only from 55 to 65 cents in most houses, which have seating capacities that average about 1,200. The five-act bills do not use headliners because the budgets are too slim, but do use solid turns. The houses are booked by Al and Belle Dow.

The trend is also evident in Pennsylvania and Northwestern New York, with the latest additions being the Shea in Bradford, Pa., and the Capitol in Frewsburg, N. Y. After a lapse of 20 years the newly decorated Shea went back to five acts of flesh beginning Friday (12) and continuing Saturday and Sunday. Vince Choate, Shea house manager, is giving the policy plenty of flacking and is using ads, news stories and handbills. Amusement Booking Service, Buffalo, set the show. The Capitol begins its Sunday vaude policy tomorrow (28) with the same booker handling the date.

Another addition to flesh is the Sherman Theater, Stroudsburg, Pa., where five acts will be on view every Monday and Tuesday beginning next week (29). The house will be booked by Abe and Joe Feinberg, in conjunction with the Comerford theater chain, to fill out three weeks of vaude.

Nicollet May Drop Its Show

MINNEAPOLIS, Nov. 27.—A change in policy, with entertainment being sidetracked, is being mulled by the Hotel Nicollet Minnesota Terrace Room management here.

Neil R. Messick, hotel prexy, is giving the change-over considerable thought, has traveled about the country looking for ideas and should make a decision by early December.

If Messick decides to oust entertainment, it will be the first time the room will be without it since 1936. He's said to have "something entirely new" up his sleeve.

Present policy has monthly changes in the Dorothy Lewis ice revue, which has kept the room operation in the black by "some \$4,000." Miss Lewis came in on her regular annual contract last June and until September was 10 per cent under biz of the previous year. However, her continuation, with changes in leading men, has upped the house take over what it was a year ago (with vaude acts) by better than 50 per cent.

AFM-AGVA in KCTo End Row

NEW YORK, Nov. 27.—The American Federation of Musicians (AFM) tangle with the American Guild of Variety Artists (AGVA) in Kansas City, which resulted in AFM pulling bands out of Kansas City as well as surrounding territory, is apparently being resolved.

The break in the stalemate came when Paramount discovered that it would not be able to play one of its spot shows in Omaha, because AGVA acts were on the bill and AFM had ordered its people to refuse to play for them.

The New York national office came

It Was Down Hill

NEW YORK, Nov. 27.—Harmonicist Blackie Schackner, trying to get into his car after a club date Saturday night (20) found the lock was jammed.

After about 15 minutes' fruitless efforts he finally resorted to a screw driver lying in the trunk. As he was trying to jimmy the door open, he felt a hand on his shoulder, and heard a voice: "Okay, buddy, we've got you this time." It was a copper.

No amount of gab could dissuade the cop and he was just about to haul Schackner off to the nearest station when Schackner broke the front window and produced his license from the glove compartment. The cop apologized and the big mob had a big howl.

Schackner says the irony of it is that his car has been robbed twice in front of Lindy's and nobody ever saw anybody do it. When he tries to break into his own car—the law is right there.

Montreal Sees Ray of Hope For New Year's

MONTREAL, Nov. 27.—A ray of hope that Premier Maurice Duplessis, who last Saturday (20) ruled that all niteries would have to close Christmas Eve at 11 p.m. and New Year's Eve at 2 a.m., would ease up on the edict sparked the ops of large and small spots to realign their strategy toward fighting the order this week.

The ray of hope, according to insiders, lay in the fact that Duplessis stated, in issuing the order, that he was doing so on the request of Msgr. J. A. Valois, diocesan director of Catholic Action; Eugene Simard and Mrs. W. Major, also of the CA, a group which is responsible for most of the bluenose attempts in Montreal.

Duplessis's intention in listing the three names was said to be to pass the buck when the expected beef came up. In this way, the premier avoids direct responsibility for the action and he could change the order should the CA give the okay.

Another fact is that CA does not represent the French Catholics, who comprise 75 per cent of Quebec's population. Even in this religious community, the spots never close when they're supposed to at 2 a.m. Sunday.

Still another point is that the province would take a hefty punch from loss of taxes if the places closed on the big night as ordered. And yet another reason of hopefulness is that the premier announced the edict six weeks before New Year's, something he's never done before. This, vet nitery ops claim, is a tip-off from Duplessis that he is giving them time to fight, which is entirely different from the situation last year when the spots went for a hunk of loot after the government first announced they would have to close at midnight, then at the last minute allowed them the usual tolerance. Then it was too late, because many regular cafe goers had already made other plans.

back into the picture, reviewed the incident and said its rep in Kansas City, Vincent Lee, had "stretched" certain rules when he included a borderline accordionist as being eligible for AGVA membership. Lee was transferred to Dallas, and a new man will be put into Kansas City.

According to the New York AGVA national office, AFM was already rescinding the edict, and indications were that AGVA and AFM toppers will sit down in the near future to discuss problems of jurisdiction.

Berle To Open Copa City in Miami Dec. 23

3-Day Date Will Pay 12C

NEW YORK, Nov. 27.—Milton Berle will open Murray Weinger's Copa City, Miami Beach, for a three-day stand December 23-25.

The big problem the spot now has is to come up with something behind Berle to fill out the rest of the week. Both Weinger and his booker, Johnny Pransky, are pitching heavily for Frank Sinatra. As this went to print, Music Corporation of America (MCA) toppers were doing a lot of talking with Sinatra on the West Coast in the hope of bringing him in.

Berle, who is to get about \$4,000 a day for his Miami job, will work with about four acts, all of whom he's worked with before. The Moroccans may be one of them.

The show will open with a lot of drum thumping. It is expected that both Walter Winchell, now stopping at the Roney Plaza, and Gabriel Heatter will be present, and the neither is committed to plug the room, the op hopes they will say something on their coast-to-coast broadcasts that will be favorable to the new cafe. Heatter's daughter has a store in the new Copa.

There is a possibility that both commentators will go on Barry Gray's disk show broadcast from the Copa's lounge, but so far this is all in the realm of hope. Winchell, asked about the rumors Friday (26), said: "It's news to me—the name droppers!"

The first full show is set to open December 31 and will consist of Xavier Cugat, Jan Murray, Johnny Johnson and an ornate review, tagged the *Birth of the Copa*, by Benny Davis.

Chi and Stem To See Ritzes

NEW YORK, Nov. 27.—The Ritz Brothers are to play the Chez Paree, Chicago, and the Copacabana, New York, the neither date has been definitely set.

The Chez deal calls for a late January or early February opening, and this will be the first time the three lads have played a Chicago cafe. Their only previous date in Chi was at the Chicago Theater. The deal also calls for only two shows on week nights, with three on week-ends.

The Copa date has been set tentatively for April, but here the three-shows-a-night policy is the main obstacle. For, unlike most cafes, where the third show doesn't amount to much and frequently isn't even done, at the Copa it is probably the "money" show of the night. In fact, the third show is often a better business-getter than the first show. The boys, however, are adamant on doing only two shows nightly.

The Ritz Brothers admitted they probably would work in the Chez and the Copa. They're currently at the Philly Latin Casino, whence they will go to Las Vegas, Nev., and then to their West Coast homes for the holidays.

Mayfair Sets Jan. 8 Bow, Hallandale, Fla.

NEW YORK, Nov. 27.—A new club, the Mayfair, is due to open January 8 in Hallandale, Fla. The spot booked its first show thru Jerry Rosen and the tee-off will have Myron Cohen, Terry Lawlor and the Paysees.

The club will be operated by Harry Campbell.

VAUDEVILLE REVIEWS

Paramount, New York (Wednesday, November 24)

Capacity, 3,645. Prices 55 cents to \$1.50. Five shows daily. House booker, Harry Levine. Show played by name band on bill.

What excitement is present in the current show is generated by Stan Kenton's band loaded with brass and percussionists, and Nellie Lutchter in her first date at this house. Kenton now uses a Latin beat in practically every number he does, whether it is his *Peanut Vender*, where the beat is a natural, or something like *Love for Sale*. The effect, tho strange, is very pleasant. Kenton gets his added beats from the brass section (five), which drops trumpets for maraccas and their variations. There is little doubt that the long-legged fronter has imagination and the push to put it into use. His work in various musical media—bebop, long hair and rumba—all joined together in one number, builds up excitingly for rapt listening and solid applause.

In the act department, Red Buttons does a pleasant rather than an outstanding job. Buttons, one of the newer comics, was a hit at the Harem. But while he projected in the cafe, here in the Paramount he doesn't. Much of the fault is in technique, something that takes hard work to acquire. Little subtleties which can break up a cafe mob are lost in a theater. Buttons' autograph book routine is okay, tho it's his German emcee turn which seems to have the greater theater possibilities. Incidentally, his line, "Cheese and crackers," may be a widely accepted Buttons trade-mark.

Nellie a Standout

Nellie Lutchter was the spark that made the show. Her well known *Hurry on Down, Real Gone Guy* and other Capitol record hits got big mitts as soon as they were recognized, and paid off with still bigger hands when she finished. Miss Lutchter worked like a real showman. She was completely uninhibited and seemed to enjoy herself so much that the house liked her right from the start.

Raul and Eva Reyes, decked out well in Latin costumes, opened the show with their assortment of rumba dances, with Miss Reyes putting all she had into a series of grinds and chest bouncers. The team wound up to a good hand for its glass-of-water-on-the-head bit.

June Christy Chirps

June Christy received a tremendous hand for her walk-on and went right into her stylized *How High the Moon* and *I Remember April*. Yet while the intro hand was big, her exit was only polite. Perhaps singing to a handful of aficionados who understand musical distortions isn't enough. The theater also draws heavily from people who like music they understand.

The show opened with a gimmick for the house's 22d anniversary celebration. The gimmick was Eddie Fisher, who sang to George Wright's organ work. Fisher didn't work with the show. The pit was still down when he began. The lad, caught before in local niteries, showed a very pleasant bary the kids liked.

Pic, *Miss Tatlock's Millions*.
Bill Smith.

Martha Ann Holden-Howard

or friends: Contact

M. R. NELLIGAN

64 W. Maple Wilkes-Barre, Pa.

Radio City Music Hall, New York

(Thursday, November 25)

Capacity, 6,200. Price range, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show cut by house symphony ork, directed by Alexander Smallens.

The new bill is obviously meant to accent vaude, what with using several acts and introducing them by the old sign method. However, lacking one sock act, the show misses really selling. Customarily this theater builds its presentations around production numbers, with acts always secondary, but this bill stresses acts.

The strongest act is the Cycling Theron Troupe (eight) which does everything but ride under water with its bikes. Eight abreast, the unit rides its two wheelers in uricycle formation; the same number pile on one bike for a ride. The leader of the group won big hands when he jumped rope with his bike, revolved his front wheel while riding and did a somersault with the two-wheeler.

Hal Leroy is as loose-limbed as ever and scores repeatedly with his hoofing. He went thru an eccentric cleating routine and did some walking taps to big hands.

Fresh from a recent engagement at the Roxy, Ben Beri unveiled the same slick assortment of juggling tricks.

Gypsy Caravan, to the music of Liszt's *Second Hungarian Rhapsody*, featuring the dancing of Rabana Hasburgh and Norman Thomson, was the most spectacular production number. The mood and atmosphere of the tziganes were carried to the audience by the beautiful set, the gorgeous costuming and the dancing. Thomson, especially, won the eyes with some showy leaps.

The Rockettes were brought into the proceedings thru Robert Hayden's singing of *Rockettes in a Row*, a specially written tune, which gave them the chance to do their precision terps. Another feature was the glee club singing some college tunes. The boys exhibited some nice harmony with their interpretations of *The Stein Song*, *Sweetheart of Sigma Chi* and others.

Pic, *The Hills of Home*.

Leon Morse.

Roxy, New York

(Tuesday, November 23)

Capacity, 6,000. Price range, 80 cents to \$1.50. Number of shows, five daily. House booker, Sam Rauch. Show played by Paul Ash's house ork.

With Mickey Rooney as the draw and Borrah Minevitch and his Harmonica Rascals and the ice show providing sock entertainment, this theater should do business.

The ice show, another superb skating display, was in two sections, the first being Joan Hyldoft's solo and the second her duet with Arnold Shoda. The presentation started with the well costumed line doing bits from Victor Herbert's *Mlle. Modiste* and quickly moved to the blonde Miss Hyldoft whizzing over the ice. Her dazzling pirouettes and leaps were something. While she was catching her breath, Audrey Dearden, a good-looking soprano, received a good hand for *Ah But a Dream*. Miss Hyldoft returned with Shoda to give a display of precision skating in which the same tricks were unveiled but by both at the same time. Shoda was especially spectacular.

Borrah Minevitch and His Five-Man Gang have been away so long their act takes on a new and still brighter sheen. He used Johnny Puleo to pull yock after yock. Puleo tweaked noses, got cute and socked the bigger boys for amusing results. The combo didn't play much, but their *Sweet Sue* and *Sabre Dance*

Phila. Casino, Dec. 5, Gets Tony Martin

NEW YORK, Nov. 27.—The pace the Latin Casino, Philly, is setting in its effort to get top names has brought it Tony Martin, to open December 5 for two weeks, in what probably will be the singer's only date in the East.

Originally Martin was due to go into the Copa, but the contract expired when his option wasn't taken up in time.

Originally Mitzi Green was to follow the Ritz Brothers, now current at the Latin Casino. But the gal, who was due to open in Buffalo's Town Casino, developed a bad throat necessitating a month's lay-off, which forced her to drop not only the Town Casino, but the Latin Casino as well.

The Martin deal was in the talking stage, with the Ritz Brothers doing most of the urging to get him to come in. Martin agreed to take the date right after the Ritz Brothers, but with Mitzi Green set, it was impossible. When she became ill, the Martin deal became a natural.

Simpkins' Montreal Smash; Goes to 3 Shows in Night

MONTREAL, Nov. 27.—El Morocco last Saturday (20) switched for one night only to a three-show-per-night policy because of the terrific demand for reservations to see singer Arthur Lee Simpkins, who closed the next night.

Simpkins was there for four weeks and did such big biz that it was necessary to put in the extra show Saturday. He was followed Monday by Beatrice Kay and comic Jackie Whelan.

showed they hadn't lost their masterly musical touch.

Mickey Rooney, the personality-plus kid, registered as a strong bet, tho he was shy of solid material. He opened promisingly with *Hey Look There's Mickey Rooney*, poking fun at himself, but after taking a few comic whacks on the chin from Puleo, got lost in a routine called *Andy Hardy Takes a Cab*. The only good point to this mish-mash was the chance it gave Rooney to toss off some first-rate take-offs on flicker names.

The show closed with some impressive Flamenco dancing by Rosario and Antonio. Their most outstanding was a *Zapateado* minus an ork. The act might have greater projection playing against a black drape.

Pic: *When My Baby Smiles at Me*.
Leon Morse.

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Latin Casino, Philadelphia

(Reviewed Tuesday, November 23)

Capacity, 450. Price policy, \$3 minimum, no cover. Shows at 8:30 and 12:30. Operator, Harry Steinman. Manager, Jack Lynch. Publicity, Raymond Gathrid. Estimated budget this show, \$13,000. Estimated budget last show, \$10,000.

Revitalizing the town's sagging showbiz, Harry Steinman has one of the best excuses yet on the new Latin Casino boards. Whatever has been said about the zany Ritz Brothers in the past can be said all over again, and with equal conviction. Their 30 minutes of comedy capers count for solid guffaws. The act wraps 'em up from the moment the lads push their faces in front of the spots.

Save for the Four Maxellos (two men and women) and their standard foot-to-foot acro antics that make for many a breath-taker in face of stage limitations, the show is largely a stage wait until the Ritz boys take over. It makes little sense to have two singers on the supporting bill, particularly since emcee Jack Curtis does okay with the romantic ballads. The loser is Frances Deva, portly songstress with a husky voice, who pleases neither eye nor ear with her ballads and rhythm songs.

Padding out the hour-long revue are the Lee Henderson Dancers and Marvin Young. It's asking too much of Young to cover up for the seven dolls—who are hardly what you would call dolls. And what can't be forgiven is the orchestra beating out *Oh, You Beautiful Doll* to frame the two long-leggers who parade around for show.

The Harry Dobbs ork (9) cuts the show and plays well for dancing. For the hip-swaying addicts, Chic Meci's Latin rhythms are equally satisfying. *Maurie H. Orodener.*

NIGHT CLUB REVIEWS

Embassy, New York

(Wednesday, November 24)

Capacity, 325. Price policy, \$3-\$3.50 minimum. Operator, Martin Natale. Booking policy, non-exclusive. Estimated budget this show, \$2,100.

Despite its low show budget and lack of sock names, this spot has apparently caught on. On the night caught the room was jammed, the part of the business may have been from holiday eve celebrants.

Much of the lure here is the gimmicks thought up by Geri Gerardo, manager. They include special dance nights with various dance teachers showing off new Latin steps which customers go for enthusiastically. Right now the rage is mombo rhythm, a variation of the rumba, calling for band riffs but still in four-four tempo. With the Sacasas band, said to be the originator of the mombo, on the stand, the draw is heightened.

The only non-dance act is Adrienne, who does regular TV shots on DuMont. The gal, a willowy brunette with a warm voice, looked good and sang well. She used to be quite a class spot seller years ago, having worked at the Rainbow and the old Cafe Pierre. She is still a seller and looker. Using a hand mike buried in a bouquet of flowers, she gave out with a pleasant assortment of little-known show tunes and Latin numbers to an excellent reception.

But if Adrienne does a good job, she could do a better one if she were properly spotted and better lit. With so much happening after her—a dance team, dance exhibition and contests—she's all but forgotten when the show is over.

The more informal part of the show tees off with Geri Gerardo and part-
(See Embassy, New York, on page 46)

Boulevard Room, Stevens Hotel, Chicago

(Wednesday, November 24)

Capacity, 770. Price policy, \$1.05 and \$1.55 minimums, with a \$3.50 minimum charge. Shows at 8:30 and 11:30. Exclusive booker, Merriel Abbott. Producer, Dorothy Littlefield. Publicity, Audrey Lindgren. Estimated budget this show, \$6,000. Estimated budget last show, \$5,500.

This third edition of the Ice Show here is just a little bit better than its predecessors, with costuming and comedy chores making the difference. While garb in the other two shows was good, John Baur has done a wonderful job for this show with authentic costumes in a myriad of rich colors. The Three Rookies, Neil Rose, Meryl Baster and Bill Keefe, veteran touring ice show act, have more polish than former blade comics here and their bellboy and army drill routines were especially well received. They capitalize on everything, doing plenty of mugging in addition to some swell skate work.

The "world on ice" theme is carried out well with line girls going thru a good set of production numbers built on garb and dances of various countries. Outstanding is the Scottish number, in which bagpiper Melville Finlayson does the accompaniment on the vacuum-sweeper horn, an instrument which lends novelty to the bit. Bobby Turk, animated single, shows plenty of ballet prowess in a comedy sailor bit, while Jerry Rehfeld and Manuel Del Torro did well in production bits and a duo precision number.

Charles and Lucille, new acrobatic and adagio team, pulled nifty mitts. The male's one-handed lifts and slow bringdowns were sock. Ballerina Jean Arlen has dyed her locks an artificial-looking yellow, making the teen-ager look much older and out of character. Jeannie Sook contributed an okay impresch of Sonja Henie's famous hula on skates.

Frankie Masters' ork does a top-notch job with the show's book as well as dance music for intermission. The orkster and his frau-chirp, Phyllis Myles, teamed up often for duets that pulled solid mitting.

Johnny Sippel.

El Morocco, Montreal

(Friday, November 12)

Capacity, 275. Price policy, \$2 minimum weekdays, \$2.50 Saturday. Shows, 8:30 and 12:30. Operators, Eddie Quinn—Yvon Robert. Publicity, Elmer W. Ferguson. Booking, Dick Henry (William Morris). Estimated budget this show, \$1,400. Estimated budget last show \$1,500.

With singer Arthur Lee Simpkins held over for another two weeks and still jamming them in, ringsiders here now have a chance to get a looksee at young Jackie Kahane, Montreal-born comic who has made something of a name for himself in the Laurentians, Canada's borscht belt.

Simpkins, of course, is as good as ever in all departments—delivery, voice, showmanship and selling everything with plenty of schmaltz. And he knows how to please everybody—with *Alouette* for the French-speaking element, *Eli, Eli* for the Yiddish patrons, *Ave Maria* for everybody and the *Vesti la Giubba* from *Pagliacci* for the longhairs. He clicked big on the show caught.

Inasmuch as this is Kahane's first chance in the so-called big time, he does a boff job. The lad showed plenty of zingy personality with some familiar and some new material, all of which got home.

His appearance is neat and fresh, and with his disarming, youthful personality, he should make the grade of the better cafes before long.

The MacArthurs, terpers back in a return showing, offered a good selection of commercial lifts and spins

Le Directoire, New York

(Tuesday, November 23)

Capacity, 375. Price policy, \$4.50 minimum. Operators, Herbert Jacoby-Max Gordon. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$2,200.

The latest show here has two prima donnas and a novelty act, with the latter working in the middle, shaping up as probably the hit of the bill. The show opens with Muriel Smith and closes with Vivienne Segal, with both gals getting wonderful assistance from lights and music.

The headliner, Miss Segal, who hasn't been seen here in years, doesn't stand out as a potential draw. Yet, she still has a warmth in her voice which made her a hit in musicals. But most of this warmth comes from her lyrics. Miss Segal's forte is words. When she has smart lines, or even intelligent ones, she knows what to do with them. When she has to depend on voice, she falls behind. The gal, a heavyish blonde, opened with two special numbers which meant nothing. It was her *Bewitched*, *Bothered and Bewildered*, followed by *To Keep My Love Alive*, that were her two strongest numbers. There is little doubt that Miss Segal is still a personality. She exudes a charm that can be felt. With proper material, not necessarily special, she can be rebuilt into an attraction.

Mata and Hari may someday develop into a real attraction. What stands in their way today is the times. Had they started climbing a few years ago, they'd be in the big dough today. But if they're not in the top salary brackets, they're one of the slickest satirical interpretive dance teams around. Most of their work takes a little time to understand that it is a rib at East Indian neck twisters or hot jazz sellers. Occasionally, their worth seems a little too subtle. But basically they have what it takes.

Muriel Smith, dressed in a high necked Chinese looking gown, was visibly nervous at the tee-off. As she started to give out, she regained confidence and a gracious charm that was appealing to listeners. Where she missed was in trying to use her legit stage training in a comparatively small room close to the audience. She over dramatizes each song (most of them from *Carmen Jones*) to the point where they sound pointless. Her liquid soprano is easy to take. Her looks are equally winning, but working in a cafe is a lot different than working in a theater. A crowd with drinks sitting up close isn't a theater mob.

Frank York's ork cut the show with outstanding skill. Gringo's rumbas were competent. Incidentally, Miss Segal has her own arranger, Jerry Bressler, conducting the band and very good, too. *Bill Smith.*

to set the show off to a good hand. The Wally Wanger line contributed three routines to good results, with Hal White doing the production singing. Walter Newman's ork (9) offered okay backgrounding for the show and dansapation. *Charles J. Lazarus.*

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Follow-Up Reviews

HAVANA-MADRID, NEW YORK: This place has a hot act in the three DeCastro Sisters. Making with the maraccas and assorted South American noisemakers, and swinging their free wheeling hips with abandon, the three gals add some first-rate vocalizing to liven up the show. Not only have the girls got an ear-catching routine, but they satisfy the eyes in their sequin gowns.

El Cumbanchero (the gigolo), their opener, got them off to a flying start and by the time they did *The Maharajah of Magador* the customers were with them all the way. The gals have a brassy, infectious style of vocalizing that utilizes rapid-fire changing vocal ranges for good results. They also dance and work hard on the floor.

Leon Morse.

COPACABANA, NEW YORK: Diane Adrian, caught in the opening night show under circumstances that made her preem a jittery one, was caught again and showed amazing improvement. In fact, the dark-haired, snappy-eyed brunette was the boss from the time she gave out with her first eight bars and held them right up to her exit.

Any singer working with a Joe E. Lewis, particularly one who hasn't been seen around recently, is up against a tough audience. Lewis' people come to see him; anyone else on the bill usually gets a nod and casual attention. Miss Adrian has apparently overcome that. She gets attention with a powerful voice, a slick delivery and a choice of pops, including foreign language numbers, that mark her as a singer with more than just a chassis and pleasant voice.

Bill Smith.

Sablon's Unhappy At Mont'l Gayety; Bills Cut Short

MONTREAL, Nov. 27.—Jean Sablon's date at the Gayety Theater, which preemed a new name policy Sunday (21) ended on a discordant note after one week of great unhappiness on the French chanteur's part.

Sablon, who went in for \$4,000 with 50 per cent of the gross over \$12,500, was expected to stay at least two weeks, and probably three, but according to Martin Goodman, his manager, there were so many things that made Sablon unhappy that he decided to pull out after one week.

First, there was the matter of the stripper. The Gayety runs a regular two-a-day variety show, nine acts including a take-it-off turn. When Sablon got to Montreal he refused to play on the same bill with the strip—or "exotic dancer" as she's billed—and the gal had to be paid without playing.

Then there was the matter of the orchestra. The chanteur was dissatisfied with Len Howard's house ork which has been playing the spot for years, and extra musicians had to be hired.

Crowds NSG

After that came the matter of audiences. The matinee crowds, according to Goodman, were not to Sablon's taste. What the stub-holders lacked, he didn't specify. Anyway, by this time Sablon was highly dissatisfied with the whole deal and he decided that one week was enough.

Al Dow, who books the spot, didn't have too much to say about the incident except that they respected Sablon's wishes in any way they were able. The deal, said Dow, called for a week with options, but there was no point in pressing it if Sablon didn't want to stay.

Goodman explained the whole

Melfi Becomes Tentative N. Y. Head of AGVA

NEW YORK, Nov. 27.—Vito Melfi has become the custodian of Dave Fox's desk as New York director of the American Guild of Variety Artists (AGVA), tho the appointment is temporary.

Fox, who is absent from his duties, "can have his job back anytime within the next two weeks," said Dewey Barto, AGVA national executive secretary. "We put Melfi in because correspondence is piling up and somebody has to take care of the work."

Fox, who handed in his resignation a few weeks ago, has been urged to rescind it but refused unless he be given a contract. So far the executive board hasn't acted on Fox's resignation, tabling it at each meeting. Fox has been with AGVA as New York head for six years.

Coincidentally with Melfi's appointment, AGVA received three resignations. These were from Victor Rocco, assistant director of the New York branch; Dorothy Collins, co-ordinator to the administrator, and Ray Gaus, organizer. Both Rocco and Miss Collins have worked closely with Fox in the past. The three resignations, made Friday (26), take effect December 10.

thing as an "unfortunate booking" and that this didn't mean that Sablon was thru with Montreal, not by any means. As a matter of fact, a personal appearance is in the works for some time after the new year at which time the singer will be accompanied by a 40-piece ork.

The Gayety, meanwhile, continues its name policy, with Molly Picon set to come in December 19.



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NEW YORK, Nov. 27.—Stem vaude grosses went up a little last week, tho the total figures for the five houses actually showed a decline from the week before. This disparity is attributed to the fact that the Roxy ran its outgoing bill on a four-day week, which brought its take to \$32,000. Had the attraction covered a full week the take would have been about \$60,000.

Roxy (6,000 seats; average \$89,000) went way below its weekly average to \$32,000 in a four-day week. Gross the week before was \$65,000. The old bill was Peter Lind Hayes, Mary Healy, the Gaudsmith Brothers, Jack Cole and *Unfaithfully Yours*. The new one (reviewed this issue) is Mickey Rooney, Borrah Minevitch and His Gang, Rosario and Antonio, and the ice show with Joan Hyldoft and Arnold Shoda. Pic, *When My Baby Smiles at Me*.

The Radio City Music Hall (6,200 seats; average \$115,000) for the first time in months was below its weekly average with \$103,000, compared with \$120,000 the week before. The attraction was Paul Haakon, the Nonchalants and *You Gotta Stay Happy*. New

show reviewed this week is the Theron Troupe, Hal LeRoy, Ben Beri and *The Hills of Home*.

The Paramount (3,654 seats; average \$76,000) slumped to \$60,000 the third and last week with Frankie Laine, Connie Haines, Dave Barry, the Clark Brothers, Jerry Wald and ork and *Sealed Verdict*. Previous stanza was good for \$70,000. The new presentation, caught this issue, is Red Buttons, Raul and Eva Reyes, Nellie Lutcher, Stan Kenton and ork and *Miss Tatlock's Millions*.

The Capitol (4,627 seats; average \$66,000) came thru with a solid \$79,000 the first week with its new show. New bill is Jane Powell, Susan and Fred Barry, Joey Adams, Shep Fields and ork and *The Kissing Bandit*.

The Strand (2,700 seats; average \$40,000) clicked with a strong \$60,000 the first stanza with Tim Herbert, the Szonyis, Frankie Carle and ork and *Fighter Pilot*.

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Acts Going East or West Contact

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FOR THEATERS AND OTHER DATES

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Coast Legit Offers Lower Nut, Better Running Chance

NEW YORK, Nov. 27.—The major importance of the much-discussed trend toward legit production in California is that it enables managers to get cheap tryouts of their scripts. *Lend an Ear*, which is still running at the Las Palmas Theater, Los Angeles, cost \$28,000 to do. The Stem production will run to about 70G.

William Katzell, the producer of the revue, found that he could get audience reaction sans tough crix, make script and cast changes and keep the show on the boards out there. In New York it's either feast or famine, and if your show isn't great, you get the ax. To keep it on the road and revamp the production generally means adding plenty to your production nut.

In other words, it's a class "A" tryout—something that is badly needed with the absence of the investors' plentiful money available during the war. Of course, the same kind of production is available to local managers in off-Broadway houses, but Katzell feels the same kind of audience isn't available.

To Broadway comes the average theater audience, while only stage-struck crowds eager to be pleased go

to theaters off the Stem, he points out. As an instance, he cites *Our Lan'* which made the grade at the Henry Street Settlement but failed dismally uptown.

Cheaper Sets

A comparison of production costs here and on the Coast reveals that the new sets for *Lend an Ear* cost Katzell \$15,000 at local scenic studios, but the bill in Hollywood was only \$4,000. The scenery was built there at non-union studios. However, it cannot be used for a professional production. Because of the amount of work the movie studios give the scenic shops, the producer says, the shops are able to build sets cheaper.

Bills for set and costume designers are also less. Both feel they may get the assignment if the show is Broadway-bound and scale their fees down. With more studios to rent costume from, competition cuts body draping costs.

Name film talent, Katzell says, are eager to work in plays and will act for very little. In addition, he claims, living costs are cheaper on the Coast, which makes it feasible to pay them less.

It is the producer's contention that shows like *Heaven on Earth* and *That's the Ticket* might have been successful if they were produced on the Coast and then revamped while still on the boards. Katzell has moved his producing office out West and intends to produce a Langston Hughes adaptation of Jacque Roumain's novel, *Masters of the Dew*, in California next spring.

BROADWAY OPENINGS

THE YOUNG AND FAIR

(Opened Monday, November 22, 1948)

FULTON THEATER

A drama by N. Richard Nash. Staged by Harold Clurman. Setting by Paul Morrison. Costumes by Eleanor Goldsmith. General manager, Harold Kusell. Stage manager, Aaron Frankel. Press representatives, Karl Bernstein and Mary March. Presented by Vinton Freedley in association with Richard W. Krakeur.

Emmy Foster.....	Frieda Altman
Frances Morrill.....	Mercedes McCambridge
Patty Morrill.....	Patricia Kirkland
Sara Cantry.....	Frances Starr
Laura Cantry.....	Betty Morrissey
Lee Barron.....	Lois Wheeler
Selma Keeney.....	Lenka Peterson
Nancy Gear.....	Julie Harris
Mil Cheever.....	Frances Freeman
Drucilla Eldridge.....	Doe Avedon
Mary Louise.....	Patricia Bouchard
Sylvia.....	Peggy O'Conner
Sally.....	Ann Borg
Helen.....	Vicki Carlson
Gloria.....	Rita Gam
Sue.....	Ann Murphy
Mathilda.....	Elaine Bradford
Boots McGregor.....	Sally Moffet
Georgetta.....	Mary Lou Phelan
Pauline.....	Lee Truhill
Carol.....	Bette Stanley

It is, of course, somewhat natural to compare N. Richard Nash's *The Young and Fair* with Lillian Hellman's *The Children's Hour*. They have a more or less similar locale and intent—showing up venomous skulduggery in a girls' school. But where *Hour* was continuously taut, pungent drama, *Fair* is a sprawling melo aimed at too many targets. Vinton Freedley and Richard Krakeur have clubbed together to give it a top-flight production. Paul Morrison has devised a singularly clever school interior to bring the action into focus without delays in changing of sets. Harold Clurman's direction is sharp and incisive. There are scenes of considerable power. But they seem, on the whole, individual triumphs of acting over material.

Nash's scripting trouble stems from an approach from too many angles. He is concerned with such problems as venial compromise, fem Fascism, anti-Semitism and psychopathic cowardice. The result is a melo which never jells enough to be entirely credible. For principal protagonists he has taken the trustee-ridden headmistress of a fashionable girls' school, a forthright crusading young teacher, the latter's starry-eyed student sister, a Jewish girl who tries to hide her birthright, and a young kleptomaniac on the loose. All of these come under the sinister influence of a tidy bit of viciousness in the person of a hell-cat daughter of the school's top trustee. Apparently Nash's design is a plea for teaching decency and tolerance to the young generation, but his play is so cluttered with over-plotting that any central theme gets lost in the melee.

Top Drawer Thesping

On the good side of *Fair's* ledger are several memorable performances. Frances Starr returns to the Stem to project a fine portrait of the vacillating, complaisant headmistress. Julie Harris practically steals the last act with her sick-minded, frenzied confession of the thefts which have been framed on the nice gal. Lois Wheeler contributes a poignant scene or two as the badgered young Jewess, and Doe Avedon is poisonously effective as the young fem Hitler who sets them all by the ears. Mercedes McCambridge makes the straight-thinking teacher, who is enmeshed by the school's iniquities, sincere and believable, and Patricia Kirkland gives a good account of herself as her uncompromising young sister.

But all the best of *Fair* stems from its acting of episodic scenes. It lacks the impact of clearly defined purpose. It is undoubtedly meant to be taken seriously; certainly Nash never lets it get dull. But somehow a reporter just can't believe most of it. Neither, mostly likely, will the paying customer. **Bob Francis.**

THE SILVER WHISTLE

(Opened Wednesday, November 24)

BILTMORE THEATER

A comedy by Robert E. McEnroe. Staged by Paul Crabtree. Set by Herbert Brodtkin. Costumes by Ernest Schrapf. Supervised by Lawrence Langner and Theresa Heiburn. Company manager, Richard Skinner. Stage manager, Phillip S. Barry. Press representatives, Joseph Heidt and Peggy Phillips. Presented by the Theater Guild.

Mr. Beebe.....	William Lynn
Mrs. Hanmer.....	Doro Merande
Miss Hoadley.....	Frances Brandt
Miss Tripp.....	Eleanor Wilson
Reverend Watson.....	Robert Carroll
Mrs. Sampler.....	Kathleen Comegys
Mrs. Gross.....	Jane Marbury
Mr. Cherry.....	Burton Malory
Oliver Erwenter.....	Jose Ferrer
Emmett.....	George Mathews
Bishop.....	Lawrence Fletcher
Father Shay.....	Charles Hart
Mr. Beach.....	Edward Platt
Mr. Reddy.....	Charles Kuhn
Policeman.....	Chase Soltes

It is not hard to see why Jose Ferrer became intrigued with such a character as Oliver Erwenter, Robert McEnroe's lovable liar of *The Silver Whistle*. Oliver, by turns rogue, philosopher and romantic, is an actor's field day, combining a touch of Villon, seasoned with Munchausen, with a fine overlay of Cyrano. Enchantingly underplayed by Ferrer, he comes to full life at the Biltmore as an engagingly amusing fellow. If for no other reason, the Theater Guild should be congratulated on *Whistle* for giving the Stem a chance to get acquainted with him.

However, along with Oliver, McEnroe has created a crew of subordinate characters who add up to a vastly compensating evening's entertainment. His last act reaches into the cornily sentimental bracket, but *Whistle* is all such a neat, chucklesome balance between fantasy and reality that such outrageous matters as have occurred to the author seem both trenchant and touching by virtue of their own absurdities.

Whistle's plot is slight. There arrives at an old folks home a monumental liar, a purported 77-year-old adventurer, who looks half his age. Actually he is—being a road knight in search of temporary free bed and board. The home's inmates are resigned to a trip to the boneyard, but the miracle wrought on them by the affable Oliver—via tall tales and a dash of phony youth restorer—is nobody's business. Even when his chicanery is exposed, he has succeeded in giving the half-deads a new zest for the art of living and their young minister and his gal assistant ditto in the art of loving. Thereupon, he bows out for the road and a hilltop with a secreted jug of wine. It is the sort of thing the late George Cohan might have dreamed up years ago.

What Oliver would be without Ferrer one wouldn't know, but with him he is one of the most ingratiating characters currently on a Stem stage. Oliver is Ferrer at his best—which is good, indeed. On the assistance side, Doro Merande beats a tattoo on the funnybone as a wonderfully acidulous gossip who tabs Oliver for a liar the moment she sets eyes on him. William Lynn adds another splendid comic portrait to an already crowded list, and there are equally fine contributions from Frances Brandt, Kathleen Comegys, Burton Malory and Jane Marbury as other ancients in Reverend Watson's institution. Robert Carroll's stuffy young minister, who gets to see the light, is excellent, and Eleanor Wilson puts skill and considerable excitement into the love interest. George Mathews, Lawrence Fletcher and Charles Hart are effective in lesser assignments.

In sum, *Whistle* is an arresting, highly amusing fable acted with relish by a fine cast and boasting one of the best stellar performances of the season. The Guild probably has rung the bell. *Whistle* should blow long at the Biltmore. **Bob Francis.**

BROADWAY SHOWLOG

Performances Thru November 27, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire.....	12-3, '47	413
Born Yesterday.....	2-4, '46	1,184
Bravo.....	11-11, '48	20
Edward, My Son.....	9-29, '48	68
Goodbye, My Fancy.....	11-17, '48	13
Harvey.....	11-1, '44	1,718
Life With Mother.....	10-28, '48	45
Light Up the Sky.....	11-18, '48	12
Mister Roberts.....	2-13, '48	328
Play's the Thing, The.....	4-23, '48	225
Private Lives.....	10-4, '48	64
Respectful Prostitute, Hope Is a Thing With Feathers.....	8-16, '48	295
Summer and Smoke.....	10-6, '48	61

Musicals

Annie, Get Your Gun.....	5-16, '46	1,055
As the Girls Go.....	11-15, '48	17
High Button Shoes.....	10-9, '47	476
Inside U.S.A.....	4-30, '48	243
Love Life.....	10-7, '48	60
Magdalena.....	9-20, '48	80
Make Mine Manhattan.....	1-15, '48	366
My Romance.....	10-19, '48	47
Small Wonder.....	8-15, '48	85
Where's Charley.....	10-11, '48	56

ICE SHOWS

Howdy, Mr. Ice.....	6-22, '48	183
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OPENED

Young and Fair, The.....	11-22, '48	8
Silver Whistle, The.....	11-25, '48	5

COMING UP

Red Gloves.....	12-4, '48	
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CLOSED

Set My People Free.....	11-3, '48	30
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Equity Ponders 10c Fee for ELT Shows

NEW YORK, Nov. 27.—To help make the project self-sufficient, the Actors' Equity Council is considering charging 10 cents admission to the Equity Library Theater (ELT). The idea stems from the fact that *Good News*, the first ELT musical, was performed before 7,000 people at the Walton High School last week-end.

The \$700 which might have been collected, had there been the 10-cent tariff, would have paid plenty of ELT bills. The revival theater is able to ask for a small admission now that its shows are given in schools, whereas, when performed in libraries it was subject to library rules of no charge.

ET Branch Preps New Pact Request

NEW YORK, Nov. 27.—The Invitational section of the Experimental Theater is prepared to go before Actors' Equity and the Dramatists' Guild and ask for a new agreement covering the off-Broadway group. Two scripts have already been chosen to follow the first production of Euripides' *Hippolytus* which was produced last week-end for \$500.

The Experimental Theater, which was successful last season, probably will not be revived this year.

Boston Rep. B. O. Spotty

NEW YORK, Nov. 27.—Business at the Boston Repertory Association continues spotty with a drastic hike needed at the b.o. if this outfit is to stay in business. The take on a recent Saturday night was about \$500, which left the company feeling glum. The two-week continuous presentation of bills has already been shaved to weekly changes. The attraction now is *Heartbreak House*, with Gerald Savory's *George and Margaret* to follow.

OUT-OF-TOWN OPENINGS

ANNE OF THE THOUSAND DAYS

(Opened Tuesday, November 9)

FORREST THEATER, PHILADELPHIA

A drama by Maxwell Anderson. Produced by the Playwrights' Company in association with Leland Hayward. Directed by Bretaigne Windust. Setting by Jo Mielziner. Costumes by Motley.

CAST: Rex Harrison, Joyce Redman, Louise Platt, Charles Francis, Percy Waran, John Merivale, Allan Stevenson, John Williams, Robert Duke, Viola Keats, Monica Lang, Russell Galge, Wendell K. Phillips, Harry Irvine, Cecil Clovely and Margaret Garland.

The Playwrights' Company adds another winner to its roster in this lusty historical drama that finds Maxwell Anderson once again turning to England in the 16th century. Anderson adds Anne Boleyn to his Elizabeth of England and Mary of Scotland portraits, spanning the thousand days of Anne from the time that Henry VIII added her to his collection of wives until the day she lost her lovely head on the executioner's block.

In retelling the familiar tale, Anderson again marks his writing with sensual poetry to unravel the complex character of the historical figures. However, the continual flashbacks and overbearing soliloquies to examine their consciences impair the play's clarity, and it is only the excellent performance by the players that sustains the interest in face of all the shiftings and interpolations.

A Noble Henry

It's a Henry VIII who is noble in stature that Anderson draws here, eschewing the traditional Holbein-inspired despot of his later years. And for such portrayal, movieland's Rex Harrison makes for a bluff King Hal, who is convincing as he rationalizes Henry's regal infamies. Moreover, he is compelling as both lover and king and not merely the wanton royal bluebeard. Just as happy is the choice of vivid Joyce Redman, late of London's celebrated Old Vic Theater Company, as Henry's second ill-fated queen.

The romance of the fierce courtship and their tumultuous thousand days is unfolded against a crowded canvas of power politics—a decisive period in English affairs crowded with pageantry and lusty loves, framed trials and State executions. Here again, Anderson draws his Cardinal Wolsey, Thomas Cromwell and other historical characters with care and with conviction, and the acting, under Bretaigne Windust's sensitive direction, heightens the marked Elizabethan pattern of Anderson's play.

Just as he has done for Henry, Anderson has also ennobled the character of Anne, raising her to sacrificial greatness as she insures the throne for her daughter, Elizabeth, at the anatomical loss of her own head. Equally successful as Rex Harrison is Miss Redman as Anne. In fact, all the members of the large speaking cast—in spite of the fact that a bumper crop of speech-making sometimes slows up the progress of the play—acquit themselves admirably.

This Anderson combination of free verse and fine prose in Tudor manner fares without the structural settings of the era. Instead, a single prop of a castle doorway is utilized with simple, suggestive pieces for the multitudinous changes made under blackouts, with the characters facing a baby spotlight.

Jo Mielziner originally created a store of mechanical sets, but they were found unstageworthy at curtain time. However, Motley's costumes are as magnificent as they are in keeping with the theatrical times.

While Anderson has not created a play of either force or splendor, this work will more than satisfy hungry Stern appetites for historical drama.

Maurie H. Orodener.

ALONG FIFTH AVENUE

(Opened Wednesday, November 24)

SHUBERT, NEW HAVEN, CONN.

A revue with music by Gordon Jenkins and lyrics by Tom Adair. Additional music and lyrics by Richard Stutz and Milton Pascal. Sketches by Charles Sherman and Nat Hiken. Staged by Robert H. Gordon. Scenery by Oliver Smith. Costumes by David Ffolkes. Lighting by Peggy Clark. Vocal coaching by Robert Lenn. Musical and vocal arrangements by Gordon Jenkins. Dances by Robert Sidney. Musical direction by Irving Actman. General manager, Eddie Lewis. Press representatives, Richard Maney and Frank Goodman. Stage manager, B. D. Kranz. Presented by Arthur Lesser.

CAST: Willie Howard, Nancy Walker, Hank Ladd, Carol Bruce, Donald Richards, Johnny Coy, Viola Essen, Virginia Gorski, Joyce Matthews, Louise Kirtland, George S. Irving, Judith Burroughs, Zachary Solov, Lee Krieger, Wallace Selbert, Dick Bernie.

SINGERS: Joan Coburn, Gloria Hayden, Candace Montgomery, Tina Prescott, Dorothy Pyren, Luella Udovick, Ted Allison, Bob Neukum, Ken Renner, Bert Sheldon, Ken Raymond.

DANCERS: Franca Baldwin, Tessie Carrano, Shelle Farrell, Marian Horosko, Gretchen Houser, Carol Nelson, Janet Sayers, Harry Asmus, Ted Cappy, Dante DiPaolo, Howard Malone, Wallace Selbert, Zachary Solov, Walter Stane.

If the correct ingredients for a hit musical consist of tuneful music, gorgeous girls, top-notch dancing and hilarious comedy, then you need look no further than this latest offering of Arthur Lesser. There is no doubt that this one will move into the hit class right from its opening curtain on Broadway, and it can very easily be classed in the same category with the recently opened Mike Todd show at the Winter Garden. The two should compete closely for the tired businessman trade.

Avenue boasts bawdy comedy, subtle comedy, lovely ballads and deep down blue songs. It has modernistic dancing and genuine ballet, practically all you'd want in a show. The main burden is carried by Nancy Walker, and she cements her claim to being our newest No. 1 comedienne. Her specialty song, *If This Is Glamour*, is sock, and her trio number with Hank Ladd and Willie Howard, *Creme de la Creme*, is almost completely won by her clowning. Besides her vocal duties, Miss Walker is prominent in most of the sketches, and even tops her performance with a comedy dance in the gorgeous *Santo Dinero* number.

Willie Howard, on the other hand, is beginning to show that time is taking its toll. While he is still the grand fun-maker and master of dialects, his work is spotty and somewhat strained. He appears much too infrequently and only reaches the old Willie Howard form in the hilariously funny sketch, *The Fifth Avenue Label*. None of his old tried and true routines are offered, and the audience seemed to miss them. Carol Bruce is both lovely to look at and to hear. Her two solo numbers, *Best Time of the Day* and the torchy *Weep No More*, will fall right into the hit class on their introduction. She and Hank Ladd stopped the show with a comedy number, *Call It Apple Fritters*.

The sketches are topical and funny. They deal with everything, including the sexy advertising of perfumes, giveaway radio shows, the election, juvenile delinquency and Radio City. However, with the show now 40 minutes over-long, some of the slow-moving sketches will be dropped before its stem bow-in.

The show is particularly noteworthy for its fine choreography, both specialty and ensemble work, and some of the most nimble hoofing seen in many a season. Johnny Coy and Virginia Gorski spark the modern stuff, and ballerina Viola Essen the twinkle toes.

David Ffolkes has contributed another colorful set of costumes that no doubt will be featured in Fifth Avenue windows very soon. Oliver Smith has decorated the show with some breathtaking sets.

Fifth Avenue adds up to real class.

Sidney Golly.

MAKE WAY FOR LUCIA

(Opened Monday, November 22)

WALNUT STREET, PHILADELPHIA

A comedy by John Van Druten, based on the novels of E. F. Benson, produced by Lawrence Langner and Theresa Helburn for the Theater Guild. Directed by John Van Druten. Sets and costumes by Lucinda Ballard.

CAST: Catherine Willard, Cherry Hardy, Cyril Ritchard, Isabel Jeans, Emma Treckman, Iyon Simpson, Essex Dane, Guy Spaul, Doreen Lang, Viola Roache, Philip Tonge and Kurt Kasznor.

After such stage gems as *The Voice of the Turtle* and *I Remember Mama*, John Van Druten suffers a bit of a relapse as he ransacks E. F. Benson's famous *Lucia* novels to give the Theater Guild a drawingroom comedy, Circa 1912, involving two designing women who vie for social leadership in a small English town. The play gets lost entirely as Van Druten draws heavily on pre-World War I characters hardly calculated to disturb the dust gathered on the Benson works.

In exploring the twists and turns of feminine logic, Van Druten cultivates no sparkling dialog or biting satire to make for comedy in the accepted sense. Instead, the unconscionably talky play, spinning at a slow pace, is too, too British, with the stress on the characters drawn from the yearning villagers of the little South English town of Tilling.

There is no endearing femininity to the widow Lucia and her arch rival for social honors, Miss Mapp. And while they purr hypocritically at each other for three dreary acts, there are the widow's fussy male friend, Georgie, and his impressable rival, Major Flint, with a host of standers-by who are just as chatty but none the more stimulating. The two women are so far-fetched in their portrayals that it matters not to the pew-holders that the exotic Georgie is suddenly converted to the idea of marrying Lucia ahead of Miss Mapp's foreclosure on Major Flint.

While Van Druten has indeed captured the spirit of the Benson novels in both his writing and in staging his own penmanship, it's without the approbation of the playgoer. Since it's British, so are the players selected. Isabel Jeans, from the British stage and screen, as Lucia, and Catherine Willard as Miss Mapp, are both colorful and feline enough for the requirements. Philip Tonge as the Major and Viola Roache as the gossiping Godiva are fine farceurs, but it is Cyril Ritchard as Georgie who provides the most compensating moments for the play.

Lucinda Ballard has the double duty of keying costumes and settings to the play period and she indulges generously in clothes and color for the chores. But with all the effort thrown into this one, an Oscar Wilde revival would make much more meaning to the audience. The Theater Guild is taking *Lucia* to Baltimore before tackling Broadway.

It would make much more theatrical sense to take it instead to England, where it might evoke an interest hardly to be found for it on this side of the Atlantic.

Maurie H. Orodener.

Texas U. Seeks Script

NEW YORK, Nov. 27.—The Department of Drama of the University of Texas will again produce an original play by an off-campus playwright. The department is interested in receiving scripts for consideration. The successful playwright will receive travel allowance to Austin, Tex., and his living expenses during rehearsals of his play. No musicals or one-acters are wanted. Preference this year will be given to a one-set, modern play. Scripts must be in the department's hands by February 1, with production date set for April 6. Complete information can be obtained from E. P. Conkle, Professor of Drama, University of Texas, Austin 12, Tex.

Agent Trouble Won't Stop "Red Gloves"

NEW YORK, Nov. 27.—In spite of the fact that Jean Paul Sartre won the right from a Paris court Wednesday (24) temporarily to replace Louis Nagel as his American agent, *Red Gloves*, the latest play by that author, is skedded to open Saturday December 4 as expected. The Sartre-Nagel controversy stems from the playwright's claim that his agent authorized an American translation without the scripter's consent. Sartre says he has information that the current adaptation is a "vulgar, common, anti-Communist melodrama."

Producer Jean Dalrymple remains unmoved by all this bickering and her attorney, Howard Reinheimer, has issued a statement that "the Paris court proceedings are nothing more than a dispute between Sartre and Nagel regarding financial and business relations. The dispute cannot affect Miss Dalrymple's contract with *Red Gloves*, which was signed with Nagel when the latter had complete authority to act for Sartre and enter into it," he said.

Jed Harris, the director of the play, takes issue with the Sartre reference to the script's content. He furthermore states that Miss Dalrymple was given carte blanche by the author to do what she wanted with the play, provided she did not tamper with its content and did make money for Sartre.

DeMirjian Goes West

NEW YORK, Nov. 27.—Arto DeMirjian, ace photog of Stem celebrities, leaves for the Coast Sunday (28). He will open a new studio on Hollywood's Sunset Boulevard about the first of the year.

DeMirjian started behind the glamour-portrait lens in association with his late brother, John, 25 years ago here. Since then he cameraed most of the top-flight figures of showbiz. In 1940 he put in a year's contract session with 20th Century-Fox on the Coast and followed up with a three-year stretch with Uncle Sam.

Since leaving the army, he has been associated locally with the studio of James J. Kriegsman. The latter will continue to represent DeMirjian's interests in New York.

ROUTES

Dramatic and Musical

Allegro (Opera House) Boston.
Along Fifth Avenue (Forrest) Philadelphia.
Annie Get Your Gun (Shubert-Lafayette) Detroit.
Anne of the Thousand Days (Ford) Baltimore.
Blackstone (Hanna) Cleveland.
Born Yesterday (Hartman) Columbus, O.
Brigadoon (Shubert) Chicago.
Carousel (Auditorium) Memphis 29-Dec. 1;
(Robinson Auditorium) Little Rock 2-4.
Command Decision (Studebaker) Chicago.
Escape Me Never, with Elizabeth Bergner
(Royal Alexandra) Toronto.
Finian's Rainbow (Shubert) Boston.
Harvey (Colonial) Boston.
Helress, The (Selwyn) Chicago.
High Button Shoes (Great Northern) Chicago.
Jenny Kissed Me (Shubert) New Haven, Conn.
Kiss Me Kate (Shubert) Philadelphia.
Lend an Ear (Wilbur) Boston.
Man and Superman, with Maurice Evans
(Cass) Detroit.
Make Way for Lucia (Walnut St.) Philadelphia.
Medea (Blackstone) Chicago.
Mr. Roberts (Erlanger) Chicago.
Oh Mistress Mine (Playhouse) Wilmington, Del., 3-4.
Oklahoma (Keith) Grand Rapids, Mich.
Oklahoma (American) St. Louis.
One Pine Day (Biltmore) Los Angeles.
Red Gloves (Plymouth) Boston.
Show Boat (Curran) San Francisco.
Street Car Named Desire (Harris) Chicago.
Wynn's, Ed, Laugh Carnival (Geary) San Francisco.

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Burlesque

By UNO

CHET NELSON, ice skater, who returned recently from a European tour and opened at the Hotel New Yorker December 2, is being sponsored by Jimmie Feyko, manager of the Gotham pic house, New York. . . . Jackie Richards returned to burly as producer via the Maryland, Baltimore, thru Eddie Kaplan. . . . Jack Beck's new vaude extra-attraction acts to reinforce Hirst units, each booked for six weeks, include Anthony and Rogers, Pat Valley, Duke Durell, Will Wright and Henri French. . . . Marnita Rose, a recent graduate from choruses in the West, is a first-time principal on the Hirst wheel. . . . Billy (Boob) Reed, Jimmie Cavanaugh and Grace Reed have been added to strengthen the Hirst unit headed by Jai Leta, Eddie Innis and Lee Murray at the Hudson, Union City, N. J., the week of November 28. . . . Ruth Vann, vocalist at the Blatz Palm Garden, Milwaukee, has taken up a course in classical music. . . . Lois DeFee has contracts to appear for an indefinite number of weeks in the Mayfair, Boston; Show Bar, New Orleans; Colony Club, Dallas, and 21 Club, Calumet City, Ill., when she completes her spot-booked round of burly houses.

DOLORES DAWSON, dancing daughter of Mlle. Fifi, who is filling an extended engagement at Tony Pastor's, New York, was a cover girl model and has appeared in radio and television and in legit at the Hedgegrow, Moylan, Pa. . . . Bob Carney and Jean Carroll, who are in their fifth month at the Colony Club, Gardena, Calif., have bought a home in the San Fernando Valley. With them at the club are Billy Mack and Harry Rose. . . . Lou Black and Pat Dundee, new male and female comedy act, plus a trailer, are skedded to open December 12 at the Gayety, Montreal, and the week after at the Mayfair, Boston. . . . Manny King and Jean Carter are at Zucca's Opera House, Culver City, Calif. . . . Milton Frome, in from the Coast, has joined Milton Berle's Texaco television program. . . . Bobby Morris is back at Earl Carroll's, Hollywood. . . . Winnie Garrett completed six months at the Ha-Ha nitery in Manhattan and switched to Amigo May's in Jacksonville, Fla., for a four-week engagement. . . . First unit to move without a change in principals from the Midwest to the Hirst Circuit was the one principally by Lou Ascol, Fred Frampton, Jim Meade, Betty Brooks, Marnita Rose and Lou Karns. Karns returns to the Midwest at the Palace, Buffalo, December 3. . . . Hal Sherman is doubling between nitery dates and selling real estate in Flushing, L. I. . . . Wally Vernon replaced Paul Valentine as producer of the Sidney Pink shows at the Mayan,

Fay Pops Off Against 'Reds,' Draws Retorts

(Continued from page 4)

. . . Eddie Cantor is a Red . . . Walter Winchell is a phony bum."

Fay included James Cagney, Danny Kaye and Melvyn Douglas and Douglas's wife, Helen Gahagan, on his list.

Fay drew a retort from Eddie Cantor. In a special story to *The Boston Traveler*, Cantor said: "Fay is being frank, but he's not being truthful." He went on: "Frank is a swell actor, but his play, *Harvey*, is winding up its run now and he needs a way to get back into the newspapers."

Statements were not available from any of the other people Fay named, but Cantor spoke for them in his reply, saying: "The word that I am a Communist will come as a surprise to Catholic, Protestant and Jewish chaplains around the country. I'll be glad to match my Americanism against Frank Fay's any day in the week."

Fay in Retort

Later, in reply to Cantor, Fay declared that Cantor was a member of the board of directors of the Independent Citizens' Committee of the Arts, Sciences and Professions and the American Committee for Yugoslav Relief and he said these were Communist or subversive organizations.

Then, when the tempest in a teapot got a trifle rough for him, Fay questioned the right of the press to report his speech on Sunday before the Knights of Columbus. He side-stepped responsibility for his statements and said that the "Knights of Columbus is a big organization . . . reporters should report from press releases." However, no press releases were given out by the group and, in fact, the press was not invited.

Boyer Smacks Fay

Later in the week, Charles Boyer, appearing here in *Red Gloves*, the Jean-Paul Saer play about Communists in France, slapped Fay down with a sharp blow or two. "Eddie Cantor," he said, "is a great citizen of the United States and I know that he is loved by most everyone in Hollywood. I don't know Frank Fay, and I do not care to enter into the present discussion."

During his talk before the Knights of Columbus, Fay said, among other things: "The Holy Father has told us that we are at war with Communism. . . ." He also asked for questions from the floor and identified Bing Crosby, Bob Hope and Al Jolson as among the "100 per cent Americans . . ."

Los Angeles. . . . Frank Smith, old-time burly advance man on the former big wheels, is now managing the Adelphi, Manhattan, tenanting *My Romance*.

Eddie Ross, owner-manager of the Folly Theater, Kansas City, threw a Thanksgiving dinner and party for last week's cast and all theater attaches Thursday (25). The cast included Meggs Lexing, Bert Berry, Ted Blair, Arline Moody, Bobby Parker, Glenn Blake, Stanley Montfort, Mildred DeVoe, Lillian Drollette, Bonnie Lee, Wilbur Rance and Grace Gordon.

Magic

By Bill Sachs

BILL NEFF and his eight-people mystery revue, still operating under the guidance of the veteran Anton Scibilia, of the National Theatrical Agency, Pittsburgh, is set until the holidays on theater dates thru Ohio, Pennsylvania and West Virginia. Beginning early in January, Scibilia has the Neff unit set in Paramount, Florida State, Saenger and Interstate houses thru the South and Southwest, with the possibility that the show may wind up on the West Coast by early spring. . . . Paul Duke was guest of honor at Leon & Eddie's, New York, Sunday night (28) on the club's regular weekly Celebrity Party. . . . Judith Johnson and Company, with Harold Laughon handling the managerial details, are back at the Procvue Club, New Orleans, for a five-week return date. . . . Harry Albacker, handled by Eddie Hileman, Pittsburgh, will vacation at his Pittsburgh home for two weeks beginning December 21. Albacker reports a steady 18-week tour without a lay-off. . . . Martin Barnett, after a fortnight's stand at Glenn Rendezvous, Newport, Ky., has returned to Chicago where he'll keep busy until after the holidays on club dates, returning to the nitery field after the first of the year. . . . Leon Long scribbles that he's set with his magic in North Carolina until Christmas. . . . Bill Morton typewrites from his Lincoln, Neb., headquarters: "We caught Birch the Magician recently in Topeka, Kan., and found him doing the same pleasing show he always does. King and Hazel Felton, well known in magicdom, now have their own trailer agency in Topeka. Harry Otto and his new wife, the former Peggy Thomas, of Omaha, are planning to move from Kansas City, Mo., to San Antonio after the first of the year. George Pughe, well known to magicians everywhere, did a grand job of promoting the recent Shrine circus in Kansas City. We have just returned to Lincoln to pick up more equipment for our Christmas promotions in this territory."

DURING Blackstone's recent engagement in Kansas City, Mo., George and Eddie Pughe tossed a party and Dutch lunch at the Show World Lounge there for Blackstone, Birch the Magician and Bill Morton. Among those present, besides those mentioned above, were Mabel Sperry (Mrs. Birch); Pauline Morton; John Antonello, owners of Show World Lounge; Mr. and Mrs. Sam Samuelson; Jimmy Nixon, head of A. & N. Presentations; Roberta Carter, secretary to George Pughe, and members of the Birch, Blackstone and Morton shows. . . . Marquis the Magician is trekking across Indiana on his fifth week out for Cosmopolitan Productions. . . . Red D. Billings Jr., Detroit magus-hypnotist, flies to Omaha December 2 to do a show for Ad Sell, Omaha advertising club. . . . On Sunday, November 21, the Chicago Magicians' Round-Table, which meets daily at Drake's Loop eatery, presented a combined benefit of its benevolent fund. Over 300 wand-wielders attended the affair which was held at St. Jude Hall. The show, presented as the feature of the evening, which also included a buffet lunch and dancing, ran 2 hours and 40 minutes and was divided into two parts. Emceed by Clarke Crandall, the first section featured John Platt, Arthur Buckley, Jason, Mel Cardo, Senator Crandall (with Herman Homar assisting), and Okito. Part II featured Don White, Kismet (Martin Sunshine), Stan Lee, King and Zorita, Bert Allerton, Dell O'Dell, and George and Betty Johnstone. Clarke Crandall, Dorny and Chick Schoke were in charge of arrangements.

Fouce Buys L. A. Mayan

HOLLYWOOD, Nov. 27. — Mayan Theater, which has housed numerous downtown Los Angeles stage offerings, was bought last week by Frank Fouce, Southern California theater owner. It was sold for an undisclosed amount by Howard F. Abramson, local insurance broker. The Mayan was built by the late E. H. Doheny at a cost of \$1,380,000, and opened August 15, 1927, with *Oli, Kay*, starring Elsie Janis and John Roche.

New Cincy Ticket Office Set

CINCINNATI, Nov. 27. — Willis Vance plans an early December opening of Central Box Office on the street floor of Bond's clothing store at Sixth and Vine streets to replace his Central Ticket Office in the arcade of Carew Tower. All types of tickets will be handled at the new location. The old office will be maintained for administrative work.

EMBASSY, NEW YORK

(Continued from page 42)
ner Toni Patton doing a standard series of Latin dances. The two look good, work well and set a hot pace for the exhibitions and contests that follow.

The spot also has a new band, Louis Verona's, a newly formed outfit that has a terrific beat that makes it sound as if it had been together for months. Verona is a standard Latin musician and composer. But it was his top drive at the 88 which gave the band the solid beat the crowd here went for, rather than Verona's rep. The band also has a boy Latin shouter, Monero, who impressed with an infectious style. Bill Smith.

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Writer To Pen Novel Around Sadler's Life

ABILENE, Tex., Nov. 27.—Harley Sadler will have a prominent role in a novel on old-time tent shows which Vance Johnson, product of West Texas and currently Washington correspondent for *The San Francisco Chronicle*, is shaping up for possible spring publication.

Johnson came into town last week to consult Sadler on the final notes for the novel, which will center around the colorful and widely known Sadler's career in the business.

Sadler has placed at Johnson's disposal several boxes of clippings and other early-day data on the old-time tent shows. Johnson and Sadler are old friends.

Also the book is to be written in the form of a novel, much of it will be devoted to facts taken from them and lives of many of the old tent showmen, chiefly Sadler.

The past summer Johnson was with three different tent orgs, following them on a vacation tour of the Midwest for background material.

Bitters Pilots Ex-GI Gal Band

SAN ANTONIO, Nov. 27.—Arthur E. Bitters, veteran agent widely known in rep and tab circles and who returned to show business last May, is currently touring Texas with a 65 all-ex-GI girl band sponsored by Hormel, Inc., meat packers. Bitters says the unit is making daily street parades and each Saturday morning put on a radio show over the Mutual network.

Unit operates in three different capacities, performing as a drum and bugle corps from Spam Post, Austin, Minn.; presenting a national radio show, and as a unit to introduce the product of its sponsor.

While here, Bitters spent much time with Frank J. Lee, a friend of pre-World War I days. Like Bitters, Lee was a stock company agent before getting into the circus field. Both recalled many of the men with whom they associated back in the days of the Winner brothers; Christy Obrecht, whom Bitters advanced for several wears, and the Dick Ferris-Grace Hayward Comedians when they played theaters only, with Frank J. Lee paving the way.

Both were ahead of the *Birth of a Nation* for Elliot & Sherman.

Slouts Attend Outdoor Meets

VERMONTVILLE, Mich., Nov. 27.—Mr. and Mrs. L. Verne Slout, Toby and Ora of the Slout Players Show, left here last week for Chicago where they will attend the outdoor show meetings at the Hotel Sherman and take in a number of Loop shows. Following the wind-up of the conventions, they will make a short trip thru the Midwest, catching some of the circle stocks now in operation.

Andrew Leigh, character man, with the Slout Show last summer, is to be the official Santa Claus in Alton, Ill., his home town, during the Christmas holidays. He will arrive in town via helicopter and be the big shot along with the mayor and other luminaries of the town.

Bobby Brown, for five years juvenile with the Slout show, is playing night spots.

Alfred and Ima Shacker are reported to be playing halls and schools around Georgetown, Tex., to satisfactory business.

Friendships in Show Business

By Will H. Locke

SOME OF THE MOST beautiful friendships the world has ever known, existed and still exist, in the theatrical profession. There was the team of blackface, minstrel comedians, McIntyre and Heath, who from youth to manhood and old age, tramped together, becoming known and loved all over the world.

There were Montgomery and Stone who made millions laugh during the merry musical-comedy days of the Gay '90s with the *Wizard of Oz*. A more beautiful brotherly, always 50-50 friendship was never known. A truly Damon and Pythias fellowship existed between them. When Montgomery passed on, Fred Stone never took another partner. He said he could never find one to take the place of his life-long friend.

There are many other sincere and tender friendships in drama, vaudeville, circus and burlesque. In a profession like ours, where two people are constantly together, friendships must be true to be real.

One of the most genuine was that of Bob and Eva McGinley, who were widely known thruout the Midwest and Pacific Coast. For more than 40 years Bob and Eva tramped side-by-side. Thru prosperity and thru adversity, always together in all kinds of weather; always loyal, they were favorites in the great sawmill, lumber and mining camps of California, Nevada, Oregon and Washington, where they entertained the lumberjacks and their families and the miners and their families.

In the 1860's when Bob was a mere kid, his parents, who were variety performers, ran variety theaters in Nevada and in Stockton, California. And it was there among that wonderful class of people, the old-time variety performers, that he grew up. There he learned violin, singing, dancing, nigger acts, sketches, and the whole gamut of the calling. There, too, Eva grew up and learned singing, dancing and the art of the stage.

Their childhood ripened into a holy bond that was cemented in a union at the altar, a union that held them together thruout the years.

Pet Kitten

An incident of Bob's boyhood—an account of which he once wrote me—happened when the San Joaquin River overflowed, causing a disastrous flood at Stockton and destroying much property. Bob was playing with a pet kitten when the flood suddenly struck and was caught in it. Clinging to a large piece of timber, he was carried down the river for many miles before he was rescued, still holding the kitten.

For years Bob and Eva played opera houses, variety theaters, lodge halls, churches, schools, lumber and mining camps, villages, cross-road spots in California, Nevada, Oregon, Washington and the Mormon halls of Utah. Everywhere they played people loved them. And everywhere they played they left a memento of their visit in the form of a little, round sticker in blue with BOB & EVA engraved on it in white letters. Those stickers used to be the subject for much joking and sundry comment. On the walls of dressing rooms, on the backs of wings, tormentors and scenery; beside the peep hole of the front curtain would be one of those little stickers. In hotel rooms, when we would pull open the top drawer of washstand or dresser, there we would find pasted one of those little blue and white stickers. Even in rest rooms and remote places we would find them. Some troupers admired them, some laughed at them, some ridiculed them, but after all, it was good publicity.

And so it was that Bob and Eva pursued their way, endearing themselves to hundreds by their art of drama, music and song and bringing

amusement, laughter, pleasure and often forgetfulness to many.

Fate, destiny, luck, call it what we will, is one of life's strange and terrible realities, and it overtook those two happy people one night in the midst of a performance. While the audience was laughing and applauding, an unkind decree of fate struck its tragic blow. Eva, at the finish of her singing-dancing number took several bows, made a hasty exit, leaving Bob to keep the show going, and hurried to make a quick change of wardrobe. At the top of the stairs leading down to the dressing rooms, she tripped and plunged to the bottom of the stairway, sustaining injuries from which she never recovered, lingering for a short time suffering intensely, and in excruciating agony passed to eternity.

Loses Art

Poor Bob was left alone, disconsolate and grief stricken. Forty years of tramping together is a long time. Forty years without a rift in the harmony of palship or a break in the holy bond with a mate, was more than he could bear. All interest in life seemed to have gone. He aged rapidly, broke sadly. His friends, often missing him, would find him prone on Eva's grave and would have to drag him from it. Finally he was persuaded to try playing dates to help him forget and ease his mind and grief. He took his old violin and played a few dates, but it seemed a futile effort. He missed Eva all the more, felt lost and alone—a derelict adrift, like a ship without a rudder. He could not put his heart and soul into his work—had lost his stride—his art. His audiences, mostly unaware of his broken heart and grief, were unresponsive. To them he was just a broken-down has-been and tolerated him with indifference.

The last date he played was at the American Picture and Vaudeville Theater in Winnemucca, Nev., where he collapsed. I happened to be with the Metropolitan Players, playing a week stand there at the opera house a short time later and learned that poor Bob had been laid to rest by the side of his beloved Eva.

That's the story of the beautiful friendship of Bob and Eva McGinley.

Decouteaux Sets N. H. Spot

HARTFORD, Conn., Nov. 27.—Lucien Decouteaux, owner of the Rex Theater, Manchester, N. H., has announced plans to erect a new outdoor theater in the outskirts of that city. Opening is planned for next spring.

Eustis Drive-In Plans Set

TAVARES, Fla., Nov. 27.—Golden Triangle Enterprises, Inc., with headquarters at Eustis, Fla., has completed plans for construction of a \$40,000 drive-in theater. It will be situated near Eustis and will accommodate 400 cars.

Drive-In for Marietta, Ga.

MARIETTA, Ga., Nov. 27.—Martin Theaters have begun construction on a new \$75,000 drive-in theater a quarter mile east of the Rosewell Road. It will accommodate 400 cars.

HARTFORD, Conn., Nov. 27.—Plans of Philip Coppetto in Cheshire, Conn., to erect an outdoor theater have been held up temporarily by the Cheshire zoning board to permit the board to further investigate traffic and other conditions.

The five-people Feeley-Knowles Players are a new group showing around Syracuse. F. A. Jacques has left New Bern, N. C., for Rookwood, Tenn., where he will open his religious pix show.

Two Motor City Drive-Ins Set; Another Planned

DETROIT, Nov. 27.—Plans for three new drive-ins for the Detroit area are under way, with construction already started on two major projects, both to be erected on the West Side. First will be located on Grand River Road and will be erected by the Associated Theaters Circuit, which opened the Gratiot Drive-In last summer. Present house will, however, be on a less elaborate scale.

Another West Side house will be erected by Community Theaters, another circuit making their first venture into the outdoor field. The Town Theater Company has been incorporated as the building company for this new venture.

In addition, the Community group, according to Irving Goldberg, plans to erect another drive-in, probably at an East Side location, at a later date.

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BACHE—Richard, 58, former organist for the Mastbaum Theater, Philadelphia, November 7 at his home in that city. In recent years he appeared as solo organist in hotel rooms and musical bars. A son, two daughters and a brother survive. Burial in Philadelphia November 11.

BAILOR—Paul, 63, co-owner of the Bailor & Bower Circus, November 15 in a Butte, Mont., hospital. Bailor also performed as a wire-walker during his tenure with the circus. Survived by his widow who is active in music circles in Butte and Anaconda, Mont. Burial in Spokane.

BECKER—William S., 48, former Steubenville, O., newspaperman and at one time on the editorial staff of *The Billboard* in Cincinnati, of a heart attack in Steubenville November 22. For the last 15 years he had practiced law in Steubenville and was also interested in the operation of a cocktail lounge in that city. Surviving are his widow and two children.

BENNETT—George E., 65, with the Johnny T. Tinsley Shows in various capacities for the past 20 years, found dead in his trailer in Greenville, S. C., November 17. Before joining Tinsley he had been with the C. W. Parker, Clarence A. Wortham, Ziedman & Pollie and Krause Greater Shows. Survived by his widow.

BRADEN—E. B., business manager and legal adjuster with various outdoor shows, November 17 in Vanderbilt Hospital, Nashville, where he had been hospitalized for several weeks. Braden had been with West's World Wonder and Art Lewis shows, and the past season was with the John H. Mark's Shows. Survived by his widow, Gertha; his mother, Eva; three sisters and a brother, Buddy. Burial in Columbia, Tenn., November 19.

BROCK—Harry, 51, former national vice-president of the Society of American Magicians, November 21 in Stamford, Conn. He had been in business in that city for the past 30 years. His widow, mother and daughter survive.

BYTON—Dorothy, 45, line and unit producer with the Byton-Bloom Agency, Chicago, in Los Angeles November 19. Before entering the booking field she was a dancer. Survived by her husband, Everett. Burial in Forest Lawn Cemetery, Glendale, Calif., November 22.

CAMPBELL—W. S. (Bill), 66, for 34 years associated with F. S. Wolcott, owner of the Rabbit Foot Minstrels, November 23 in Port Gibson, Miss., of a heart attack. No known survivors. Burial in Port Gibson.

CERVONE—Frank, 60, orchestra leader for 30 years, November 21 in Pittsburgh of a heart attack. Cervone had worked for George Hamid and Tom Packs and directed the 107th Field Artillery Band in Pittsburgh for many years besides fronting his own crew. Survived by two sons, Joseph, Pittsburgh; Jack, Chicago; a daughter, Jane, Pittsburgh, five brothers and two sisters.

COOPER—Arthur R., 57, manager for the F. G. Spencer Company, St. John, N. B., operators of a chain of theaters in Charlottetown, P. E. I.; Halifax and Kentville, N. S., suddenly November 12 in Springhill, N. S. Survived by his widow, two sons, his mother and a brother. Burial in Melvern Square, N. S., November 15.

CRONIN—Francis J., 54, staff organist at WNAC for 17 years, November 15 in Boston. He also played in theaters. His widow, four daughters and two sons survive.

DAWSON—Howard H., 42, for the past two years legal adjuster with Bee's Old Reliable Shows, November 13 at his home in Jackson, Tenn., of a heart attack. Survived by his widow.

DAY—William C. (Shorty), 57, ride man with the Bill Lynch Shows for the past 20 years, recently in Halifax, N. S. Survived by a sister.

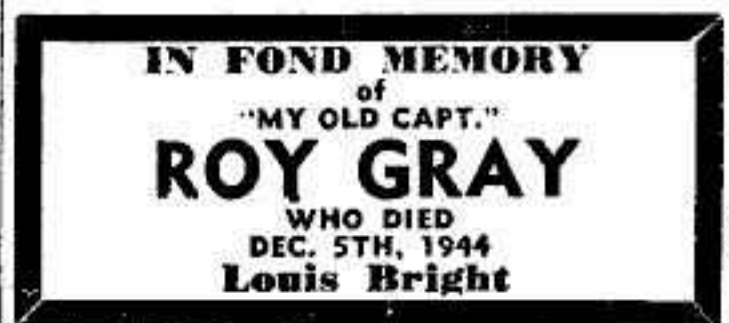
DEAN—Roy, 40, talker on the Royal American Show's *Midget Revue*, November 24 in Oklahoma City. His widow, the former Mary Orban, who worked in the Sally Rand Show

THE FINAL CURTAIN

on the Royal American Shows, and a daughter survive.

FDDY—Ralph, 32, radio announcer at WGN, November 22 in Chicago. He had been with WGN since 1941. His widow and two children survive.

FRIEDBERG—Carl, 63, indie booking agent for radio, stage, club and hotel talent for the past 35 years, November 25 in Mount Vernon, N. Y. His widow and sister survive.



HARPER—Mrs. Inez, 84, former dramatic stock player, in Los Angeles November 24. Mrs. Harper, who played the role of Little Eva in *Uncle Tom's Cabin* for seven years, toured the Middle West in the 1880's with a company managed by her late husband, Lou Harper.

HENSLEY—Leonard (Leonard Youngbear), 49, authority on Indian lore and formerly with the Miller 101 Ranch Wild West Show, recently in a Tulsa, Okla., hospital. Survived by his mother, Jessie, of Tulsa.

HORTON—Hal, 55, emcee on hillbilly radio shows, November 21 in Dallas. From a start in radio in Davenport, Ia., in 1926, he later worked on stations and networks across the country and in Mexico. A regular announcer and entertainer on KRLD's *Hillbilly Hit Parade*, he was also heard on the Mutual Broadcasting System's *Checkerboard Jamboree* and *Smoky Mountain Hayride*. His widow, Irene, known to radio as Susie, and his son survive.

JOHNSON—Buster, drummer with Pocketbook Harris's orchestra on the Mighty Page Shows, suddenly November 2 in Kinston, N. C.

JORDAN—Clifford, of the vaude team, Jordan and Grace, November 22 in Portland, Ore. He leaves his wife, Grace.

KAYALOFF—Yasha, 51, first violinist with the Philadelphia Orchestra for 23 years, November 24 in Gallagher Hospital, Washington, of a heart attack a few hours after appearing with the orchestra there. Before joining the symphony, he worked in vaude and then played with the Capitol Theater orchestra in New York. Survived by his widow, Alice; a son, Larry; three brothers, Jean, a cellist; Vladimir, pianist at the Waldorf-Astoria Hotel, New York; Kris Kaye, an orchestra leader, and a sister, cellist with the St. Louis Symphony Orchestra. Burial in Philadelphia.

KRIMSKY—Jerrold, 38, theatrical producer and author, November 24 in Roanoke, Va. With his brother, Joseph, he produced *Naughty-Naught* and *The Fireman's Flame* in 1937, both written by the deceased under the pen name of John Van Antwerp.

KOCZALSKI—Raoul, 63, Polish pianist and composer of six operas, November 25 in Poznan, Poland. A child prodigy, he gave over 4,600 concerts.

LANDI—Almo, 65, former vaude performer, sculptor and recently publisher of *L'Osservator*, Italian-language newspaper, November 23 in Plainfield, N. J. His widow, son and daughter survive.

LARISON—William K., 51, hypnotist, better known as Marsh Bab-bitt, in an automobile accident at Coney Island, N. Y., November 21. Larison had appeared several times over Station WOR, New York. He was on a lecture tour at the time of his death.

LOWE—Stanley E., 68, Canadian orchestra leader for the past 35 years, suddenly November 7 in Amherst, N. S. Survived by his widow, a daughter and a sister.

MARTIN—John A. (Jack), 75, former owner of the shows bearing his name and in later years an advance agent for Mound City Shows, in St. Louis County Hospital November 23. In his youth Martin toured the country as a contortionist and trapeze performer. Martin instituted the first street fair in St. Louis many years ago. His widow, Katie; a daughter, Mrs. May Neville, and three sons, John M., Frank H. and Lester, survive. Burial in St. Louis November 26.

MASON—Alfred Edward Woodley, 83, author of *The Four Feathers* and many other novels and plays, November 21 in London.

MAYER—Ray, 47, former vaude performer, November 21 in Salt Lake City of a heart attack. He and his wife, Edith Evans, toured the Orpheum circuit for a decade with their act, *The Cowboy and the Lady*, which they had recently revived and presented at Larry Potter's Supper Club in Hollywood.

NORTON—Carleton G., 43, owner-operator of Loomarwick Inn., Lake Waramaug, New Preston, Conn., in New Milford (Conn.) Hospital November 19. Survived by his widow, Margarete; two sons, Carleton Jr., and Robert; a daughter, Nancy; his mother, a brother and a sister. Burial in New Milford November 22.

O'CONNOR—Tim, 62, brother-in-law of Ralph Decker, owner-manager of J. J. Kirkwood Shows, and a concessionaire with the shows, recently in Columbia, S. C. A native of England, he was widely known for 20 years as Tiny Tim, clown. Burial in Columbia.

ORTES—Armand Francis, 68, former legit and silent film actor, November 20 in San Francisco. He leaves a sister.

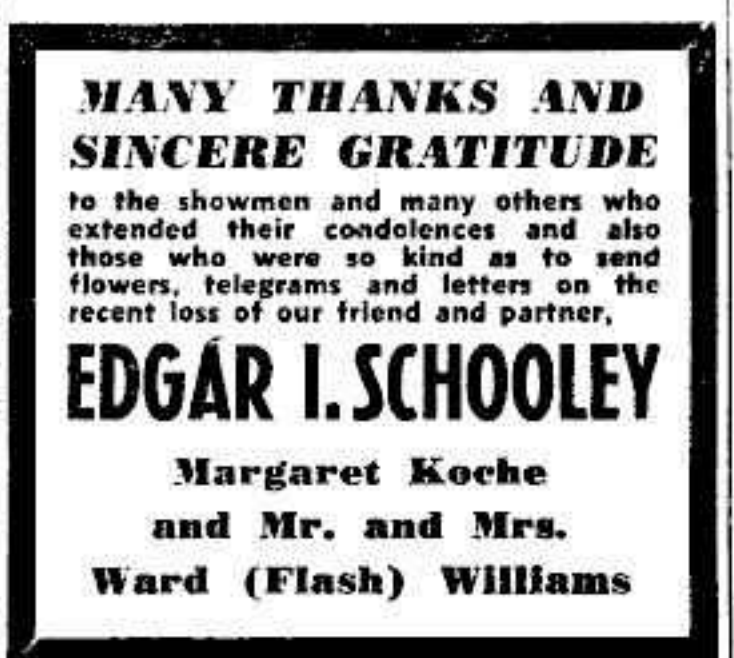
PARENT—Art, 58, former pianist of the Paradise Revue on the Cetlin & Wilson Shows, October 15 in Greensboro, N. C. Burial in Montreal, home of Parent's sister.



RAY—Kenneth A., 46, on the executive staff of Cobbs Mill Inn, Weston, Conn., for several years, in Bridgeport, Conn., November 20. Survived by a brother, Vincent, Danbury, Conn., and four sisters, Mrs. John Doran, Mrs. James H. Doran and Mrs. Harold Ocks, of Bridgeport, and Mrs. Edward Koplowski, of Shelton, Conn. Burial in St. Peter's Cemetery, Danbury, November 23.

ROW—Francis, 46, operatic baritone, November 23 in New York. He sang with the St. Louis Opera and the City Opera companies and more recently taught singing. His widow survives.

SCHOOLEY—Edgar T., 67, pioneer producer of outdoor revues for fairs, November 18 at his home in Skokie, Ill. (Details appeared in the General Outdoor Section, November 27 issue.)



SCIARETTI—Salvatore, 78, Met-opera tenor during the 1910-'11 season, November 27 in Brooklyn. After his Met appearance he sang with many other opera companies and toured Cuba and Central America. His widow, son and two daughters survive.

SHINN—Arthur T., 88, former operator at Echo Lake (Pa.) Park, November 22 in Ardmore, Pa. He retired about 12 years ago. Survived by his widow, Edith; three sons and a daughter. Burial in Stroudsburg, Pa., November 24.

STONE—Michael J. (Doc), 65, former producer with Universal Studios, November 17 at his home in Los Angeles.

WALLACE—Nellie, 78, long a British music hall comedienne, November 24 in London. She started in 1910 as a feature player on a London Palladium bill, and was a star there until a few weeks before her death. She won special acclaim in the Christmas pantomimes. Her debut was in a small part in *East Lynne*.

WESTPHAL—Frank C., 59, radio artist and orchestra leader, November 24 in Bridgeport, Conn. He was musical director of several early radio stations and from 1933 to 1935 directed at WBBM. His widow and daughter survive.

WILLIAMS—John B., 32, former traffic chief of the international division of the National Broadcasting Company, November 22 in Coopers-town, N. Y. His parents survive.

WILSON—Gertrude, sister of E. Lawrence Phillips, former owner of the Johnny J. Jones Exposition, in Washington November 26. Interment in Fort Lincoln Cemetery, that city, November 29.

Births

A daughter to Mr. and Mrs. Jimmy McHugh November 2 in Philadelphia. Father is manager of the Boyd Theater there.

A son, Charles Warren, to Mr. and Mrs. Sid Stanley November 9 in Presbyterian Hospital, Philadelphia. Father is former vaude producer and managed the Fay and Carman theaters in that city.

A son to Mr. and Mrs. Mo Wax November 8 in Women's Hospital, Philadelphia. Father operates a chain of movie houses in the Philadelphia area and is publisher of the *Film Bulletin*, a motion picture trade magazine.

A son to Mr. and Mrs. Schuyler G. Chapin November 20 in New York. Father is WNBC's field promotion supervisor.

Twin daughters to Mr. and Mrs. Talbot Harding November 9 in Cleveland. Father is *The Billboard's* Cleveland correspondent.

A daughter, Susan Abby, to Mr. and Mrs. George Schimmel November 16 in New York. Father is an engineer at WQXR.

A son to Mr. and Mrs. Dick Bain November 15 in Lynwood, Calif. Father is a harmonica player; mother is the former Thelma Blair, of the Blair Sisters.

A son to Mr. and Mrs. Sid Goldstein November 16 in Hollywood. Father is Coast chief of the George Simon Music Company.

A daughter to Mr. and Mrs. Hamilton Hoge November 16 in New York. Father heads U. S. Television & Zetka Television Tubes, Inc.

A daughter to Mr. and Mrs. Floyd Huit November 1 in Lynwood, Calif. Mother is the former June Blair, of the Blair Sisters.

A son to Mr. and Mrs. Paul Long November 14 in Pittsburgh. Father is a newscaster at KDKA; mother is Elaine Kinder, of the Kinder Sisters, who sing over that station.

A son to Mr. and Mrs. Norman Rivkin November 13 in Hollywood. Father is a press agent.

A son to Mr. and Mrs. Doug Setterburg November 15 in Seattle. Father is a producer at KOMO.

A son to Mr. and Mrs. Paul Visser November 15 in Chicago. Father is a National Broadcasting Company assistant director.

Communications to 155 No. Clark St., Chicago 1, Ill.

Thanksgiving Parades Draw Large Throngs

NEW YORK, Nov. 27.—Ideal weather Thanksgiving Day resulted in record crowds of spectators along the line of march of Macy's (department store) annual parade down Broadway and the Bamberger parade in Newark, N. J. Both parades utilize professional circus performers and clowns as well as several commercial bands. Circus talent and featured clowns for the parades were booked thru Leo Grund, of the George A. Hamid office.

As usual, there were several huge balloons in the Macy Parade, new ones including a 75-foot crocodile, a giant fireman and a monkey dangling from a balloon-carried trapeze. Among new floats were a Mississippi River showboat, a water-spouting whale and a menagerie float.

Among the nine bands in line the most spectacular was the Ferko string band, from Philadelphia, in colorful Indian get-up.

Bamberger's had 60 floats, 15 bands and 500 marchers. Floats ranged from those with holiday themes to such spectacular ones as that bearing five separate groups of performing jugglers, acrobats and equilibrists and another carrying a dancing ballet group. Both parades featured elaborate Santa Claus floats and wound up in front of the stores, where ceremonies were carried out.

Frank Cervone Dies in Pittsb'g

PITTSBURGH, Nov. 27.—Frank J. Cervone, 60, band leader and theatrical booking agent, died here Monday (22).

Cervone's band played fairs and outdoor events for years. A first lieutenant during World War I, he directed the 107th Field Artillery Band for a time. Cervone was widely known in the outdoor booking field, having been associated with the George A. Hamid office 18 years, most of which was as head of the Hamid office here.

Surviving are two sons, Joseph and John; a daughter, Jane; six brothers and three sisters.

Funeral services held Friday (26) at Baker Funeral Home were attended by Hamid and many other showmen.

National Speedways Set Early Birm'ham, Macon Still Dates

CHICAGO, Nov. 27.—National Speedways, Inc., Chicago big car auto race promotional organization, will follow up its 1948 inaugural at the Florida State Fair in February with two early April still dates at Macon, Ga., and Birmingham.

Al Sweeney said today that a contract for an April 10 race meet at Macon has been signed with Roy Gandy, president of the Macon Speedway Association. The Macon date will be followed April 17 with the second annual National Speedways spring program on the Alabama State Fair track at Birmingham.

The third in a series of early-season meets has been scheduled for the Lebanon Fairgrounds Speedway at Lebanon, O., the first week in May.

Announcements Pop at Chicago In Pre-Confab Clan Gathering

CHICAGO, Nov. 27.—Robert R. Kline, this year general agent for the John R. Ward Shows, has been named to a similar post with Endy Bros.' Shows.

Aut Swenson, the past two years a Jimmie Lynch Death Dodgers unit manager, closed to handle a Joie Chitwood Hell Drivers unit in the Midwest.

A 100-mile stock car automobile race, to be staged by Frank Winkley, was contracted for the closing day of the '49 Mississippi Valley Fair, Davenport, Ia.

The Wallenda circus unit was signed to play the '49 Barnes Bros.' Circus in the Chicago Stadium and was placed under the exclusive booking of Barnes-Carruthers Theatrical Enterprises, Chicago, for 1949 fair dates.

Judy Canova, radio and motion picture star, will play fair dates in '49.

Bligh A. Dodds, manager of New York State Fair, Syracuse, prepared to handle the gavel at the annual convention of the International Association of Fairs and Expositions, filling in as IAFE vice-president for Roy Rupard, president, who wired that illness forced him to remain at his Texas home.

These were the chief disclosures

and developments today as fair men, park execs, carnival reps and show suppliers thronged into the city and clogged the lobby of the Hotel Sherman before formal opening of the annual show conventions.

Announcement of Kline's appointment as the Endy Bros.' g. a., made by Dave Endy, fills the gap left vacant months ago by the shift of Curtis L. Bockus from Endy to a similar post with the James E. Strates Shows.

Bill McGaw, Chitwood manager, in announcing that Swenson would handle a Hell Drivers unit said there will be three Chitwood units in '49.

Winkley disclosed that in addition to closing for a 100-mile stock car race at Mississippi Valley Fair, he had contracted to supply two night thrill shows at the Davenport annual.

Announcement that the Wallenda unit would be booked at '49 fairs exclusively by the Barnes-Carruthers office was made by Jack Leontini, Wallenda manager, following a conference here with Sam J. Levy Jr., of that booking office.

Michael L. Vallon, personal manager of Judy Canova, revealed that she not only will be available for '49 fair bookings, but that she will make

(See Announcements Pop, page 51)

Close-Ups:

A Model T (for Hats) Started Whitey Monette Off to Success

By Dean Owen

(This is another in a series of articles on little-known facts about people prominent in the outdoor show business.)

AMONG the familiar sights on fair and celebration midways is dapper Maynard Philip Monette, who parlayed a Model T Ford and a crate of souvenirs into one of the largest novelty operations on the West Coast. Better known as Whitey, he also has been a guiding hand in the affairs of Show Folks of America, San Francisco, and during his term as president was instrumental in helping raise nearly \$5,000 for the org's burial plot at Mount Olivet Cemetery.



WHITEY MONETTE

Business-wise, Whitey never misses a trick and usually has been one jump ahead of his competitors when it comes to anticipating a change in trend. It is the uncanny ability of judging public interest in novelty items, plus his determination, that largely has been responsible for his success.

Whitey began hustling novelties when he was 10 years old near Manteno, Ill., where he was born February 5, 1914. After playing fairs and chautauquas in the neighborhood he became concessionaire at the Manteno State Hospital. He soon started on the fair route again, however, working popcorn and peanuts and gradually branching out to balloons and novelties.

He probably still would be in the Midwest if an older brother had not moved to the Coast. Whitey came west and liked the new territory so much he decided to stay. As usual he was on the ground floor when it came to predicting a popular trend and stocked up on novelty hats. That was in 1930 and the hats proved the rage. Whitey cashed in.

All Not Velvet

He snared his first full-scale novelty contract during the revival of Ogden, Utah, Pioneer Days. From then on it was easy sailing, with a few exceptions. One exception came at a time when his fortunes were in the red and the only thing that would save the day was a certain fair contract. The contract was secured, but Whitey's Model T bogged down 20 miles from the fairgrounds and by the time he arrived a competitor already was set up on the midway.

A novelty hustler in the early 30s had few comforts, Whitey recalls, and (See A MODEL T on page 54)

Gainesville Show Budget Okayed

New 110-foot big top, with 3 50-foot middles scheduled—bow set

GAINESVILLE, Tex., Nov. 27.—The budget for the 1949 Gainesville Community Circus was approved by the board of directors at a dinner meeting here.

New equipment will include a 110-foot big top with three 50-foot middles, new lighting system with central switchboard at bandstand, spotlights for stroblite effects, new reserved seat netting and dividers, a new cage wagon for the old-time circus parade spec being prepped, a second trampoline, additional rolling globes, aerial bar rigging and a second bareback horse.

The season will open in Gainesville April 20 for a three-day stand. Other Texas dates are Denton, May 5-6; Cleburne, May 12; Corpus Christi, June 3-4; Garland, June 9-10, and Nocona, June 16-17.

Staff includes Roy A. Stamps, general manager; C. B. Stringer, assistant manager; J. B. Saylor, secretary-treasurer; Dr. A. A. Davenport, equestrian director; A. Morton Smith, program director and announcer; Emmett F. Curtis, legal adviser; Joe M. Leonard Sr., superintendent of transportation; Roy P. Wilson, front door superintendent; Mrs. Rita Stamps, superintendent of personnel; B. D. Ford, musical director; Vern Brewer, general superintendent; W. Alex Murrell, chief electrician; Portis M. Sims, ring stock superintendent; Mrs. Mary Sims, wardrobe superintendent; Mmes. W. W. Welborn and Hallie Hatfield, wardrobe mistresses; Dr. S. M. Yarbrough, medical department; F. E. Schmitz, producing clown; Paul McGehee, boss property man; Foster Renfro, chief electrician; A. B. Garvin, back yard superintendent; Henry Skaggs, boss hostler; Joe M. Leonard Jr., head usher, and Mrs. Kathryn Parsons, office secretary.

Winnipeg Cele Set for June

WINNIPEG, Nov. 27.—The 75th anniversary of incorporation of Winnipeg will be celebrated in June, 1949, it was decided at a meeting of the special committee set up to decide what should be done.

The exact date, length and events and features are not decided. However, by December 1 an organization will be set up to handle these and other details. Management of the event will be in the hands of a director who will be chosen at the next committee meeting. A special office for the director will be set up in the city hall.

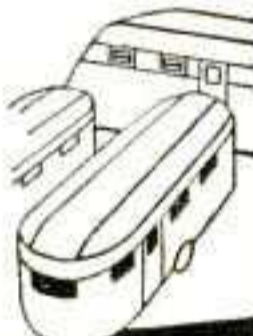
Final Rites Observed For Edgar I. Schooley

CHICAGO, Nov. 27.—Funeral services for Edgar I. Schooley, 67, pioneer in the production of revues for fairs, who died November 18 at near-by Skokie, were held Monday afternoon (22) at the Haben Funeral Home in the suburb. Burial followed in Showmen's Rest, Woodlawn Cemetery, here.

Pallbearers were Sam J. Levy Sr., Jack Duffield, Sunny Bernet, Phil Tyrell, Dean Detrick and Victor Koch.

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Lamont Event Nets Lions \$13,500; To Be Repeated in '49

LAMONT, Calif., Nov. 27.—Playing to more than 20,000, the Fall Festival held here November 6 and 7 was a huge success, netting \$13,500 for the sponsoring Lions Club and supporting churches, a teen-age canteen, and Women's and Parent-Teachers' clubs. A number of professional concessionaires played the date and did excellent business, according to Sam Harrelson, former carnival showman, who supervised the midway, and plans are under way for a 1949 repeat, he said.

Giveaways amounting to over \$5,000 were made from the bandstand in the center of the midway of about 45 stands. Four film personalities, Johnny Mack Brown, Scotty Beckett, Evelyn Finley and Bill Potter, worked from the bandstand. Other features were a two-mile parade, free street dancing, the Duanes on the trapeze, and a queen contest, the winner being awarded a \$300 wardrobe and a free trip to Hollywood. The contest underwrote the affair, Harrelson reported, 6,500 tickets being sold before the festival got under way.

Newspapers and radio gave excellent co-operation in advance and during the festival. Station KAFY, Bakersfield, signed a local car dealer to sponsor daily broadcasts from the grounds.

Hoffmann Renamed President of Int'l Rodeo Association

RENO, Nev., Nov. 27.—R. J. Hoffmann, Cheyenne, Wyo., Saturday (20) was re-elected president of the International Rodeo Association here. Other 1949 officers are Ray Talbot, Pueblo, Colo., treasurer; E. N. Boylan, Pendleton, Ore., secretary, and John T. Caine, Denver; Harry Wall, Lewiston, Idaho, and Morley Griswold, Reno, executive committeemen. State vice-presidents named included Elmer Moen, Ellensburg, Wash.; Elton B. Hebb, Salinas, Calif., and John H. Adams, Oregon.

No changes were made in the method of awarding points to rodeo contestants. Site of the 1949 convention will be named at a later date by the executive committee.

Paul Spor Expands Quarters in Toledo

TOLEDO, Nov. 27.—Paul Spor Booking Agency is taking additional floor space at its headquarters here in line with its expansion program which got under way recently. Spor added his son, Paul Jr., to his staff after the latter's discharge from the service.

Spor said that his enlarged quarters will provide large rehearsal rooms for the unit shows that he is readying for a tour thru Ohio and Michigan beginning the middle of January. He recently contracted to produce the 10-day sports show at Civic Auditorium beginning January 22. Spor's plans also call for special studios to be set up for the staging and coaching of television shows, and name band and cocktail unit departments have been set up.

Under the new arrangement Spor's son will handle the band booking. A staff of eight handles the studios and talent-development departments, with the senior Spor in charge of the club dates and fair booking department.

Morton To Produce Miami Shrine Show

MIAMI, Nov. 27.—Mahi Shrine Temple here has contracted Bob Morton to produce a three-ring circus and thrill show in Burdine Stadium for four days beginning January 30, it was announced this week by Shrine officials.

Local Shriners are planning to make the event one of the largest in the city's history, bringing in an estimated 30 acts for the show. Deal marks the first time in 10 years that the Shriners have gone into a circus venture.

Minn. Assn. Sets Meet

MAHNOMEN, Minn., Nov. 27.—Annual fall meeting of Red River Valley Better Fairs will be held here December 2. Officers are O. M. Mattson, Warren, president; John Bredemeier, Barnesville, vice-president, and Joseph W. Reseland, Fertile, secretary. Association is made up of fairs in Clay, Roseau, Mahomet, Polk and Marshall counties.

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, 85 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #8, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE Cards, No. 1 size, 5 1/2 x 14 1/2. 10¢ each.

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Made in 80 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.

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 3,000 Jack Pot Slips (strips of 7 numbers) per 1,0001.25
 M. W. Cards, 5x7, White, Green, Red, Yellow, per 1002.00
 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5 M1.50
 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 8 1/2; 5 colors; loose, no pads, M1.75
 Adv. Display Posters, size 24x36, Each10
 Cardboard Strip Markers, 10 M for75
 Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board: 3-piece layout for15.00
 Thin Transp. Plastic Markers, Bwn, 1/4 M 1.00
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Colorful Rites Highlight NSA Memorial Day

NEW YORK, Nov. 27.—Annual memorial services of the National Showmen's Association held at the clubrooms Sunday (21) were the most impressive ever conducted by the club. Presence of a color guard from the military police battalion at Governor's Island, under command of Corporal Tuman, was made possible thru the courtesy of Captain Driscoll.

Addresses were made by the Rev. Allen E. Claxton and Rabbi Gabriel Schulman. Vocal solos were rendered by Angeline Hauck and Dorothy Packman, with William Caldwell at the piano. Joe Basile and a trumpet player from his Madison Square Garden band teamed up on Taps.

Chaplain (NSA) Fred Murray supervised the services. Clubroom's stage was appropriately decorated, with the honor list of the deceased members of the NSA and the Ladies' Auxiliary occupying the center.

70 Members Present

About 70 members of the club and auxiliary assisted at the services, which opened with pledge of allegiance to the flag, followed by the singing of the national anthem by Dorothy Packman, past president of the Ladies' Auxiliary. After the invocation by Phil Cook, chaplain of the Miami Showmen's Association, George A. Hamid, president emeritus, delivered an address of welcome.

Due to the inability of NSA President James E. Strates to be present, his spot was taken over by Vice-President Jack Perry, who delivered an address and read the roll call of the deceased members. Mrs. Sidone Silvers, chaplain of the Ladies' Auxiliary, called the roll of departed Auxiliary members.

Chaplain Fred Murray read a special prayer written by the Right Reverend Monsignor O'Reilly, pastor of St. Malchay's Church. Mrs. Ethel Shapiro introduced Mrs. Bess Hamid, who unveiled a bronze memorial tablet bearing the honor roll of deceased members of the Ladies' Auxiliary, gift of Mrs. Hamid. Mrs. Queenie Van Vliet, Auxiliary president, accepted the plaque on behalf of the organization.

Benediction Given

Addresses by the Rev. Allen E. Claxton and Rabbi Gabriel Schulman were followed by the singing of *The Lord's Prayer* by Angeline Hauck, and benediction by Chaplain Sidone Silvers.

At the close of the ceremonies, busses carried a group of NSA and Auxiliary members to Ferncliff Cemetery, Ardsley, N. Y., where a service was held in front of the NSA monument on the club's plot. All graves had been covered with fresh flowers.

Rites at the cemetery were brief, consisting of invocation by Chaplain (MSA) Phil Cook; reading of a psalm by D. D. King, and prayer by Chaplain (NSA) Fred Murray. Ceremony concluded with benediction by Chaplain Murray.

ANNOUNCEMENTS POP

(Continued from page 49)

her appearance during the outdoor convention. She is to appear Monday (29) at a 4-H breakfast in the Stevens Hotel, Vallon said.

Word that Rupard was ill was received here by Frank Kingman, IAFE secretary, upon his arrival from Brockton, Mass., and shortly after he and Dodds conferred on details of the IAFE convention program.



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Coming Events

CALIFORNIA
Glendale—Dog Show. Dec. 12. Mrs. Hugh Lewis, Pasadena, Calif.
Turlock—Far West Turkey Show. Dec. 1-4. C. F. Dickinson

FLORIDA
Miami—Orange Bowl Festival. Dec. 26-Jan. 3. E. E. Seiler, 615 S. W. 2d Ave.
Melbourne Beach—Sebastian Inlet Celebration. Dec. 17-19. Lennard Mallory.

ILLINOIS
Chicago—National Farm Show in Colliseum. Thru Dec. 4. Del Rhea, 1513 S. Wabash Ave.
Chicago—International Livestock Expo. Nov. 27-Dec. 4. Wm. E. Ogilvie, Union Stock Yards.

IOWA
Ackley—Four-County Fair. Dec. 6-8. Joe W. Coble.

LOUISIANA
New Orleans—Shrine Circus. Nov. 26-Dec. 5. Dr. A. Mattes, 1137 St. Charles Ave.
New Orleans—Poultry Show. Dec. 16-19. Milton J. Walch, 510 Wilkinson Place.

MASSACHUSETTS
Worcester—Dog Show. Dec. 12. Foley, 2009 Ranstead St., Philadelphia.

MICHIGAN
Detroit—Michigan 4-H Club Show. Dec. 7-9. W. J. Chambers, 6750 Dix Ave.
Detroit—Dog Show. Dec. 5. R. H. Calbeck, R. 4, Birmingham, Mich.

MISSISSIPPI
Greenwood—Band Festival & Carnival. Dec. 3. E. H. Blackstone, Box 848.

NEW YORK
Binghamton—Dog Show. Dec. 5. 2009 Ranstead St., Philadelphia.
White Plains—Dog Show. Dec. 5. Foley, 2009 Ranstead St., Philadelphia.

TEXAS
El Paso—Southwestern Sun Carnival. Dec. 28-Jan. 1. Howard Slutes, Hotel Cortes.
Sweetwater—Stock Show. Dec. 1-3.

CANADA
Saskatoon, Sask.—Dressed Meat & Poultry Show. Dec. 6-9. S. N. MacEachern, Bessborough Hotel.

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It holds up to 60 "hot dogs" in buns with mustard, wrapped in wax paper and napkins.

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Out in the Open

Murray Powers, *The Billboard* correspondent in Akron and a circus fan, has been named managing editor of *The Beacon Journal*. Powers, formerly news and Sunday editor, has been with the paper 14 years.

Art Briese (Thearle-Duffield Fireworks) recently returned to Chicago after a trip to Florida where he closed contracts with the Orange Bowl, Miami, for an "oh" and "ah" show January 3 and for the fireworks at the '49 Florida State Fair, Tampa. He and Mrs. Briese were Thanksgiving Day hosts to the Harry Batt family (Pontchartrain Beach, New Orleans). Harry Batt Sr. and Mrs. Batt combined a visit to the annual convention of the National Association of Amusement Parks, Pools and Beaches with a reunion with their two sons, John, a student at Tulane University, and Harry Jr., who with his wife, lives in Chicago while attending the School of Design.

Henry H. Trefflich, New York animal dealer, received a shipment of 100 Rhesus monkeys from India Monday (22). Animals were brought in by plane from the interior of India and the trip to New York's Idlewild airfield required slightly less than five days. Cost of flying the monkeys was \$15 per head or \$1,500 for the lot. There was no loss of animals by death in flight. Animals are destined for laboratories of the National Foundation for Infantile Paralysis. . . . Elsie Janet Basile, daughter of band leader Joe Basile, and Carl H. Sonitz, advance agent of the Hamid-Morton Circus, were married at Basile's home at 91 Ampere Parkway, East Orange, N. J., Saturday (27). Wedding was followed by a reception at the Robert Treat Hotel, Newark, N. J.

H. L. Fitton and Ray Lotham, secretary and director, respectively, of the Midland Empire Fair, Billings, Mont., arrived in Chicago a week before the IAFE convention and spent some time at the Arlington Race Track inspecting the grandstand there. The plan at Billings, they pointed out, is to

build a new grandstand after the 1949 fair.

Emilio Razzore, owner of the Circus Santos Artigas, Havana, is reported in the United States searching for acts. He spent a month in Mexico on a similar mission. . . . Don and Carrie Stewart entertained 20 Columbus, O., showfolks in their home on East Main Street Thanksgiving Day. . . . Col. John Ogden, former side show manager, is a salesman with an insurance company in Columbus. . . . I. V. Hulme, secretary of the Anderson (S. C.) Fair, and Mrs. Hulme were among the early arrivals at the Chicago outdoor convention, and Hulme disclosed that his annual was planning the erection of a new 100x150 commercial exhibit building and an addition to the grandstand which will raise the seating capacity by 1,000. Both projects, he said, are planned for completion before the '49 annual.

The Acromaniacs, Hugo, Italo and Nino Immediato, well-known acrobatic trio, are temporarily operating a bakery in Wilmington, Del., as a result of an accident to Nino, who fell and broke his back while the act was working with Bob Crosby and his orchestra in Cleveland several weeks ago. While waiting for Nino's recovery, his brothers decided to open a bakery having learned the trade from their father, and picked Wilmington so as to be near Nino, whose home is in near-by Villone Village.

Weiss Adds Eastern Fairs

NEW YORK, Nov. 27.—Bennie Weiss, concessionaire and bingo operator, has signed contracts with additional Eastern fairs for next season. Among the big fairs added to his string are the New Jersey State Fair, Trenton, where Weiss has landed the bingo privilege, and the Orange County Fair, Middletown, N. Y., where he has been granted privilege and bingo concessions.

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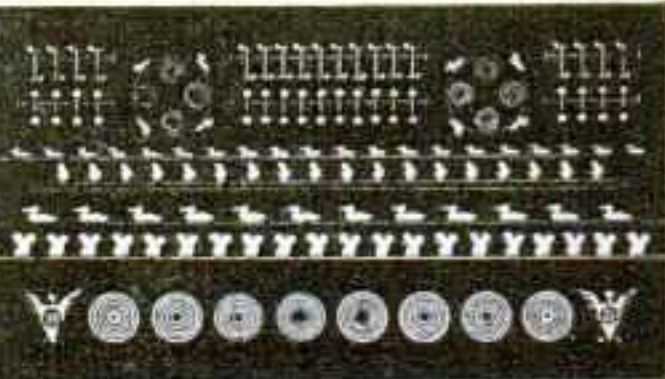
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Talent Topics

Capt. Roy Simms, now in Dennard, Ark., reports he is having a new rigging made and that the deer season is open. "I'm going to get my share this year," he said. "Bozo Harrell passed my place recently but he was going so fast he didn't know I was within a million miles of him, but I wish he would have stopped for a chat."

The Dutton Sky Devils, who closed their season October 3 in Rochester, N. Y., are in quarters at Walker-Dutton Airport, Haverhill, Mass. On the closing date, Howard Dutton reports, the show featured its new fire act in which an AT-6 is flown at 200 m.p.h. thru 200 gallons of flaming gas. Next season, Dutton says, he hopes to have the world's smallest airport act, which consists of landing one stock Cub on the sound truck, then come to a halt in front of the grandstand with the airplane squatting on top of the truck. The truck will then start down the runway and the airplane will take off from the truck. . . . Johnny Pringle, slack-wire performer with the Ayres and Kathryn Davies Circus, who suffered two broken ribs when he fell during his performance at Elroy, Wis., expects to be back on the show in January.

T. T. Lewis, while playing the Cat & Fiddle nitery, Cincinnati, was visited by his wife, Jackie Lewis, and Dr. William Huebener. . . . Ethel and Glen Henry, with their juggling and dog acts, closed the season at the Charlotte (N. C.) Food Show November 20. They will stop over at the Clyde Bros.' Circus and visit friends and relatives before continuing on their way home to Montana for the holidays.

J. Alex. Brock, aerial bar performer, residing in Tampa and out of circulation the past year, is planning on going back into the business next season. . . . Carey Emrie, former showman now residing in Cincinnati, has been visiting in St. Louis and called at *The Billboard* offices there last week.

Huey (Myron Kyle) the clown and company, including Art LaRue, Mel Rennick and Bernie Griggs performed at the Lockheed Airport in Burbank, Calif., Thanksgiving Day when Santa Claus (Carl Wuebkes) arrived. The clowns put on a 40-minute show with Wuebkes. Show also featured Edmund O'Brien, Warner Bros. pictures, emcee; Max Ter-

hune, vent and magic; Monte Hale, Republic pictures, cowboy songs, and Rubye Whitaker and her Covered Wagon Girls, an eight-piece novelty band.

Shortly after his arrival in Chicago for the outdoor convention, Fred Tennant Jr., of the State Fair of Texas staff, closed with Ernie Young, Chicago booker, to supply three high acts at the '49 Dallas fair. Selden, the Stratosphere Man, was one act specified in the contract. . . . Dorothy Byton, for many years producer of lines for fair revues in the Midwest, died recently on the West Coast.

The Great Knoll will hit the trail for South America for the winter months. . . . Captain Roy Simms is back at his Dennard, Ark., home. . . . Kayletta, aerialist, is at her Anaheim, Calif., home. . . . Eric Philmore and the Aerial Mathieus are with the Star Spangled Circus, playing army camps. . . . The Silver Condors are wintering in Miami, the Flying Melzoras are back at their Saginaw, Mich., home, and Capt. Eddie Kuhn, of wild animal circus note, is at his home in Tennessee. . . . Charles J. DeVine, trapeze performer with Ringling Bros. and Barnum & Bailey, reported to West Palm Beach, Fla., police that his leather boots, valued at \$25, were stolen when the show played there.

Three acts were added to the Polack Bros.' Eastern Unit for the Baltimore date. They were Alex Kon-yot, the Flying Wards and Egle Zacchini. . . . Conchita and the Ericksons closed the season in Baltimore and left for Tampa and a much needed rest. . . . The Del Raes also closed at Baltimore and left for New York. . . . At the termination of Polack Bros.' Western Unit, December 12, Harold

Barnes, tight wire, will return to the Roxy Theater, New York, for a Christmas show.

The Aerial Snyders will head for St. Petersburg, Fla., after closing for the season with the Tom Packs Circus in New Orleans. . . . The Bounding Olympians will winter in Seattle. . . . The Three Milos, the Sky Larks and the Sensational Marions are wintering at their Utah ranch. Milo is planning a new feature trick for each act.

Irene Lafferty, performer with Polack Eastern Unit, evidently was too modest to mention it in her Dressing Room Gossip column in this issue, but it was learned that when the GAT Club on the Polack show had a party at one of Baltimore's leading supper clubs, while the show was playing Baltimore, Irene was voted the personality girl of the show. . . . Walter Long, 21-year-old leaper with the Wards on the Polack show, is a talented cartoonist. His home is in Bedford, Ind.

Acts with the Circus Santos Artigas, which opened recently in Havana, include James J. Cole Jr., elephant trainer; the Chambertys, the La Troupe Los Knights, Los Mathis, the Great Arthur and Hedy, Ira Watkins, Madam Sylvia, the Moreno Brothers and Gaby and Fofa and Miliki. . . . When Egle Zacchini, known professionally as Miss Victory, played Polack Eastern Unit's date in Baltimore, it marked the first time in more than a year that she has done the single cannon shot act, having been working steadily with the repeating cannon. Miss Zacchini flew from Kansas City to Baltimore for the date, being met in Baltimore by her father and brother, who brought the cannon up from Tampa. . . . Dick Anderson, catcher for the Flying Behees, who lives in Wilmington, Del., visited the Flying Wards when the Polack unit played Baltimore.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Tang, Miss.,
November 27, 1948.

Dear Editor:

On Wednesday while the show was at Frost Bitten, Miss., Manager Upp announced that his circus would officially start its winter tour that day and that all summer contracts automatically became null and void. He also said that the long, prosperous and pleasant tour mentioned in the contract (above the word "whereas") had reached the end of the line.

A notice, posted in the cookhouse, read: "Anyone wishing to sign for the winter tour may place his signatures on the blanket contract hanging above." The contract was written on a roll of paper, which left five yards open for signatures, and as each signed the paper was rolled, leaving both the agreement and the pay-offs in the dark. Luck was with the boss to some extent as it was cold and sleeting, and if you can show anybody better weather for winter security signing it would have to be staged further north. A clown, who had donated his season's income to the Ballet Gals' Benevolence Society, found that his liberal actions during the summer had left him with no money to guide him and, to make sure that his name would be distinctly seen on the contract, signed it three times.

However, some of our actors and musicians didn't want to go along with the office on the hidden agreement. Why? We can't say, as the "whereas" in their summer agreements finally multiplied to 10 whereas leaving the signers with no wherewiths. Finally our waterlogged and cold people lined up for the signing. As they affixed their signatures they were handed breakfast tickets. But some of them thought more of their dignities than they did their

stomachs and backed off.

They again filed into the cookhouse at dinner time. As Wednesday is always rice pudding day in our eatery, eight of our people discarded their dignities for rice, raisin and cinnamon. They returned again at supper time. Our slogan, "He who doesn't sign, doesn't eat," was beginning to weaken the hearty ones. When some of them hesitated, the steward waved a slice of fried hog liver under their noses. Supported by the aroma of fried onions, the liver signed up three more. The boss ordered bacon and coffee as the breakfast menu for Thursday at Gaunt, Miss. The aroma of frying bacon and boiling coffee brought in two more of the renegades, which gave us a fair show and a band. But it cut the pad-room personnel 50 per cent and the band 60 per cent.

We had two tractor drivers who believed the show couldn't move without them and they wouldn't sign. To offset their mutiny Manager Upp inserted an ad in the local sheet asking for farmers, whose horses hadn't seen the world, to join and bring their draft stock with them, with the guarantee of food for both man and beast. As a monetary inducement to the hay rakers, the boss promised them that should any of their horses be killed while in the performance of their duties, the show would pay them \$4 per horse if skinned and delivered to the menagerie.

By night we had contracted more horses and drivers than we had stock-car space for. By quick thinking the problem was solved. The berths of the departed actors and musicians were torn out and a partition was placed in the car, which gave us ample loading space for the added baggage stock.



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Indio—Riverside Co. Fair & Natl. Date Festival. Feb. 18-22. R. M. C. Fullenwider.
San Bernardino—National Orange Show. March 10-20. R. Z. Smith, Box 29.
FLORIDA
Bowling Green—Hardee Co. Strawberry Festival. Jan. 17-22. J. A. Albritton Jr.
Cocoa—Indian River Orange Jubilee. March 9-12. Mrs. Marion Oxford, Chamber of Commerce.
Dade City—Pasco Co. Fair. Jan. 19-22. J. F. Higgins.
Delray Beach—S. Fla. Gladioli Festival & Fair. Feb. 22-29. R. C. Lawson.
Eustis—Florida Sportsman's Expo.—Lake Co. Fair. March 14-19. Karl Lehmann, Tavares, Fla.
Fort Myers—Southwest Fla. Fair. Feb. 21-26. J. Fred Huber, Box 2010.
Inverness—Citrus Co. Fair. Jan. 25-29. O. M. Maines Jr., Box 67.
Largo—Pinellas Co. Fair. Jan. 25-29. J. H. Logan, Box 267.
Orlando—Central Fla. Expo. Feb. 21-26. Crawford T. Bickford.
Plant City—Florida Strawberry Festival. March 1-5. G. H. Bates.
Sarasota—Sarasota Co. State Fair Assn. Feb. 20-26. S. Dilworth Clarke Jr., Box 187.
Tampa—Florida State Fair & Gasparilla Assn. Feb. 1-12. P. T. Strieder, Box 1231.
Winter Haven—Florida Citrus Expo. Feb. 14-19. Phillip E. Lucey.
TEXAS
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 26-Feb. 6. Edgar Deen, Box 150.
Houston—Houston Fat Stock Show & Livestock Expo. Feb. 2-11. W. O. Cox, Box 2371.



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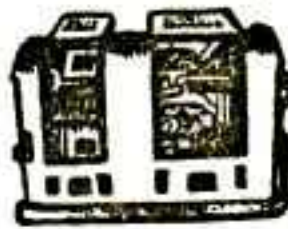
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**A Model T (for Hats) Started
Whitey Monette Off to Success**

(Continued from page 49)

the worst hazard was rain. Many times leaky side curtains on his Model T would let in enough water to soak the merchandise. Then it was pray for a warm sun or sit out the date until the stuff dried.

Versatility a Must

It was common in those days for Whitey to come off a date with more novelties than money, but he never gave up and usually before the end of the year showed a profit. An example of Whitey's versatility is revealed in an experience he had one winter in Oklahoma. He had been working the State with a penny machine that turned out a Will Rogers memento, when he was forced to head south to keep a date at the Mardi Gras. The weather turned bad and finances were so low he needed money for gas. Undaunted, Whitey took enough canes and sun glasses from his stock to peddle in drug stores. That was the hardest selling imaginable, trying to convince a skeptical druggist that he should lay in a supply of sun glasses when it was pouring rain outside and the thermometer stood at 5 below zero. But the gasoline money was forthcoming, and Whitey rolled on to New Orleans.

There is little to compare Whitey's present streamlined operation to the Model T days of the early '30s. When Monette Novelties are on the road today they are hauled in four trucks and a station wagon.

Improved Own System

Not only has Whitey studied the selling end of his business, he has considered all facts of handling merchandise. In order to move the thousands of items to stock fair and celebration midways, a fool-proof system had to be found to keep loss and breakage at a minimum. As the first step, Whitey ordered the construction of special cabinets to hold jewelry. The next step was to work out a system whereby a check could be kept on his operators and at the same time eliminate as much red tape as possible. It was decided to check the operators out for a full season instead of at each stand as previously. This system worked. Now the operator gets his merchandise in the spring and huddles with Whitey or his assistants for an inventory prior to each date.

Along with everything else, selling methods have changed since the early '30s. Those were the days when a hustler could do a good business by handling only two or three items, such as miniature hats, scarves and balloons. Contrast that with the 200 to 300 items handled by large-scale operators today.

Altho Whitey loves his work and wouldn't be doing anything else at twice the money, there still are numerous headaches, but he eventually overcomes them.

Specialty Items Best

There is no saturation point in the novelty business, Whitey believes, because there is always some new item to catch the public fancy. He claims more novelties are being sold today than ever before, and this is borne out by a glance at his ledger. Specialty items are the best because they move fastest. And the smart operator, Whitey says, is the one who figures a souvenir angle on every item.

To show how the business has grown, Whitey points to his own line-up of merchandise. Most of the items formerly were found only in novelty stores, never on a fair or celebration midway. That is the reason for Whitey's huge investment. It takes a big stock to handle the number of dates he has lined up each season.

This genial novelty dealer and concessionaire is so well liked that he

repeats most dates. For example, Whitey has played the Western Washington Fair, Puyallup, since 1932; California State Fair since 1934, and Oregon State Fair since 1934. Until 1940 he played the Mardi Gras, Fort Worth Stock Show and Cheyenne Frontier Days annually. Now he confines his activities to the Coast.

His last date this year was the novelty franchise for San Francisco's Portola Festival. If the festival becomes an annual event, as planned, Whitey will have the ex at the expo.

In Gift Shop Biz, Too

One phase of Whitey's operation, under the firm name of Monette & Gordon, was founded several years ago. He met Sam Gordon at Chicago's Century of Progress. Their next dates were the California International Pacific Exposition, San Diego, and the Golden Gate International Exposition, San Francisco. During the war the firm operated a chain of gift shops on Market Street.

Another facet of the operation is with Jack and Harry Schwartz, owners of a San Francisco novelty house.

"Good years are coming up," Whitey says, "and one reason is the return of imported goods to the market. 'Be first with the latest' is his slogan. And it has paid off.

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.)

- Barney's Am.: Aransas Pass, Tex.
- B. & D.: Chesnee, S. C.
- B. & H.: Fairfax, S. C.
- Big State: San Benito, Tex.
- Borderland: Palfurrias, Tex.
- Brown Am.: Floresville, Tex.
- E. & J. Am.: Leonville, La.; Rosedale 6-11.
- Kelly Bros.: Hunter, Ark.
- Lottridge, Harry: (Franklin Stadium) New Orleans, La., 4-19.
- Majestic Greater: Titusville, Ga.; Daytona Beach, Fla., 6-11.
- Marion Greater: Lexington, S. C.
- Orange State: Orlando, Fla.; Melbourne 6-11.
- Palmetto Expo.: Lodge, S. C.
- Pine State: (Colored Fair) Jacksonville, Fla.; Daytona Beach 6-11.
- Smith, Casey: Mena, Ark.
- Tri-State: Wallace, La., 28-Dec. 5; Edgard 6-12.
- United States: (Fair) Belle Glade, Fla.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Clyde Bros.: Bartlesville, Okla., 29-Dec. 1; Tulsa 2-5.
- Gould, Jay: Monmouth, Ill., 1; Ottawa 2; E. Chicago, Ind., 3; Indiana Harbor 4; Aurora, Ill., 6; Princeton 7; Sycamore 8; Dixon 9; Pontiac 10; Rockford 11.
- Gran Circo Americano: Barquisimeto, Venezuela, thru Dec. 6.
- Polack Bros. (Western): (Auditorium) Terre Haute, Ind., 2-4; (Auditorium) Charleston, W. Va., 6-12.
- Spartan Bros.: Lake Park, Ga., 29; Statenville 30; Dupont, Dec. 1; Homerville 2; Lakeland 3; Ray City 4; Hahira 6; Morven 7; Lenox 8; Enigma 9.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Bradley & Benson Hillbilly Jamboree: Boise, Idaho, 4.
- Evans, Harry Ike, Show: Chadron, Neb.
- Herbers & Ragan Exhibit: Jacksonville, Fla., 1-7; Lake City 8-9; Gainesville 10-12.
- Henle, Sonja, Hollywood Ice Revue (Coliseum) Indianapolis, Ind., thru Dec. 5.
- Plunkett's Stage Show: Palacios, Tex., 29-Dec. 1; Port Lavaca 2-4; Corpus Christi 6-8; season ends.
- Skating Vanities of 1949: (Coliseum) Houston, Tex., 1-5; (Auditorium) Kansas City, Mo., 8-12.

King Bros. Closes In Yoakum, Tex.

ROSENBERG, Tex., Nov. 27.—King Bros.' Circus, which last week was put on the sales block by Owner Floyd King, closed the '48 season Monday (22) in Yoakum, Tex., and moved into winter quarters here.

Show was on the road 32 weeks and visited 18 States from Maine to Texas, Owner King said.

King reported he hopes to close a deal for the sale of the entire show.

Macon Shriners Net Neat Profit

**Packs-Wallenda Unit draws
40,000 during 4-day run—
turnaways registered twice**

MACON, Ga., Nov. 27.—Playing to approximately 40,000 during its four-day run, the 15th annual Macon Shrine Circus, produced by Thomas N. Packs, ended with a hefty profit for the Al Sihah Temple circus committee.

Business was surprisingly good, with turnaways Thursday and Friday nights. To take care of overflows, two night performances were given Saturday to capacity crowds. Matinee opening day (17) was big, with mostly school kids and UPC groups. Next two matinees were light while Saturday afternoon's performance drew a good sized crowd.

Production costs this year were more than double any previous Shrine show here but J. P. Kennington, circus chairman, said preliminary figures indicated the Shrine sponsors will net more than \$5,000.

This was the second year a large-scale circus production has been presented. Formerly the event depended largely on concession revenue with incidental stage acts. In those days tickets sold for 25 cents. This year general admission was \$1.20 and there were 1,100 balcony seats at 80 cents.

Leontini Is Flacker

Jack A. Leontini had charge of business matters for Packs and also handled publicity. Several picture layouts were used in the local papers and two radio broadcasts were made during the performances at the auditorium. Potentate L. Emmett Hall, other Shrine notables, and Mayor Lewis Wilson took part in elaborate opening night ceremonies.

A sway pole act, featuring Rietta Wallenda, was added to the program the day before opening. Packs brought most of his performers from his Birmingham date, including the Cristiani riding act; the Davisos, perch act; Happy Harrison's dogs, the Ortans troupe, La Louise, Capt. Roman Proske's tigers, Bozo Harrell and Company, Capt. Johnny Welde's bears, Bailey Bros.' elephants, and Kenneth Waite, Bagonghi and Company, clowns.

They were joined here by the Wallenda unit, which jumped from Kansas City, Mo. Wallenda numbers included the Wallyetty Sisters, Rose Behee, Klonowa and LaGay, aerialists; Ten Karrells, ladder balancing, and the Wallenda high wire act. Latter act, which featured last year's show here, was changed and bicycles were used this year.

Cervone Leads Band

Jack Cervone was band leader, with Marcia Edwards vocalist. Bob White announced the show.

Packs's staff for the date included Edward J. Steinbock, promotional director; Bill Nelson, arena director; C. (Bud) Hoerber, personnel director; Carl Wallenda, associate producer;

W. Palm Beach Proves Fair For R-B Org

Competes With Grid Game

MIAMI, Nov. 27.—Ringling Bros. and Barnum & Bailey close the season here Sunday night (28) after a four-day stand and move to winter quarters in Sarasota.

A two-day three-show stand in West Palm Beach proved only fair. Opening day there the show gave only a night performance and business was just fair. Second day the show, giving two performances, did okay business, both matinee and night shows getting three-quarter houses. Org competed the second night with the annual Lake Worth-West Palm Beach High School football game, which drew an estimated 7,000 persons.

On its final stand in Georgia, the show drew two full ones in Columbus.

Baltimore Run Big for Polack Eastern Unit

BALTIMORE, Nov. 27.—The six-day run here in the Fifth Regiment Armory for Polack Bros.' Eastern Unit proved a big success, artistically and financially.

Full houses or overflows were the rule the final four days. Opening day saw two three-quarter houses on hand. Second day it was a three-quarter matinee but a full one at night, and from then on the show played capacity at both matinee and night performances.

Bill Green, Polack flack, did a bang-up job. Show was televised three times in its entirety over WMAR-TV. In addition, Green garnered a total of 15 pictures and 20 stories in Baltimore's two dailies.

Rochester, N. Y., Date

Big One for Davenport

ROCHESTER, N. Y., Nov. 27.—Opening in ideal weather, which continued thru the first part of the engagement, Damascus Shrine Circus, produced by Orrin Davenport, grossed the biggest business in its history.

The Shrine, handling its own concessions this year for the first time, reported a gross almost double that of last year.

Rogers Bros. Registers

Full One in Clayton, Ala.

CLAYTON, Ala., Nov. 27.—Rogers Bros. registered a full house at the night show here despite cloudy weather. Matinee attendance was strong.

At Cuthbert, Ga., the show had a light matinee but a near capacity night crowd.

George Baur, superintendent of properties, and Bob Stevens, superintendent of performing animals.

Members of the Shrine circus committee serving with Kennington were H. Lee Johnson, Bob Domingos, Col. Ben T. Watkins, Frank B. Steger, and Paul M. Conaway.

Visitors included Vernon McReavy, William M. Moore, Bill Tumber, Charles Underwood, Charles Sparks, Marshall Green, James M. Beach, and Dave Durrett.

A buffet dinner and dance was given the performers by the Shrine committee at Fay's night club the final night. Blount Baldwin was in charge.

Concello Forfeits Bail at San Diego

SAN DIEGO, Calif., Nov. 27.—The case against Art Concello, general manager of Ringling Bros. and Barnum & Bailey, for alleged overcrowding and aisle blocking was settled Tuesday (23) by bail forfeiture. Following his arrest September 15 by city fire marshal Sidney Roppe, Concello entered a plea of not guilty, requested a jury trial and was released on \$500 bail. This week Concello, thru his attorney, asked that bail be reduced to \$200 on each of the two counts. When this was granted the attorney asked the bail be forfeited and the court granted the motion.

Concello was arrested by Roppe for alleged violation of two counts of the State canvas fire law.

Polack Western Bows to Big Biz At Illinois Date

SPRINGFIELD, Ill., Nov. 27.—Polack Bros.' Circus (Western Unit) is back in the Middle West for the first time since its westward trek last April. The 825-mile move here from Wichita Falls, Tex., was the third longest of the season.

Solid business which prevailed at three stands in Texas continues here, even tho this town previously had three circuses under canvas and two sponsored outdoor shows. Crowds which turned out at the State Armory the first half of the week left no doubt that when the gross is totaled Sunday night (28) it will substantially top the excellent record established by the show's first date for Ansar Temple here a year ago. The promotion both years was in charge of George W. Westerman.

Full houses were the rule at Memorial Auditorium, Wichita Falls, where Joe O'Donnell's promotional efforts were rewarded by business more than double last year's, altho the show was the fourth in and close on the heels of a promotion by Maskat Temple.

Capacity business at the new date in Harlingen, Tex., was gratifying alike to the management; Dave Miller, promoter, and the Rio Grande Shrine Club. This was the first promotion for the show handled by Miller, who for four years had been with Joe O'Donnell.

Pan American Exhib In Florida Quarters

CHIPLEY, Fla., Nov. 27.—The Pan American World Wide Animal Exhibit wound up its season today at Quincy, Fla., and moved into quarters on Highway 90 in Chipley.

Org opened its season March 26 in Durant, Miss., and played a total of 101 towns in 11 States during the season. Total travel mileage, officials said, was 4,681. Only five days were lost by rain during the season. W. H. (Wingy) Sanders and his crew did a great job of putting it up and taking it down. Org didn't register a late opening during the season.

Owner W. F. Duggan plans to spend the holidays with his children in Mount Dora, Fla., and will return to quarters after the first of the year to supervise the work. Wingy Sanders plans to spend the holidays with relatives in Sarasota. Jim Stutz will play a few winter dates in Florida. Mr. and Mrs. Lee Bradley plan to winter in Oklahoma City, Leo Cozzo headed for Miami. F. C. Thornhill, agent, took off for Brookhaven, Miss., and S. L. May Jr. gave Moultrie, Ga., as his winter address.

Has Tavlin Bought Cole? Dailey in Air

Terrell Won't Confirm

CHICAGO, Nov. 27.—The big question around the Hotel Sherman lobby today as the boys gathered for the annual outdoor conventions was: Has Jack (Abie) Tavlin bought Cole Bros.' Circus?

As reported in *The Billboard* (November 27), Tavlin and Zack Terrell, owner (or former owner) of the Cole org, have been meeting in Indianapolis to iron out details of the sale. Since that time no official announcement has been forthcoming from either party, altho Terrell, reached in Owensboro, Ky., by telephone, said, "It looks like it's a sale, but official confirmation will have to come from Tavlin."

Tavlin was in Chicago Friday (26) between trains, en route to New York, and reportedly told several persons that he had purchased the show. However, Tavlin could not be reached for official confirmation.

Some showmen around the Sherman claimed the deal was consummated in Indianapolis and that official announcement would be forthcoming from Tavlin, probably next week. Others believe the deal, altho pretty sure to go thru, is not official yet.

Meanwhile the deal for purchase of Dailey Bros.' Circus by two Texas millionaires, as reported in *The Billboard* (November 27), was still brewing. Efforts to reach Ben Davenport, owner of the Dailey show, by telephone at his Gonzales, Tex., home were futile.

Des Moines Okay But Oskaloosa Light For Clyde Bros.' Org

DES MOINES, Nov. 27.—A three-day six-show stand here by Clyde Bros. proved okay, org getting around 15,000 attendance, but business in Oskaloosa, a two-day stand, was on the light side.

Opening day business here was light but it picked up the second day, with the night showing playing to a full house. Final day saw full ones at both shows. Even rain, the final night, failed to hurt.

Org was sponsored here by the Junior Chamber of Commerce, which did a good publicity job after opening day.

Advance flack was anything but good for the Oskaloosa date. As a result, crowds at both shows opening day were small. Second day it was better but the weather failed to cooperate, rain falling during the day and turning cold at night.

Ayres and Kathryn Davies

Org Does Well in Elgin

ELGIN, Ill., Nov. 27.—Business for the Ayres and Kathryn Davies Circus, off during the October tour in Wisconsin, spurred in November with the return to Illinois. In Elgin the show did big business. It was necessary to give a third show to accommodate crowds. Joe McMahon managed the show here, with Ayres Davies, assisted by Joe Scharoun, on the advance.

Line-up included the O'Neil Troupe, trampoline; Betty Tilton, rolling globe and juggling; Frazier Troupe, tight wire; clowns; Fay Romig, menage; Harter's dogs and monkeys; the Fraziers, perch and juggling; Montgomery's ponies; Jimmy O'Neal, barrel jumping; Romig and Rooney, riding; Rooney, tight wire; Betty Tilton, contortion; Fay Romig, trick mule, and the Acevedo Troupe, juggling.

DRESSING ROOM GOSSIP

Houston Shrine

The Arabia Temple Shrine Circus closed in Wichita, Kan., November 16. Show drew an estimated 150,000 for the 14-day stand.

Producer John Andrew doubled in brass by also handling the microphone. Johnny and Phyllis Gibson, high pole, drew plenty of applause. As the act opens, Phyllis is seated in a cradle at the foot of the pole. While being slowly raised to the top of the pole she sang *Sweetheart*. Phyllis also assisted in La Tosca's bounding rope act, singing *Indian Love Call*.

Joe and Bebe Siegrist have come up with a sensational high-pole number. A feature is a foot-to-foot backward somersault on a 3 by 2 plank, 80 feet in the air, by Joe. The Three Ds give a sparkling performance of a jitterbug in the air. Watch the Zoeppe Zavatta Troupe, a riding act that is coming fast. Owen and Johnson have a super de luxe ground bar act. Elly Ardelty, with her upside down on a swinging trapeze, is a show-stopper. Le Brac and Bernice, unicycle duo; Johnny Ciampo, ape man; Terrell Jacobs, Sikorska and partner, Brownie's atomic bomb and Slivers Johnson and his Funny Ford all proved applause getters.

The Hansen family visited every night and took plenty of pictures. Roxana Hansen worked in clown alley every night.

The final Saturday night a party was given in the Hansen home. Hop Green cooked a Spanish stew. The Kays, Fritz and Betty Huber to you, entertained at two chicken fries in their home. Fish Fry Brownie was the chef.

Climax of the engagement was the Shrine party in the Arena.—DICK LEWIS.

Polack Bros. Eastern

Jimmy Rison did a great job in promoting the Baltimore date, which was a big success. The show was televised at one matinee and one night performance. Special interviews were given at intermission. Those taking part were Gene Randow, Malikova, Mario Ivanoff, Mr. and Mrs. Barton, Nita and Pepi, Hanna Palenberg, Nate Lewis, I. J. Polack and the writer. Special television make-

FOR SALE

35 Shetland Ponies and four 40 in. Mules. Suitable for Pony Rides or Show Acts. All colors. Priced from \$125.00 to \$150.00 each.

MILLER BROS.

Utica, Neb.

Ringling-Barnum

Warm and sunny Florida at last. In Columbus, Ga., wardrobe was set up in one of the fair buildings and we all took advantage of the stove there on our last cold night of the season.

Allen King, Skee Matausch, Joan Sharkey, Elsie Mee and Dorothy Durbin celebrated birthdays with parties.

Toni Cole won the diamond and ruby watch raffled off by the Saro Circo Club. The club had its last meeting of the season in West Palm Beach. The 100 Per Cent Club held its last meeting and divided its money among the members. Dressing Room No. 15 gave an end of the season party in Columbus.

Visitors: Betty Ann Miller, Henry and Lee Wallenda Kimris, Dick Crawford, Mr. and Mrs. Johnny Jahn, Eddie and Dorothy Ward and children, Barbara Petry's family, Chickie Powell, Mr. and Mrs. Bill Meinhart, Antoinette Concello and Randy, Laura Valdo, Wayne Larey, Alvina Beatty, Murray and Mitzi Fein, Curtis Genders, Jimmy Gardner, Sam and Mary Crowell, Ann Reynolds, June De Young, Sally Brecken, Marie Ransdell, Bob Morton, Bill and Margaret Ferriss, Jerry Collins, Harry, of the Pony Bar, Jimmy Swanson, Ben Handler, Frank and Lela Zazzara and Mr. and Mrs. Dusty Pittman.

Back yard scenes: Sun bathers getting to the lot early every morning. Johnny Tripp ribbing everyone when we had rain in Jacksonville, but it was vice versa for the rest of the Florida stands. Paul Jerome passing out *The Billboard* promptly. Red Grumley, of the candy top, plans to fly to Atlanta on business. The Wolthings packing for their December trip to their native Belgium. The Thanksgiving dinner in the cookhouse enjoyed by all.

Most of the personnel, including the writer, will winter in Sarasota, Fla.

This winds it up for the season.—MARY JANE MILLER.

up was provided and it caused plenty of laughs.

Etta Carreon missed the Baltimore date because of a mishap to her car and trailer. She arrived the day before closing.

The G. A. T. Club held its final party. The swank affair was handled by Ray Wilbert. Jim Carter, *The Billboard* representative in Baltimore, was a frequent visitor and also attended the G. A. T. party.

Nita Borza, Roland Erickson and Skip Manley didn't miss a performance all week, despite being ill. Bill Green, our press agent, did a bang-up job on the Baltimore date.—IRENE LAFFERTY.

UNDER THE MARQUEE

When the Ayres and Kathryn Davies show played Elgin, Ill., Irving Romig worked in clown alley.

An old-fashioned biller is one who still sticks with lye when cooking paste.

Don Howland's Circus Room, 260 West Gay Street, Columbus, O., will be enlarged, he reports, to take care of additions to his collection.

Dan Pyne, press agent for the Bailey Bros.' Circus, recently made a brief stop-over in Chicago en route from Texas to Detroit, where he was to visit his mother, who was ill.

Spending one's vacation with a circus is like taking only one drink: it's likely to cost money and form a desire.

Visitors in Gainesville, Tex., recently were Mr. and Mrs. Reuben Ray, en route to Fort Smith, Ark., from Gonzales, Tex., and Mr. and Mrs. Jimmy Conners.

Charles Jones, stagehand with the Westinghouse show, was in Cincinnati recently and stated that he will again handle props for the Orrin Davenport Circus, opening December 25 in Chicago.

Only natural are the suspicions of trouper who read books on troupers as expressed by towners who haven't.

Ed Smith, Baltimore CFA'er, clowning a night show with Polack Bros.' Eastern Unit when the show played Baltimore. . . . Len Humphries, of the Hamid-Morton executive staff, was a visitor to the Polack org in Baltimore.

Teaching First of May ballet gals to tote chairs isn't as difficult as it is to persuade them to keep at it once they get smartened up.

The Roscoe Armstrong Funny Ford act closed the 1948 season at Fort Worth, Sunday (28). Act had been at the Shrine circus there, opening Friday (19). Earl Armstrong still is manager and Donald Cox is completing his third year with the act. . . . Roy Barrett, clown, closed his fall

Clyde Bros.

Charlie Cuthbert has arrived to take over as equestrian and musical director. Dolly Connors was out of action for a few days. She had to rest the ribs she cracked last summer.

Plenty of visitors in Des Moines. Laurence Cross, playing a Des Moines department store, worked in clown alley every night. Bill Blomberg and his horses and ponies joined in Des Moines, along with Lena and Mickey, roly-poly. Mrs. Lew Henderson and son, Jasper, came over from Kansas City, Mo., to spend a few days with the family. Rube Liebman, of the Barnes-Carruthers Theatrical Enterprises, Des Moines office, ran the floss machine.

Other visitors were Duane Simon, Keith Killinger, the Ashtons, Bob and Mary Stickney, Paul Brady, Smiley and Mrs. Daly and daughter, Joanne; Buck Eddy Sr. and Jr., Chickey Wells; E. J. Floyd, of Jimmie Lynch's Death Dodgers; Jay Gould, Elmer Brown, J. M. Shortridge, Joe Kumenacher and Louise Be Lur.

Here and there: Howard Suez is sporting a new suit. Frank Lemein reminds that he's still on the show. Lew Henderson bought Tiny and Mugs Gallagher a box of candy to make amends for being late with their props. The Clarks bring in their bear cub for daily practice sessions. Betty Gallagher is assisting Hap Henry in his slack wire act. Ed Widaman, our mail man, continues to give us good service.—BILLIE HENDERSON.

tour with the Hamid-Morton show in Atlanta Wednesday (17). He jumped to Montgomery, Ala., to catch the Ringling show, only to have it rained out both shows, and then went to New Orleans to winter. Barrett opens February 10 in Memphis for Hamid-Morton.

Circuses are fairer than are some politicians, who never take their dreary rag and fiber banners off of walls after election day.

Faith King's circus unit is playing Christmas shows around Chicago and Detroit. . . . Howard (Billy) Sheets, who recently closed as equestrian director and announcer on Rogers Bros.' Circus, is planning a school unit for the winter in Florida and Alabama. The Skating Carltons will remain in the show's quarters, Edison, Ga. Larry Carlton has been contracted to repaint the show for next season. . . . Mr. and Mrs. S. B. Russell will winter in Kansas City, Mo., where they will be employed after December 15 as cook and waitress in a night club. They were with James Bros.' Circus the past season. Their daughters, Elsie and Christine, are making their home in Junction City, Kan.

It has never been explained why, during the dull nights in quarters, there are always only two good rummy players around with dough in their pockets.

WANTED

Reliable, absolutely sober man capable of breaking, training and presenting tigers and lions. Answers must include references and explanation of past experiences, also photos. Reply:

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P.S.: Teddy, formerly with Terrell Jacobs in Peru, Indiana, contact by wire collect.

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Experienced, qualified Trainer to handle and work two Russian Brown Bears. Personal appearance and showmanship very essential. This act is well broken in and routine ready to work. State salary and qualifications, including photos.

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THE ORIGINAL

COUNT ERNESTO WISWELL

and

HIS FAMOUS DIZZIE LIZZIE

Recognized as THE comedy automobile act of show business.

Holiday Greetings to all the genial staff of Polack Bros.' Circus.

Our sincere thanks to I. J. Polack, Louie Stern and Ethel Robinson for a wonderful 1949 season.

ERNIE AND FREIDA.

Calif. State Cuts Special Events Outlay

Awan Again Show Producer

SACRAMENTO, Nov. 27.—Passage of Proposition No. 4, increase in old age and blind pensions, at the recent election, has resulted in a slash of operating expenses for State fair special events, according to E. P. Green, fair secretary-manager. Informal talks with the finance board have indicated that costs for the events will be cut from \$10,000 to \$5,000.

Green said the department of finance had been so busy devising ways and means of raising more revenue to cover the cost of the new legislation that little time has been left for estimating the 1949 fair budget. However, approval is expected sometime next week.

Cancel Spring Horse Show

Cancellation of the spring horse show, for which \$40,000 had been budgeted, was recommended by Green and approved by the fair board. The move was made when it was found the horsemen preferred their own October convention and show.

At the suggestion of Director James E. McConnell of Sonora, the directors had instructed Green to see if the horsemen's group would shift their convention from October to spring.

Third Time for Awan

The directors also okayed the contract of Adrain Awan, Hollywood producer, for the third straight year, to handle night shows. He remains on a \$6,000 yearly fee as before, subject to the approval of the department of finance.

A refusal to permit the exhibition of mongrel livestock at the fair was made by the directors following an appeal from Lake County Pomona Grange No. 43 to allow 4-H Clubs or Future Farmer members to show any animal regardless of breeding. Present rule states that all animals exhibited must be pure bred or by a registered sire.

Galt, Calif., Annual Weighs 85G Purses For Horse Racing

GALT, Calif., Nov. 27.—A possible budget of \$85,000 for pari-mutuel racing at next year's event was mulled by directors of the Sacramento County Fair here this week. The tentative figure is \$20,000 over the racing budget for 1948.

A six-day racing program, to start on a Friday, was discussed. According to present plans racing will be held Friday and Saturday during the opening week and Wednesday, Thursday, Friday and Saturday of the following week. While no opening date for the expo has been definitely set, it is expected to be in the middle of July.

The opening date will probably be set at the next meeting December 2, Board Chairman Dan Donovan said. Tentative plans call for a nine-day event.

Approval of the plans is being sought from the State Division of Fairs and Expositions. As the fair is now a district agricultural expo, the State okay must be received before anything further can be done.

The possibility of enlarging all departments at the 1949 fair was also brought up for discussion at the board of directors meeting.



Meetings of Fair Assns.

Iowa Fair Managers' Association, Hotel Fort Des Moines, Des Moines, December 6-7. E. W. Williams, Manchester, secretary. Western Fairs Association, Annual Meeting and Second Annual Fairman's Fair, Municipal Auditorium, San Jose, Calif., December 6-10.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 5-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs, Brown Hotel, Louisville, January 6-7. L. (Doc) Cassidy, Louisville, acting secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R. M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 11-12. Henry W. Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association, Deshler-Walliek Hotel, Columbus, January 12-13. Mrs. Don. A. Derick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14, Missouri Hotel, Jefferson City. Rollo E. Singleton, secretary.

Minnesota Federation of Fairs, January 13-15, Lowry Hotel, St. Paul. Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 17. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

South Carolina Association of

Fairs, Hotel Columbia, Columbia, January 19. Tom Craig, Spartanburg, secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McClellan, secretary, Arlington, Neb.

Nebraska State Board of Agriculture, Cornhusker Hotel, Lincoln, January 24-26. Edwin Schultz, Lincoln, secretary.

Pennsylvania State Association of County Fairs, January 26-28, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 27-29.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming, Louisburg, secretary.

Secretaries of State associations are urged to send in their convention dates.

Calif. Centen Holds to Budget

To operate within first \$2,000,000 appropriation —budget \$970,949

SACRAMENTO, Nov. 27.—The State Centennial Commission intends to stay within its original appropriation of \$2,000,000, Chairman Joseph R. Knowland informed Finance Director James S. Dean, and no request will be made to the Legislature for additional funds.

The tentative budget for 1949-'50 has been set at \$970,949, according to Knowland. Plans call for a heavy promotion program in 1950 which will mark State-wide celebrations of California's first 100 years of Statehood.

Willard Keith, of Los Angeles, vice-chairman of the commission, said that Southern California's celebration would come after the gold rush spectacles are concluded in Northern counties.

The celebration will be highlighted by the 1950 anniversary of the first constitutional assembly in Los Angeles and an eight-day celebration at Monterey, first State capitol.

Arizona Annual Record Breaker

Paid admission for 10-day event hit 162,934, a gain of over 30,000, Jones says

PHOENIX, Ariz., Nov. 27.—The 10-day Arizona State Fair set records in almost every department, Paul F. Jones, secretary, announced. The annual, which opened Friday (5), closed Sunday (14).

Paid admissions hit 162,934, or 30,060 more than last year, Jones reported. The over-all attendance figure is exclusive of 10,000 school children admitted Saturday (13). Day by day attendance figures: November 5, 11,154; November 6, 20,806; November 7, 32,544; November 8, 6,304; November 9, 6,950; November 10, 7,838; November 11, (Armistice Day), 40,206; November 12, 8,181; November 13, 14,478; November 14, 14,473.

Jones also reported new records in the exhibition and entertainment departments.

Waterloo Dairy Cattle Congress Nets 54G Profit

WATERLOO, Ia., Nov. 27.—The Waterloo Dairy Cattle Congress reported a profit of \$54,880 this year, with income totaling \$223,227, of which \$170,907 came from admissions, exhibitions and parking.

Attendance was reported at 228,000, altho the exact attendance was not released during the show or in the annual report. This figure was 10,000 below the 1947 record of 238,000. Officials said the attendance had been running ahead of last year's record by 7,000 until rain hit two of the best days of the show.

Capital Improvements

Capital improvements during the year cost \$55,181 and included construction of a new \$13,996 horse barn, a \$3,381 rest room, a \$4,637 lighting system for the parking area, (See Waterloo Congress on page 61)

Fayette, Ia., Board Shortens '49 Event

WEST UNION, Ia., Nov. 27.—Fayette County Fair in 1949 will have only a four-day event instead of five, as in previous years, the board has decided. Reason is the attendance dropped off the final Saturday this year. Dates in '49 will be August 23-26.

Harry Cline, who completed his first year as president, was re-elected, as were Carl Palmer, vice-president; Ed Bauder, secretary, and C. W. Grimes, treasurer.

Permanent improvements made this year totaled \$3,205 and included purchase of 500 chairs for box seats. Ticket sales dropped to \$15,954 as against \$18,513 for 1947. Tuesday, opening day, saw the top ticket sale of \$4,455. A balance on hand of \$701 was reported.

Calif.'s 51st District Buys Devonshire Downs Grounds

NORTHRIDGE, Calif., Nov. 27.—Purchase of the fairgrounds at Devonshire Downs by the 51st District Agricultural Association has been announced by Max P. Schonfeld, president of the board. Improvements to be made in the near future include covering the grandstand, installation of lights for night activities, landscaping and some paving.

As soon as a master building plan

Empire Staters Move for Race, Midway Control

SYRACUSE, Nov. 27.—A one-day meeting of the Central New York Association of Town and County Fairs at the Hotel Syracuse, Thursday (17), resulted in adoption of resolutions calling for elimination of date conflicts in harness racing and establishment of uniform State police regulations governing operation of midways.

After discussions on the resolutions, a committee made up of William Miller, Owego; Clarence Carey, Bath, and M. R. Scuyler, Naples, was named to confer on the racing situation with the State Association of Town and County Fairs.

Following an address by Bligh A. Dodds, director of the State division of fairs, it was voted to have the State association get in touch with State police authorities in working out uniform regulations covering midway operation at fairs. The following committee was appointed to confer with the State association: (See Empire Staters on page 61)

has been completed several new structures will be erected. The plan is being formulated in Sacramento.



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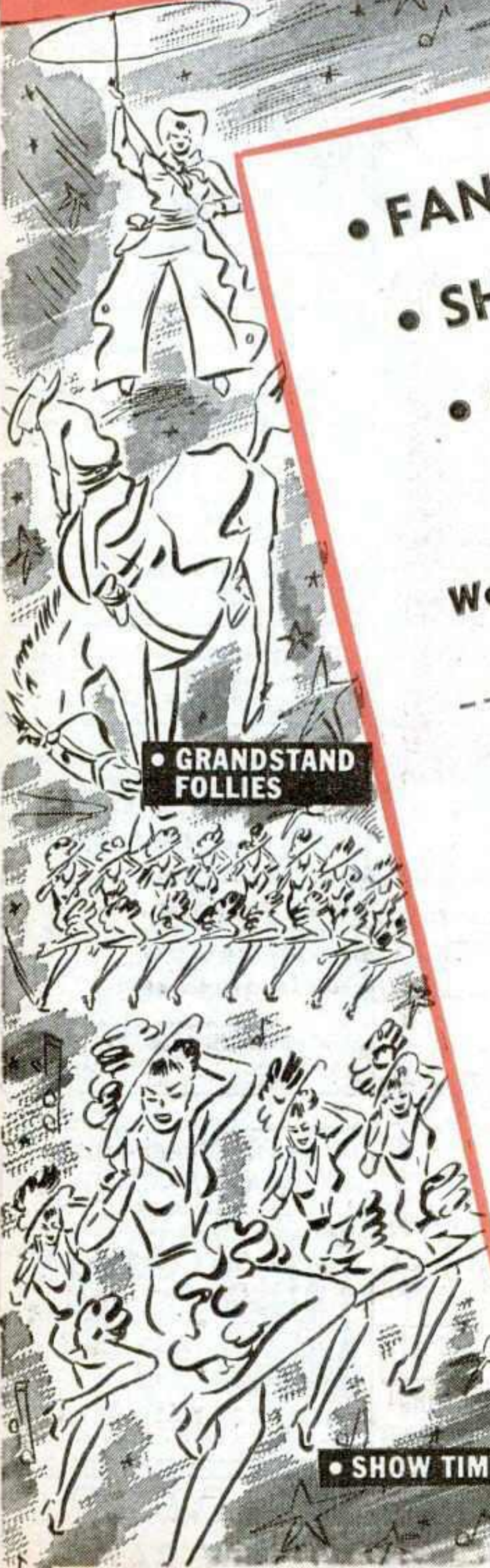
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ASSOCIATED ENTERPRISES

Warren, Minn., Officials Purchase Additional Land

WARREN, Minn., Nov. 27.—Marshall County Agricultural Association has purchased nine acres of property to provide space for carnival attractions and parking at its fair. The group also has petitioned city council to extend Flecher Avenue past the new addition, which would provide an additional entrance and exit street to the fairgrounds.

Three new members were elected to the board at a meeting here Friday (12). They are Peter Grant, Harold Boardson and Frank W. Forbes, the latter county agent. Re-named were William Forsberg and R. B. Taralseth. All officers were re-elected. They are O. M. Mattson, president; Walter E. Johnson, vice-president; W. R. Holbrook, secretary, and L. O. Winberg, treasurer.

Net profit from this year's annual was \$2,500. The association spent \$1,600 in grandstand improvements.

City Display (Overseas) Exhibitions, Ltd., London, has appointed Presentation, Inc., Washington, as its sole agent in this country, according to H. D. Barton Jr., Presentation's exec director. He said that one purpose of the C. D. Presentation contract is to facilitate exhibition at overseas international fairs by American manufacturers. Plans are also being made for trade exhibitions by British manufacturers in the States.

IRISH HORAN WANTS FOR AMERICA'S TOP THRILL SHOW ORGANIZATION

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STATISTICAL DIRECTORY OF FAIRS

(Received too late for inclusion in The Billboard's Cavalcade of Fairs Listing)

CALIFORNIA

San Fernando Valley Fair, Northridge

ATTENDANCE: 17,397 paid, 498 free. Operated 3 days, 3 nights.
WEATHER: Hot 3 days, 3 nights.
RECEIPTS: Gate, \$6,158.29; grandstand, \$781.62.
AID, PREMIUMS: State aid, \$10,000.
CARNIVAL: Martin's Carnival.
ATTRACTIONS: Revue, booked thru Kenneth Harlan Agency, 3 nights, at cost of \$875; thrill show, Aerial Baretts, 3 days, 3 nights, at cost of \$750; harness races, 1 day, with purses of \$225.
ADMINISTRATION: President, Max P. Schonfeld; superintendent of commercial exhibits, H. Harold Ihrig.

35-A District Agricultural Assn., Mariposa

ATTENDANCE: 5,500 paid, 477 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$2,000; grandstand, \$2,000.
AID, PREMIUMS: State aid, \$12,000.
CARNIVAL: Pacific United Shows.
ATTRACTIONS: Fireworks supplied by Shell Oil Company, 1 night; harness races, with purses of \$4,080; rodeo, presented by fair, 1 day.
ADMINISTRATION: President, Stanley Piske; secretary, J. T. Norman.

IDAHO

Lewiston Round-Up, Lewiston

ATTENDANCE: 15,000 paid, 300 free. Outside gate admissions sold in advance, 7,500. Operated 3 days.
WEATHER: Good 3 days.
RECEIPTS: Gate, \$30,000.
CARNIVAL: Meeker Shows.
ADMINISTRATION: President, Harry Wall; secretary, Joe M. Skok; superintendent of concessions and commercial exhibits, Frank McLaughlin; publicity director, A. L. Alford.

IOWA

Ringgold County Fair, Mount Ayr

ATTENDANCE: 2,000 paid, 10,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$793.69.
AID, PREMIUMS: State aid, \$2,000.
CARNIVAL: American Midway Shows.
ATTRACTIONS: Revue, 3 nights, at cost of \$1,000; circus acts, booked thru Barnes-Carruthers, 3 days, 3 nights.
ADMINISTRATION: President, John Thomas; secretary, Stuart W. Hoover; superintendent of concessions, Burl Cunningham; publicity director, Frank Spurrier.
1949 DATES: August 17-20.

MASSACHUSETTS

Highland Agricultural Society, Middlefield

ATTENDANCE: 3,500 paid; 150 free.
AID, PREMIUMS: State aid, \$2,000; other, \$1,000.
ATTRACTIONS: Revue, booked thru Al Martin, 1 night, at cost of \$250.
ADMINISTRATION: Publicity director, Willard Pease.
1949 DATES: September 2-3.

Hillside Agricultural Society, Cummington

ATTENDANCE: 5,000 paid and free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$3,368.48; grandstand, \$532.52.
AID, PREMIUMS: State aid, \$2,000; other, \$20.
ATTRACTIONS: Revue, booked thru A. J. Clements, 3 days, 3 nights, at cost of \$850.
ADMINISTRATION: President, Howard D. Standton; secretary, publicity director, R. A. Warner; superintendent of conces-

sions, Linwood LeSurre; superintendent of commercial exhibits, Philip Gurney.
1949 DATES: August 27-28.

MICHIGAN

Richmond Horse Show & Fair, Richmond

ATTENDANCE: 6,000 paid, 500 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 3 nights; rain 1 night.
AID, PREMIUMS: State aid, \$3,500.
ATTRACTIONS: Fireworks, supplied by Great Lakes Fireworks Company, \$1,100.
ADMINISTRATION: President, Ray Houston; secretary, Vern Krause; superintendent of concessions, Ben Duengee; superintendent of commercial exhibits, Art Rowley; publicity director, Cal Herman.

MINNESOTA

Sibley County Agricultural Assn., Arlington

ATTENDANCE: 10,462 paid, 2,254, free. Operated 3 days, 2 nights.
WEATHER: Good 3 days, 2 nights.
RECEIPTS: Gate, \$2,946.90.
AID, PREMIUMS: State aid, \$1,350; county aid, \$2,000; other, \$4,184.47.
CARNIVAL: Rocco & Son.
ATTRACTIONS: Revue, booked thru Petey's Entertainments, 2 nights, at cost of \$1,250; fireworks, supplied by Arrowhead, 1 night, at cost of \$250; harness races, 2 days, with purses of \$750.
ADMINISTRATION: President, Arthur Sprengeler; secretary, publicity director, Louis Kill; superintendent of concessions, Hubert Pinsky; superintendent of commercial exhibits, Paul Schumann.

Jackson County Fair, Jackson

ATTENDANCE: 10,000 paid, 6,000 free. Operated 4 days, 3 nights.
WEATHER: Good 4 days, 3 nights.
RECEIPTS: Gate, \$4,594; grandstand, \$3,339.
AID, PREMIUMS: State aid, \$1,550; county aid, \$1,500.
CARNIVAL: Badger State Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 2 nights, at cost of \$1,850; circus acts, booked thru Bernet & Keough, 2 days, at cost of \$1,350; big car races, staged by National Speedways, 1 day, at cost of \$1,250.
ADMINISTRATION: President, A. F. Scheppmann; secretary, publicity director, Anton C. Geiger; superintendent of concessions, William Thompson; superintendent of commercial exhibits, R. B. Hunt.
1949 DATES: August 18-21.

NEBRASKA

Webster County Agricultural Society, Bladen

ATTENDANCE: Total paid, \$4,200. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$2,368.80; night grandstand, \$620.
AID, PREMIUMS: State aid, \$378.35; county aid, \$2,000; other, \$2,000.
CARNIVAL: United Victory Shows.
ATTRACTIONS: Revue, booked thru J. C. Michaels, 3 nights, at cost of \$371.
ADMINISTRATION: President, Raymond Donn; secretary, F. J. Haller.
1949 DATES: August 10-12.

NEW YORK

Lewis County Fair, Lowville

ATTENDANCE: Total, paid 15,500, free 400.

WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$12,653; grandstand total, \$8,300; day grandstand, \$2,600; night grandstand, \$5,700.
AID, PREMIUMS: State, \$10,000.
CARNIVAL—King Reid.
ATTRACTIONS: Revue, booked thru George A. Hamid, Inc., four nights, at cost of \$6,000; thrill show, Joie Chitwood, one day, two nights.
STAFF: President, A. D. Weller; secretary and superintendent of concessions, Cyril L. Spooner.

NORTH DAKOTA

Wells County Free Fair, Fessenden

ATTENDANCE: Free gate, estimated, 35,000. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights.
RECEIPTS: Grandstand, \$9,000; day grandstand, \$3,000; night grandstand, \$6,000.
CARNIVAL: State Fair Shows.
ATTRACTIONS: Revue, booked thru Williams & Lee, 2 nights; Frank Winkley's Thrill Show, 1 day, 1 night; hot-rod races, staged by Frank Winkley, 1 day; harness races, 4 days, 4 nights.
ADMINISTRATION: Secretary, Tony Lill.

OHIO

Greene County Fair, Xenia

WEATHER: Good 2 days, 3 nights; rain 2 days, 1 night.
ATTRACTIONS: Grandstand, booked thru Gus Sun Agency and also WLW (Haymakers).
STILL DATES: Motorcycle races sponsored by Foody Post, American Legion.
STAFF: President, R. K. Haines; secretary and publicity director, Mrs. J. Robert Bryson; superintendent of concessions, B. U. Bell; superintendent of commercial exhibits, Harold Van Pelt.

More Statistical Directory of Fairs information will appear in the next issue of The Billboard.

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Coney's Luna Spot Again Hit by Fire

NEW YORK, Nov. 27.—Chalk up another fire for Coney Island's Luna Park. Fire broke out Monday night (22) in what still remained standing of the park's big Coaster, which along with most of the rest of the park was destroyed during the fire of July 12, 1944.

Since the big fire several minor and one major blaze, which wiped out most of the park's ornate entrance on Surf Avenue, have hit the spot and have left it an eye-sore, as the owners have done little to clear the site which still is heaped with twisted metal and blackened rubble. Monday's fire did little if any damage.

Plans were filed recently for the erection of two one-story buildings on the Surf Avenue frontage of the park, which is separated from the main section of the park by the elevated structure of the subway lines serving Coney Island.

N. J. Beach Assn. Seeks \$150,000 Promotion Fund

ATLANTIC CITY, Nov. 27.—At a meeting of the New Jersey Resort Association, President Howard Shifler, mayor of Brant Beach, called upon Governor Driscoll to provide \$150,000 for the promotional activities of the New Jersey Council in the State's budget for 1949-'50.

"New Jersey's largest industry is the resort business," Shifler said, "grossing over a billion dollars a year along 126 miles of seashore coastline and in the mountain and lake resorts. This great factor in the economy and progress of the State deserves the fullest co-operation at the State level in publicizing the matchless beaches, superb lakes and mountains for Americans to visit and relax."

Albert W. Johnson, vice-president of the association, added that the resort industry in New Jersey privately spends over \$2,500,000 each year to advertise its features thruout the nation. Other vice-presidents of the association, including R. D. Ayers, freeholder of Sussex; Mayor George A. Smock of Asbury Park, and Mayor Harry Steele of Wildwood also joined in the move to get the State to appropriate sufficient funds to help publicize and promote the resorts.

Venice Curfew Extended

VENICE, Calif., Nov. 27. — The police commission authorized later closing of games in the Venice amusement zone for the duration of daylight-saving time as the result of a request made by concessionaires. Games which heretofore have shut down at midnight may now remain open until 1 a.m.

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Max Gruberg To Head New Miami Spot

10-Unit Kiddie Park

NEW YORK, Nov. 27.—Max Gruberg this week revealed himself to be the prime mover in the new kiddie funspot which will preem February 1 on a year-round basis on Dade County park land in Miami.

Gruberg said that 10 miniature rides would be installed on the 200,000 square feet of park land located between Baker's Haulover and Sunny Isles. Already contracted for are a Merry-Go-Round, Rocket, Roto Whip, Roto Whirl, elephant, Zeppelin, boat and train rides, and Little Skipper.

Cost of the rides and the erection of necessary buildings for power transformers, maintenance, etc., will exceed \$100,000, Gruberg said. A miniature golf course will also be installed.

Carnival Op

Gruberg, who has been in the carnival business for 30 years, said that he was selling all of his road equipment with the exception of his major rides which he plans to add later to his Miami park venture. Gruberg this year also operated an amusement park at Long Beach, L. I. The Miami location is ideal for a park, Gruberg said. Groves of trees have been planted by the county and these will provide ideal picnic areas. The foot approaches are all thru underpasses, eliminating the hazardous crossing of busy highways. All wiring will be underground and the parking lots will accommodate an estimated 15,000 cars.

Women operators, dressed in nurses' uniforms, will be used in Miami as they were this year for the first time at Long Beach. Women operators proved more efficient in the handling of children, Gruberg said.

Associates Named

Gruberg's associates are Louis Shafkin, a well-known Miami jeweler, and L. Broussard, restaurant operator. The contract, originally issued in Broussard's name, provides for the payment of 10 per cent of the gross to the county.

The park area at Long Beach has been increased by several thousand square feet to a total 75,000. Gruberg's plans for Long Beach call for the addition of a Penny Arcade, a Skooter, Caterpillar and Ferris Wheel.

Gruberg will manage the Miami spot while his wife, Rae, will continue to handle the Long Beach operation.

1949 Vacation Gimmick Of Wildwood P. R. Stunt

WILDWOOD, N. J., Nov. 27.—With an eye on next season, the resort's bureau of public relations is offering to all and sundry a free 1949 vacation for submitting the most practical idea for an added attraction or entertainment feature at this resort.

The contest is being conducted by the resort in co-operation with amusement operators and civic associations. The contest, which started last week, closes December 15.

A. C. Sets '49 Pageant Plans

ATLANTIC CITY, Nov. 27.—Atlantic City's 1949 Miss America beauty pageant will be virtually a State set-up, with only four cities in the country permitted to submit contestants. In an attempt to have each of the 48 States represented, the pageant board at its annual meeting this week eliminated Pittsburgh, Memphis, Detroit and other cities that

Boardwalk To Get Christmas Dressing

ATLANTIC CITY, Nov. 27.—For the first time in some years this resort will dress up the Boardwalk in keeping with the Christmas spirit. The Boardwalk Association at a meeting held last week decided to raise and underwrite a sum sufficient to install a 25-foot Christmas tree in every block of the Boardwalk. Funds will be solicited among the Boardwalk merchants and amusement interests.

The trees, which will be furnished by the city, and decorations will be added by hotels and business houses in each individual block. City has appropriated \$5,000 toward the project, but the funds must take care of the entire town and not just the Boardwalk.

WATERLOO CONGRESS

(Continued from page 57)

and conversion of two horse barns into cattle barns.

Approximately six acres of parking area were added and a sprinkler system was installed in the auditorium.

The report listed net valuation of grounds, building and equipment at \$565,491 with indebtedness confined to a first mortgage of \$131,955.

Exhibit Statistics

Final statistics showed 1,611 head of cattle exhibited by 490 breeders; 142 Belgian horses by 21 exhibitors; 161 saddle horses by 91 exhibitors; a total by 710 livestock exhibitors; 420 industrial exhibitors; 118 dairy products exhibitors; 57 flower and garden show exhibitors and 121 exhibitors in the women's department. Forty-three States were represented.

The entire 11-member board of directors which served during this year was returned to office. Directors are R. I. Crowell, Frank Collord Jr., A. D. Donnell, G. W. Hageman, Roger Miller, S. D. Moore, H. G. Northey, A. K. Pingeno, H. B. Plumb, H. M. Smith, all of Waterloo, and M. T. Humphrey, of Hudson, Ia.

EMPIRE STATERS

(Continued from page 57)

William Miller; Robert Turner, Elmira, and J. Victor Fawcett, Bath.

Cattle Classification

W. D. Brown, Ithaca, secretary of the New York State Holstein Association, spoke on the advisability of establishing a uniform classification system for cattle shows so that all fairs would award prizes on the same basis. A resolution urging adoption of such a system was passed.

Officers elected for 1949 were: William Miller, president; John D. Meyers, Newark, vice-president, and Robert Turner (re-elected), secretary-treasurer.

Showmen attending the meeting included Joe Hughes, of the George A. Hamid office; Al Martin, Boston; Jack Kochman, B. Ward Beam, Joie Chitwood, Bert Lowe, Carl Ferris, Ben Allar; Jack Bescott, of Circle N Ranch Rodeo, and Justin Van Vliet, B & V Shows.

have participated previously. The only cities retained are New York, Philadelphia, Chicago and Washington.

NAAPPB To Dine, Dance Tuesday Nite

Strong Line-Up Set

CHICAGO, Nov. 27.—Annual banquet and dance for members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), scheduled Tuesday night (30) in the Grand Ballroom of Hotel Sherman, will boast a strong line-up of acts.

Johnny King, of General Artists Corporation, in charge of lining up the entertainment for the floorshow, announced seven acts as "already signed, sealed and delivered" Friday night (26) and said there would be more.

Line-up, as arranged up to Friday night by King, included the Dorothy Dorben dancers; Ray and Otto, comedy impressionists; Paul and Paul-ette Trio, trampoline; Gracie Barrie, singer; the Nelson Sisters, novelty bar act; Roger Ray, comic, and the McLennin singers.

Paul H. Huedepohl, executive secretary of the NAAPPB, said Friday it looked as if more than 400 would be in attendance at the banquet this year. "We had a trifle over 400 last year," Huedepohl said, "but the way the reservations are coming in right now it looks like we may go over that number this year."

Huedepohl also said the menu this year would be "something far and away from what we've had in the past and I believe it will prove a big hit with those attending."

In previous years the banquet has been held the final night of the NAAPPB convention. This year, however, it will be held the night before the confab closes. This was done, Huedepohl said, so as not to conflict with the Showmen's League of America, which scheduled its banquet for Wednesday night, December 1.

Plans San Antonio Funspot

CANTON, O., Nov. 27.—Col. John I. Richards, former Canton showman, reportedly has leased acreage on the outskirts of San Antonio and will install an amusement park.

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11th Annual Dinner Held At Com'dore

Two-Hour Show Staged

NEW YORK, Nov. 27.—The 11th annual banquet and ball of the National Showmen's Association at the Hotel Commodore, Wednesday night (24), was a sellout, with approximately 1,000 guests occupying the tables in the Grand Ballroom and many in the balcony. The banquet hall was handsomely decorated, and lighting effects were better than usual.

Speeches were drastically curtailed and the event was run off close to schedule, with Joe Basile's band and occupants of the dais marching in promptly at 8 p.m. After the singing of *The Star-Spangled Banner* by Bubbles Ricardo, vocalist of the Basile band, the turkey and trimmings were trundled in and the banquet got under way. Basile's band dished out cheerful melodies, with several good vocalizations by chirper Ricardo.

Greetings by Rothstein

After delivery of the invocation by Rev. Allen Claxton, pastor of Broadway Temple, Sam Rothstein, chairman of the banquet committee, extended greetings to assembled guests and introduced President James E. Strates and President-Elect Frank Bergen, who addressed the audience briefly.

Alan Corelli, executive secretary of the Theater Authority, took over as toastmaster and presented officers of the NSA, and speakers and guests. On the dais were Lt. Col. Charles A. Sweeney; George A. Hamid, president-emeritus of the NSA; Lt. Col. Harold Hoffman, former governor of New Jersey; M. Monette, Showfolks of America; Bligh A. Dodds, director of New York State Fair; Bernard Robbins, Michigan Showmen's Association; Joseph Steinberg, Pacific Coast Showmen's Association, Rev. Allen Claxton; Bernard Mendelson, Showmen's League of America; Dr. Bernard Birnstein, rabbi of Congregation Esrath Israel; Sam Rothstein, banquet chairman; John M. Cannella, commissioner of licenses, New York; Max Cohen, American Carnivals' Association; Rev. Joseph E. Awad, Waterville, Me.; William C. Cowan, Miami Showmen's Association, and officers of the NSA: James E. Strates, president; Frank Bergen, Jack Perry and Ross Manning, vice-presidents; Ralph Decker, secretary; D. D. Simmons, treasurer; Ben Weiss, assistant treasurer; Fred C. Murray, chaplain; Max Hofman, general counsel, and Dr. Jacob Cohen, physician.

Gus Van Speaks

Toastmaster Corelli introduced Gus Van, president of the American Guild of Variety Artists, who spoke briefly. Lt. Col. Hoffman followed with a witty address, after which the principal speaker of the evening, Colonel Sweeney, delivered a talk on his exploit in dropping atom bombs on Japan.

Hamid presented Henny Youngman, who scored with a few wisecracks and bowed off as he had to make another show. After a brief address, Hamid presented gold life-membership cards to David Brown,



THE BUCKS AND THE MARTINS gathered recently at the 400 Club, St. Louis, to celebrate the formers' sixth wedding anniversary. Mr. and Mrs. Buddy Buck are shown at the left in the above photo, and Mr. and Mrs. Bob Martin at the right. Bob Martin operated the Girl Show on Tivoli Exposition Shows and Buddy Buck had a like attraction on Moore's Modern Shows.

Pre-Confab Chit-Chat:

Crash Victims, Collins Limp In, Wiltse Coming in Wheel Chair

CHICAGO, Nov. 27.—Billy Collins, owner of the William T. Collins Shows, arrived Friday (26) at the Chicago convention with his forehead taped and limping with the aid of a cane. Cash Wiltse, his general agent, is due in tomorrow (28) in a wheel chair. Both were injured November

15 when Collins's automobile, driven by the show owner, crashed into an oil tank truck near Rolla, N. D.

Taken to the Rolla Community Hospital, they were not released until Sunday (21). Collins sustained bruises and lacerations on the head, knee and arms and torn ligaments in the shoulder and arms. Wiltse suffered a broken ankle, a dislocated elbow, cuts on the face and a badly bruised leg.

Greater Tampa Org Nominates Ringlin

TAMPA, Nov. 27.—Jerri Ringlin has been nominated for the presidency of the Ladies' Auxiliary, Greater Tampa Showmen's Association, without opposition. The election will be held December 10 in the permanent clubrooms.

Other officers nominated, all without opposition, are Lois Sedlmayr, first vice-president; Evelyn Kleider, second vice-president; Dotty Carrol, third vice-president; Grace Fillingham, secretary, and Mary Lee Holman, treasurer.

Nominated for the board of governors are Clover Fogle, Betty Morgan, Vera Larkin, Blanche Lemish, Arlene Cooper, Irene Beatty, Bee Miller, Bertie Perrot, Evelyn Blakely, Ruby Hall, Dolly Young, Evelyn Clain, Flo Pontico, Pearl Keys, Kathleen Sutton, Doris Coulson, Gertie Weiss, Marion Jones, Ivah Morris, Betty Rodgers, Laura Sedlmayr, Gertie Miller, Peggy Wilson, Helen Julius, Esther Young, Mable Reed, Rosie Hunter, Dena Bernie, Mary Wyatt and Martha Wagner.

Members of the nominating committee were Dena Bernie, Helen Julius, Evelyn Kleider, Pearl Keys, Ruby Hall, Dolly Young, Hazel Maddox and Arlene Cooper.

Colonel Hoffman and Strates, and honorary life-membership cards to Irene Moore and Mollie Decker, of the ladies' auxiliary. Myron Cohen, dialect comedian, took over briefly.

At 11 p.m. Corelli introduced Ted Lewis, who took over as emcee and with George Paxton's band on the (See 1,000 at NSA's on opp. page)

RAS Gets Tulsa Fair Contract

Annual cut to five days—Memphis Cotton Festival, Miss. State Fair also inked

CHICAGO, Nov. 27.—On the eve of the opening of the annual outdoor convention here, only one route change by railroad carnivals was announced. The Royal American Shows closed to play the Tulsa State Fair, Tulsa, Okla., Carl Sedlmayr Sr., owner, and Robert L. Lohmar, general agent, announced. The Tulsa annual, heretofore a six-day event, will be reduced to a five-day run in order that the RAS can play it.

The Tulsa date will eliminate the Fort Smith (Ark.) Livestock Show from the Royal American route.

The Memphis Cotton Carnival, May 7-14, and the Mississippi State Fair, Jackson, have again been signed, Sedlmayr and Lohmar also reported.

C. & W. Again Sign Richmond Fair; Run Extended to 10 Days

CHICAGO, Nov. 27.—The Cetlin & Wilson Shows again will play the Atlantic Rural Exposition, Richmond, in '49, R. C. McCarter, general agent, announced upon his arrival here for the outdoor convention.

The event will run 10 days, instead of six, as in the past.

Aransas Pass, Tex., Gains as Winter Mecca of Showmen

ARANSAS PASS, Tex., Nov. 27.—Each year this community takes on added stature as a mecca for wintering outdoor showmen, and this year the early vanguard is bigger than ever before, according to Jack Edwards, veteran popcorn and snow cone concessionaire, who should know.

Edwards has come here 14 winters. He and Mrs. Edwards live in a trailer but they like the place so much that Jack admits he is thinking about buying a home here.

As Edwards puts it, "this place has everything." And, then, he goes on to extol its merits—its mild climate, the excellent fishing, the good hunting.

Those outdoor show people who already have been in here for a stay or who remain include, besides the Edwardses, the following: Max Levine family, Chick Williams family, Corkie Zimmerman, Bob Sitzer family, Mr. and Mrs. A. W. Martin, Bill and Marie Rider, Clarence Hackensack, Mr. and Mrs. Larry Lawrence, Pete Wilson family, Cecil Burns family, Roy Lee family, Art Hanson and Irving Jugman.

Mr. and Mrs. Henry Gibson, Frank Minor, Blackie Workman, Mr. and Mrs. Gabe King, Art Riley, Raymond Altman, Mr. and Mrs. George Whaling, Earl Grimsman, Curley Hilton, Fred Miller family, Mr. and Mrs. Harry Brown, Mr. and Mrs. John Scott, Mr. and Mrs. R. L. (See Aransas Pass on page 66)

Viola Fairly and her husband, Noble, of the Hennies Bros.' Shows, were barraged with questions shortly after their arrival about the autographed picture Mrs. Fairly had received from Gen. Ike Eisenhower. Beaming, Viola explained that she and Dwight had gone to grade school together in Abilene, Tex., and that over the years they had exchanged correspondence. Her son, Paul, until recently in the U. S. diplomatic service, had continued the friendship, having visited Eisenhower on two occasions, she added. The Eisenhower photo bears the warm autograph, "To Viola Hutchinson Fairly—Affectionately to You—From an Old Abilene-ite."

W. A. (Bob) Hallock, who resigned recently as general agent of the Majestic Greater Shows after being with that org in various capacities for the past four years, planned to make an announcement as to his future plans during the confab.

Carl Hanson, who served most of the past season as secretary of the Imperial Exposition Shows arrived in good health, having recovered from illness which had forced him to yield the office wagon duties with the Imperial. Following the convention, he will return to his Miami home.

Van Dee Organizing Show

GAINESVILLE, Tex., Nov. 27.—H. Van Dee is organizing a small truck show here to open May 1 and play only in this State. There will be about 52 concessions, mostly office owned. Org will feature a stagershow as free attraction.

1,000 at NSA's Sellout Shindig

(Continued from opposite page) stage started off the stagershow with the novelty balancing act of Athos. Lewis gave out with a couple of songs and then brought on the Mack Triplets, who scored a show stop with their harmonizing. Mack and Desmond, zany dance duo, came on and also clicked. Lewis bowed off as emcee after putting across his famous *When My Baby Smiles at Me*.

Bud Sweeney Takes Over

Bud Sweeney took over the emcee chores and brought on Joe E. Brown for a bit of mugging and reminiscing. Jay Seilers followed with his screwball antics and Gus Van came on to score with his old-time songs. He made way for the Three Glens in a spectacular adagio number. Sweeney bowed out after some good clowning and was replaced as emcee by Pat Henning, who did his own funny routine before introducing Borrah Minevitch's Harmonica Rascals, who brought the show to a rousing wind up.

The show, lined up by Hamid, ran two hours. Hamid was assisted by Jack Rosenthal and members of Hamid's New York staff. Dancing followed the show.

Fred Murray turned out the fine year book for the banquet, which brought in close to \$10,000, with Johnny J. Kline handling editing of the book. The banquet committee consisted of Sam Rothstein, chairman; Roy Jones and Dick O'Brien, vice-chairmen; George Hamid, entertainment; Alan Corelli, dais; David Brown, tickets; James McHugh, publicity; Fred Murray, year book; Bucky Allen, reservations; Arthur Campfield, floor arrangements, and Jack Lichter, reception.

WINTER QUARTERS

Pike Amusement

MULBERRY, Ark., Nov. 27.—The org closed the season Saturday (13). Owner W. M. Pike, who was on a hunting trip the final two weeks, reports the '48 season was okay.

Plans have been made to build two fronts for the back end and a new front gate arch. New vans, purchased on arrival here, are being rebuilt to form two panel fronts. Hopes are to have six major rides and three kiddie rides next year. New light towers will be purchased.

Sailor Evans is in charge of the crew. Owner Pike gifted his wife with a new Packard. Cotton Ellis, legal adjuster, is visiting his home but will return after the holidays. —JOHNNY MARTIN.

Hills Greater

ARANSAS PASS, Tex., Nov. 27.—C. O. and H. P. Hill returned last week from a booking trip thru Colorado, New Mexico, Nebraska, South Dakota and Montana.

Mr. and Mrs. C. O. Hill and a group of friends week-ended in Mexico, and H. P. and C. O. Hill, accompanied by Fats Martin and Jake Moore, went on a hunting trip which proved "not too successful," judging by the reports.

C. O. Hill took delivery recently on a 1949 Nash. Mr. and Mrs. C. L. Runnells bought a 1949 Schulte house trailer, which is parked at quarters.

Recent visitors to quarters included Mr. and Mrs. Benny Hadad, Mr. and Mrs. Joe Cannon, Mr. and Mrs. W. O. Hughs, Dave Chisholm, Jimmie and Carl Byers and Mr. and Mrs. J. D. Summers.

While in Corpus Christi, Tex., Mr. and Mrs. H. P. Hill and Mr. and Mrs. C. L. Runnells visited the American Midway Shows.

Pioneer

WAVERLY, N. Y., Nov. 27.—Offices in quarters are being redecorated and new furniture has been ordered. Shower baths have also been installed. A new Ferris Wheel motor was received recently. Niles Hurst has arrived from Georgia, and George Smith is reported doing well with his hunting lodge at Marshall Creek, Pa.

Recent visitors included Mr. and Mrs. Slim Moxie, John L. Ford, Paul Merrick, Doc Miller, Chester Hepp, George Osborne, Mr. and Mrs. P. Corcoran, Sam Mofsky, and Bill Show, who is still in the army. Manager Mickey Percell attended the Central New York fair meeting at Syracuse and plans to attend the Chicago outdoor meetings. — CHARLOTTE LOVEJOY.

W. C. Kaus

SELMA, Ala., Nov. 27.—Departing from its long custom of wintering in New Bern, N. C., the org moved into new winter quarters here after closing its 19th annual tour November 13 in Meridian, Miss.

The season spanned 33 weeks and eight States, with the route covering 4,698 miles. The longest move (from Fayetteville, Tenn., to Martinsville, Va.) was 497 miles. The shortest (from Keystone to Vivian, W. Va.) was two miles.

The season proved spotty. Weather in the spring was excellent but the show ran into a solid month of rain in the summer.

At the season's close, members and their destinations were as follows: Mr. and Mrs. Russell C. Owens, Mr. and Mrs. Grover Hill, and Elmer and his crew, New Bern, N. C.; Graves H. Perry, Charleston, W. Va.; Lola Donohoe, George and Ann Whitehead,

Tidwell Winter Home Robbed; Loot Put at 20G

BIG SPRINGS, Tex., Nov. 27.—The T. J. Tidwell Shows' winter quarters near here was robbed Thursday night (25) of an estimated \$20,000 in cash and securities by five heavily armed men. Police said two safes were blasted after six show employees were bound and gagged.

Owner Tidwell and Mrs. Tidwell were in Chicago at the time of the robbery. Reached there, where he had gone to attend the outdoor show conventions, Tidwell said he was awaiting further details before cutting his trip short and returning here.

Curly Wolff and Dave Fineman, Miami; Dorothy Gorgrant and Mickey and Ann Lucas, Devon, Conn.; Fred Zachille, Jacksonville, Ill.; Slim and Dotty Dunlap, Jacksonville, Fla., and Miami; Mr. and Mrs. Orville Miller, Spencer, W. Va.; Hank Owens and Junior, Plymouth, Pa.; Walter Rish, Newark, N. J.; Sid Alcido and the Skyrockets, Panama City, Fla., then to winter dates, and Phil Campbell and Shorty Whitfield and his family, Alabama.

Lee United

BAY CITY, Mich., Nov. 27.—Owner Charles H. Lee recently returned from Georgia, loaded with pecans which he distributes to friends during the holidays.

John E. Payne is manager of the newly formed Bay Illuminating Company. Harry G. Taylor, general manager, is back from a booking trip and is settled in his apartment. Robert Lewis, pan game op, is back at his old job in Max's Cafe, where Gene Crawford, of the Playland Shows, also is employed.



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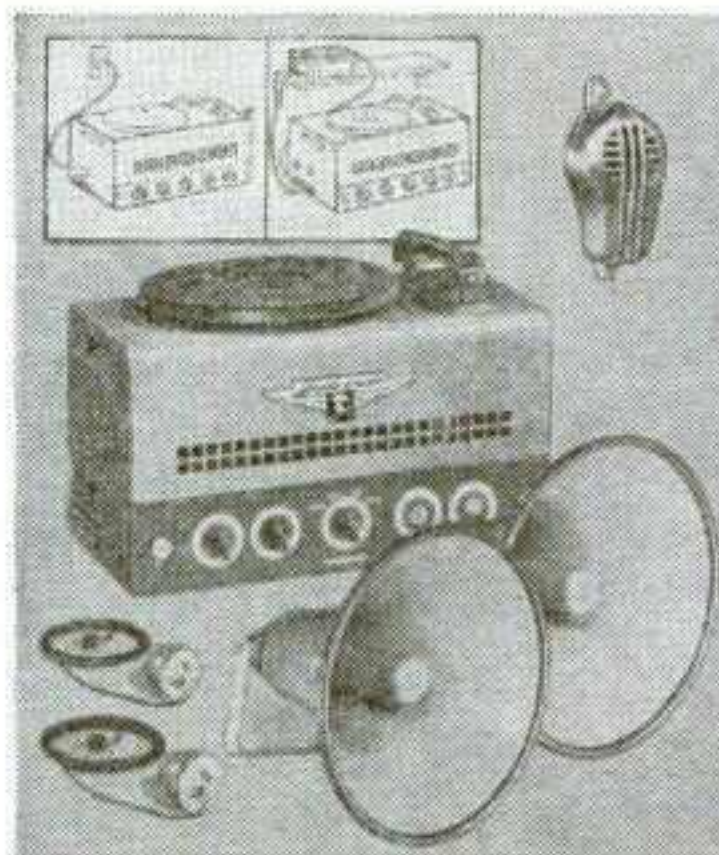
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MIDWAY CONFAB

Joe Early, of the Cavalcade of Amusements, is vacationing in Tampa after playing the Jacksonville Fair, which he reports had light business.

Dennis O'Leary, concessionaire, is reported seriously ill in a Louisville hospital. . . . Mr. and Mrs. Walter Byers are visiting Mrs. Byers's parents near Baltimore.

All a cookhouse operator wants to know about booking tactics is whether it will open a tin can.

After closing with W. C. Kaus Shows, Bud Valier, Biletza Mi-Fong, Danny McNamee and Kieth Eversole returned to New Orleans for the winter.

Robert Keaton, ride worker with several carnivals, including the L. J. Harrison Shows, is hospitalized in Walter Reed, Washington. His address is Ward No. 41-W, Walter Reed General Hospital, Washington.

Mr. and Mrs. J. M. Stone, who have been in Topeka, Kan., the past two months, have left to spend the winter in Phoenix, Ariz. They have bought a new Spartan Royal Mansion trailer, to be delivered to them in Phoenix.

. . . James Rapple, billposter and special agent for the Majestic Greater Shows, left the org at Tifton, Ga., for his home in Sharon, Pa., where he will spend the holidays.

When a fair man tells a manager to "Keep your shirt on," it's a sign that he has lost the date—but not his shirt.

Ray Johnson arrived recently in St. Louis after a successful season with his bingo on the Pike Amusement Shows. He will again spend the winter in St. Louis, while his sons, Ray Jr. and Jimmy, attend St. Joseph's Academy, Mena, Ark. . . . Mrs. Anna Ray McCurdy, of Peppers All-State Shows, who is visiting her aunt in Logansport, Ind., will enter the Methodist Hospital in Indianapolis December 1 for a throat operation.

Mr. and Mrs. W. O. Hurley and Edith L. Miller are wintering in Hot Springs after closing the season with Tivoli Exposition Shows. . . . Sandra Lee, who closed as annex attraction with the L. B. Lamb Shows recently, opened at the Wonder Club, New Orleans, November 22. . . . Frank H. Owens, general agent of Magic Empire Shows, while en route from shows' Hattiesburg, Miss., quarters to the Chicago meetings, stopped off in Gulfport, Miss., where they took delivery on a new car.

Any lobby jackpotter could attract more attention if he told the truth—but that price is too high.

Mr. and Mrs. Barney Gerety, co-owner of the one-time Beckmann &

Gerety Shows, checked in early at Chi. For Barney, whose big interest now is his Kerrville, Tex., ranch, it was his first convention in three years: for his wife the first in 10. From here the Geretys will go back to their San Antonio home. . . . The Greco brothers, Don and Sam, were also early arrivals. . . . Bill Naylor, press agent for the Cavalcade of Amusements, stopped over en route from his Buffalo home to take in the Detroit-Chicago pro football game.

At any fair meeting a general agent's progress, or lack of it, can be judged by the number of beer stains on his tie.

Bill and Jackie French, the latter recovering from an operation, were week-end guests of Sol and Katie Sheftall in Shreveport, La., recently. Both couples took delivery on new cars. The Frenches will spend the Christmas holidays at the home of their daughter in Texarkana, Tex., while the Sheftalls will head for Los Angeles. All are concessionaires with Alamo Exposition Shows. . . . Dewey Fullerton has been released from Maurice Hospital, Toledo, after a 43-day confinement and is en route to his home in Kentucky, where he will winter.

Claude Bentley has inked papers to return to the James E. Strates Shows in 1949 with his Side Show, marking his fourth consecutive year with the org. After establishing quarters in Largo, Fla., Bentley and Jene Jenkins will vacation in the East before making a trip to the West Coast in quest of new acts. Jack Neville and Billie Burke will remain in quarters, the former in charge of building and the latter as scenic artist. . . . Joe Hughes, Octopus foreman with the Pioneer Shows last season, is wintering in Holley, N. Y. He plans to return to the shows next year.

As the staffs go to Chicago, relieved workmen reflect that whoever started fair meetings knew what they were doing.

Frank B. Hildebrand, former special agent for Zeidman & Pollie, Frank West and other shows and currently handling promotions in the South, recently made a flying business trip to Mobile, and while in the Southern city cut up a few jackpots with Walter B. Fox at the latter's apartment. . . . Al Wagner, whose Cavalcade of Amusements winters in Mobile, left last week for the outdoor meetings in Chicago. . . . Mrs. E. C. Bolton, former photo gallery operator on Crafts Shows, is seriously ill in a Canton (Miss.) hospital. She suffered a stroke recently and expects to remain in the hospital for some time. She'd like to read letters from friends.

After a successful 1948 tour, Idabell Harson returned to San Antonio and

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Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—all-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.

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purchased a new house trailer. . . . Mr. and Mrs. J. G. Steblar, owners of Steblar's Greater Shows, last week returned to Columbia, S. C., quarters from Stamford, Conn., where they helped celebrate the 50th wedding anniversary of Mr. and Mrs. J. J. Steblar. They also visited their daughter, Mrs. Donald Schaivone. They plan to head for Titusville, Fla., soon for the winter. . . . Arthur L. McIntyre, of Penn Premier Shows, recently purchased a new home in Winchester, W. Va., where he will winter. Arthur is the son of E. M. McIntyre, who has the cookhouse on the shows.

One agent's opinion of another at a fair meeting is such that it is impossible to give a thumbnail sketch of it on a clean thumb.

Personnel of the Cetlin & Wilson Shows are getting set for the winter. F. B. (Blacky) Martins, trainmaster,

who has the record of not blowing a Monday-night opening during the 1948 season, is wintering at his home in Fort Smith, Ark. Jess Warren, superintendent of construction, will spend a few weeks at his home in Huntington, W. Va. Roscoe Carter, cat driver, left Sumter, S. C., on a 1,300-mile trip to his home in Texas City, Tex. Dutch and Bonney Cronkhite, of the Raynell Show Girl Revue, will rest at their home in Toledo. Fred Utter, chief electrician, is wintering in Richmond, Va., as his wife is hospitalized at near-by Pine Camp. Dorothy and Whitey Hewitt, superintendent of rides, left Petersburg, Va., for a fishing trip at Gibsonton, Fla.

"Don't stay in the lobby all night, honey." "I'll be back to the room early because I'm only staying until it comes my turn to tell a damn good lie."

Detroit Notes: John Kargan, Herb Pence, Sammy Soloff, Ralph Lewis and George Harris have returned to their homes here . . . Roy (Bubbles) Vjakes has been named manager of the restaurant operated by the Michigan Showmen's Association in its clubrooms. . . . Sam Siegel had his photo booth at the Detroit Food Show, but reported poor business. . . . R. A. (Fats Norton) Nathanson has returned here. He again will serve as Santa Claus for the annual Christmas party Michigan Showmen's Association sponsors for underprivileged children. . . . Glenn Hockett and Jack Raterink are wintering here after disposing of their interest in the Pleasureland Shows. . . . Leo Lippa, early president of the Michigan Showmen's Association, made his first visit to the organization Monday (22) after two years' illness.

Frenchie Bellefeuille reports that after the Lawrence Greater Shows closed for the season he joined the B. & H. Shows with his kiddie rides and chalked up a good week with them at the Sumter, S. C., Colored Fair. Following that date he and Mrs. Bellefeuille left for Chicago and the outdoor meetings. . . . After closing with C. A. Vernon Shows at Port Arthur, Tex., Lou Davis's Oddities on Parade opened on Forsythe Street, Beaumont, Tex. . . . Johnnie Poe, who closed a successful season with his photo gallery on the John H. Marks Shows at Greenville, N. C., is wintering at his new home in Concord, N. C. . . . Jake Moore, owner of Moore's Modern Shows, and Lyle Richmond, secretary of the Senath Fair Association, Senath, Mo., are deep-sea fishing out of Aransas Pass, Tex.

A general agent of the old-school is one who can remember when buying a fair man—who wouldn't book the agent's show—more than one drink was considered dissipation.

After a long season of fairs and celebrations in the Western States, Floyd Stockdale Jr. and George Whaley closed their season with the American Midway Shows in Corpus Christie, Tex., November 14. . . . Vaden Tankersley and Jackie Davis, of the Midway of Mirth Shows, who were married November 13, are honeymooning in Florida in a new trailer. . . . J. A. Pearl, The Billboard sales agent, and Mr. and Mrs. Ernest Wenzik, who closed the season with the Cavalcade of Amusements at Mobile, Ala., motored to Rochester, N. Y., where they spent a few days visiting their parents. They then motored to Tampa, where they will winter. All will return to the Cavalcade next season. . . . Charles S. Noell, who closed with Tivoli Exposition Shows in Stuttgart, Ark., November 13, motored to Hot Springs after bedding down the shows in Joplin, Mo., quarters. He headed for Chicago and the outdoor meetings November 25 and will represent the shows at the meetings in his capacity of general agent and assistant manager.



WANT **WANT**

For Winter Quarters — We Start Work December 6th. Builders, Carpenters, Painters that can use spray gun; also Painters for lettering and scenic work.

Want two Truck Mechanics; must be A-1 and have own tools. Diesel Man and Electrician; have four plants. None but the best considered.

Ride Help for all rides. Foremen and Second Men; must drive semi trucks. Useful Showmen, Glass House and Fun House.

Motor Drome—Want party to take charge of remodeled drome. Finest on road.

Side Show—Would consider booking a complete show. We have own show, but will consider reliable party with own equipment.

No drinking tolerated on this show. Long season. Open Winter Haven, Fla., Feb. 16th, with Florida fairs to follow into April; then north. See me in Chicago or address

E. L. YOUNG, P. O. Box 1327, Clearwater, Fla.

MIKE ROCKWELL SHOWS

WANT FOR SUN CARNIVAL WANT

DOWNTOWN, EL PASO, TEXAS

STOCK CONCESSIONS OF ALL KINDS

NO MITT CAMPS OR FLAT OUTFITS

9 DAYS, DECEMBER 24 THROUGH JANUARY 1

Location—Cleveland Square and Street (In White Section)

Limited Space — Write or Wire

MIKE ROCKWELL

KINSLEY, KANSAS

JOHN FRANCIS SHOWS

WANT FOR 1949 SEASON

Man to handle Musical Comedy Revue. Man to handle Motor-drome.

Good Side Show Operator and Manager for Illusion Show. Have complete Outfits and Transportation for the above. Also want Managers for Fun House, Crazy House and Crystal Maze.

Want capable Ride Help for 10 major rides.

ALL ADDRESS: JOHN FRANCIS, MGR.

4570 N. 2d St. ST. LOUIS 7. MO.

WANT

FOR DAYTONA BEACH, FLORIDA, DECEMBER 6-11

AMERICAN LEGION WHITE FAIR

Downtown Location

RIDES — SHOWS — CONCESSIONS OF ALL KINDS.

Only show in city. One more spot to follow.

Wire SAM GOLDSTEIN, MAJESTIC GREATER SHOWS

Titusville, Ga., this week; Daytona Beach follows.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 STEWART AVE., S.W., ATLANTA 3, GA. Fairfax 2626.

NOTICE—TO SHOW OWNERS

All kinds of organs repaired and rebuilt. Reference furnished. Write

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MERCHANDISE CONCESSIONS

Playing Lots in

NEW ORLEANS

All Winter

Apply

HARRY LOTTRIDGE

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FRANKLIN STADIUM

3001 Franklin Ave. Phone: Franklin 9580

Dec. 4-19

We play on Sundays

New Orleans, La.

FOR SALE

8x12 Kraft custom-made Concession Trailer, fully equipped for Popcorn and Candied Apples. Will sacrifice.

JACK TURNER

c/o Memorial Trailer Park

2601 Roosevelt Ave. San Antonio, Texas

COTTON STATE SHOWS

Abba Temple Shrine Carnival, Dec. 9-10-11

With Foley, Atmore, Robertsdale, Ala., to follow. Want Stock Concessions. Can place two Wheels and Grind Stores, Skillets, need Agents. Want one Major Ride, two Kid Rides. Place A-1 Girl Show, Animal Show. Everyone that wired or wrote. Richton, Miss. address: **COTTON STATE SHOWS**, in care Abba Temple Shrine, 1506 Government St., Mobile, Ala. Location behind Temple, uptown. P.S.: Want A-1 Ferris Wheel Foreman for No. 12. Joints work.

FOR SALE

Merry-Go-Round, 86': #5 Eli Wheel, V-belt drive; Caterpillar, Chair Plane, 24' Tower, 60 Kw. GM Light Plant, Cable, Junction Boxes, Trucks, Tractors and Trailers, Cookhouse, Punk Rack and Milk Bottle Outfit, also Mule Outfit. Answer ad to

F. J. DOWLAND

60 W. Arndt St. Fond du Lac, Wis.

FOR SALE

#5 ELI FERRIS WHEEL, in good condition, ready to operate, with Eli motor and "V" belt drive. Complete, \$5,000.00 cash. Contact

H. V. PETERSEN

c/o Tivoli Exposition Shows

Box 742, Joplin, Mo.

BLUE GRASS SHOWS

Now Booking

SHOWS — RIDES CONCESSIONS

For 1949 Season

ADDRESS: BOX 621, OWENSBORO, KY.

RIDES FOR SALE

Smith & Smith Chairplane, 22' Tower, 24 Seats, good as new, for quick sale, \$1800.00. One attractive Kiddle Airplane Ride, each plane propeller driven, \$400.00; 1500' Ground Cable and Switch Boxes, used one season, \$150.00. Will sell any part separately.

EDDIE L. WHEELER

RT. 2, ROME, GA.

All wires to SHANNON, GEORGIA

HUNTINGDON COUNTY FIREMEN'S CELEBRATION

Orbisonia, Hunt. Co., Penna.

July 4th to 9th, Inc.

Sponsored by Orbisonia-Rockhill Fire Co.

Orbisonia, Pa.

Want—Rides, Shows, Concessions, Contact:

EARL R. LONG

Committee Chairman

National Showmen's Association 154 Broadway, New York

NEW YORK, Nov. 27.—Building fund awards were made Monday (22) night. Principal award was won by Mrs. P. J. Mundy and Jessie Aiken, of Rochester, N. Y. Coincidentally, Mrs. Mundy is the widow of the late F. J. Mundy, who was really the father of carnivals in America as an associate in the famous Gaskill-Mundy Shows.

Installation of officers also took place Monday (22) night, with most of the newly elected officers present to take part in the ceremony, presided over by Max Cohen. Open house at the clubrooms Tuesday (23) night drew a huge crowd, with buffet tables presided over by members of the Ladies' Auxiliary. Highlight of the week, the NSA annual banquet at the Hotel Commodore Wednesday (24) night, was attended by show people from all parts of the country.

On the sick list are David Schlesinger (White), at the Columbus Hospital, New York; Sam (Barney) Walker, at Mount Sinai Hospital, New York; Mack Harris, at his home in Asbury Park, N. J. Shut-in members are James Cox, True Perkins, Irving Udowitz and Fred Fornier.

Next regular meeting December 8.

Ladies' Auxiliary

The president's reception and cocktail party preceding the annual banquet at the Commodore Hotel Wednesday (24) night was a huge success and was attended by many members of the Auxiliary. Among out-of-town members present were Ada Cowan, Martha Weiss, Mildred Schwartz, Leah Greenspoon, Rose Kah, Onalee Jones, Mabel Strates, Jennie Gloth, Lilla Cramer, Hilda Bergen and Jessie Glick.

Gladys Shelley, recovering from a recent operation, attended the banquet with her husband, Irving Rosenthal. Another member not seen for some time, Mildred Isser, also was at the affair. The belles of the ball were the youngest daughters of Queenie Van Vliet, president.

Jessie Glick and husband, Bill, are visiting Ceil Mersen in New York for a week or so, after which Bill Glick leaves for Chicago and Mrs. Glick will visit her folks in Pennsylvania.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 27.—Despite cold and stormy weather, the November 19 meeting was well attended. President Harold Elliott was in the chair, with Treasurer George Carpenter and Secretary Homer Pennington also on the rostrum.

Added to the membership were: J. A. Gephart, general agent of the Cole Bros. Circus; George W. Nelson, Independence (Mo.) carnival owner, and Gilbert Viney, Kansas City concessionaire.

Frank Layman has been released from St. Mary's Hospital, where he was a patient for two weeks while he underwent surgery and treatment of his eyes. Earl Shelton continues confined to St. Luke's Hospital.

Nominations for 1949 officers will be made at the December 10 meeting, with the election to be held December 17.

A check has been received from Paul Van Pool, Joplin, Mo.

FOR SALE, REASONABLE

8-Car Flat Ride, in perfect condition. Fast and thrilling. Money maker. Was in operation this season. Ill health. Write

WM. V. BURTON

3727 Fuller Ave. Kansas City 9, Mo.

THOS. A. JONES SHOWS

Now Booking for 1949 Season
Rides — Shows — Concessions

THOS. A. JONES

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CLUB ACTIVITIES

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Nov. 27.—Annual Home-Coming and Bazaar, November 18, proved successful. C. H. Allton was chairman. Tujunga Swing Band, featuring singer Lillian Kingsley, provided the dance music.

Lucille King and committee served a delicious dinner, with Larry Nathan providing the patries. Lucille Dolman and her committee presided over the bazaar. Grand prizes went to Nate Cohen, television set, and Alvin Zeagler, a radio. Dolly Martin won the electric blanket and Charles Smith, an electric toaster.

Emcee Joe Krug introduced Lucille King, founder of the club; all of the present officers and Charlotte Warren, Billy Bryant, Doc and Clara Zeiger, Rosemary Loomis, Sis Dyer, Ruth McMahon and Jack Ward, Al and Oglia Weber, Hort and Jessie Campbell, Joe and Marie Mead, Fred Haynes, Sunshine and Harry Jackson, Tillie Palmateer, Tony DeFabros, David Freidenheim, Lill Eisenmann, Ethel Krug, Sam Steffin, Dave and Daisy Marrion, Lee and Ethel Smith, Vivian Gorman, Trudie DeSanti, Helen and Fred Smith, Harry and Martha Levine and Babe and Mike Herman.

Babe Herman brought in a china pig which had been filled with donations for the bazaar and over \$50 was realized from it. Also on hand were Frank and Mabelle Bennett, Sam Dolman, Lillian Nicholas, Rose Fitzgerald, Eve Scott, Bab Barnard, Ann Stewart, Hugh Randolph and Edward H. Leonard.

Pacific Coast

Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Nov. 27.—The regular meeting was held Monday (22), with President Everett W. Coe presiding. Also on the rostrum were Vice-President Joe Krug, Vice-President C. E. (Candy) Moore, Chaplain Jack Hughes, Treasurer Al Weber and Executive Secretary Al Flint.

New members are George Surtess and Thomas Crosby.

Four inductions were handled by Chaplain Jack Hughes, President Coe and Past President J. Ed Brown. Given membership cards were Charles Crouse, Thomas Crosby, William Vannerson and Virgil Smith.

Harry Taylor reported the Ladies' Auxiliary will assume the chairmanship of the Christmas dinner. Margaret Farmer invited the men to participate in a television party and bingo game every Friday evening. A buffet dinner will be served.

Moe Levine talked on pledges for the chairs. Charlie Walpert pledges five. Other purchasers were Hunter Farmer, 2; Dave Freidenheim, 4; Matt Herman, 2; Lee Brandon, 1, and Larry Ferris, 5. Levine also spoke on the Christmas fund which resulted in \$171 being donated.

Members present after absences were William Vanners, Douglas Greater Shows; Charles Crouse, Virgil Smith, Charlie Walpert and Hunter Farmer, West Coast Shows; Dick Schoonover, Shorty Montie, Tom MacDow, California Shows; Lee Brandon, Crafts Exposition Shows; Larry Ferris, Ferris Greater Shows; Thomas Crosby, Fred Stewart, Bob Perry, Lou Johnson, Eddie Edwards, Robert Bishop, Harold Long, H. Talbot, Captain Erick Kelly, Hap Young, Til Taylor, Harry Lewis, Wallace O'Connor, Bill Allman, Joe Archer, John Strong and Kenneth McLaughlin.

President Coe appointed chaplain Jack Hughes as chairman of the memorial services. He replaces Past President Harry Seber who is unable to serve.

The drawing was won by John O'Kelley, who donated it to the Christmas fund.

Showmen's League of America

400 So. State St., Chicago

Ladies' Auxiliary

Regular meeting was held Thursday (18) in Hotel Sherman. Officers present were Mrs. Sam Gluskin, president; Mrs. A. L. Filograsso, vice-president; Mrs. Joseph Streibach, second vice-president pro-tem; Mrs. Robert H. Miller, secretary, and Mrs. Carmelita Horan, treasurer. Invocation was read by Chaplain Mrs. Ralph Glick.

Mrs. Gluskin extended a welcome to Mrs. Betty Becker, new member attending her first meeting. Mrs. Mattie Crosby, Mrs. Sol Wasserman, Mae Sopenar and Lucille Hirsch also were welcomed.

The applications of Dolly Marie Jacobs, Dolly Rowland, Beverly Jones, Pearl Weydt and Bernardine Walsh were presented.

Bobbie Jean Lynch and Mrs. Paul Olesky were elected to membership.

Mrs. Ralph Glick, chairman of the bazaar, received donations from Gusie Travis, Mrs. A. L. Filograsso, Carmelita Horan, and Casey concessions.

Mrs. Ruth Martone, Kansas City, sent in a pair of pillow cases which won the blue ribbon at the Hermitage, Mo., Fair.

Mrs. Ora Miller, is still on the sick list. Cornelia Curtain is hospitalized.

Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Nov. 27.—Regular meeting was held November 22, President Charles Denny presiding. All officers were present. Four new members were accepted and 55 members were in attendance. Committee appointed to arrange the Christmas dinner consists of Hiko Siebrand, Bob Uselton, Hollywood Towers and Frank Pudkua.

Ride foreman of Siefer Shows was seriously injured at Glendale. Late reports are that he is getting along well at St. Joseph's Hospital. Financial report was read and funds are in good shape. Condolence card was received from the Parker family. Letter was received from Louis Wald in New York. He is expected back soon. Pot of gold was won by Bill Siebrand. D. W. Yeakle visited the clubrooms recently.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Nov. 27.—President Harry Stahl was in the chair at the November 22 meeting. Also on the rostrum were Ben Morrison, first vice-president; Louis Rosenthal, treasurer; Arthur J. Frayne, acting secretary, and Leo Lippa and Jack Dickstein, past presidents.

Morrey Spiegel was voted into membership. Fred Silber, Max Kahn, Rudolph Nathansen and Ralph Lewis were appointed to assist Sam Ginsburg, chairman, in arrangements for the Christmas party for underprivileged children.

John Raterink and Glenn Hockett, owners of the Pleasureland Shows, are back following a good season in Georgia, Tennessee, Illinois, Indiana and Ohio.

Correspondence was received from Fats Norton, Abie Levine and Frankie Hamilton. The latter wrote that he and his wife recently purchased a home in Miami.

Ladies' Auxiliary

A social was held Monday (22) in the Legion Hall. Members attending were Mae Stapleton, Laura Baker, Carrie Dear, Jennie Heshner, Francis Moran, Cora Pollard, Anne Stone, Hazelle Liddon, NaDean Bellick,

Greater Tampa Showmen's Association

Tampa, Fla.

TAMPA, Nov. 27.—With Eddie LeMay presiding, the first big meeting of the association was held in the temporary clubrooms Sunday night (21) with 93 members on hand.

Joe Sciortino, chairman of the nominating committee, submitted the following ticket for officers for 1949: For president, C. J. Sedlmayr Jr.; first vice-president, E. L. Young; second vice-president, James E. Strates; third vice-president, Nat Rodgers; secretary, Harry E. Wilson; treasurer, Gene Earni. Board of governors: Bill Clain, Charles Fogel, Harry (Irish) Gaughn, Hal Hall, Eddie Hunter, Dick Harris, Eddie Lowe, Paul Sprague, Earl Maddox, Ray Myers, Leo Carrell, George Ringlin, C. J. Sedlmayr Sr., Dave Wise, Joe Sciortino and Doc Hartwick.

Eddie Lowe, chairman of the house committee, reported that permanent clubrooms have been obtained at 910 West Cass Street, six blocks from the heart of town, with plenty of parking space. The rooms are within a half block of the fairgrounds. One of the two floors will be turned over to the Ladies' Auxiliary.

Ladies' Auxiliary

President Clover Fogel presided at the regular meeting November 22. Also on the rostrum were Grace Fillingham, secretary pro-tem, and Mary Lee Holman, treasurer. Mrs. Dave Wise, chaplain, said the opening prayer.

The board of governors voted to present the men's club with a check for \$1,000 for advance rent for the ladies' club space in the new quarters.

Betty Morgan's son, who was injured in a car accident, was reported out of danger. Kay Yenny, chairman of the sick committee, is ill.

ARANSAS PASS

(Continued from page 62)

Joe, Mr. and Mrs. Jim Almon, Mr. and Mrs. Jack Davis, Mr. and Mrs. Spike Malone.

Mr. and Mrs. Art Price, Mr. and Mrs. Otis Cannon, D. J. Griffiths, J. W. Byers family, Mr. and Mrs. Ike Wolfenarger, Jack B. Moore, Fat Martin family, Walter Warniken, Mr. and Mrs. Audie Widmer, Red McMahon family, Bill Morgan, Cliff Knox, Charley Vanderford, Luke Barker family, Tex Chambers, Jim Panther family, Blackie Barnes, Paul Julian, Ty Cobb, Harry Hunter.

Harry Richardson, Al Niblick, Mr. and Mrs. Jack Lindsey, Bill Myler family, Eddie Guyer family, Blackie McLemore, Frankie Culver, Mr. and Mrs. C. O. Hill, Mr. and Mrs. Howard Hill, Cecil Goree, Mr. and Mrs. Pop Moser, Whitie Dixon family, Harry Fitch family, Frankie Durand.

Mr. and Mrs. Bill Luck, Mr. Murphy, Mr. and Mrs. Joe Williams, Johnnie Johnson, Buddie Ryan, Frank Deason, Mr. and Mrs. Clyde Runnells, Jack Chisum, Bill Baker, Johnnie Armstrong, Owen Jones family, Joe Uccar family, Roy Jones, Mr. and Mrs. Haddad, Al Johnson family, Hazel Guyton.

Peggy Cohen, Dorothy Gold, Charlotte Richardson, Rose Lewiston, Saydie Schwartz, May Bernard, Marion Dickstein, Bessie Gallagher, Bernice Stahl, Dorothy Miller, Estelle Flint, Lillian Frank, Bertha Ford, Grace Zeigler, Louise Kragh, Mary Merlo, Edith Schulz, Faye Green, Clara Silber, Algia Schulz, Clara E. Morin, Rose Gold, Florence Wolke and Belle Frayne.

Elaine S. Lysinger, Elaine W. Lysinger, Revell Galo and Rose Schimmel were hostesses.

FOR SALE—MOTORDROME

28 Ft. Silo. Needs little repair. Top used one year, perfect. 2 Wall Motorcycles. \$1,600.00. One 29-Ft. Hobbs Trailer to haul Drome. \$800.00. Sell separate.

SAM CALDWELL

2710 Asher Ave. Little Rock, Ark.

Schmitz - Martin Battle Resumes

ELIZABETH, N. J., Nov. 27.—The exchange of acrimony between Fred A. Martin, secretary of the Roller Skating Rink Operators' Association of the United States, and William Schmitz, general manager of America on Wheels, an outgrowth of the suggested merger of the associations, continues, this time Schmitz replying to Martin's latest statement in *The Billboard*.

Schmitz issued the following statement after reading Martin's article in the November 20 edition:

"After reading Mr. Martin's closing paragraph in the November 20 issue of *The Billboard* Page 87, as follows: 'And now may I say that no matter what comes from the above explanation, the writer is too busy with RSROA business to further clutter up these fine columns with uninteresting controversies.' I found myself in a most embarrassing position. Answering it would mean taking unfair advantage of Mr. Martin, who is so busy, yet not answering would be admitting that I had not told the truth in my previous article. Since I am wrong either way, I prefer to refute the false statements made by Mr. Martin.

"He said I was not present at the meeting held at the Park Central Hotel in 1945 and that he could bring the witnesses to bear out the story. I prefer to name the witnesses, and the operators can write to them if they wish to know the truth. Present were, representing the RSROA, Fred Martin, Detroit; Fred Freeman, Boston; Fred Bergin, who operates an ice rink in Fresno, Calif., and Victor J. Brown, Newark, N. J. For the URO, Earl Van Horn, Mineola, L. I., and William Schmitz, Elizabeth, N. J. For the United States Amateur Roller Skating Association, Oscar Morgan, New York, and for the Amateur Athletic Union, Dan Ferris, national secretary of the association.

"Mr. Martin's second statement, 'We know that Mr. Schmitz is still the business head of the URO,' is a direct insult to our president, Perry Giles, of Muskegon, Mich., whom most operators consider an intelligent and progressive rink man. Since his election, Mr. Giles has never consulted with me on matters concerning the association. In the URO, perhaps different from the other association, an officer is an officer in his own right and not in name only. He makes such decisions as the constitution and by-laws of our organization permit him to do.

"Quoting further from Mr. Martin's

AP's Hal Boyle Takes the Veil At Rawson's Lab

NEW YORK, Nov. 27.—The biggest publicity break roller skating ever had was obtained by the Roller Skating Institute of America November 19, reports Irwin Rosee, the group's director. It was a full-length Associated Press (AP) feature column about Perry Rawson by Pulitzer prize winner Hal Boyle, and it appeared in an estimated 900 newspapers the nation over.

Rawson says a deluge of mail came on its heels.

Boyle, a non-skating skeptic, went to Rawson's home and laboratory rink in Deal, N. J., and left an enthusiastic disciple and booster for the roller recreation. In his article he stressed the Rawson theme that 95 per cent of the country's roller skaters are mere scooters on wheels, with only 5 per cent performing in the proper, safe and more pleasurable way. He also mentioned that roller skating was now the nation's top participant sport.

The AP feature was the Institute's best job in its month of existence which, of necessity, had to be devoted mainly to research and ground-breaking operations. Rosee reports that an AP picture spread, again with country-wide distribution, is about to break.

article, 'If the minority are not satisfied with what they have, let them make application to join the RSROA,' he is correct to a certain extent. The URO is in the minority. However, the reason for this only bears out the fact that the URO prefers quality to quantity. Non-paying members are dropped from our membership.

Match Benefits

"The RSROA secretary always states what their association is doing for its members. What, in reality, do its members get for the one night's receipts which they send to Detroit every year? Membership cards for their amateur skaters? The skaters can obtain them from the USARSA without the operator belonging to any organization. Or sanctions to stage a show or hold a contest? These also can be obtained by the clubs from the USARSA without the slightest cost to the operator and without the operator belonging to any organization.

"My only idea in writing the article suggesting the merger was to make the operators' association a real business organization for the operators. If my colleagues in the URO agree with me I do not know.

"Both articles written by Mr. Martin were so contradictory, that I am beginning to wonder if Mr. Martin is putting his personal interest before that of his association, which he so highly praises. I presume that he derives his livelihood from his position in the RSROA, since he no longer operates a rink, and perhaps a merger would call for a business man taking over the important duties of secretary of a businessman's association.

"When he mentions that the operators should pay more attention to the box office, I am sure that he touches a point close to the heart of every operator. Maybe that's the very point Mr. Martin neglected when he had the opportunity.

"When I wrote the first article on the merger I did not make any plea for members for the URO, but since Mr. Martin apparently does not care about ethics, I can only say: Join the URO, a real businessman's organization whose officers are elected every year. We do not believe in the indispensable man, and no officer can hold office more than two consecutive years. This prevents a dictatorship or unqualified persons from controlling an organization merely for their own personal interests."

Let's Halt the Pot Shots and Work for Common Good

By Perry B. Giles, President, United Rink Operators

"THE TIME has come," the walrus said, "to speak of many things." and I am in accord with the walrus. I have been hoping that we might put a stop to this practice of filling the columns of *The Billboard* and other publications with petty backbiting and name-calling, but since it seems to have broken out afresh, I cannot resist the urge to speak my piece.

As Mr. Schmitz has said, this matter of undesirable publicity was brought up at our annual United Rink Operators convention in Washington last summer, and it was agreed that it was undignified and harmful to the business as a whole. At that time Mr. Schmitz made me personally his promise that he would refrain from writing or answering articles such as had appeared in the past.

However, after reading the article which appeared in the October 30 issue of *The Billboard*, I was not surprised when Mr. Schmitz called me and asked to be released from his promise; in fact, I agreed with him that an unbiased presentation of the facts might be a good thing. I feel that the article which he did submit was a fair presentation and was not calculated to cast undue reflection upon any person.

I should have liked to let the matter rest there, and awaited with some interest the results of the proposed *Billboard* poll, tho, knowing the average operator's dislike of unessential letter writing, I was not too hopeful of the results. We seem, however, to have again stirred up a hornets' nest.

Favors One Group

I will state that I am and have always been in favor of one organization of operators, and would do anything in my power to bring this about. However, I am no longer optimistic enough to believe that there is any chance of accomplishing this, simply because of the frank antagonism between some of the personalities connected with each organization. I do not see, tho, any reason why we cannot continue to have two organizations which can work together harmoniously, and it is to this end that I am devoting my efforts.

Last summer I was elected president of the URO, after Mr. Schmitz, Mr. Van Horn and others formerly actively connected with the organization stated that they felt that friendly relations between the two organizations were impossible without a change in the management. I believed in Mr. Schmitz's sincerity when he made this statement, and I have had no reason to change my belief. Neither of us has the temperament of a "yes-man"; we can and do disagree emphatically upon occasion, and the fact that we can work together in this matter is an indication that we are working toward the same end.

I might say also that I do not feel that the statement is justified that Mr. Schmitz is still actually the head of the URO. I have heard this statement before, but never from a URO member. We, at least, believe that we are running our own organization,

and that each operator has a voice in the proceedings if he chooses to make it heard. I do not feel that Mr. Schmitz has made any attempt to dictate the policies of the organization in the four years I have been connected with it, altho he is one of the most active workers for its good. It has been my experience that criticism of those in power usually comes from those who make no effort themselves toward helping to run things. (This is not to be construed as any reflection on Mr. Martin, who is a very active man; it is merely a commentary on organizations in general.)

Unity Is Possible

Those very individuals who make it impossible to conceive of a unified organization are in their own right very valuable and intelligent men (See *Halt Pot Shots* on page 78)

SKATING RINK FOR SALE

One of the South's Largest, Finest, Best Established and Most Profitable. The only Roller Rink in a fine living city of 350,000.

Specific reasons for selling.

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THE PLASTIC RINK SURFACE

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ROLLER SKATE SHOES SACRIFICE

Top grade white elk leather, shearling lined tongues, GOODYEAR WELT CONSTRUCTION. Fine quality known shoes. Reg. \$5.75 wholesale. Only 145 pr. Ladies' and 90 Men's. Excellent sizes. All shoes guaranteed first quality. All or part, \$3.75 pr. Samples, \$3.95. PIONEER BOOT COMPANY, 3020 Eastland St., Tucson, Arizona.

FOR SALE

Complete Skating Equipment for Roller Rink.

JOHN DWYER

Sugarcreek Road, Star Route, Franklin, Pa.
Phone Franklin 2047X

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

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New and Used Rink Roller Skates
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(Continued on page 70)

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MUST LIQUIDATE AT ONCE BY ORDER OF MFR. 100,000 PC. ASST.
JEWELRY (Mostly Boxed)
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Send 25% deposit and make plenty money on deal.
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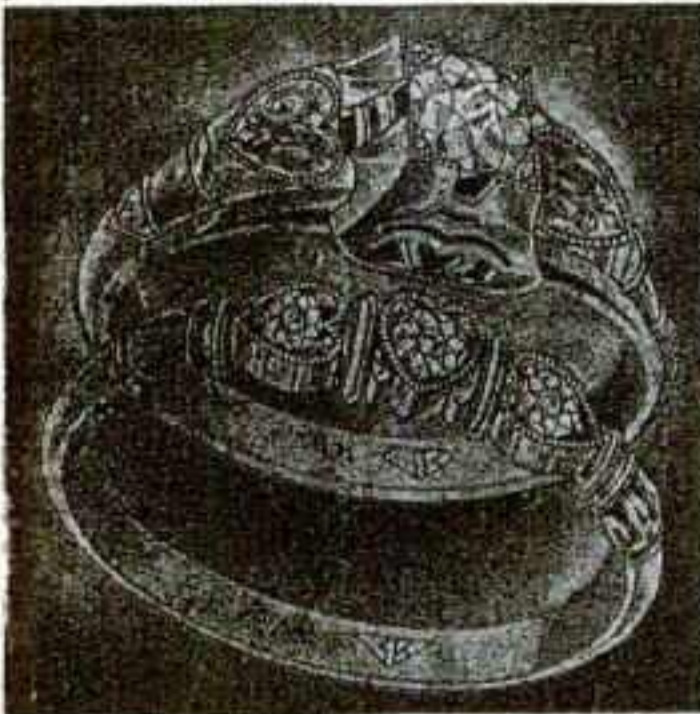
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A Large List of Second-Hand Coin Machine Bargains will be found on page 79 of this issue.

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(Continued on page 72)

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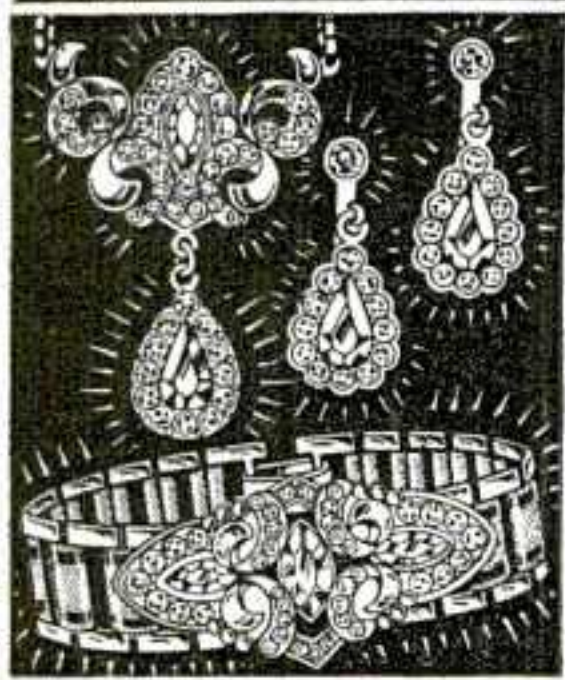
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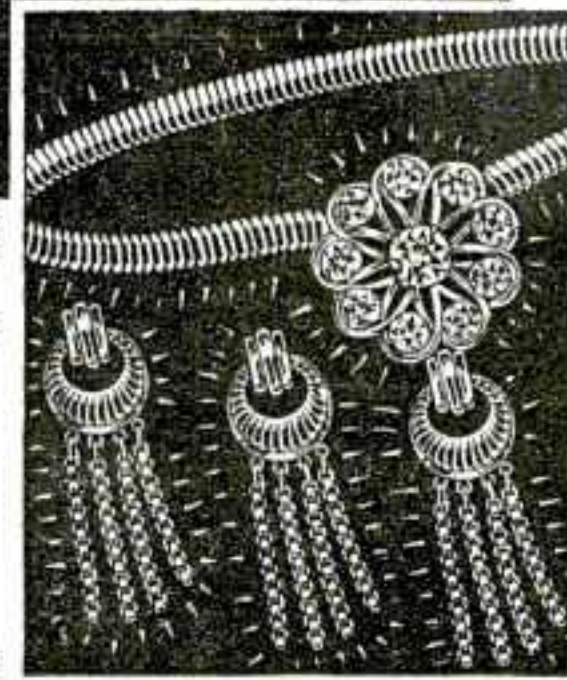
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Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

AGENT—FOR 1949 CARNIVAL 20 YEARS' experience. Will go anywhere. sober. Also press and radio. State all. Stan Reed, Hotel Jerome, Columbia, S. C. de4

MAGICIANS

FEATURE MAGI-MENTAL ACT—ORIENTAL presentation. Salary for act. Percentage on private readings. Yose, 75 Johnson Park, Buffalo 1, N. Y.

HARR KHAN, PSYCHIC MENTALIST, DESIRES steady position with night club, hotel, resort or what have you. Can offer floor show and thought provoking private reading service, doing mind-reading, predictions, psychic tests, etc. Strictly high-class and is best of its kind. Act has many promotional and publicity features. If interested write 831 Lowry Avenue Northeast, Minneapolis, Minnesota, for full details.

Colorful SHAG RUGS

\$1.00 ea.

(Packed 50 to Carton)

SAMPLES, \$1.50 EA.

Postpaid

Packed Assorted Colors: Blue, Wine, Flamingo Red, Grey, Green, Dusty Rose, Gold. Size 18"x30".

OTHER SIZES:

24" x 36" \$2.00 EA.

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Same packing and colors as above.

Add 50¢ each for samples postpaid.

Terms: 25% with order, balance C. O. D., F. O. B. Rome.

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Manufacturers

P. O. Box 951 Rome, Ga.

FLASH! NOW READY FOR FAST DELIVERY—

THREE PIECE PEN SETS

Each set contains—Ball Pen—Mechanical Pencil—Regular Lever Type Pen, each with Gold Plated Tops—Each set boxed with \$3.50 Price Tag.

Dozen Sets . . . \$10.80

Dozen Sets (in 12 Doz. Lots) . . \$9.60

25% Dep. With All C. O. D. Orders.

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COMPOSITION NUGGET JEWELRY LOOKS LIKE GOLD
WATCH CHAINS and CHARMS, DUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC.
FREE CATALOG
P. O. BOX 424
EDGAR'S RED BLUFF, CALIF.

COAT ROOM CHECKS—DOOR PRIZE TICKETS

Immediate Delivery — Low Prices

Roll Tickets — Roll Labels — Raffle Books

AMERICAN TICKET CO.

515 GREENE AVE.
BROOKLYN 16, N. Y.

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MISCELLANEOUS

COPIST AVAILABLE FOR MAIL WORK—Extraction, Copying, Orchestra Scores, 60c page. Piano Copies, \$1 page. KENNEDY, 173 Washington, Barre, Vt. de11

MECHANIC AND ROUTEMAN—A-1 ON REPAIR on jukes and pinballs. Thoroughly understand the complete business. Desires permanent position at a good salary in Western State. Good references. Married. Late model auto. Available in 30 days. Write P.O. Box 194, Winton, Wyo. de4

VERNON HOFF, FEMALE IMPERSONATOR—“Bombshell of Rhythm.” Popular Singer. Booking currently. Vernon Hoff, Sweetheart Bar, Third and Seldon, Detroit, Mich.

MUSICIANS

AVAILABLE IMMEDIATELY — TROMBONE, any chair, read, fake, transpose, experienced, some arranging, sober, no habits, neat, 21 years old, 5 years playing. All offers considered. Write or wire, Paul Hebert, 113 Leona, Houma, La. de4

DRUMMER—AGE 25, NAME AND SEMI-NAME experience. All essentials. Prefer Florida, but will consider other territories. Have new equipment, including “Timbales.” Norman Coan, 45-17-43 St., Sunnyside, N. Y., Phone: Ironides 62924. de11

EXPERIENCED ROLLER ORGANIST—SOLID skating and dance rhythms. Eastern location. Write requirements and salary offered. Organist, Box C-175, Billboard, Cincinnati 22, O. de18

HILLBILLY FIDDLER—27, UNION, 10 YEARS radio and show work. Prefer South, but consider all. Gene McDonald, Box 254, Reynoldsburg, Ohio.

HOT SWING OR HILLBILLY FIDDLER AVAIL-able Nov. 27. Also take-off guitar. State salary in first letter. Write or call Chuck Flannery, 110 So. 12th St., St. Joseph, Mo. Phone 48420. de4

PIANIST-ORGANIST—COMMERCIAL STYLIST. Reads, fakes, fills, solos. Experienced. Available immediately. Pianist, 1501 South Polk, Amarillo, Tex. Telephone 20287.

PIANO—AVAILABLE DEC. 7TH, UNION, RE-liable; small band or combo. Phone, 1276 W. Wire Pinky Cooper, 1608 So. 3rd Ave., Columbus, Miss.

STEEL GUITAR MAN—12 YEARS' EXPERI-ence radio and state. Well known for my smoothness. Can fill the bill in any band, 21 years old, neat in appearance, do not drink. Single and will go anywhere for a good deal, have the best of double neck instrument. Write Box C-194, Billboard, Cincinnati, Ohio.

TROMBONE DOUBLING TRUMPET—AVAIL-able immediately. Name band experience. No drunkard. Cut or no notice. Contact Sandy Brandt 905 Belmont Rd., Grand Forks, N. D.

TRUMPET—UNION, SOBER, SINGLE, READ, play good section and ad-lib. Accept combo or 2d trumpet in larger ork. Will travel. Write or wire: Musician, 236 Leroy Ave., Buffalo, N. Y.

VIOLINIST—FINE LEAD, STRING SECTIONS, hotel society bands; young, ten years' experience, name, semi-name bands. Local 77, Philadelphia. Best reference: past summer, Clarence Fuhrman K. Y. W. Orchestra. Write wire, Violinist, Box 88, Cape May, N. J., Phone 4-8309.

WESTERN AND HILLBILLY SOLO SINGER—Single, sober, reliable. Radio preferred. Go anywhere for right deal. Contact: Bill Pierce, 817 Vermont St., Hannibal, Mo. Phone 3335J.

PARKS AND FAIRS

AT LIBERTY—YOUNG LADY, SINGLE TRAP-eze, ladder, platform, rolling globe. E. R. Gray, 2000 Harding Ave., Evansville, Ind. de25

BALLOON ASCENSIONS—PARACHUTE JUMP-ing. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ja1

FAIR MANAGERS: CONTACT BOB TOMLIN-son, professional versatile entertainer. Juggles clubs, ball. Twirls seven ropes simultaneously. Ventriloquism, Punch-Judy. Plays electrified accordion. Illustrated circular available. 162 N. State, Chicago, Ill. Telephone: DEARBORN 6268. np

HIGH CLASS TRAPEZE ACT—AVAILABLE FOR indoor events. Flashy silvered paraphernalia. Real act. For particulars address: Charles La Croix, 1804 South Anthony, Fort Wayne 4, Indiana. de4

MENTALIST-HYPNOTIST—FAST, WELL-ROU-lined. Anything from 12-minute nite club or theater act to 2 1/2-hour lecture-demonstration. Strong exploitation angles. Interested only in sober, reliable agent able to book in New York, New Jersey, Pennsylvania area. Dr. Rexford North, Box 291, Woodcliff Station, North Bergen, New Jersey.

NOW BOOKING 1949 FAIRS — COMPLETE circus units, rodeos, acts of all kinds. Contact us for your grandstand show. Armstrong's Attractions, Montezuma, Ind. de25

FOR YOUR CHRISTMAS PARTIES—THE Lehmbucks; 4 people, 3 girls, 1 man. Beautiful display of acrobatic and balancing. Literature upon request. 2015 Oliver St., Fort Wayne 6, Ind.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

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Forms Close Thursday for the Following Week's Issue

ACCORDION PLAYER—YOUNG, RELIABLE, sober, union. Location job. Must play Western, old time music. Salary \$80 per week. Send photos, transcriptions. Wire or write Buzz Beaver, K.S.J.B., Jamestown, N. D. de4

AERIALISTS—MALE AND FEMALE FOR 1949. Long season for right parties. Xcellos, Box 614, New Britain, Conn. de25

COWGIRL AND HILLBILLY GIRL SINGERS at once. Contact Ted Holly, c/o Toddle Inn, 3793 St. Clair Ave., East St. Louis, Ill. de11

GIRL TENOR SAXOPHONE—MUST BE EX-perienced. Offering steady location work, top salary. Other girl instruments, write, Orchestra Leader, 665W. 18th St., Chicago

IMMEDIATELY—DRUMMER AND TRUMPET Man that sings ballads for established tenor band this territory. Locations. Salary sixty. No union tax. Must be sober, congenial and willing to co-operate. Others write. Steady work. R. W. Wall Agency, Inn Hotel, Shreveport, La. ALL INSTRUMENTS, PREFER DOUBLES, established society band, no drinkers, only A-1 musicians need write. Box C-190, Billboard, Cincinnati, O.

IMMEDIATELY — THIRD TENOR, ALSO Trumpet Man who sings ballads for established Tenor Band this territory. Locations. Steady work. Salary sixty. Union, tax free. Must be sober, congenial. R. W. Wall Agency, c/o Inn Hotel, Shreveport, La.

LEAD TRUMPET INTERESTED IN DAY JOB and jobbing proposition. Write Box C-189, Billboard, Cincinnati, Ohio. de4

MUSICIANS—ALL INSTRUMENTS, 12 DANCE orchestras, work steady, give full particulars. VSA, 848 Insurance Bldg., Omaha, Neb. ja8

MUSICIANS WANTED—OPENINGS FOR REED and Brass Men. Steady work, salary. Write Box C-195, Billboard, Cincinnati, O. de11

NEED IMMEDIATELY—PIANO, TROMBONE, Drummer, Sax; modern band; guaranteed weekly salary. Box 593, Sioux Falls, S. D. Phone, 7388W. de11

PIANO MAN FOR COMMERCIAL, HOTEL-style combo immediately. Wire Ken Seigler, Hotel Georgian, Albany, Ga.

PIANO TENOR AND BASS MAN FOR IMME-diately replacement in commercial band. Write or wire, Jimmy Shockley, Ft. Walton Motor Court, Ft. Walton, Fla.

TENOR SAXOPHONE DOUBLING CLARINET and Section Violin. Also Lead Violin. State age, if family, experience. Darlow, Commonwealth Hotel, Kansas City, Mo. de25

TENOR SAX DOUBLING VIOLIN FOR COM-mercial type band, salary, \$75 to start. Must have good tone. Box C-191, Billboard, Cincinnati, Ohio.

TROMBONE MAN WANTED—LEE WILLIAMS Orchestra, P. O. Box 73, Shenandoah, Ia.

VIOLIN—SINGLE, SOBER, MIDDLE AGED. Capable working and rehearsing road and location styled band; also Lead Trumpet and Lead Sax. Steady work. Box C-188, Billboard, Cincinnati, O.

WANTED—MEDICINE PITCHMEN, LONG SE-ason South in new station wagons. Top commissions paid. Rainbow Products Co., 220 George St., Cincinnati, O. de4

WANTED—WOMAN ACCORDIONIST, 30-35, slim, dark hair, Gypsy type, as partner in new puppet act. Now breaking in for vaudeville, no investment except Gypsy costume. Justin Lighty, 1947 Broadway, New York 23, N. Y. Studio 625, TR 7-9431.



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New Low Price

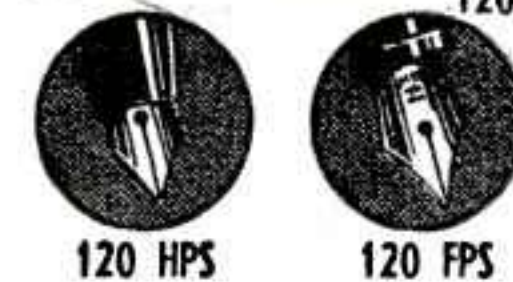
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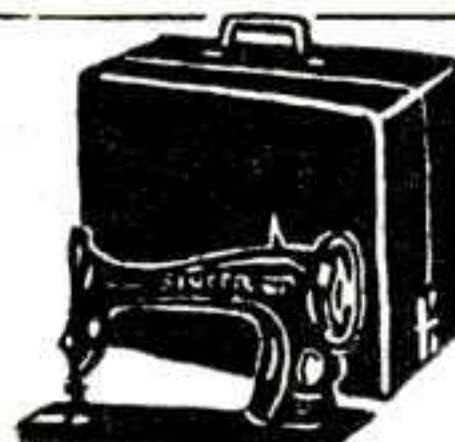


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Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

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Murray Hill 3-2324

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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 and 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

Adderton, Robt.	Miner, Alton P.	40c
Brown, Pat	Scott, Lillian	40c
DeLaney, John D.	Roach, John	6c
(Masked Marvel)	Pruett, Billy J.	6c
10c	Miner, Alton G.	
5c	Sutton, W. B.	20c

Acker, Bennie
Ackley, Lawrence
Adams, Geo. N.
Alexander, Speck
Ali, Martha
Alkon, Harry
Allen, Jimmie & Mrs.
Allen, Walter H.
Alvar, Arthur
Althul, Milton
Anders, Frank L.
Anderson, Evelyn
Annis, Ralph J.
Anthony, Milo
Archer, H. L.
Ard, Robt.
Arenz, Thos.
Argus, Marion Edw.
Auskings, Clarence
Aston, Thos. H.
Avery, Richard
Ayers, W. C.
Bailey, Mrs. Dollie
Baker, Mrs. Carl H.
Baker, Walter E.
Bales, R. M.
Banta, Jack
Barbay, Stanley
Barnett, Buffy
Barrows, H. L.
Bartch, Chas.
Barton, Geo.
Basinet, Dwight
Bathke, Gordon
Bayer, Dick
Beard, Elbert L.
Beaumont, Glenn
Beck, Pete
Beck, Don
Beck, Mrs. Evelyn
Beker, Irene
Bender, Philip
Benton, Eddie
Bergman, Leo
Bergman, Mrs. Lila
Berran, Joe
Berryhill, Lloyd
Bible, Roy (Circus)
Bicker, L. H.
Bistany, Leo
Black, Chas.
(Blackie)
Blackburn, E. J.
Bloom, Bobby
Bogart, Jack (Great Jaxon)
Bogdan, Patricia
Ann
Borror, Frank
Bostwick, Lee
Bowers, Emerson
"Army"
Brady, Pat
Brady, Terry
Brasley, Leslie
Brannon, Albert
Bratin, Mrs. Mary
Brian, David
Bright, James
Brim, Emilie
Brooks, Chas.
Brooks, Adams
Brown, Mrs. Mary
Brown, Wm. Artis
Brown, Zelma
Browning, Jr., James
Bruce, J. R.
Bryant, Carl
Buckling, Wm. L.
Bugg, Kenny
Bungard, Art
Burr, Nancy
Burger, Smoky
Burke, Geo. & Agnes
Burke, Leo H.
Burke, R. J.
Burke, Sallor Jack
Burney, Cherokee
Burnstein, Mrs. Bill
Sanford
Burto, Leon
Burton, Blackie
Butler, Mrs. Daisy
Bybee, Mrs. Mattie
Cable, Marie
(Cable Amuse.)
Calk, Tommy
Cameron, Louis
Camp, Chas. Buddy
Camp, Nina
Campbell, Ralph A.
Camp, John
Cantwell, Chas.
Carawan, Clarence
Leon
Carpenter, Norman
E.
Carroll, S. J.
Carter, H. A.
Carter, Miss Billy
Carter, Sr., Geo. M.
Carter, G. F.
Carter, Wm. B.
Carcy, Roy
Carter, Mary J.
Carter, Ward
Casette, Al
Caudello, Margaret
Chapman, Cliff
Chapman, Jack
Chappel, Mrs.
Beulah
Citbull, Mrs. Frank

Frigault, Albert L.
Gallagher, Russell
Gaskill, Ira
Gaylor, H. F.
Geo. R. H.
Gehrke, Ione
Gerber, Joe
Gerry, Claire L.
Gilk, Geo.
Golden, Mrs. Ray-
nell
Gohling, Chas.
Golstein, Nathan
Golosky, Morris W.
Gordon, Donald
Gowdy, Mrs. M. A.
Grady, Johnnie
Gray, H. H.
Grey, Don
Groner, Sidney
Gross, Frank
Gross, Charlie
Haines, Bernard
Halstead, Roy E.
Hall, Mel
Halliburton, Leslie
Handley, Fred
Haugsterfer, Allan
Hanson, Carl L.
Hanson, Wm. Idel
Harson, Wm.
Harmon, Don
Harmon, Wm. H.
Harnett, Bill & Beverly
Harrel, Capt.
(Circus)
Harrison, Mrs.
J. R. (Deande)
Haskins, Richard
Haut, Mrs. Bessie & Susie
Hawkins, Mickey & Happy
Hayes, Bill "Cur-
ley"
Haynes, Danny
Helin, Hyunie
Hendrix, Harold
Hubert
Heron, James (Wild
Life Exhibit)
Herrick, Carl
Hester, W. H.
"Heck"
Hicks, Joe Bill
Hicks, Wm. R.
Hileman, A. G.
Hiler, Ed
Hill, Don
Hirsch, Adolph
Hirschmann, A.
Hoff, Joe
Holloway, Billy
Holt, Mrs. Irene
Holt, Miss "Sugar"
Hood, Evelyn
Hone, Mrs. Louise
Howard, Miss Holly
Howard, Mrs. May
Hoyt, A. R.
Huddleston, Stanley
Hudson, Mrs. Ann
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Richard
Hughes, Marie
Huntley, Spencer
Hyland, Marvin E.
Hyland, Richard
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Girl Show)
Irish, Walter L.
Jackson, Lewis
Jakubowski, Edw.
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James, Jimmy
(Orch.)
Jare, Mrs. Mary
Lue
Jenkins, Brownie
Jenkins, Wm.
Jenson, Robt.
Jernigan, Mrs. Frederick
O'Malley, Mr. Pat
O'Neil, Gerald
Olson, Melvin
Osborn, Bill
Overstein, Ell
Overton, Jack
Pace, Lloyd Lee
Palfrey, Stanley
Parker, Arthur
Parker, Raymond
(Bob)
Parker, Robt.
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Parrish, Mrs. Katie
Parrish, Miss Pat
Parsons, Geo.
Pasterezyk, W. S.
Pasullo, Mrs. Helen
M.
Paul, Ben
Pauling, John
Payne, Tom
Peacock, Dean S.
Penny, Mrs. Louisa
Perry, Graves H.
Peters, Benjamin E.
Peters, Frank E.
Peterson, Mrs. Guy
Pheban, Peter J.
Piercy, Howard W.
Pierlin, Bertie
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Powell, Walter
Powers, Mrs. Mabel
Pratt, Bill
Preston, Wm.
Price, Jr., W. D.
Prokop, Ed.
Pugal, Kitti
Purvis, Robt.
Rahn, Ed. P.
Randolph, Bingo
Rasania, Nellie
Ray, Mrs. Ginger
Raymer, Ford
Read, Jr., I.
Reddick, John
Reed, Mrs. Clara
(Babe)
Reed, Geo. M.
Rees, Mary
Remina, Willie
Reynolds, Edward
Reynolds, Hoyt R.
Rhyner, W. L.
Richard, Gilbert
Richardson, Chester
F.
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 Write for Special Price on Gross Lots.
 Ladies' Cigarette Case, with Compact to match, in fine gold finish, boxed in rich satin-lined gift box.
 Dox. \$39.00. Sample \$3.95.
25% deposit with order, balance C. O. D.
Benjo Novelty Co.
 148 Park Row N. Y. 7, N. Y.
 Worth 4-0154

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Genuine Imported Oriental Design **RUGS** \$32.50 EACH
 Be in business for yourself! Glowing Oriental design, heavy 8x12 room size rugs! Perfect quality! Woven through to back! Greatest money-maker today!
 If not satisfied, money refunded within 3 days. Wire or write today for free price list. Agents wanted.
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 Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.
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 To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.
 100 Tinselled Xmas Signs, 11x14 \$12.00
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 100 Tinselled Xmas Signs, 7x22 15.00
 100 Tinselled Metallic Xmas Signs, 12 1/2 x 14 1/2 20.00
 100 Tinselled Metallic Xmas Signs, 14 1/2 x 25 1/2 40.00
 100 Ultra Blue Xmas Comedy Signs, 7x11 8.00
 100 Ultra Blue Stock Signs, 7x11 8.00
 6 Samples Tinselled Xmas Signs, 11x14 1.00
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 Williams, Prof.
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 Williamson, Al
 Williamson, John
 & Jamesina
 Wilson, C. E.
 Winters, Jim
 Wisnolow, Jim
 Wolf, Norman C.
 Wozniak, Frank
 Wright, Mrs. Chas.
 Wright, F. D.
 Wray, Mrs. A. V.
 Wright, Jack
 Wright, Robt. J.
 Wright, Will
 Wisley, Stanton
 Wylie, Jack
 Young, Bill
 Young, J. K.
 Young, Joe (The Greek)
 Young, Max
 York, Ed.
 Zeek, Mrs. Junn
 Zeilenn, Max
 Zoeller, Marian D.
 Zorn, Martin
 Zubel, Frenchy

MAIL ON HAND AT NEW YORK OFFICE
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 Abetam, Mrs. Ben
 Adams, Gorover
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 Reamont, Glenn
 Beebe, Stanley
 Blash Jr., Mrs. J. A.
 Bonwell, Nora
 Braunstein, B.
 Burk, Carl
 Cantwell, Charles
 Chaffee, Marjorie
 Claire, William
 Cohen, Benjamin
 Cohen, Charles
 Coleman, Max
 Coley Jr., Clark
 Comedy World
 Conway, Rose
 De Cano, Joseph
 Doolin, Richard
 Dubold, Ed
 Dufault, Doris
 Duval, Sylvia
 Eninger, Ernst
 Fanadio, Louise
 Fields, Harry
 Flores, Costica
 Frey, William H.
 Fuller, Ben
 Glivena, Robert
 Glendonmyer, Carl
 Goley, Larry
 Hartman, Arnie
 Heather & Blackstone
 Howard, Joseph
 Huntley, Mr. S.
 Jahn, Frances H.
 Jones, George
 Kamp, Billie
 Kearns, Jack
 Keller, Millie
 Kinney, Albert M.
 La Salle, George S.
 Leffett, Paul
 Le Mar, Elaine
 Lewis, Bud
 Livermore, Norman
 Loguery, Freddy
 Lorraine, Blanch
 Lush, Edgar Burr
 Maxwell, Charles D.
 Mac Aleer, Norman
 McCormack, Frank
 McGinn, Tex
 Mitchell, John & Ruby
 Moore, Sonny
 Nathan, Joe
 Nazzo, Joseph
 Neill, James S.
 O'Brien, Thomas
 Anderson, Ernie E.
 Antaleks, The
 Bachman, H. D.
 Beaumont, Glenn
 Bergman, Leo H.
 Brydon, Ray Marsh
 Cameron, Louis
 Cameron, Wm. J.
 Childster, Wm. J.
 Clark, Roy Gene
 Colyer, Lenny
 Conway, Michael J.
 Darnett, Danny
 Davis, Dwight
 Denco, Gloria
 Felmet, R. G.
 Fester, Charles
 Frey, Wm. H.
 Greenwood, Pat
 Haddon, Ben T.
 Henkes, Dorothy
 Hens, Jimmie & Charmain
 Holcomp, Doc
 Jones, John R.
 Kopp, James Lester
 Lewis, Freddie
 Lewis, Roy F.
 McCabe, Vince
 McCoy, I. B.
 McDonald, Rita
 Martz, Margie
 Mayan, Jack
 Miles, J. C.
 Orl, J. W.
 Oster, Betty
 Ragan, Madge
 Ray, Yod
 Reider, Mleky
 Roberts, Alela
 Rogers, M. S.
 Sherman, Chester
 Smith, George
 Stevens, George W.
 Thornton, Richard
 Watson, Edwin E.
 Wixom, John D.
 ST. L. OFFICE—Parcel Post—
 Jackson, Glenn L.
 Jackson, Mr. & Mrs. J. G.
 Jackson, Ralph
 Johnson, Doc
 Halligan Lizzie
 Johnson, William F.
 Johnston, Everett
 Johnston, Miss Marjorie
 Kalen, James B.
 Kanthe, Mary
 Kelly, Cort (Rough House)
 Kitta, Walter R.
 Lane, Frank
 LaFell, F. X.
 Lazella, Arail
 Corral, George
 Craney, Amelia Lee
 Davidson, J. E.
 Davis, Lonnie L.
 Deau, Joe
 Detwiler, Bryan
 Donaldson, Mrs. "Doris"
 Drake, Edward R.
 Drake, Reed M.
 Dunn, Mrs. Pauline
 Edmiston, Raymond
 Flager, Frank
 Floyd, Charles R.
 Foss, John D.
 Fulton, Gale
 Goss, Charles T.
 Gowdy, Pamela
 Granger, Allen
 Green, Mrs. Cookie
 Hall, Mr. & Mrs. Edward
 Hall, Edw. Thos.
 Hall, Louise W.
 Harkins, Sam
 Harper, Mrs. Gwen
 Harris, A. J.
 Harrison, James R.
 Harvey, H. F.
 Heck, Edna G.
 Herman, Al H.
 Hollinger, E. G.
 Hoskinson, Mrs. Juanita
 Hughes, Willis L.
 Humphrey, C. H.
 Hutzler, Mrs. Margaret
 Jackson, Glenn L.
 Jackson, Mr. & Mrs. J. G.
 Jackson, Ralph
 Johnson, Doc
 Halligan Lizzie
 Johnson, William F.
 Johnston, Everett
 Johnston, Miss Marjorie
 Kalen, James B.
 Kanthe, Mary
 Kelly, Cort (Rough House)
 Kitta, Walter R.
 Lane, Frank
 LaFell, F. X.
 Lazella, Arail
 Morrison, Jim
 Mulkey, Ralph
 Norner, Wally
 Nelson, John B.
 O'Connor, Okie
 O'Laughlin, R. J.
 Olson, Mrs. Joe
 Paston, Pat W.
 Peters, Loyd Edw.
 Phillips, Russel (Cook House)
 Pierce, Mrs. Lucie
 Pierce, Wendell R.
 Pink, Wm. Plante (Buddy) Mom
 Ratinelle, Rita
 Reid, Curley & Louise
 Ritchey, Miss Jan
 Russell, Mrs. W. C.
 Russo, Mike
 Sawyer, Mr. & Mrs. Alonzo
 Scott, Mr. & Mrs. H. L.
 Senter, Lloyd
 Senior, Glenn
 Shannon, Wilburn
 Shipley, Mrs. L. L.
 Silcox, Joe
 Slade, G. B.
 Sorenson, Miss Sigrid
 Star, Hedy Jo
 Sterling, James E.
 Stevens, George W.
 Strahl, Colleen
 Sutton, Neil
 Taylor, K. L.
 Thomas, Kenneth B.
 Thomas, Ray Earl
 Thornton, R. R.
 Tiffin, A. E.
 Tippi, C. E.
 Tremblay, Ernest
 Tripp, Mr. & Mrs. Earle
 Trost, James
 Turner, Leonard D.
 Warwick, Olga
 Webb, Henry D.
 Welter, Elmer E.
 Wright, Don
 Yates, T. B.

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 Chicago 1, Ill.
 Anderson, Ernie E.
 Antaleks, The
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 Beaumont, Glenn
 Bergman, Leo H.
 Brydon, Ray Marsh
 Cameron, Louis
 Cameron, Wm. J.
 Childster, Wm. J.
 Clark, Roy Gene
 Colyer, Lenny
 Conway, Michael J.
 Darnett, Danny
 Davis, Dwight
 Denco, Gloria
 Felmet, R. G.
 Fester, Charles
 Frey, Wm. H.
 Greenwood, Pat
 Haddon, Ben T.
 Henkes, Dorothy
 Hens, Jimmie & Charmain
 Holcomp, Doc
 Jones, John R.
 Kopp, James Lester
 Lewis, Freddie
 Lewis, Roy F.
 McCabe, Vince
 McCoy, I. B.
 McDonald, Rita
 Martz, Margie
 Mayan, Jack
 Miles, J. C.
 Orl, J. W.
 Oster, Betty
 Ragan, Madge
 Ray, Yod
 Reider, Mleky
 Roberts, Alela
 Rogers, M. S.
 Sherman, Chester
 Smith, George
 Stevens, George W.
 Thornton, Richard
 Watson, Edwin E.
 Wixom, John D.
 ST. L. OFFICE—Parcel Post—
 Jackson, Glenn L.
 Jackson, Mr. & Mrs. J. G.
 Jackson, Ralph
 Johnson, Doc
 Halligan Lizzie
 Johnson, William F.
 Johnston, Everett
 Johnston, Miss Marjorie
 Kalen, James B.
 Kanthe, Mary
 Kelly, Cort (Rough House)
 Kitta, Walter R.
 Lane, Frank
 LaFell, F. X.
 Lazella, Arail
 Craney, Amelia Lee, 10c
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LOOK AT THESE GIANT FEATURES
 • 14" high, complete with Stand.
 • Will balance in countless positions.
 • Spins, balances on his nose, one leg or on your fingertips.
 • Indestructible — made of solid plastic.
 • Attractive combination of three brilliant colors.
 • No magnet or weight.
\$1.00 Retailer
 Individually boxed, 12 to carton. Shipping weight, 12 lbs. per dozen.
 Send \$1.00 for sample or write for particulars.
ESS-KAY MFG. CO.
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Send for Our Catalog of Newest Men's and Ladies' Rings
 Wholesale Only—State Your Business

 No. 1025 — 1/30th-14 Kt. R.G.P. Gent's Ring. Extra large White center with imitation Ruby or Whitestone sides. \$22.50 Dozen.
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JUST COMPARE!
 Then BUY and SELL With CONFIDENCE
SPECIAL FOR LIMITED TIME ONLY
 No. 288 Ladies' Solid Gold Genuine Zircon
 Slightly less 1 ct. stone size
 \$3.25 ea. \$36.00 doz.
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 Beautifully fashioned in solid nickel silver.
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ATTENTION! GOLD WIRE ARTISTS
 • Square and round rolled gold plate wire, all gauges and qualities • Stone-set and plain bangs as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls • 8-stone ring top or beaded stock • Beaded band wire • Plain findings such as crosses • anchors • bowknot pins • springrings • jump-rings • swivels • chains • plain and twisted horse • earrings • ear-crowns, etc. • Hoop earrings • earrings for pierced and unpierced ears • Hand-made adjustable bangle bracelets • Wire knot rings of rolled gold plate • Pearl plates of shell • Cameos, etc.
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OUT OF PAWN! Genuine DIAMONDS
 Direct to You—at Amazing Savings! Over 100,000 satisfied customers—Sold with Iron-Clad Money-Back Guarantee. Order from this ad. Write for FREE ILLUSTRATED CATALOG.
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ATTENTION—ALL BUYERS
 Prepare yourself for the Christmas rush. We are presenting at this time a most opportune moment for everyone to get in on the scoop. We have created the most highly and distinctive designs ever in the history of manufacture. Jewelry that is handcrafted of 12K-1/20 gold wire and guaranteed not to tarnish. These inexpensive items are highly salable and are something to behold. Send for samples with money back guarantee. Prepay orders to insure faster delivery. Sample orders range from \$10.00 to \$25.00 including postage.
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 Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having hundreds of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation.
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PRICE POLICY... Nobody anywhere undersells us... So... send orders with prices from other catalogs, or ads, or state goods wanted, with deposit or payment.

You'll get a better deal here. Visit either store. You will be our customer for life.

MILLS SALES CO.
Gst-Rate WHOLESALEERS Since 1916
901 BROADWAY, New York 3, N. Y.

DEMAND IS SO GREAT WE CAN ONLY OFFER THIS ITEM ONCE MORE BEFORE CHRISTMAS!

Plastic Electric Toy VACUUM SWEEPER

- Check These PLUS Features:
- ✓ Works like mother's
 - ✓ Low voltage bulb
 - ✓ Resists burning
 - ✓ Shock resistant
 - ✓ Hermetically sealed unit
 - ✓ Guaranteed precision built motor
 - ✓ Insulated cord and plug
 - ✓ Electric headlight
 - ✓ Precision engineered

\$6.00 Ea. in 1/2 Doz. Lots

Send \$8.95 for sample. Deposit with order, bal. plus postage C. O. D.

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TREMENDOUS FACTORY CLOSEOUT

At prices that are much lower than the lowest

PIN AND EARRING SETS & COCKTAIL BRACELETS

In a variety of styles, 14K Gold Plated. Individually boxed in neat gift boxes. **\$51.00** Gross, Assorted \$1, \$2 and \$3 Sellers.

Sample Order consisting of: 4 Assorted Cocktail Bracelets and 8 Assorted Pin and Earring Sets. **\$5.25**

Less Than a Gross, \$4.50 a Dozen. Send 25% Deposit—No Catalogue.

HOWARD SALES CO.

Manufacturers of Quality Costume Jewelry
744 E. 138th St., New York 54, N. Y.

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

Snuff Box Containers

Assorted Colors—All Aluminum. Keeps snuff fresher and from spilling in pocket. Retail 50¢ each. Some jobbers still needed.

OLD LINE CORPORATION
285 So. 5th Street Minneapolis 2, Minn.

Pipes for Pitchmen

By Bill Baker

GILLETTE JOHNSTON... and W. G. Barnard scored with the Vita-Mix deal at the International Women's Exposition, New York, and the Hobby Show, Philadelphia.

Who is beginning to enjoy a holiday of profits?

FOLLOWING... a click stand at the Pet Parade, Dothan, Ala., Lee Bradley and Clem Baker left for the Royal Stock Show, Kansas City, Mo., where they plan to work their balloons.

GORDON BLISS... worked pastry sets at the International Women's Exposition, New York, and the Hobby Show, Philadelphia, to successful results.

Winter sport: Planning on date we never get.

RUMORS MAKING... the rounds in Milwaukee have it that Al Rinehart is headed for the army.

IRENE LORITZ... and Hilda Wegner are working at the F. W. Grand store in downtown Milwaukee.

Best way to close a town is to knock it instead of boosting.

BEA LOUIS... has been commuting daily to Milwaukee from Chicago to pitch Mike Devine's yuke oil at Goldman's in the Cream City. She'll relax at home during the Christmas holidays, however, while her son, David, joins Bea and husband, Si, in the Windy City.

The wolf that is sniffing at your door can't be fooled by your reporting of unheard-of-grosses.

ROSIE McNAB... and Al Pilak are working at the Empress Theater, Milwaukee, with Rosie managing the candy concessions in the lobby, while Al acts as general handy man for Owner Charlie Fox.

EARL ROCK... pens from Los Angeles: "On a recent Sunday afternoon I visited Auction City, about 14 miles from here, and it was nearly impossible to obtain parking space because of the crowds. Space is rented to pitchmen and jewelry workers and all seemed to be doing good business. Two lads were working amber combs and selling a lot of them at four combs for 50 cents."

Who is making the auto shows? There should be some big scores available at these spots for paper men.

AMONG... pitch folk at the recent Food Show in the Milwaukee Auditorium were Art McDonald, Art Braver, Bob Beaudry, Frank Rebedeau, Bill O'Brien, Fat Henke, Mickey Henke, Red Henke and the Vonn brothers.

COWBOY WILLIAMS... is reported to have chalked up a winning tour of the Wisconsin fairs.

WILLIAM F. McDONOUGH... sheetwriter, letters from Gardiner, Me., that he met Jack Cleary and Red Igoe in Pittsburg, N. H., where they were working streets with mice to fair business. He says that Cleary would like to read pipes here from Chet Greeley.

Create holiday business by giving your display the holiday touch and incorporate the holiday spirit in your purveying methods.

AT THE WIND-UP... of the International Women's Exposition at the 71st Armory, Park Avenue, New York, November 7, the usual array of prizes were awarded at the public drawing. Last of the prizes was a new Packard, fully equipped, and it went to that well-known Vita-Mix purveyor, W. G.



Even Better Than Expected! Sales on the JY-RO

Far exceeding our original estimates! Irresistible Sales Appeal in Gleaming Colored Plastic! On a 3-colored self-selling display cards. Retail for only 50c. Packed 4 dozen to carton at only 25c each, f. o. b. Kokomo. (Jobbers and distributors, write for quantity prices.)

MILES SPECIALTIES

KOKOMO, INDIANA

Sole Distributors East of Rockies for the

JY-RO



OFFICIAL JOE LOUIS RING

MILLIONS OF FIGHT FOLLOWERS WAITING FOR THIS HOT ITEM

- ★ The only jewelry endorsed by the Champ.
- ★ No competition—this is exclusive.
- ★ Every man, woman, boy and girl wants one.
- ★ Beautifully sculptured likeness of the undisputed boxing idol, flanked by miniature boxing gloves.

★ SELLS ON SIGHT

★ STAINLESS STEEL—solid 18-8 nickel chrome—guaranteed forever

★ All sizes—6 to 14.

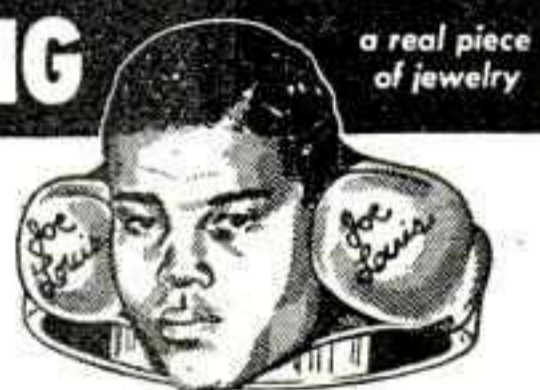
★ Sell by hundreds in carnivals, festivals, sidewalk pitch, all sporting events, etc.

★ 5x7 autographed photo available for sales promotion—2 1/2¢ ea.

★ Handsome sales display card FREE.

★ Pitchmen, concessionaires, retailers, agents, DON'T MISS THIS!

★ Send 25% or more with order, balance C.O.D.



Joe's autograph engraved on each glove

the champ's official ring

Sells for \$3.98 or more
Single Sample \$ 2.98
Dozen 23.60
Gross (per doz.) ... 21.60

PETE ALLEN, PROMOTER

Exclusive Distributor

333 N. MICHIGAN AVE.

CHICAGO 1, ILL.

OAK-HYTEX BALLOONS



Novelty toss-up balloon whose hat, cane and wings are gummed paper parts. Packed, with cardboard feet, in colorful envelope. See your jobber.

The OAK RUBBER Co
RAVENNA OHIO

LATEST AND GREATEST SCIENTIFIC MARVEL

FLUORESCENT NON-ELECTRIC

Neolite Fluorescent Luminous Signs are made of crystal clear plastic, and reflect and radiate a glorious glow without electricity. More compelling than neon at 1/10 the price. Tried and proven a tremendous success. Miami business men have bought \$50,000 worth of these signs in the last 60 days. The rest of the world is virgin territory. Letters start from 50¢ each according to size. No charge for frames. We ship knocked down any sign to order. You assemble with our water-white cement. Sample 8 inch letter sign and one letter each of other sizes sent same day order is received. Instructions, sales manual and price list included. (\$10 security deposit, refundable on demand, is required.) 100% profit. Plenty of margin to appoint your own agents. Exclusive territory if you produce. Act now while plenty of territory is still open. 20,000 satisfied Billboard customers have bought our other products since 1940 with a money-back guarantee. Descriptive catalogue, proven sales plan and price list on request. Orders must be accompanied by postal money order. Checks must be certified.

J. A. WHYTE & SONS

Mfrs. of Plastic Art Creations
354 W. 44 St. New York, N. Y.



SPIRIT DICE BOX

Terrific selling novelty! An ordinary pair of dice are dropped into a round plastic box by a spectator. Then the plastic cover is placed over the box. Shake — and the "Spirits" accurately predict the two uppermost numbers of the dice. A baffling effect! Easy to do! Amazes all who do not know the secret!

Remit With Order—We Pay Postage
D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.

ATTENTION, WHOLESALE GROCERY & WAGON JOBBERS

Styrene Clip Pocket Combs, packed 4 assorted colors to a beautiful display card of 12, @ \$2.75 per gross. 15-20-30 Amps Fuse Plugs, pyrex, 24 to a nice display card, @ 85¢ per card. Burkhead Hemstitched 18x18 Handkerchief, 24 to a display card, \$2.00 per card. Patching Rubber Kits, 3x6, rubber, 4 bevels and cement, 9¢ a can. Terms: Net 10 days to rated firms; all others cash with order. All merchandise F. O. B. Winston-Salem, N. C. Sold to wholesale jobbers only.

INDUSTRIES FOR THE BLIND
1010-12 N. Liberty St., Winston-Salem 4, N. C.

PAPER MEN—PREMIUM USERS Revolutionary New Maps

These maps are historical—they are up to date on world events. We have both the four-page and the six-page maps. Send \$1.00 for samples and prices.

ED HUFF & SON
P. O. Box 7896 Dallas 10, Texas

MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tinctures, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACEUTISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

Nuts, To You, For Xmas PECANS—NEW CROP

19 cents lb. in 100 lb. lots. 10 lb. Xmas bag, \$2.00. 25% with order, balance C.O.D. plus postage or express.

VALDOSTA PECAN PACKERS
404 S. Troupe St. Valdosta, Ga.

TOYS—NOVELTIES—SLUM Unique and Unusual Items

Big \$5.00 Sample Assortment only \$2.00. Send dime for sample and wholesale prices. Extra Special—Super Giant Zeppelin Balloon, 10"x80", only \$8.74 gross.

Blue Moon Specialty Co.
Dept. 11, Ravenswood, W. Va.

THIS IS DYNAMITE!

Barnard, proprietor of the Natural Foods Institute, Cleveland. Barnard in accepting the car told the audience that he claimed no special luck personally, but believed that his home address had much to do with it. He explained that the Cleveland Indians went to New York and took the American League pennant

for 1948 and then went on to win the World Series. He added that it would be his pleasure to drive the car back to the celebrated city of Cleveland. The winning ticket was among four that Barnard purchased. Barnard is one of the oldest pitchers on the road and a fellow who has done more than his share in elevating the pitch profession into a real business. He presented his new Frazer to his son, Louie, former youthful pitch worker, and now a lieutenant commander in the navy.

RCA
Licensed
RADIO



NEW! 1949 MODEL
An Ideal Premium Item. This MIGHTY MIDGET can match sets many times its size in Power, Tone Quality and all around Performance. It is fully Guaranteed and operates on AC or DC. FREE Sales Card with each 2 Radios. Card Totals \$29.95
YOUR PROFIT \$14.45
(3 or more units) \$7.75 ea.
\$8.50 Sample
25% Deposit, Balance C. O. D.
STANLEY'S DISTRIBUTORS
1216 W. Baltimore St., Baltimore 23, Md.

SIGHTED WORKING . . .
the Pet Parade at Dothan, Ala., November 20 with balloons were Dan Stewart, Jim Brown and Lee Bradley. While in Dothan they were entertained by the Gillem brothers, who operate an oyster house and cafe.

BEN AND MAC SARFATY . . .
and their wives are in Milwaukee, where the brothers are pitching candy at Charlie Fox's Empress Theater. Mac arrived in the Cream City from Imperial Exposition Shows, where he had three Girl Shows and a Posing Show.

If you apply the same principles and ethics in the pitch business as people in other lines do to bring success, you'll wind up as one of Pitchdom's successes.

WHILE BOB PETRIE . . .
was demonstrating his gadget layout at the Columbus, Ga., Fair recently, one of his customers was Mrs. Mike Benton, wife of the director of the Southeastern World's Fair, Atlanta. Accompanying the Bentons were Mr. and Mrs. Joe Redding. All three listened in on Bob's pitch while Mrs. Benton was making her purchase.

SOL ADDIS . . .
noted Eastern pitcher, was the subject of an interesting yarn in the November 20 edition of *The New York World-Telegram*. Written by staff writer, Murray Robinson, one excerpt went like this: "Sol Addis, 35 years a high pitcher, today had scored the top triumph of a career which he began in London's Petticoat Lane. Building a tip for his line of novelties in the lobby of a 14th Street drugstore, Addis mesmerized a passing truck driver right out of his seat and sold him two dandy ladies' pins at a buck a copy."

FRANCES FARR . . .
of Wildwood, N. J., worked horoscopes to excellent business at the recent Columbus, Ga., Fair.

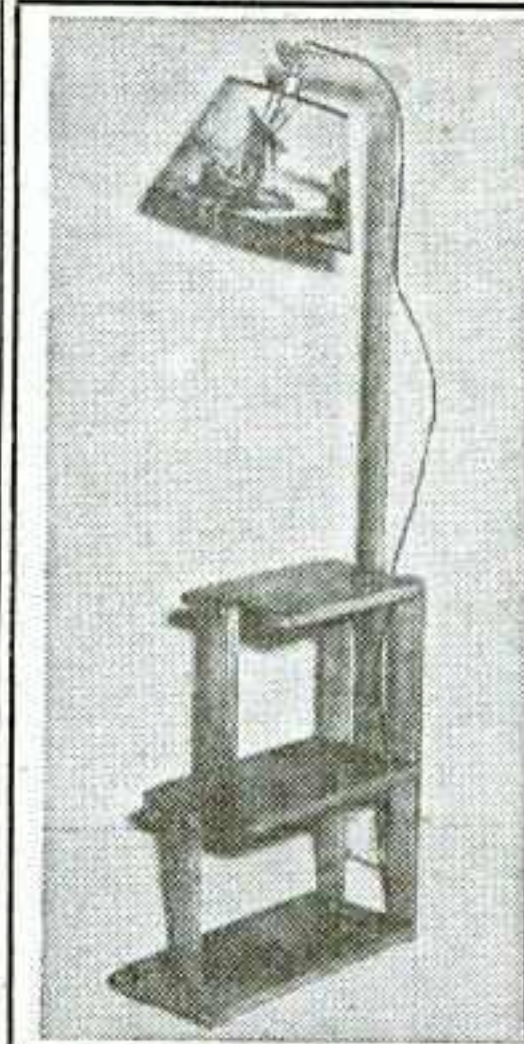
RICHARD ARCAND . . .
blasts the following from Los Angeles: "Just returned here after a successful season as agent for the Freedman Concessions. Have contracted to open in W. T. Grant's downtown store for the winter. Many pitchers in this sector are going into department stores here."

A. H. LEVINE . . .
pens from New Orleans that he's making plans to work Walter Elkan's Miss Anatomy, illusion pitch. He'd like to read pipes here from either Elkan or Walter Chilo, health lecturers of note.

M. (WHITEY) GORDON . . .
well known to pitchfolk and a West Coast novelty worker and manufacturer for many years, has come up with a number of new novelty and gift items which he says the boys and girls of the pitch are demonstrating to good results.

COLLEEN PIERCE . . .
has a Walador clothes hanger demonstration going well in W. T. Grant's downtown Milwaukee store.

AMONG VISITORS . . .
to the varied pitch stands set up at the recent Food Show in the Milwaukee Auditorium were Jerry Rausch, Eddie Haller, Carl Holdorf, Johnny Voight; Flatsdor Clark of C. & H. Electric Company; Mr. and Mrs. Joe Shapiro, and Bud Henderson, concessionaire from State Fair Park.



**SALESBOARD OPERATORS
PREMIUM USERS**
**ANOTHER SCOOP
COMBINATION END TABLE
AND BRIDGE LAMP**

Finished rich old Maple, complete with shade, socket and plug.
Size overall, 55 in. high; depth, 19 in.; width, 9 in. Packed 2 in carton, weight 25". Priced low at \$9.95 ea. \$8.95 in lots of 25 or more.
25% deposit, balance C.O.D., F.O.B. Newport, N. H.
25% Deposit, Balance C. O. D.
F. O. B. Newport, N. H.

PROFILE WOODCRAFTERS
22 ASH STREET NEWPORT, N. H.

CHRISTMAS JEWELRY
COMPLETE ASSORTMENT OF HOLIDAY GOODS

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
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GIVE TO THE RUNYON CANCER FUND

Announce Date, Place for 1949 Board Exhibit

CHICAGO, Nov. 27. — The 1949 salesboard exhibition will be held at the Sheraton Hotel here January 17-19, it was announced this week by Jack Morley, member of the industry's show committee. Displays will be set up in the Gothic Room, and will feature new ideas that have been formulated during the past 12 months.

First four manufacturers to announce participation in the show are Container Manufacturing Company, St. Louis, and three Chicago firms, Consolidated Manufacturing Company, Harlich Manufacturing Company and Superior Products, Inc. Morley stated that a number of other board firms have expressed their in-

SALESBOARD SIDELIGHTS

Irv Sax, Consolidated Manufacturing Company, Chicago, and Manny Gutterman, Harlich Manufacturing Company, Chicago, have just completed a successful flying trip down the West Coast. Both, admitting to being very "competitive" competitors, played gin rummy as they flew 15,000 feet over their potential customers. Irv reports Manny proved to be the card champ. Both take title to being top board representatives, tho, and are contemplating making a longer trip together in the future. Accompanying the boys on a portion of their jaunt was Al Green-

berg, Allied Distributors, Portland, Ore.

November is birthday month at Peerless Products, Inc., Chicago. Irv Padorr, firm vice-president, has a 16-year-old heir; his son, Alan, chalked up a birthday Wednesday (24), and Bernard Kite, sales manager, celebrated his son Georgie's birthday November 16. Board business is punching right along over at Peerless, with production and board variety offering operators an order-corralling set-up.

Irwin and Mort Secore, Secore & Secore, Chicago, went separate ways on a three-day trip this week, both expecting to be back at headquarters Wednesday (24). . . . M. R. (Dick) Hitter, M. R. Hitter Company, Elmira, N. Y., is hitting on all eight as a board manufacturer's representative these days. Dick has a thoro background in the business, from the manufacturing level (as general manager for Bork Manufacturing Company) when he had charge of purchasing, production, sales and as president of Richard Trent, Ltd., firm specializing in merchandise boards, to the operating phase, when he was an operator himself.

Gardner & Company, Chicago, treated all its employees, plant and office and all shifts, to a Thanksgiving dinner Wednesday (24) with all the trimmings. 'Big feed was held in the plant cafeteria and many a Gardnerite was as stuffed as the proverbial holiday turkey when the tables were cleared, officials report. Missing the big dinner was Sales Manager Charles Leedy, who concluded coverage of California earlier this week and then hit Colorado. He is due back in Chi this week-end.

HALT POT SHOTS

(Continued from page 67) who have done and are doing much for roller skating as a whole; therefore, instead of trying to fuse two incompatible elements, it seems to me that for the present, at least, it is to our best interests to continue to operate as two independent units, where we can avoid the inevitable friction between these individuals. But, instead of spending all this time, energy and publicity in calling each other names, it would certainly be to our mutual advantage to see if, as two separate bodies, we cannot get together on movements which are undeniably for our common advantage. The present national advertising program is just one instance of what can be accomplished by our united efforts. There are many others, such as tax reduction, for which we are each fighting, but fighting separately. As a well-backed unit, we might be able to accomplish something.

It is my belief that the sole purpose of organization is to accomplish by united effort what the individual cannot accomplish for himself.

Mr. Martin quotes the absurdity of bringing together the American and the National leagues in baseball. I made this comparison in an article published in *The Billboard* something over a year ago, at which time I suggested that we might, like the baseball leagues, each conduct our separate championships as at the present time, then at the end of the season have a grand championship event between the two sets of winners to determine the true national champion. We should not make the amateur the football between our two organizations. I should like to hear further comment on this subject from other operators and from the amateurs themselves.

Squabbles Undignified

But at all events, I plead for the cessation of this childish bickering in the public print. It is petty and un-

dignified. It breeds ill feeling between the members of the two organizations, who, without knowing either the facts or the individuals involved, feel obliged to take sides because of membership in one organization or the other, while the independent operator is reluctant to associate himself with either because he does not want to get involved in their brawls.

Like Mr. Martin, I am both an operator and a supplier of a product designed for rink use, so that I meet many operators, attached and independent. I feel that I have many friends among operators of both associations, including both Mr. Martin and Mr. Schmitz; but everywhere I find the same feeling. Either the operator is frankly partisan and belligerent about it, or he will carefully avoid all mention of organization activities in order to keep from stepping on my toes, if he happens to be a member of the rival one. If an independent, the operator is just disgusted with the whole thing and wants no part of either outfit, a state of affairs which loses both organizations many desirable members.

I should like to see each organization set about acquiring a strong membership list strictly on the merits of that organization itself, and not by stressing undesirable personalities connected with the other outfit. Then, I should like for the cooler heads of each organization to get together as often as may be necessary to work for the good of the industry as a whole.

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1 PRIZE
25¢ PLAY — 10¢ PLAY — 5¢ PLAY

CASH PAYOUT OR CIGARETTE PLAY

ALL AVAILABLE IN THIN OR THICK 1000 TO 2000 HOLES

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18 DIFFERENT STYLES IN ALL SIZES

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Experience the Thrill of quick profits by use of these Pheasant

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Gift Packages on your Salesboards . . . Retail price \$3.50-\$15.00. Write for dealer discounts.

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It has **EYE** appeal
It has **SURPRISE** appeal
It has **SALES** appeal



MUSICAL CIGARETTE LAMP
Depress Shade for Cigarettes and Music

Spun metal SHADE and BASE are matched in beautiful pastel colors. 9 In. High.

Dealers' PRICE **\$5.95** EACH

Packed 6 to a shipping carton.

Terms: F. O. B. New York, 1% 10 days to well rated firms. Others cash with order. No C. O. D.'s.

JOBBERS: Write for quantity price. SENSATIONAL—Sales Board and Sales Card Premium

FREDMORR CO. 110 W. 42nd St. N. Y. C. 18

SALESBOARDS AT SLASHED PRICES

Holes	Name	Profit	Price
300	25¢ Fin & Sawbuck . . . A.	\$33.15	\$2.25
420	25¢ Double Sawbuck . . . A.	43.98	2.50
1000	25¢ JP Charley, X. Tk. A.	51.98	.90
1000	25¢ JP Charley, X. Tk., Pro.	51.98	1.10
1200	25¢ Tax. Charley, X. Tk. A.	102.28	1.45
1000	1¢ or 5¢ Cigarette Boards60
1000	Plain Boards55
1000	or more 5¢ Assorted Girl Boards, Double Jackpot with \$25 Top . . . A.	30.00	2.25
1000	Bingos on Sticks60
1200	Bingos on Sticks75
1800	Bingos on Sticks . . .		1.05
74	Seal Jackpot Card for Bingo39
100	Hole Punchboard Top for Bingo60
	Special Offer in Lots of 100 or More		
1200	Bingo and 74 Seal Card . . .		1.08
1200	Bingo and 100 Hole Punchboard Top . . .		1.30

We carry a complete line of jar tickets and pad deals. Quantity buyers, write for special prices on such items as you use not listed above.

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Original UNIVERSAL JAR-O-DO PRODUCTS

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 1000 Size .90 | 1260 Size \$1.10
 1200 Size .95 | 1380 Size 1.20
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 RWB Tickets, 2170, Singles 1.85
 RWB Tickets, 2170, 5/1 1.90
 RWB Tickets, 2170, 5-1, Stapled 2.10
 Lucky Seven, 2220, Singles 1.90
 Lucky Seven, 2220, 5/1, Stapled 1.85
 Grabafin Pad, 1000 Size, 5/25c 2.40
 Grabafin Pad, 1200 Size, 5/25c 2.40
 Grabafin Pad, 1200 Size, 6/25c 2.40
 Grabafin Pad Deal, Size 1200, 5/50c 2.40
 Graaa Twenty, Size 1200, 5/51.00 2.24
 Grab a Seal, Size 1000, 5/25c 3.15
 Football Bingo, Size 1600, 5/25c 1.76
 Pok-a-Tik Pad, Size 860, 5c 1.70
 Forward Pass Pad, Size 860, 5c 2.00
 Rose Bowl Box Deal, 1260 Size, 5c 1.00
 Big Bingo Box Deal, 1000 Size, 5/25c 2.00
 Grabafin Box Deal, 1000 Size, 5/25c 1.20
 Nu-Play Bingo, 1000 Size, 5c 7.00
 Bingo Jackpot Cards, 50 Seal, Per Doz. 9.28
 Bingo Jackpot Cards, 72 Seal, Per Doz. 6.08
 Football Bingo Cards, 46 Seal, Per Doz.85
 Plain Bingo Cards, Per Doz. 2.30
 One Seal Winna Prize (10c Size) Per Doz.

SPECIAL JAR-O-DO CLOSEOUTS

Combination Tickets
 1838 Size \$1.00 | 2280 Size \$1.30
 2052 Size 1.15 | 2520 Size 1.45
Numeral Tickets
 1000 Size .55 | 1080 Size .65
 1020 Size .60 | 1200 Size .70
 1260 Size .75

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Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS — CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago. lab
 A. B. T. CHALLENGERS—MODEL F TARGETS or Kicker Venders, \$21.50. Five or more (mixed or alike), \$19.50. 1/3 deposit, Edford, 541 S. Dearborn, Chicago 5. de11

A FEW LIKE NEW COIN OPERATED 10c AND 5c Hot Popcorn Vendors. Salesmen's Demonstrators. Offered as used at \$57.50 each, 100 bag capacity. Write Celco, Dept. E S. A., Peoria, Ill. de4

ARCADE EQUIPMENT—50 PIECES, ENOUGH to start a good sized arcade very cheap, don't miss this one A. M. Johnson 57 St. Marys Rd., Buffalo 11, N. Y. de4

ADVANCE NORTHWESTERN COLUMBUS OR Silver King, with 5 lbs. Peanuts or 1,000 balls gum, \$10. Booklet: "Dollars From Pennies," free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de11

CIGARETTE MACHINE EQUIPMENT BOUGHT, sold and repaired. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. Evergreen 6-4244.

DIGGERS—ELECTRO HOIST, IRON CLAWS, Buckleys, Eric Diggers, hand operated. Exhibit Rotary Merchandisers (Claw or Pushers), National, 4243 Sanson, Philadelphia, Pa. de11

DIGGERS WANTED—IRON CLAWS, BUCKLEYS, Motoscopes, Old Erics, hand operated Exhibit Rotary Merchandisers. We pick up. J. W. Landl, 323 Sanford, Upper Darby, Pa. de11

FIRST AND LAST WARNING—BEAUTIFUL Voice-o-Graph goes to the first guy who flashes 400 bucks at me. Miller, 535 Eagle St., Fairport, Ohio. de4

FOR SALE OR WILL TRADE—50 SKEE BALL Alleya, all makes and sizes. Also 50 Seeburg Ray Guns with Mother-In-Law conversions. Priced very, very low for immediate disposal. Write immediately as we need the room. Reliable Skee Ball Co., 2512 Irving Park Rd., Chicago 18, Ill. de4

FOR SALE—PENNY ARCADE MACHINES, assorted. Over 100. Bargain price takes all. 604 West 14th St., Huntington 4, W. Va. de4

FOR SALE—5 TWIN BONUS SUPER BELLS, 5c and 25c combinations, \$400; 3 5c, \$200. A-1 shape. 50% deposit. Earl's Novelty Service, 105 Parkerson Ave., Crowley, La. Phone 273. de4

FOR SALE—LIKE NEW POP CORN SEZ POP Corn Machines, \$125 each. Box 403, Burnham, Pa. de25

FOR SALE—NORTHWESTERN VENDERS, 3 Triselectors, \$15 each; 3 DeLuxe, \$10 each; 2 Standard, \$5 each, completely reconditioned. Kraus, 314 West Gurley, Prescott, Ariz. de25

LIKE NEW—NORTHWESTERN WITH 5 LBS. peanuts or 1000 balls bubble gum, \$10. Hyett Vending, 1120 2d Ave., Rock Island, Ill. de25

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed, priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. de25

SALE—LIKE NEW STONER SANDWICH Machine, \$125; 5 used Candyman, \$25 each; 2 used 918 National candy machines, \$75 each; 1 used Mini-Pop \$100. Goodman Vending Service, 119 Cumberland St., Lebanon, Pa. de25

SAVE \$7! EMC PAY-OUT MOTORS RECONDITIONED like new, \$7.50 exchange. Write Communications, Inc., 110 University, Seattle 1, Wash. de25

SLIGHTLY USED ADVANCE BALL GUM Machines with 1,000 Balls Gum, \$9 each, John Horn, 2965 Hickory, Abilene, Tex. de25

STANDARD SIZE STAMP MACHINE FOLDERS as low as 23c per 1,000. Write for free samples and prices. Flatto, 17W 60 St., N. Y. C. de11

STRIKES 'N SPARES FOR SALE—EXCELLENT condition, with latest type head, \$125 each. Curtis Coin Machine Co., 3033 Hamilton, Detroit 1, Mich. de11

WANTED—GOOD USED PREWAR ROWE AND Uneeda Pak Cigarette Machines. Smokes, 3817 N. E. Second Ave., Miami, Fla. de11

WANTED—PENNY WEIGHING SCALE ROUTE, vicinity Chicago. Give full particulars, Box C-193, Billboard, Cincinnati, O. de11

WANTED—USED POP CORN SEZ MODEL To-30 Vender, Theater Model, Alco Automatic, 144 Colonial Rd., Providence, R. I. de11

WANTED TO BUY—CIGARETTE AND CANDY Machines, Also Counter Games. Get on our mailing list for new and used Vending Machines and parts. Devices Novelty Sales Company, 467 N. Milwaukee Ave., Chicago 10, Ill. Monro 6-7533. ja1

WELL ESTABLISHED BULK VENDING AND scale business in San Antonio and vicinity. Includes new three bedroom furnished home. Will pay out home and business in 5 years. \$25,000 total with same terms. Address Vending, 859 Edison Drive, San Antonio, Tex. de11

3 MERCURY ATHLETIC SCALES, DELUXE model, slightly used. On location only three weeks. Good money makers. Original list price, \$129.50; will take \$70 for each machine. Write Mrs. Price, Box 456, R. 1, Lake Orion, Mich. de4

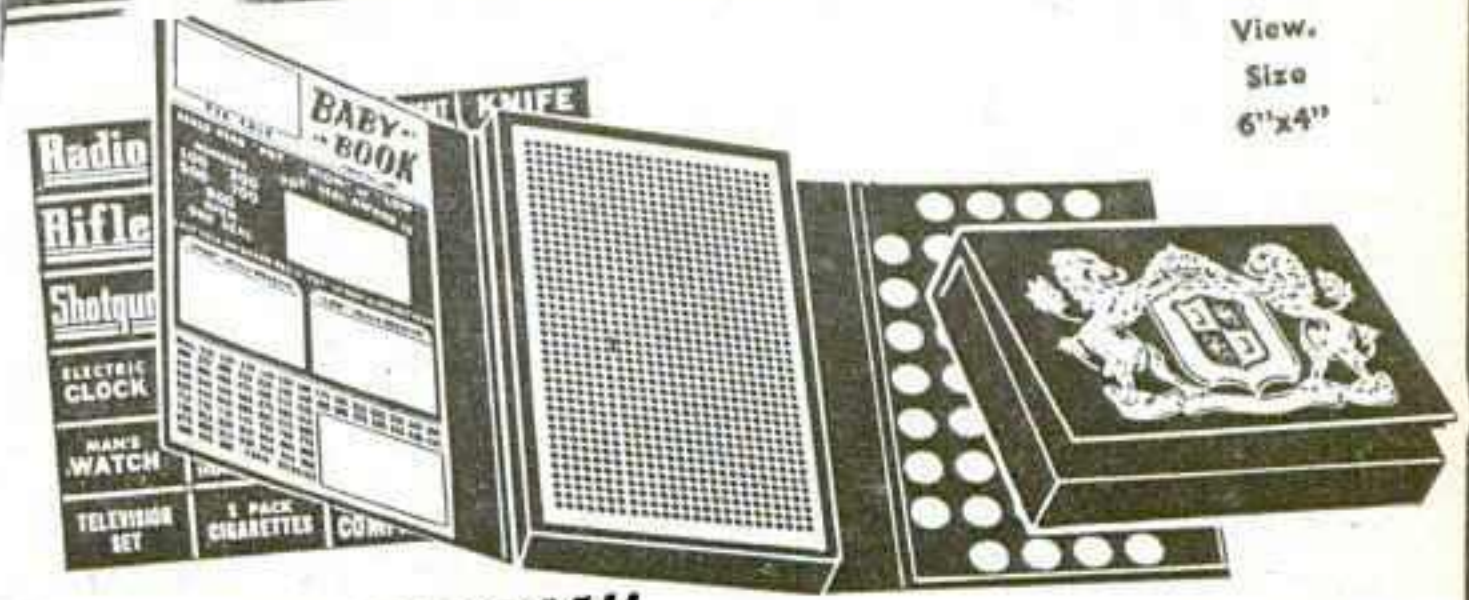
100 ADVANCE MODEL "D" 1c BALL GUM machines. Good condition. Only \$8.50 each or \$550.00 for entire lot. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chicago 10, Ill. Monro 6-7533. de11

110 JERGENS LOTION 1c VENDING Machines. Like new. Original cost \$16.50. Will sacrifice \$10 cash or \$1,000 for entire lot. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chicago 10, Ill. Monro 6-7533. de11

Sales Agents
Salesboard Operators
 Wanted on exclusive territories for hot radio line. Exclusive National Distributor
J & J SALES
 P. O. Box 208 Lubbock, Texas

10 WATLING FORTUNE-TELLING SCALES, excellent condition, \$125 each—1/3 deposit. Birmingham Vending Company, 2117 No. 3rd Avenue, Birmingham, Ala. de11
 20 LIKE NEW HART CHROME PLATED BALL Gun Machines, \$240. 5/8 Ball Gum, 25 lb. carton, \$7.50, 25% cash, balance C.O.D. Paul Bowers, Route 2, Claypool, Ind. de11

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 All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.
FREE CATALOG—Write
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A Winner....

"BABY BOOK"
 A small pocket sized board suitable for closed territories. Board is a 1,000-hole baby midget. Fill in your own price per sale and your own awards, either cash or merchandise, by using the gummed stickers that come with each board. Cover is beautifully embossed in gold on leatherette.
 1000 B. M. HOLES, THIN, FORM NO. 11955
 50 SEALS—5 ARE TAKEN
 72 CONSOLATION PRIZES
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Closing Out
5,000 Cash Boards at
Less Than One-Half
Jobbers' Prices
 All late numbers, 12 assorted 5c, 10c, 25c, 6 for 25c boards to a case. All sold at one price, \$25.00 per dozen.
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 MINNEAPOLIS, MINN.

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$.65
1000	25c	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25c	Texas Charley, Thick	Avg. 102.98	1.80
960	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5c	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 26.80	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 26.80	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25c	Kwick Fin, Giant Holes, 6 for 25c	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
 Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

NO OTHER BOARD CAN MAKE THIS STATEMENT
MORE OPERATORS and JOBBERS USE PROFIT BOARDS
 THAN ALL OTHERS COMBINED
IT'S A FACT!
PROFIT MFG. CO.
 50-11 40th St. L. I. C. 4, N. Y. CATALOG FREE!

SALESBOARDS—ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
400	5c	Dollar Game	Def. \$ 7.00	\$.50
2500	10c	Kwik Silver	Def. 70.00	5.40
1200	5c	Pick a Cherry	Avg. 80.04	2.40
1000	5c	Beat the Seven	Def. 27.50	1.30
1000	5c	Watta Life	Avg. 25.45	2.80
2000	25c	Silver Bank	Def. 135.00	5.10
2016	10c	Liberty Bell	Avg. 75.60	5.55
300	25c	Fin & Sawbuck	Def. 33.15	2.90
1000	5c	Apple Pickin' Time	Avg. 25.25	2.45
2530	5c	Jack in Barrel	Avg. 46.65	3.25

Jar Deals, Bingo Tickets, 2170 R W B.
 Write for Our Latest Catalogue and Price List.
 Large stock Plain Tip, Definite Jackpot, Coin Boards, Super Giant Hole and all kinds of Cigarette Boards. 25% Deposit With All Orders, Balance C. O. D.
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JAR DEALS AND SALESBOARDS
Write for Circular and Prices
CROWN PRODUCTS
 322 E. Colfax Ave.,
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To Serve You Better We Have Moved to Larger Quarters
 WE MANUFACTURE A COMPLETE LINE OF TICKETS, SPINDLE, PAD, COMBINATION AND R.W.B. PRICE LIST WILL BE MAILED ON REQUEST.
AL DECKER, Gen. Mgr.
MISSOURI NOVELTY MFG. CO.
 2625 LUCAS AVE. Phone: Franklin 3620 ST. LOUIS 3, MO.

SALESBOARDS
FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
 for NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS. 10th year giving immediate delivery on finest boards.
LEGALSHARE SALES
 P. O. BOX 86-E Phone 2842 222 2nd St. HUNTINGTON BEACH, CALIF.

GIVE TO THE DAMON RUNYON CANCER FUND

SHUFFLEBOARD ACTIVITY UP

SF Locations Report Play, Interest Gain

Scoreboards, Leagues Help

SAN FRANCISCO, Nov. 27.—The shuffleboard business, which got its baptism of fire in major locations both here and in Los Angeles several months ago, now appears to be leveling off, according to a survey of conditions completed here this week. Greeted as a "soothing sirup" to ease the headaches of local distributors in early spring, the business has grown at an accelerated rate thru the introduction of better-type playfields, the adaptation to coin operation by completely and semi-automatic scoreboards and also increased public interest by formation of organized teams and leagues.

Most distributors estimate some 2,000 boards have been set up around the bay area, mostly tavern type spots. They claim that players have shown keen interest in the game, particularly in neighborhood areas. In some instances operator-interest in the shuffleboard has fallen off. For, altho visitors to showrooms are numerous, the operators are not buying in quantity, a condition which exists in most fields at this time. Distributors look for this situation to improve soon.

The operators of spots where the (See SHUFFLEBOARD on page 95)

First Annual Roll Call

A census of any business is a difficult job to undertake—and a census of the coin machine industry is doubly difficult because the industry is composed of so many small companies which have no direct contact with each other. But with this issue, *The Billboard* kicks off its first annual coin machine roll call in the first comprehensive drive to reach and classify every member of the industry.

This week, and for the next 50 days, thousands of letters will be mailed to names on hundreds of lists furnished by the industry's leading manufacturers and distributors. The big job is to find out who is an "active" member of the coin machine industry and whether that member is an operator, distributor, manufacturer or in an allied business.

During the past three years, thousands of newcomers entered the coin machine business. Many made the grade and are now successfully engaged in operating, distributing or manufacturing. Many dropped out when the first bright promise lost some of its gloss and the business settled into a normal pattern that requires hard work and initiative.

The project, then, is to catalog the thousands who are active. You may receive many letters requesting that you enroll yourself as a member of the coin machine industry. Because the job of checking the scores of lists on hand would be so time-consuming, we are writing each name on each list. As an added inducement to co-operate in the roll call, readers are being offered a special subscription rate for *The Billboard*.

Do your part to make this census as complete as possible. Return the first letter you receive or fill out the handy coupon to be found elsewhere in this issue.

CM Tax Collections Decline in October

WASHINGTON, Nov. 27.—Coin machine tax collections in October were \$145,688 below those for October, 1947, Internal Revenue Bureau reported this week. Despite the decline, collections for the first quarter of the 1949 fiscal year were \$881,577

ahead of those for July-October, 1947.

October collections were \$616,523 as compared with \$765,211 for October of last year. Cumulative total for July-October was \$16,153,770 as compared with \$15,272,198 for the same period last year.

October collections from the cigarette levy were only \$109,674,341, a drop of \$6,655,027 from October, 1947. The cigar tax brought in \$4,292,652 as compared with \$4,968,921 for the previous October.

CMOA ON NATIONAL BASIS

Org Will Rep All Operators In Washington

To Appoint Director

WASHINGTON, Nov. 27.—Hirsh De La Viez, president of the Coin Machine Operators Association (CMOA), announced this week that CMOA will expand on a national basis to provide active representation for all classes of operators—juke, venders, amusement games, scales, arcades, etc.

CMOA will establish national headquarters in Washington with permanent officers to man the organization. An executive director is to be chosen at a meeting to be held at the Hotel Sherman, Chicago, in conjunction with the Coin Machine Institute (CMI) convention January 17-19.

Organized in 1940, CMOA became active some months ago. At a meeting Monday (22), members decided to launch "the unprecedented expansion," De La Viez said. According to the CMOA president, the group (See CMOA Expands on page 88)

Steel Supply Still Short; Up Output

CHICAGO, Nov. 27.—A "continued stringency in steel supply" for months to come was forecast this week by spokesmen for the steel industry, and also by the magazine *Steel*. In spite of record-breaking peacetime production, the steel supply-demand balance is still as distant as at any time during recent months, it was stated. Continuance of the tight steel supply situation will mean that contemplated production hikes by many coin machine manufacturers will be held to a lower level than recent news of steel output increases at first seemed to promise.

Steel spokesmen said that while reports of some slackening of manufacturing activities in certain fields would indicate that more steel would be available for other producers, there actually has been no reflection of such a slackening off in steel demand.

During the week of November 14, steel production was 99 per cent of rated capacity, and some mills reported output of over 100 per cent normal output. However, fact remains that steel demand shows no signs of lessening; steel-hungry manufacturers continue to request "more" at a production-plus level.

Stop Seizure Of Gum Mchs. In N. Orleans

Grant Op Injunction

NEW ORLEANS, Nov. 27.—A permanent injunction restraining the city's law enforcement officers from seizing or destroying gum machines owned by Lehman Jacobs was granted here Tuesday (23) by Judge Luther E. Hall. The police had maintained that the machines were table model bells.

According to Jacobs, the machines offer from 2 to 20 free plays and do not pay off in tokens or money. All the player gets is a ball of gum and the pleasure of playing off his free games.

Judge Hall had refused to grant a suspensive appeal October 29, when he granted a preliminary injunction against seizure or interference with the machines by the police or the district attorney's office.

Court attaches said the permanent injunction was granted to permit an early decision by the State Supreme Court.

Twin Cities Ops Now Okay Shuffleboards

Have Helped Music, Games

MINNEAPOLIS, Nov. 27.—Worry that the advent of shuffleboard would serve as a deterrent to juke box and pinball play has all but evaporated.

Operators who took on shuffleboards, albeit reluctantly "just to keep the locations out of the operating business," are singing high praise for the big boards.

"We find the new game is having a very good effect on juke box play," reported Archie LaBeau, of LaBeau Novelty Sales Company, distributors of Rock-Ola boards and phonos.

LaBeau, in addition to jobbing the new games, operates a few, too, and reported that the juke box gross has been up in those locations.

"There is a growing tendency to have music playing while competing on the boards," Hy Greenstein, of Hy-G Music Company, Chicago Coin Company Shuffle-King distributor, explained.

And for Greenstein to make such an assertion is almost a complete turnabout, because he was one of the early few who opposed the new game. (See TWIN CITIES OPS on page 95)

Bacon Named To Key Post At Rock-Ola

Two Others Appointed

CHICAGO, Nov. 27.—Rock-Ola Manufacturing Corporation has appointed J. Raymond Bacon as assistant to the president and made two other key appointments, David C. Rockola, firm president, announced this week.

Bacon resigned November 5 as vice-president and general manager of O. D. Jennings & Company. He joined that organization in 1941 as assistant to President O. D. Jennings (*The Billboard* November 13). Previously he held executive and administrative posts with Montgomery Ward, Acme Rotary Brush Company and King Woodworking Company. A graduate of Northwestern University, Bacon is vice-president of the Chicago chapter of the Society for the Advancement of Management and a member of the judicial committee of the Illinois Manufacturers Association.

Other appointments made by Rock-Ola include Harold E. Brauns as general plant superintendent and Carl A. Carlson as general woodworking superintendent.

Brauns has been with Rock-Ola for five years, recently in a production management capacity. Before joining the firm he was plant superintendent at Nesco's Granite City, Ill., plant; chief of inspection at Wilson (See Bacon to Rock-Ola on page 95)

Court Rules Against Ops In Oklahoma

Pin Games Involved

OKLAHOMA CITY, Nov. 27.—The down-again, up-again pinball situation in the Sooner State took an unexpected turn here this week when, after a year of legal operation, the Criminal Court of Appeals upheld a conviction of an operator for operating a novelty game in Custer City. While the ruling does not mean that all games are now illegal (further appeal will undoubtedly be made) the case was considered a test for all operators in the State. Pin games had been banned in the State in 1939, but were returned last year as a result of new court tests.

Judge Dick Lee, who handed down the decision Wednesday (24) in the case of A. J. Pluckett, who operates in Blaine, Custer and Dewey counties, pointed out that it was illegal to operate pin games played only for amusement.

The decision caught the city clerk's office in the process of collecting half-year license fees from local operators. There are about 600 games in the city. The license fee is \$10 a year or \$6 each six months. It is problematical whether fees will be refunded to operators who are paid up to June 30. Monthly income of machines in the city has been estimated at \$120,000.

"Under the Oklahoma law, amusement has been defined as a thing of value," his decision stated. "It is true that for each coin deposited in the machine the player receives the same number of balls, but there is not a uniform score received by each player. It is apparent the player receives some amusement for each coin deposited. Hence, the amount of amusement received is not uniform and always the same. It varies with each coin. He can win more amusement, that is receive a higher score, if the goddess of chance smiles upon him, and the balls which he propels strike the correct bumpers on the machine."

Lynco Launches Distribution on New Wurl-a-Ball

DETROIT, Nov. 27.—National distribution of Wurl-a-Ball, a new streamlined bowling game, was launched this week by the Lynco Coin Machine Company here. The firm has been working on the development of the game for several years, making a study of various machines on the markets in the local territory where this type of game has long been the most familiar type of amusement game.

This is the first machine to be placed on the national market by Lynco, organized two years ago, altho at least one other product has been brought out for limited distribution.

The Wurl-a-Ball is said to have features designed for the practical-minded operator, including such items as a detachable head, and various parts which can be easily reached for service without any major dismantling of the machine. It is an 11-foot, 3-inch model, and can be moved in either one or two pieces. The rings on the playing field are made of white rubber, and the shoulder is adjustable, allowing control of the scoring according to the needs of the location.

IOWA CM BIZ LOOKING UP

Calendar for Coinmen

November 30—National Automatic Merchandising Association (NAMA), Region VII (Minnesota, North and South Dakota), Gen. George E. Leach, chairman, Esslinger's Cafe, Minneapolis.

December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.

January 17-19—Coin Machine Institute, Inc. (CMI), annual convention and exposition, Hotel Sherman, Chicago.

January 18—Music Operators of America (MOA), annual meeting, Hotel Sherman, Chicago.

Form New Operators' Assn. For West Virginia Coinmen

BLUEFIELD, W. Va., Nov. 27.—Formation of a new State-wide operators' association was announced here this week, with membership open to operators of vending, music and game equipment. Called West Virginia Coin Operators' Association (WVCOA) the organization held its first meeting November 16, when officers were elected and by-laws prepared.

Col. W. H. Ballard was elected president, with Max Carpenter vice-president and H. R. Massey secretary-treasurer. Board of directors will be elected at the group's next meeting December 1. Charter members of the new organization number 11, including the officers.

Colonel Ballard, who is also head of the local Moose lodge and an attorney, stated that the association meetings will be held on a weekly or a bi-weekly basis until membership is substantially increased, at which time regular monthly meets will be scheduled. With State-wide representation among its members, association headquarters will be

moved to Charleston, the State capital.

Ballard told *The Billboard* that the primary purpose of the new group is promotion of fair-trade practices, with meetings of operators expected to result in all-around general improvement in operating procedures, etc.

Official emblem of the group is a circular, gummed label which is affixed to members' equipment. Blue and gold (State colors), it carries the outline of the State and the legend: Member of the West Virginia Coin Machine Operators' Association.

Nat'l Rejectors Service Comp'y In New Office

NEW YORK, Nov. 27.—The National Rejectors Service Company of New York completed its move to new headquarters at 446 West 50th Street this Monday (22) and at the same time announced added service facilities for customers in the East.

The move to the new location has afforded the company approximately six times as much floor space for offices, stock rooms and workshop as previously, declared Charles Lipton, top executive. The former location was at 447 West 50th Street.

Larger stock rooms will accommodate a complete inventory of spare parts as well as new components, said Lipton. And full facilities are on hand for doing conversions and repair work.

The firm sends representatives out in the field to give on-the-spot instruction to operators and servicemen using National rejector equipment. These reps are available on immediate call to handle special equipment problems, according to Lipton. Territory served by the company covers 13 Eastern States from Maine to Virginia.

N. Y. State Ops To Elect Execs

SYRACUSE, Nov. 27.—Permanent officers of the New York State Coin Machine Dealers' Association are to be elected at the next meeting of the group, scheduled for the Syracuse Hotel Thursday (2), Joseph A. Hanna, temporary chairman, announced this week.

Organized last month (*The Billboard*, November 6), the group set as one of its main goals the redrawing of Section 982 of the State's penal code. As now written, the statute has been interpreted as banning operation of novelty games in the State.

Pinball, Juke Box Income at Pre-War Level

Costs Still Increase

DES MOINES, Ia., Nov. 27.—Iowa farmers brought in a record corn crop which means good business this winter at least. Iowa business depends upon Iowa crops and so Iowa coin machine operators watch the corn crop like everyone else.

Business has not been too good this summer, but it has leveled off and now is beginning to pick up again. This goes for both the juke box and pinball operators.

Iowa coin machine operators place business receipts at near pre-war level, according to a survey taken at a meeting of the Iowa Automatic Music Operators' Association (IAMOA). The trouble is that costs have increased while receipts fell off. Now, the operators are hoping costs will drop, while revenue goes up again.

This is the first of a series of spot surveys of the coin machine industry as it looked in the waning weeks of 1948, the situation as it was during the current year, and the outlook for the immediate future. Surveys of other areas will follow in succeeding issues of The Billboard.

Juke box receipts are about the same thruout State, with rural spots reporting that business was bad this summer while the farmers were working and city spots were off because of the high cost of living. But the leveling off appears to have taken place; the farmers have most of their crops in and the city folks are now spending more money.

Pinball Biz Spotty

Pinball conditions are more spotty, with some operators reporting business good and others just fair. Vending business in Iowa has always been lackadaisical and as one operator said "Its just like the bells, they come and go." There are few strictly vending machine operators in the State and juke and pinball operators stay away from vending.

Leo Miller, of Cedar Rapids, president of IAMOA, described business as good but lamented the high cost of operations. He pointed out that it used to cost only 45 cents to ship 25 records from Des Moines to Cedar Rapids by express whereas it now costs \$1.49.

Costs Up

"Everything is like that," he declared. "Receipts are about even but it costs a lot more to operate."

Dave Johnson and Harold Birney, Sioux City operators, reported juke box business as beginning to pick up again but pinballs are slow in coming back.

Jack Jefferies, of Osceola, who operates a rural route, reported farmers are once again putting their corn money into the juke box machines and business conditions are slightly better.

Don Hall and Charles Vestrem, both of Spencer, reported the lake resort business as off this summer but (See IOWA CM BIZ on page 88)

Proposes Tax For LA County Shuffleboards

LOS ANGELES, Nov. 27.—An annual license fee of \$24 on each shuffleboard will be recommended to the board of supervisors this week by Wayne R. Allen, Los Angeles county manager, it was announced here.

Allen stated that the revenue would be used to cover the cost of inspection of the 1,000 to 1,500 county locations, now housing shuffleboards. He explained that the sheriff's office has reported that the recommended license fee would help to insure adequate police protection for the growing number of shuffleboard spots, mostly clubs, cafes, taverns and cocktail lounges.

Shuffleboards have been getting heavy play here since the early part of the year when they were first introduced in quantity to typical coin machine locations.

Refco Gets Plant For Sub-Assemblies

NEW YORK, Nov. 27.—Refco Corporation, organized recently to do subcontracting electrical work for coin machine and other manufacturers, has taken over a building at 4509 White Plains Road, M. J. Simons, president, reported this week. The firm specializes in cable harnesses, resistor board assemblies, switch cables and other sub-assemblies.

Stoner Unveils New Coin Unit

Seen as Aid To Vending Dime Items

Doubles Selectivity

AURORA, Ill., Nov. 27.—Increased selectivity and flexibility to allow candy operators to handle dime merchandise are the twin ideas behind a dual coin and change-maker announced this week as optional equipment on the Stoner Manufacturing Corporation's Univendor line.

Bip Glassgold, Stoner's sales manager, said the new unit was designed after a survey of merchandising and pricing problems indicated a need for a machine which would offer customers both a two-coin choice and a selection of nickel and dime merchandise, which can be purchased thru a single chute.

Developed as an accessory unit, the mechanism accepts nickels and/or dimes for 10-cent items. It vends nickel items from the same selective machine, returning a nickel change when a dime is deposited for a 5-cent item.

Glassgold said he expects the unit will boost the impulse sales of dime merchandise as well as increase the sale of nickel items. Combining the sales-stimulus of a coin changer with a dual price selection on a multiple-item merchandiser will, Stoner declares, enable operators to increase over-all sales volume.

Beginning with December deliveries, Stoner will ask its operators to specify whether or not they desire the multiple coin unit.

A price for the unit has not yet (See STONER UNIT on page 88)

Announce New Coin Changer For C-8 Mach.

NEW YORK, Nov. 27.—A new changer, specially designed for use with the C-Eight electro cigarette vender, will be available to operators in 30 to 60 days, Lew Jaffa, vice-president and sales manager of Eastern Electric Vending Machine Corporation, announced this week.

The new changer, which will list at \$10, may easily be installed in all existing models of the C-Eight machine, according to Jaffa. This is in line with the company policy of limiting all equipment modifications to types which will not make previously delivered units obsolete. A screw-driver is the only tool needed for the conversion, he said.

Future production models of the electro will include the changer as optional equipment.

Pooch Parker

GLENDALE, Ariz., Nov. 27.—New use for parking meters was discovered here last week when a local youth tied his dog to one of the units and put in a coin. "Just didn't want to break the law," he said when questioned. Motorists, however, didn't look too kindly on use of the meters as pooch parkers.

Now Comes Milady's Corsage Direct From a Coin Machine

OAKLAND, Calif., Nov. 27.—If you happen to be in Oakland next week and happen to go out to the airport, don't be alarmed if the new all-black vender at the airport smells suspiciously like gardenias or camellias. Your sense of smell won't have gone whacky because you will be looking at the first corsage vender, developed by Frosted Food-o-Mat, Inc., Oakland.

J. L. Harris, sales manager for Frosted, told *The Billboard* that the test model of his company's corsage vender would be ready to go out on location sometime next week. The vender sells packaged corsages—four different varieties—for 50 cents.

Frosted Food-o-Mat also has a six-flavor ice cream vender which, the manufacturer says, is flexible enough to handle any ice cream package from a cup or a bar to a pint. Equipped, as is the corsage machine, with a National coin mechanism and coin changer, the unit can be set at any price up to \$1 and will return change.

Tooling for this six-flavor ice cream vender (described in detail in

The Billboard, May 1) is nearly complete, Harris said this week, and the firm expects to get into production shortly. The machine, with a list price of \$695, will be sold both to independent operators, thru distributors, and to ice cream companies.

Meantime, Frosted is certain that its corsage unit will prove to be the touch that's needed in flower merchandising. Working with a California nursery, Frosted has developed a special package for the corsages, intending eventually to market the machines to wholesale florists for installation in such transit locations as airports and bus and rail terminals.

The corsage machine will sell for approximately \$500, is 32 inches wide, 67 inches high and 26 inches deep. It has a capacity of 84 boxed corsages—21 in each of four vending columns.

Finished in black for contrast, the vender displays the corsages behind glass panels which are lighted by fluorescent tubes. Flowers are kept under 45-50 degree refrigeration.

At the outset, Frosted intends to (See *Milady's Corsage* on page 88)

Electronic Devices Tests 2 Machines; Distribs Recordio

CHICAGO, Nov. 27.—Electronic Devices, Inc., here, manufacturers of coin-operated telescopes and "listening posts" for sightseers at airports, has been appointed distributor for Wilcox-Gay Corporation's Recordio. Firm will cover Illinois and Northern Indiana. It is the seventh new distributor announced by Wilcox-Gay during the past month in firm's expansion program, designed to obtain national coverage.

A. A. Stiger, president of Electronic Devices, reported that his company, which introduced its dime-operated telescope, Terrestrialscope, during the Railroad Fair here this summer, is also preparing to produce

a device, called Listening Post, for airfield installation. Latter, also dime-operated, permits the airfield visitor to "listen in" on conversation and instruction between the airfield's control tower operator and the pilot.

The Listening Post has been tested at Chicago and New York airports, and is due for permanent installation next spring at airfields in Los Angeles, Washington, Cleveland and Springfield, Ill., Stiger said. Unit, however, will be operated by Electronic Devices, and not sold to airfields or operators.

Firm's telescope will be offered for outright sale thru regional distributors in the near future.

New Stewart Juice Vender To Be Leased to Operators

GREENWICH, Conn., Nov. 27.—A coin-operated canned juice vender that will be leased to operators rather than sold outright is to be introduced by Stewart Products Corporation soon, it was learned here this week. The machine may be unveiled at the National Automatic Merchandising Association (NAMA) show next month, according to Charles M. Donnelly, vice-president and sales manager.

With a capacity of 500 six-ounce cans, plus an additional 50 in pre-cool, the vender is comparable in size to a cigarette machine. It is manually operated. The customers open the cans by stepping on a foot pedal. Straws are provided one at a time automatically with delivery of each purchase.

The machines will be offered to franchise operators on a three-year lease basis. According to the rental plan now being set up, a fee of 50 cents daily per machine will be

charged. Florida packing interests are involved in promotion of the vender.

The venders will carry changers, produced by Stewart, which can be adjusted for sales at any price from 1 to 25 cents.

Walkin' Shoes

CHICAGO, Nov. 27.—When you've concluded your round of exhibit visits at the 1948 NAMA convention, to be held December 12-15 at the Palmer House here, you will have walked almost half a mile.

George M. Seedman, general chairman, stated, "We know the 1948 show will be bigger and better than last year's . . . the aisles in the two-floor show measure 2,260 feet, just 480 feet short of half a mile."

Hires Offers 8-Oz. Bottle For Venders

Bottlers Operate Machines

PHILADELPHIA, Nov. 27.—The Charles E. Hires Company has announced that a new nickel eight-ounce bottle, market tested thru concessionaires since last spring, is being sold thru venders operated by its own plants and franchised bottlers. J. W. Riley, general manager of firm's franchise division, stated this week that vending operations, initiated within the last month, are now being undertaken by 50 per cent of Hires' bottlers. The move marks the second such by a large bottle producer this year; Pepsi-Cola introduced a vend-size, eight-ounce bottle last July.

The new size bottle, unlike firm's 12 and 26-ounce bottles, is available for vender and concessionaire sale only, and will not be sold thru retail outlets. Riley said that the 25 Hires owned plants were among the first to place venders, with more requests for permission to operate the units coming daily from the remaining 50 per cent of the franchised firms.

Single Flavor

Bottlers carrying the Hires drink only are using single flavor machines, manufactured by Highway Steel Products, Chicago Heights, Ill., while bottlers handling other brands in conjunction with the Hires product are operating two flavor machines made by General Vending Machine Corporation, Chicago, and American Vendors, Inc., Los Angeles.

First reports from bottlers operating under the new vender set-up have been encouraging, and it is expected that a nationwide vending program will be in effect within the early months of next year. Riley declared that while automatic merchandising was a new field for the parent firm, it was felt that as a plus-sales and over-all sales stimulant medium it would be a highly successful undertaking.

Hires has planned to include a bottle and cup vender in its display at the NAMA exhibit in Chicago December 12-15, in keeping with its new role in the drink vender field.

NAMA To Open Registration Booths Early

CHICAGO, Nov. 27.—C. S. Darling, executive director of NAMA, announced this week that early arrivals for the 1948 convention and exhibit at the Palmer House here, December 12-15, will be spared a wait in line in order to register. The convention registration desks on the fourth floor corridor will be open Saturday evening, December 11, from 7 to 10 p.m.

Darling stated that advance registrations for the 1948 meet indicate an even greater attendance than the 1947 total of 4,000. The large number planning to arrive the day before the exhibit opens resulted in the registration facilities being opened on Saturday night.

Few Candy Firms Changing Pricing Methods, Says NCA

CHICAGO, Nov. 27.—Few candy manufacturers have changed their methods of pricing as a result of the Supreme Court's cement case decision involving basing point pricing, but candy manufacturers would be adversely affected if that decision means eventual discontinuance of freight absorption. Philip P. Gott, president of National Confectioners' Association (NCA), made those statements here Monday (22) following a survey conducted among candy manufacturers.

NCA made a national survey

of the candy manufacturing industry as a result of a general request made by the Capehart committee urging businesses, thru trade associations, to submit data on their industry's freight policies. The candy association commented this week that bar candy, five and dime specialty, package and penny goods are usually sold on a freight absorption basis, but bulk goods is predominately f.o.b. plant.

Majority Opposed

Majority of the candymakers, the NCA survey disclosed, are opposed to any legislation which would require that all sales be made on an f.o.b.-plant basis. Majority of the candy manufacturers do favor legislation which will not: (1) Prohibit sales at uniform delivered prices; (2) prohibit sales at delivered prices in which the seller absorbs part of the freight cost.

Queried on their pricing systems, 134 manufacturers participated in the survey and, of these, 128 firms said they had made no change in their pricing arrangements following the cement case (basing point) decision. The candymakers were almost evenly divided between one group, which believes elimination of freight absorption would affect their business adversely, and another group which felt either that elimination of this practice would be beneficial or that they were uncertain what the effects would be.

Hardships Cited

Sixty-four firms were certain eliminating freight absorption would work a hardship on their companies; 21 companies look on elimination of freight absorption as a favorable move, and 41 have not yet made up their minds.

Candymakers were more decided on the question of plant location should freight absorption be discontinued. Of the 134, 74 believe such action would call for changing the location of their plants; 38 companies disagreed and 10 were undecided.

Commenting on this phase of the basing point decision, NCA noted that candy manufacturers tend to gravitate to certain specific areas. "For example," the association said, "the North Central area represented the center of the bar goods business with 62.2 per cent of the bar manufacturing volume in that area, while the Northeast territory is the center of the packaged goods houses with 74 per cent of the houses represented."

In conclusion, NCA reported that candy manufacturers generally believe a return to f.o.b. plant pricing would decrease competition in the candy industry.

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Gov't To Continue Probe Of Basing-Point Prices

WASHINGTON, Nov. 27.—Sen. Edwin C. Johnson (D., Colo.), who will become chairman of the Senate Interstate and Foreign Commerce Committee when the 81st Congress convenes, is planning to keep intact the program of investigation launched by the subcommittee on trade policies. The latter committee is pushing an investigation into basing-point price systems

and is particularly interested in the effects of governmental regulation and policies on private industry.

The subcommittee on trade policies is now headed by Sen. Homer E. Capehart (R., Ind.), who will be supplanted in the committee chairmanship by Senator Johnson himself when the Democrats take over control of the next Congress. It is anticipated that Senator Johnson will continue the policy already created for the subcommittee by Capehart. The subcommittee has been outspokenly critical of Federal Trade Commission regulations governing basing-point price systems. The subcommittee will wind up the current phase of its hearings on the issue November 3.

The subcommittee's advisory council, comprised of representatives of industry and government, will stage a two-day meeting here December 16 and 17. The advisory council is expected to study at that time a preliminary report on evidence submitted at the first hearings on the basing-point price issue, and make recommendations on a course of future action. It is seen likely that further hearings will be held.

Delay Contracts For N. Y. Subway Cup Vender Deal

NEW YORK, Nov. 27.—Contracts for long-term operation of cup venders in stations of the New York subway system will not be let until January 30, at the earliest, it was disclosed by the board of transportation this week.

More than 100 venders have been placed in the stations during the past summer under terms of an experimental program supervised by the board. The test period was to have ended November 30, but it was indicated at the board that requirements for the long-term contracts have not yet been completely worked out.

It is also known that operators participating in the program urged extension of the test beyond November 30, so that earnings of the machines in cold weather can provide a guide for bidding. During the summer the venders grossed more than an average of \$700 each per month (*The Billboard*, November 6).

H. Forester Leaves Johnson Fare Box

CHICAGO, Nov. 27.—H. E. (Tom) Forester, sales manager of Johnson Fare Box Company's vending division, resigned his post Tuesday (23), it was announced this week.

Forester has purchased a cocktail lounge on the city's North Side which he will open next week.

**VICTOR'S
NEW
MODEL V-K**

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of
**VICTOR
VENDING CORP.**
5701-13 Grand Ave.
Chicago 39



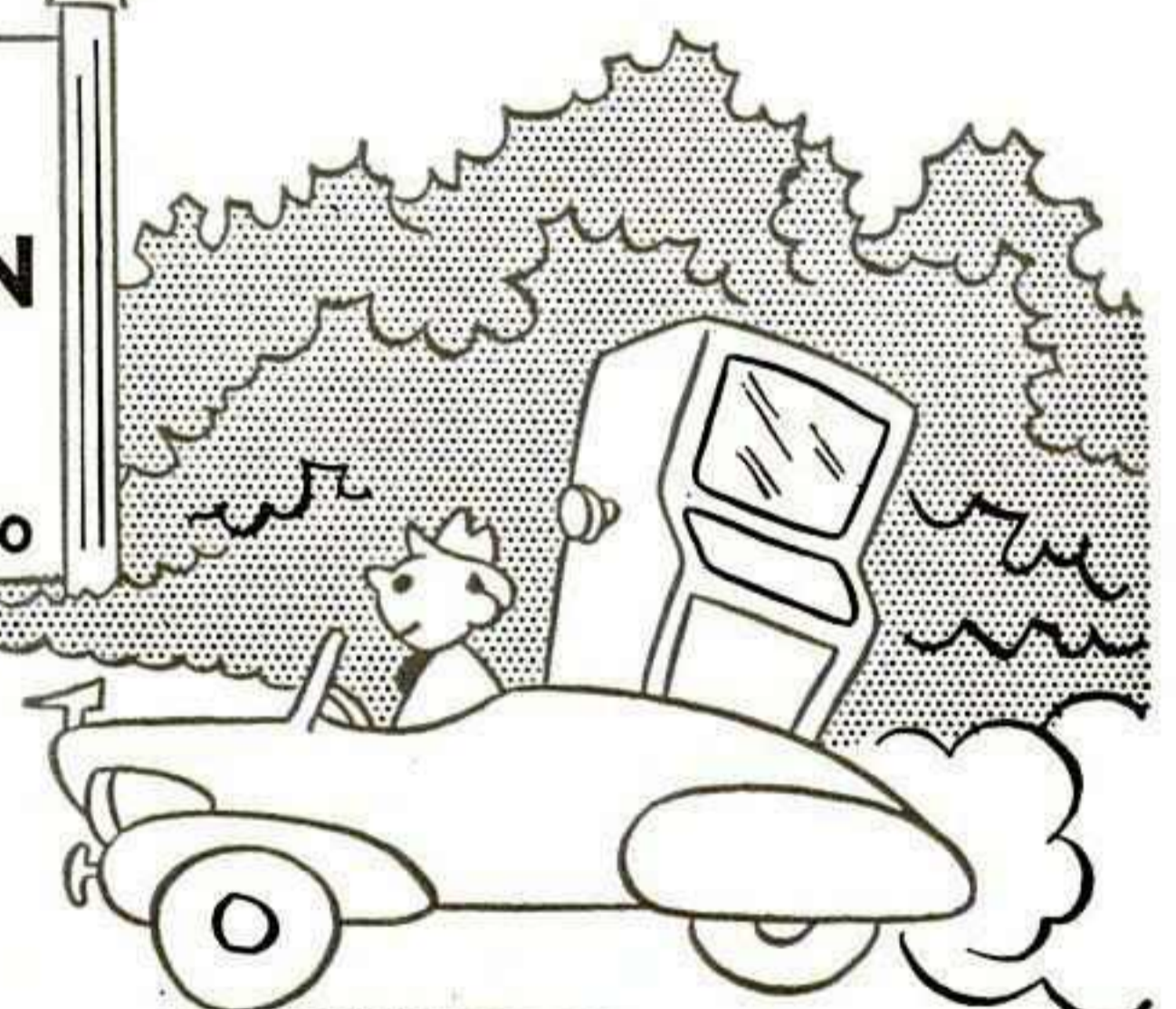
Manufacturer of
**HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE**

SOLICITS INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

The New REGAL Vender Is a HONEY!
1¢ Bulk — Vends Nuts, Candies.
1¢ Ball Gum — Vends 140-170-210 Count. PLASTIC GLOBE
Wonderful clear, seamless "Lucite" is Big Sensational Improvement every operator welcomes. Won't Break! Won't Chip! Safer than glass! Protects contents!
A Super-Salesman and Big Money Maker. Write for special prices and get **FREE CONFIDENTIAL CHART** which helps you increase your PROFITS.
REGAL MFG. CO.
Whitewater, Wis.

**N. A. M. A.
1948
CONVENTION
AND
EXHIBIT
DECEMBER 12-15
PALMER HOUSE, CHICAGO**



EVERYBODY'S COMING!
FOUR GREAT DAYS OF BUSINESS AND ENTERTAINMENT . . . HALF A MILE OF EXHIBITS . . . SPECIAL PROGRAM FOR WOMEN GUESTS

Come . . . see what's new in vending machines, products and services. Attend the business sessions and learn how other successful vending men are becoming "more successful."

NATIONAL AUTOMATIC MERCHANDISING ASSN.

Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

3 STAR "BUDS"

PERFECT!

No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.
 • packed in 5 lb. moisture-proof bags
 • 12 5-lb. bags to a carton

"WHITE BUDS" — with the pure, thin, white salt coating.

"ROSE BUDS" — with the pure, certified, attractive red color.

DELICIOUSLY ROASTED & SALTED

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES

WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts
8 JAY ST. NEW YORK 13, N. Y.



Victor's Sensational New Custom-Built UNIVERSAL
 Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best. Write for Complete Details and Prices. **Manufactured by VICTOR VENDING CORP.**
 5701-13 W. Grand Ave. Chicago 39, Ill.

WRITE FOR PRICES
 Roasted and Salted Nuts of all types and Canned Nuts Confectionery Items
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
 Nut and Confectionery Importers and Wholesalers.
 87-85 77th St., Jackson Heights, L. I. N. Y.
 Telephone: Hickory 6-2452

Highway Steel Offers Vender To Indie Ops

CHICAGO HEIGHTS, Ill., Nov. 27. —Highway Steel Products here reported this week that in addition to supplying its single flavor bottle vender to 7-Up and Hires company bottlers, the machine would also be made available to independent operators. T. J. Smith, sales manager, declared that current production of 20-25 units a day could be upped to a maximum of 100 a day if the steel supply permitted.

The unit, called Highway Bottle Vender, has a 98-bottle capacity when six-ounce size is used, 72 in vending compartment and 26 in pre-cool.

LUMINOUS CHARMS, SKULLS and RINGS

that Glow in the Dark!
 Non-toxic, Sanitary and Harmless

	Per M
Luminous Glow Charms, Series #1	\$4.50
Luminous Glow Charms, Series #2	6.00
Luminous Glow Skulls	7.00
Luminous Glow Rings	6.00

METAL PLATED CHARMS

In bright gold and silver finish

	Per M
Metal Plated Charms, Series #1	\$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50
Plastic Skulls	5.25
Metal Plated Skulls	10.00
Metal Plated Skulls with Rhinestone Eyes	18.00
Plastic Rings, 20 Styles	4.50
Metal Plated Rings, 20 Styles	8.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC.
 WORLD'S LARGEST CHARM MANUFACTURER
 113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.



VICTOR'S CUSTOM BUILT UNIVERSAL

\$13.95 EA.
 In Lots of 24 \$13.50 EA.

BEST FOR CHARMS & BALL GUM

Write for new circular just off the press.

JACK NELSON & CO.
 2320-22 Milwaukee Ave. Chicago 47, Ill.

No other Ball Gum Vendor like it!

Operator usually Nets **UP TO 75c out of Every \$1** the 'Hunter' takes in!



Time to start Cashing in!

Ask any operator who has a "Hunter" working for him. He'll tell you this new Ball Gum Vendor is the biggest, surest, steadiest money maker of them all.

It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do ... when they're playing a game of skill ... which the "Hunter" is.

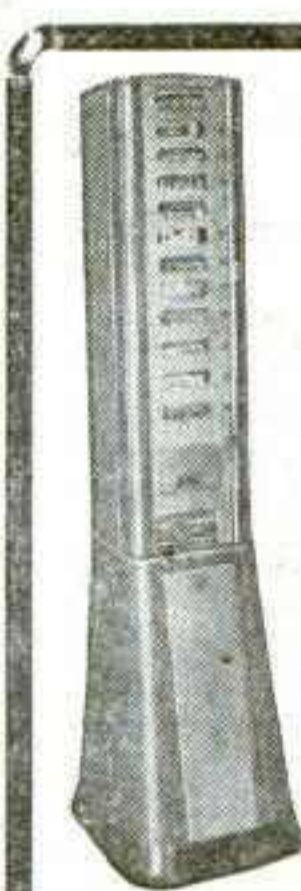
So a net of 75c out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

Write today for facts - FREE

The "Hunter" ... a "Gold Mine" for Taverns, Bars, Grills, Bowling Alleys, Pool and Billiard Parlors ... wherever folks gather for recreation

SILVER KING CORP.

622 Diversey Pkwy. Chicago 14, Illinois



ATTENTION—25c & 30c CONVERSIONS

Dime conversions. Guaranteed Parts. Silver Quarter or combination Nickel-Expert Workmanship. \$8.50 for Silver Quarter conversion. **ALSO 30c CONVERSIONS FOR ALL MODELS**

CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW National Electric, 9E	275.00
NEW ROWE Crusader, 8 and 10 Col.	195.00
NEW Uneeda, 8 Cols., 510 Pack Cap.	159.50
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col.	70.00
Uneeda, Model A, 9 Col.	75.00
Uneeda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00

7 COLUMN CIGAR MACHINE, \$32.50

Holds seven different brands

SPECIAL, \$65.00

Short Time Only! Candyman, 72 Bar Capacity with enclosed base.

CANDY MACHINES

National 9-18	\$100.00
Uneeda	75.00
U-Select-It	35.00
Advance Candy Machines	27.50
5c & 1c GUM VENDOR	17.85



SPECIAL, \$100.00
 Uneeda Model 500
 9 Columns, 350 Pack Capacity.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

FOR SALE Drink Vending Machines, THIRST QUENCHER

300-Cup capacity, reconditioned, ready for installation. Write:
SYRACUSE BEVERAGE VENDING CO.
 611 S. BEECH ST., SYRACUSE 10, N. Y.



NOW!

LEON "HI-HO" SILVER'S SELECT CALIFORNIA VENDSIZE ALMONDS

Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write

ROLAND SEE, Sales Mgr., LEON "HI-HO" SILVER, INC.
 760 HAYES ST., SAN FRANCISCO 2, CALIF.



INSURE YOUR INCOME WITH

with **ALKUNO 5c VENDORS**
 for Gum, Candy, etc.

COLUMBUS—Bulk Vendors—BIMOR and TRIMOR
 Write for information and prices.

LAVOIE & HILLMAN, INC.

2 E. MAIN ST.

Member of C.M.I. Established 1926

FALL RIVER, MASS.

CIGARETTE MACHINES WITH SILVER QUARTER OPERATION

UNEEDAPAK Model 500—9 col., 350 pack capacity	\$105.00
UNEEDAPAK Model 500—7 col., 250 pack capacity	95.00
UNEEDAPAK Model "A"—9 col., 270 pack capacity	80.00
UNEEDAPAK Model "A"—8 col., 240 pack capacity	75.00
UNEEDAPAK Model "A"—6 col., 180 pack capacity	70.00
UNEEDAPAK Model "E"—8 col., 270 pack capacity	70.00
UNEEDAPAK Model "E"—8 col., 240 pack capacity	70.00
UNEEDAPAK Model "E"—8 col., 180 pack capacity	65.00
ROWE Imperial, 8 col.—180 pack capacity	75.00
ROWE Imperial, 8 column—240 pack capacity	75.00
ROWE Royal, 10 column—300 pack capacity	100.00
ROWE Royal, 8 column—240 pack capacity	90.00
DUGRENIER, Model "W"—9 col., 270 pack capacity	70.00
DUGRENIER, Model "WD"—9 col., 330 pack capacity	72.50
DUGRENIER Champion—9-11 col.	90.00
NATIONAL, Model 9-30—9 col., 270 pack capacity	75.00
NATIONAL, Model 7-50—7 col., 240 pack capacity	85.00
NATIONAL, Model 9-50—9 col., 330 pack capacity	100.00

Complete parts and mirror department for all makes and models. Terms—1/3 Deposit With Order—Balance C.O.D.—F.O.B. Phila. All Equipment Guaranteed

SILVER QUARTER CONVERSION UNITS FOR ALL MODELS AVAILABLE FOR IMMEDIATE SHIPMENT

Evergreen 6-4244 Specializing in CIGARETTE MACHINES

CENTRAL VENDING MACHINE SERVICE CO.
 3967 Parrish Street Philadelphia 4, Penna.

Buying Selling Repairing New and Used GUM CANDY CIGAR CIGARETTE Vending Machines

Reconditioned POP CORN sez MACHINES

All machines used very short time and completely reconditioned.

Each one is in excellent condition and ready for location.

Business is being liquidated and we are in a position to move these machines in a special deal at an extremely attractive price.

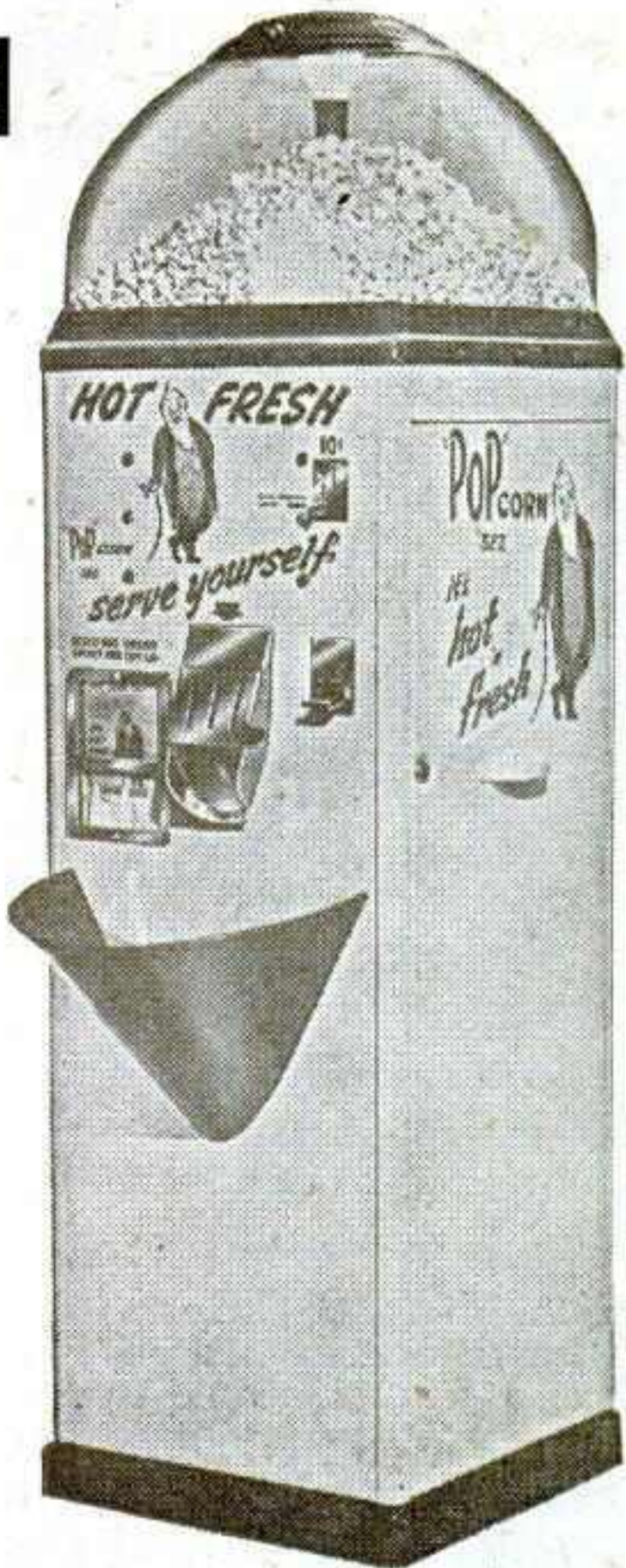
Write, wire or phone us NOW for particulars.

**ARNOLD KLYCE
AT
KLYCE MOTORS**

17 S. Cleveland St.

Phone 23177

Memphis 4, Tenn.



Supplies In Brief

(Continued from page 87)

represented a 100 per cent increase over millings for the previous October.

Production of shelled edible peanuts was also high, with a total of 140,000,000 pounds having been milled during September and October. For the same period last year production was 90,000,000 pounds.

Peanut consumption during October was largely in the form of peanut butter, with about 60 per cent of the edible peanuts going for that purpose. Candymakers took 28.1 per cent as compared with 25.5 per cent in September and 25.7 per cent in August. Candymakers also took 10.4 per cent of the total peanut butter consumed in October as compared with 11 per cent in September and 10.1 per cent in August.

MILADY'S CORSAGE

(Continued from page 82)

concentrate its activities on airports to gain much-needed experience in the public's reaction to the corsage machine.

Wholesale florists will eventually be offered the machine complete with a specially developed package which keeps the flowers in top-notch condition as well as allows the customer to inspect the product."

STONER UNIT

(Continued from page 82)

been announced, but the manufacturing company declared it "would not add materially to the cost of a machine."

New unit replaces the usual coin plate, from which it differs considerably while still keeping the basic Univendor principles.

ALL PURPOSE VENDER



VICTOR
1c DELUXE
UNIVERSAL

5/8 140 Count
COLORED
BUBBLE
BALL GUM
25 lb. cartons
26c Lb.

(Prepaid in lots of 100 lbs. or more.)
FULL CASH
WITH ORDER

Small Pistachios
25 lb. Cartons,
52c lb.

Plastic Charms
\$3.25 per M.

\$14.95 ea.

In lots of 24—

\$14.50 ea.

Also available in 5¢ models for a slight additional charge.

Candy Corn, 30 Lb. Ctns. 25¢ Lb.
M & M Assorted Chocolates, 25 Lb. Ctns. 38¢ Lb.
Virginia Peanuts, 30 Lb. Ctns. 28¢ Lb.
Spanish Peanuts, 30 Lb. Ctns. 24¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctns. 27¢ Lb.

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

LOW PRICES on QUALITY VENDORS!

FRESH 'N HOT—Popcorn Dispensers, not coin operated! Newest on market!

Derby "Racer" 1¢ Candy, Nut and Gum Vendors with free horse race included.

KO-PAK-TA "Packaged" HOT NUT Dispensers—not coin operated—PATENTED visible rolling flame effect.

Twin Bowl Unit 5¢ HOT NUT Vendors.

10¢-5¢ Coin Operated Hot Popcorn Vendors. Both floor models and counter models.

WRITE FOR DETAILS on machines you're interested in—Call use experienced salesman.

CEBCO DEPT. B-12
PEORIA, ILLINOIS

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Illinois

VEEDCO SPECIALS!

WRITE FOR OUR CATALOG

BRAND NEW HOT NUT MACHINES



Dispenses all types of bulk merchandise for 5¢, including Cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More
\$11.50 Lots of 5
\$12.50 Sample

JUMBO BLANCHED SALTED PEANUTS, 30 Lb. Cartons, 27¢ Lb.—\$8.10 Carton.

FREE With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU. 1/2 With Order, Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.

SPECIAL
Colored BALL BUBBLE GUM
West Point Brand, 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. **26¢ lb.**

SPECIAL
ASCO HOT NUT GLOBES
DISTRIBUTORS AND JOBBERS WANTED
Special Price, lots of 50. Write. Also All Other Globes At Net Prices.
STAMP FOLDERS, For Any Model. 50¢ Per M
35 lb. Solid Steel STANDS. \$3.95 Ea.
CIGARETTE and CANDY MACHINES, All Models, LOWEST PRICES.

SPECIAL
LICORICE LOZENGES
West Point Brand, Best Quality in the Country. 23 1/2¢ lb.
30 Lb. Boxes. High Count.

BUILT for OPERATORS



**WORLD'S BEST
BULK VENDERS**

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
1111 1st Avenue, Morris, Illinois

VICTOR'S NEW MODEL V-K

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of
**VICTOR
VENDING CORP.**
5701-13 Grand Ave.
Chicago 39



CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS.. Write NOW FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE - DRILLION, WISCONSIN

BEFORE YOU INVEST INVESTIGATE!

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

USED MACHINES—UNCONDITIONALLY GUARANTEED

YOUR MONEY BACK IF NOT SATISFIED

NORTHWESTERN DELUXE GLASS GLOBE \$19.95
NORTHWESTERN DELUXE PLASTIC GLOBE 21.95
NORTHWESTERN MODEL #33 BALL GUM (3 1/2 Lb. Globe) 7.95
NORTHWESTERN MODEL #33 PEANUT (6 Lb. Globe) 7.95
NORTHWESTERN MODEL #38 ALL-PURPOSE (4 1/2 or 6 Lb.) 8.95
NORTHWESTERN MODEL #40 ALL-PURPOSE (4 1/2 or 6 Lb.) 7.95
NORTHWESTERN STANDARDS, 1¢ and 5¢ (5 Lb. Globe) 11.95
MASTERS 1¢ MERCHANDISE WHEEL 8.95
MASTERS 1¢ TWO-FOR-A-PENNY BALL GUM 8.95
PEERLESS HOT NUT, 5¢ (6 Lb. Globe) 14.95
COLUMBUS (Like New), 5¢ 8.95

WE CARRY ALL TYPES OF MERCHANDISE

WRITE FOR PRICE LIST

PARTS, GLOBES, GLASS AND PLASTIC, BRACKETS, STANDS, EVERYTHING FOR THE OPERATOR

1/2 cash with order, balance C. O. D., or full cash with order. All prices F. O. B. shipping point. All prices subject to change without notice.

NORTHWESTERN SALES & SERVICE COMPANY

AUTHORIZED NORTHWESTERN DISTRIBUTOR

4105 16TH AVENUE, BROOKLYN 4, N. Y.

Northwestern's New
DUAL VENDOR
Now In Stock.
Immediate Delivery.



MODEL 33
Less than 25 . . . \$12.60
Less than 100. . . 12.40
100 or more. . . 12.25

Supplies in Brief

NEW BULK MERCHANDISERS

Northwestern Deluxe	\$27.00
Northwestern Model 39	14.40
Northwestern Model 33 Peanut	12.60
Northwestern Model 33 Ball Gum	11.40
Northwestern Model 40 Peanut	10.85
Northwestern Dual Vendor	45.00
Columbus "38" Trimmer	45.00
Columbus "39" Bimora	36.00
Columbus Model 46, 1¢	12.50
2 to 12	11.50
Columbus Model 46Z, 1¢	12.00
Columbus Model 46ZB, 5¢	12.75
Columbus Model 46SB, 1¢	11.50
Victor Model V, Globe Type	12.75
Victor Model V, Cab Type	14.75
Victor Universal	13.95
Victor Deluxe Universal, 1¢	14.95
Victor Deluxe Universal, 5¢	15.45
Victor V-K Globe Type, 1¢	12.95
Silver Kings, Bulk	13.95
Silver Kings, 2 to 5	12.50
Silver Kings, 6 to 11	11.55
Silver Kings, 12 to 49	11.05
Silver Kings, 50 & Up	10.55
Master Novelty, 1¢	13.95
Master No. 2, 5¢	17.50
Master No. 6, Penny & Nickel	17.50
Asco Hot Nut Vendors, 5¢	17.50
Silver King Hot Nut, 5¢	25.00

RECONDITIONED VENDORS

Northwestern Model Deluxe	\$19.50
Northwestern 39 (Like New)	9.95
Northwestern 33 (Like New)	8.95
Northwestern 40 (Like New)	6.85
Columbus 46 Ball Gum (Like New)	7.95
Silver Kings, 5¢	8.00
Silver Kings, 1¢	7.50
Shoeman Duplex Stamp	19.50
Adam Gum Vendor, 4 Col.	14.50
Adam Gum Vendor, 8 Col.	16.50

NEW COUNTER GAMES

ABT Challengers	\$39.50
ABT Model F Targets	42.50
ABT Strikalites	42.50
Tost Quests Grip Scales	29.50
Gottlieb Grip Scales	24.50
Daval Skill Thrills	12.50
Exhibit Card Vendors	19.50
Bingo's 1¢ Counter Game	19.50
Steeplechase 1¢ Counter	35.00
Target Kings, 1¢	39.50

1/3 DEPOSIT, BALANCE C. O. D.
ORDERS UNDER \$20.00 FULL CASH

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA 23, PA.
LOmbard 3-2676

ATTENTION

POPCORN VENDING MACHINE OPERATORS

Increase your machine profits with SupRpop hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn vendors.

Wire or write us for prices.

DWIGHT HAMLIN CO.
5958 BAUM BLVD., PITTSBURGH 6, PA.
HILAND 8410



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
6701-13 Grand Ave.
Chicago 39

REAL LOW PRICES U-SELECT-IT

CANDY MACHINES

72 Bar Capacity, \$27.50 ea. Lots of 10, \$20. ea. U-NEED-A, 5 Col., With Base 50.00

CIGARETTE MACHINES

DU GRENIER, 7 Col. 8	\$35.00
DU GRENIER VD, 7 Col.	40.00
DU GRENIER W, 9 Col.	37.50
DU GRENIER CHAMPION	47.50
UNEEDA MONARCH, 8 Col., Like New	70.00
UNEEDA E, 8 Col.	40.00
NATIONAL 9-30	50.00
ROWE ARISTOCRAT, 8 Col.	22.50

Half Deposit.

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

CHRISTMAS SPECIAL

New Fast Coin Stackers for Pennies, Nickels, \$1.00 Postpaid. Coin Trays for Pennies or Nickels, \$3.00 Each. Kirk Astrology Ticket Scales, \$75.00 Each; Master Vendors, stand, \$6.00; Northwestern Standard Vendors, \$6.00; Stands for Vendors, \$5.00 Each. Weight, 40 lbs.; 20 Snack, 3 Compartment Vendors, \$15.00.

WEINEMAN, 656 Selden, Detroit 1, Mich.

Sugar Hearings

WASHINGTON, Nov. 27.—Harold O. Smith Jr., vice-president of the United States Wholesale Grocers' Association, testifying in behalf of a number of candymakers, ice cream manufacturers and other sugar-consuming groups, told the Agriculture Department last week that the sugar import quota should be raised from its current annual figure of 7,200,000 tons to 7,900,000 tons. Smith was one of several witnesses who appeared at hearings before the Agriculture Department on sugar import quotas. Smith said present stocks of sugar are far too low, especially on the Eastern Seaboard.

Taking an opposite view, Robert H. Shields, president of the United States Beet Sugar Association, urged that the sugar import quota be reduced to 6,900,000 tons yearly. Shields said the price of sugar is too low. He said that altho cost of all other products has increased, the wholesale price of sugar has gone down from \$8.40 a hundred pounds to \$7.75 since the first of the year. Shields asked that Agriculture Secretary Charles F. Brannon set a low consumption figure for the year. Imports which are based on the consumption figure set by the secretary would then be held down, which, in turn, would increase the price.

Shields argued that sugar prices should go up \$1.40 a hundred pounds to come in line with prices of other foods and make sugar-beet growing profitable. "If the wholesale price of refined sugar today was in line with the general cost of living, which is the yardstick in the 1948 Sugar Act to measure sugar prices fair to both producers and consumers, the price would be \$9.15," said Shields. This would raise the retail price of sugar about a cent a pound—or to an average of 10½ cents.

Brand Preferences

NEW YORK, Nov. 27.—A recent survey of the national candy and gum market revealed that while the American public is brand-conscious toward both commodities, it leans toward a higher "name" preference in the gum field. The survey, conducted by *The American Weekly*, revealed that 76.53 per cent of the buying public favors a certain brand of both types of confections.

Gum buyers were top brand followers, as was evidenced by the fact that 78.2 per cent of all adults indicated that they favored one particular product. Heading the gum list was Wrigley (49.3 per cent), with Beech-Nut second (26.4 per cent). Next came American Chicle, Clark and Fleers.

Candy bar field was led by preference for Mounds (7.9 per cent of total 78.1 per cent) with Milky Way and Mars next (5.9 and 4.7 per cent respectively). Other brands were Clark (3.9 per cent), Baby Ruth (2.7 per cent), Almond Joy (2.3 per cent) and Oh! Henry (2.2 per cent). Solid chocolate bars were led by Hershey, with second place taken by Nestle.

Sugar Stocks Up

WASHINGTON, Nov. 27.—Sugar stocks in the hands of retailers, wholesalers and industrial users increased slightly between July and September, Agriculture Department reported last week. The so-called "invisible" supplies of sugar stood at 213,746 tons July 1, rising to 247,697 tons by September 30.

Agriculture statistics disclosed that approximately one-third of all sugar consumption during that period was used by the bakeries, beverage manufacturers and other such industrial firms. Industrial users took 355,134 tons of the 826,779 tons delivered in the July-September period.

Tobacco \$\$ Slump

WASHINGTON, Nov. 27.—In a top earnings spot between 1935 and 1943 as compared with food companies, tobacco corporations have fallen behind during the last few years, according to a statistical study released this week by Agriculture Department.

Tobacco firms earned as high as 15.4 per cent of their total investment annually during 1935-'43, but dropped to 8.9 per cent in 1945. Recovering slightly to 9.9 per cent in 1946, tobacco companies were still showing the lowest earnings of any industry in the food-tobacco group. Baking firms, for example, earned profits amounting to 20 per cent of their investment in 1946. Last year, the tobacco group reported earnings of 10.3 per cent, still the lowest of eight selected industries.

Cocoa Imports Drop

WASHINGTON, Nov. 27.—Cocoa imports amounted to 428,153,000 pounds for the January-August period this year, the Commerce Department announced this week. This represented a decrease of 1 per cent over the same period in 1947. Prices paid for the cocoa advanced an average of 52 per cent from last year. Value of imports for the first eight months of the year amounted to \$147,344,000 as compared with \$97,209,000 for almost the exact same quantity for the 1947 period.

Sugar Distribution

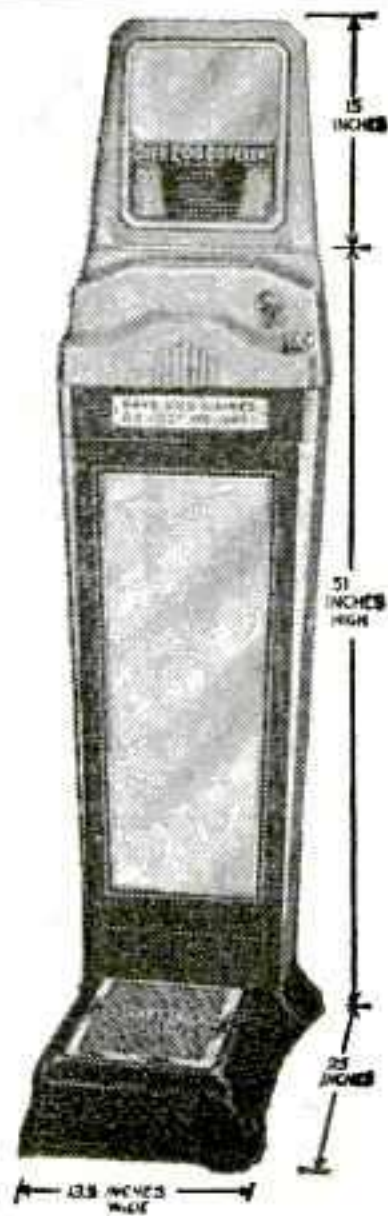
WASHINGTON, Nov. 27.—Sugar distribution for the week ended November 13 was 131,214 tons, the Agriculture Department has announced. For the corresponding 1947 week distribution was 159,150 tons. For September California and New York led all of the States in distribution, California with 1,483,157 tons and New York with 1,382,463 tons.

Gum Export Rises

WASHINGTON, Nov. 27.—Exports of chewing gum for the first eight months of the year showed an increase of 15 per cent over the same period last year, Commerce Department reported this week. Exports amounted to 7,177,000 pounds as compared with 6,267,000 pounds during January-August, 1947. Average export price was about 55 cents a pound, a 13 per cent decline from last year.

Record Peanut Milling

WASHINGTON, Nov. 27.—Peanut milling is running at record rates, according to the Agriculture Department. The 217,000,000 pounds milled in October was the highest figure ever reached for that month and (See Supplies in Brief on page 88)



\$25 BRINGS THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING
NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
without sign
Depth, 25 In. Sign, 15 In.
Net Weight 185 Lbs.
Shipping Weight . . 245 Lbs.

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

WELCOME!
We will not be at the NAMA Show. Come out and see us at the factory.

Invented and Made Only by

WATLING

Manufacturing Company

1650 W. Fulton St. Chicago 44, Ill.
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YOU'RE IN THE POPCORN BUSINESS

With only a small investment!

It is more profitable to operate dispensers without a coin chute. Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50 Each

F. O. B. Chicago

Manufactured by **ABC POPCORN CO., Inc.**

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The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes.

There's No Biz Like Music Biz

No Cause for Alarm, Report Juke Makers

See Leveling-Off Period

CHICAGO, Nov. 27.—With the big summer slump (over wartime grosses) behind them, and with increasing incomes beginning to even off at a pre-war level, veterans of the coin-operated phonograph business are more optimistic at this time than they have been during the entire year. Convinced that the business is basically sound, and that by using sound operating principles an operator can conduct a route at a profit, many manufacturers and their distributors are now looking forward to the coming year as a comeback period when the final levelling off will take place.

In the report issued several weeks ago by R. C. Roling, president of the Rudolph Wurlitzer Company (*The Billboard*, November 20), Roling stated that while the firm had noted a sharp decrease in its sales during the first six months of the current fiscal year, it was expected that the last half would show a profit. Roling further stated that prices of the Wurlitzer phonographs had been cut, and that the North Tonawanda, N. Y., factory, closed since spring as far as music machine production was concerned, would reopen shortly.

On the manufacturing level, there are further indications that the planners are looking forward to the new year with optimism. Seeburg will (See *There's No Biz on opp. page*)

New Mexico Music Operators Organize State-Wide Assn.

ALBUQUERQUE, N. M., Nov. 27.—Formation of the New Mexico Music Operators' Association (NMMOA), and the election of officers and a board of directors, were effected here at a two-day meeting which opened Monday (22). In attendance at a meeting as featured speaker, and to aid in the formation of the new group, was George A. Miller, president and business manager of the California Music Operators' Association, and president of the Music Operators' Association.

Jerry Greiner, Belen, was unanimously elected president of the new group by the 24 operators in attendance. W. L. Orr, Albuquerque, was elected vice-chairman, while George J. Kurth, temporary chairman of the opening session, was named secretary and business manager.

A 10-man board of directors was also named. It included Hugo Giome, Albuquerque; O. L. Anderson, Santa Fe; Ben Ginsberg, Roswell; Arthur Gilbert, Belen; Alfred D. Harper, Deming; Gabe Baca, Grants; Olin Spruiell, Carlsbad; Bob Harwood, Lordsburg; Dick Richards, Alamogordo, and Joe A. Martinez, Espanola.

Miller Speaks

Miller, who appeared on the rostrum early Monday morning, delivered a one and one-half hour talk, in which he pointed out the need for music operators' associations over the entire nation, and outlined the many advantages and benefits that could be attained thru clean, legitimate organization. He explained the importance of keeping the automatic phonograph industry separate and apart from all other coin-operated

equipment.

Miller concluded his address by presenting to the new association a plaque dedicated to the automatic music industry and which assured the operators of New Mexico of continued support and co-operation from the music operators in California.

Following Miller's address, Clem Stetson, a director of the CMOA, and one of the major music operators in California, spoke. He pointed out the advantages of the association, and the good will that could be derived from such organization and co-operation between manufacturers, distributors, jobbers and operators. Stetson presented the New Mexico association with a gold horseshoe, emblematic of success, and good will in its new undertaking.

Membership

With approximately 35 music operators covering the State, the NMMOA has already signed up 24 as members, and expects to have the other 11 in the fold within the next 60 days. In addition to the officers and directors, the following have already signed as members: Vincent Reil, Southwest Music Company, Carrizozo; Joe Reinhardt, Reinhardt Music Company, Ruidoso; Slim Stinnett, Stinnett Music Company; L. W. Gentry, Gentry Music Company, Carlsbad; Matt Gastparich, Gallup Novelty Company, Gallup; Leo Prestell, Prestell Amusement Company; Jack Himmelfarb, United Amusement Company, and Tartaglia Brothers, all of Albuquerque; J. M. Pratt, Rio Grande Music Company, and Bill Rucker, Dixie Music Company, Las Cruces.

IAMOA Ops OK By-Laws; To Join CMI

Open Membership Drive

DES MOINES, Ia., Nov. 27.—A large turnout of Iowa operators attended a special meeting of the Iowa Automatic Music Operators' Association (IAMOA) held at Hotel Savery in Des Moines November 21. A directors meeting was held on the previous day to prepare a final draft of by-laws and constitution.

The newly formed organization adopted the by-laws and constitution as presented by President Leo Miller, of Cedar Rapids.

The association voted to hold an open house for members and Iowa operators at the Hotel Fort Des Moines December 19. The affair is expected to attract a larger number of operators, and a suite of rooms at the hotel has been reserved for the occasion.

The association also voted to join the Coin Machine Institute (CMI) and will submit its formal application shortly. It is planned to have a suite of rooms at the Hotel Sherman during the coin machine convention in Chicago, and all Iowa operators are invited to use these headquarters.

Committee Members

Harold Birney, of Sioux City, was named as co-chairman of the membership committee. The by-laws committee was composed of Dave Johnson, of Sioux City; George Alberts and Leo Miller, of Cedar Rapids, and Vern Howard and Joe Epstein, of Des Moines.

New members that have joined the organization include Charles Guiloume, of Sioux City; Don's Amusement Service, of Sioux City; Tri-States Distributing Company, of Sioux City, and R. K. Conyers, of Mapleton.

A letter was read at the meeting from George Miller, national chairman of the Music Operators of America, complimenting the Iowa operators on their efforts to form the Iowa association.

Under the by-laws adopted, the Iowa association will hold its annual convention the second week in December each year, but due to the fact that the organization was only recently set up, the first annual meeting will be held in 1949.

Progress Reported

Officers of the association reported considerable progress in setting up the association and will step up their membership drive so as to contact every operator in the State. Nearly one-half of the Iowa operators belong to the organization at present.

Iowa operators interested in joining the IAMOA or obtaining information on the organization should contact Harold Birney, 513 Jackson Street, Sioux City, Ia., or any of the officers.

some success in backing the proposed 7½-cent coin, which many operators feel would be a boon to the coin machine industry in permitting a small rise in the basic price without the inherent dangers in a shift from the nickel to the dime as the predominating coin in the industry. A bill authorizing minting of a 7½-cent coin was introduced in both houses of Congress last session but languished in the respective banking and currency committees.

IOWA CM BIZ LOOKING UP

Pinball, Juke Box Income at Pre-War Level

Costs Still Increase

(Continued from page 81)

blamed rising costs for hurting business in general. Hall is secretary of the IAMOA.

Conditions Improving

Joe Epstein and Vern Howard, Des Moines operators, said business conditions in Des Moines were stable and were showing signs of picking up. Pinball business in Des Moines has returned to normal after a series of sessions with the city safety commissioner, M. J. Bennett, who is also a radio station disk jockey. Bennett, after being temporarily out of office, is back again and conditions are once again normal.

Efforts to adopt a city ordinance to license juke boxes and pinball machines by the Des Moines salons failed this summer after it was discovered the State laws do not permit this. However, some cities do license the machines.

CMOA Expands to National Basis; Will Rep All Operators

(Continued from page 80)

will be a non-profit organization, representing operators of every type of coin-operated equipment. CMOA is to function for the operator's benefit and welfare and is to represent him actively before federal, State and local legislative bodies.

In representing operators in congressional matters, CMOA will register with both the House and Senate in accordance with federal regulations.

Expansion Phase

CMOA, De La Viez stated, starts its expansion phase with a nucleus of \$6,000 in the treasury. At the recent meeting, it was voted to reduce membership dues from the present \$25 to \$1 annually to insure the broadest possible membership. The present membership in CMOA is about 1,100, according to De La Viez, with the potential between 5,000 and 10,000.

The announced CMOA expansion is expected to bring Washington into its greatest prominence as far as the coin machine industry is concerned. On the national level, CMOA is prepared to battle any attempt to pass legislation similar to that contained in last session's Scott Bill, which

would have ended the juke box exemption under the copyright act. CMOA is also expected to launch a campaign for a reduction in the federal tax on coin machines, which now is \$10 a year for amusement devices and \$100 for gaming machines.

In the absence of any organized drive for a reduction in this tax, Congress has been ignoring the levy in considering what excise levies could be cut without impairing the national economy. Actually, the average \$1,600,000 collected monthly from this source is extremely small in comparison with other excise taxes and in comparison with the expense entailed in collecting it.

Congressional Ideas

From time to time, congressional committees have recommended that this tax be abolished by the government and left strictly to the States as a tax source. Such a move probably would bring a rise in State coin machine taxes but would still be likely to result in rates lower than under the present system of State and local levies piled on top of the federal tax. However, again there has been no concentrated pressure on Congress to drop the coin tax.

If so inclined, CMOA might have

Houston Ops See Solotone-Aireon Tele-Phono Sets

HOUSTON, Nov. 27.—Two music machine distributors here held showings of new television (coin-operated) units recently. First display was held November 17-19 at the Williams Novelty Company showrooms, where the Solotone Music System, with television, was demonstrated. Marked by heavy attendance from the industry, firm reported the showing also drew interest and co-operation from local business firms outside the coin machine field.

The second showing, opening Thanksgiving Day and running thru this evening, was held at the Standard Music Distributors headquarters, where the new Aireon combination was displayed for the first time in this area. Bill Roberts, regional sales manager for the manufacturer, was on hand for the showing, coming from previous demonstrations held in Dallas and New Orleans.

CPMA Selects 2 Hit Tunes for Dec. Promotion

CLEVELAND, Nov. 27.—The Cleveland Phonograph Merchants' Association (CPMA) has selected as its December Hit Tune of the Month *Red Wine, Red Lips*, it was reported this week by Jack Cohen, president, and Sanford Levine, chairman of the Hit Tune promotion committee of the association. At the same time it was decided that *Can't Sleep*, a new tune by Lorry Raine as recorded on the Coast Record label, would be promoted as a Hit Tune Extra.

Both songs will be placed in the 3,000 music machines in the greater Cleveland area, and special title strips will be used.

REA Opening Areas for Ops

WASHINGTON, Nov. 27.—Another 20,000 farms and rural establishments in 20 States have been assured electricity by loans granted in the past month by Rural Electrification Administration (REA), thereby opening numerous new locations for operators. REA loans made during the 30-day period amounted to approximately \$35,000,000 and provided for some 3,000 miles of power lines.

With electricity becoming available to some 200 rural businesses for the first time, an opportunity is offered coin operators for the placing of electrically operated equipment, including music machines.

Solotone Announces Wall Box Accessory

NEW YORK, Nov. 27.—A tray, to be distributed as an accessory to Solotone Corporation wall boxes, will be made available to operators soon, it was announced here this week by H. F. (Denny) Dennison, vice-president.

Designed to hold salt and pepper shakers, sugar bowls and napkins, as well as the wall box, the tray will tend to stimulate play on location, said Dennison, "by directing attention to the wall box each time a customer reaches for these necessities." As an added convenience for locations it will make it easier for operators to sell quality stops, he added. Space on the tray is provided for inserting menus.

Seeburg Reps Set Showings Will Exhibit New Juke Box In 55 Cities

There's No Biz Like Music Biz; No Cause for Alarm

(Continued from opposite page) shortly unveil its new juke box, details of which are still closely guarded and will remain so until distributors have had their look-see early in December. Wurlitzer is also said to be working on a new machine, but probably will not make any further announcements on this score until early next year. Rock-Ola has indicated it will not bring out a new unit for 1949, but will continue to promote its Magic-Glo. The Packard picture is not too clear, but the firm is working on a new item (not a music machine) at this time.

In the lower-priced field, Filben continues to manufacture its units, the Mirrocle music machine and the Maestro (latter now lists at \$645). Aireon is now in the midst of a big push on its Coronet (listing at \$545) as well as introduction of its combination television-juke box set. This firm is now in reorganization, and is definitely to be considered a factor in the future of the industry.

Haddock Speaks

One of the major manufacturers of juke boxes today, John W. Haddock, president of AMI, had the following to report on the future of the industry:

"I would like to state my views on the outlook of the phonograph (coin-operated) industry. Unfortunately, there is some talk in certain quarters that coin machine industry in general, and the phonograph industry in particular, is in a state of collapse.

"Personally, I see nothing wrong with the outlook for coin machines in general, and I am even more convinced that the coin-operated phonograph business is a sound and profitable one for operator, distributor and manufacturer.

"I have very definite reasons for taking such a stand. First of all, there is nothing wrong with our own business as a manufacturer of coin-operated phonographs. Our own volume of business has been very satisfactory thru the summer and fall months.

"Right at this moment, our volume is somewhat lower than in previous months, but anyone in the coin machine business knows that there is an annual moderate fall-off of business prior to Christmas. We anticipated such a fall-off in business, and it is no worse than what we expected.

"I think another clear indication of the state of the phonograph business is the experience of the various banks and finance companies which are handling operators' installment paper on our phonographs. These financial organizations are all very pleased with the performance of AMI paper and it is paying out in a very satisfactory manner.

"All AMI equipment has been sold on sensible terms with an adequate down payment and a reasonable number of months in which to pay the balance. This policy of sensible financing has limited our sales to those operators who were in a position to meet such terms. As a result, there are no distressed AMI phonographs on the market, and the resale value has been maintained at a high level.

"From the operator's standpoint, we can see no particular reason for alarm and every reason for optimism. It is true that equipment costs more than pre-war. It is true that operating costs have increased substantially. It is also true that the operator still sells his merchandise—that is

music—at the same nickel price as before the war.

"All of this means that there is a smaller margin of operating profit than there was during or before World War II. But a close check of successful operators, both large and small, shows that there is still a very satisfactory operating margin in well-managed routes.

"This is not an attempt on my part to advise an operator on how to run his business. Not having operated any equipment personally, I am certainly not an authority on how to do it.

Profit Margin

"But I do know that good operators, large and small, in almost every section of the country can demonstrate that there is a satisfactory margin of profit in phonograph operating. In interviewing operators in my travels thruout the country, I usually manage to ask this question: 'Do you know of any business where you could invest the same amount of money and put into your phonographs that would return as much profit?' Invariably, the answer has been 'no.'

"There have been, of course, instances of unsuccessful operations. No one would be foolish enough to state that all operators have been uniformly successful in this business. That is true, in the garage business, the grocery business or any other business. But on the whole, I do not know of a single instance where a phonograph operator who entered this business with a determination to make a go of it, and managed his business on a sound and sensible basis (the same as all other businesses must be operated), who has failed to earn a very satisfactory living from its operation.

"If you doubt this statement, look around you in any locality and find, if you can, an operator who failed in the coin phonograph business after giving that business the same good judgment and careful management that is demanded in other businesses.

"Phonograph income is reported to me as being up somewhat during the fall months. The increase, as it is reported to me, is somewhat better than what would normally be expected. That, of course, is very encouraging.

"Finally, I would like to venture an opinion as to the future. No one can speak with certainty about what lies around the corner and certainly the failure of the recent presidential polls tends to discredit those who make predictions.

"I do believe, however, that there is no doubt about a considerable increase in the governmental spending in the near future, and I believe that it is almost inevitable that there will be a general speed-up in the flow of money. Almost certainly, there will be another round of wage increases. The result of all this should be more nickels in the pocket of John Q. Public. And some of these extra nickels will find their way into automatic phonographs."

Conclusion

With optimism the keynote at the manufacturing level of the industry, indications are that this same feeling is seeping into the other divisions of the industry. Next week *The Billboard* will present a spot check of distributors and the conditions they are anticipating as well as their beliefs concerning the future of the phonograph business.

To Start in Mid-December

CHICAGO, Nov. 27.—Showing dates for the new automatic phonograph to be introduced next month by the J. P. Seeburg Corporation here were announced this week as the manufacturer prepared to receive distributors' servicemen at a special session (starting December 1) of the continuous service school Seeburg sponsors.

Most of the distributors have arranged their showing dates, C. T. McKelvey, vice-president and director of sales, said this week, altho a few companies are still awaiting confirmation. Distributors will have their own preview of the Seeburg model in Chicago December 10 when they gather for their annual meeting.

Mechanical details of the phonograph will not be released until after the distributors hold their meeting, McKelvey told *The Billboard*. Rumor in the industry persists that Seeburg will use an adaptation of its Select-o-Matic library—which plays both sides of a record. That mechanism was introduced last spring in the firm's industrial-commercial music system, offering a selection of 200 tunes on 100 records.

Distributor showings scheduled include:

Atlantic New York Corp., New York—December 15, 16, 17; Hartford, Conn., December 19.

Atlantic Pennsylvania Corp., Philadelphia—December 19.

Atlas Music Co., Chicago—December 14, 15, 16; Peoria, Ill.—December 12, 13; Des Moines—December 19; Omaha—December 18; Detroit—December 18, 19; Pittsburgh—December 15, 16.

Davis Distributing Corp., Syracuse—December 18, 19; Buffalo—December 18, 19; Albany, N. Y.—December 17, 18, 19; Rochester, N. Y.—December 19.

T. B. Holliday Co., Charlotte, N. C.—December 14, 15; Jacksonville, Fla.—December 18, 19; Birmingham—December 16, 17.

Hy-G Music Co., Minneapolis—December 15, 16.

R. F. Jones Co., Salt Lake City—December 12; San Francisco—December 19.

S. L. London Music Co., Inc., Milwaukee—December 12, 13.

S. H. Lynch & Co., Dallas—December 15, 16, 17, 18; San Antonio—December 15, 16, 17, 18; Houston—December 15, 16, 17, 18; New Orleans—December 15, 16, 17, 18; Memphis—December 15, 16, 17, 18; Oklahoma City—December 15, 16, 17, 18.

Minthorne Music Co., Los Angeles—December 20; Phoenix—January 9, 1949.

Music Systems, Inc., Cleveland—December 14, 15; Toledo—December 18, 19.

The Musical Sales Co., Baltimore—December 18, 19.

The Musical Sales Corp., of Virginia, Richmond—December 18, 19; Norfolk—December 15.

Shaffer Music Co., Columbus, O.—December 19, 20, 21, 22, 23, 24; Charleston, W. Va.—December 20, 21, 22, 23, 24; Wheeling, W. Va.—December 20, 21, 22, 23, 24; Seattle—December 19; Portland, Ore.—December 18; Spokane—January 9, 1949.

Southern Automatic Music Co. (See Seeburg Reps on page 90)

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

LOW-PRICED "DOULBE-HIT" LABEL BOWS. Tops Records market first issues of inexpensive pop platters.

JUSTICE DEPT. STAYS AFM-WAX OPINION. Attorney Gen-Clark undecided on taking under advisement a request for an opinion.

MERCURY JUMPS GUN ON "BEST YRS." RELEASE. Record companies jump the gun on releasing new disks before January.

VICTOR'S LATINOS NOW ON OWN. Diskery separates Latin tunes from international division to give special strong promotion.

SIGNATURE-MAPLE LEAF SWING DEAL. Maple Leaf to distrib Signature wax in Canada.

And other informative news stories as well as the *Honor Roll of Hits* and pop charts.

MOA January Meet To Stress Ways of Improving Music Field

CHICAGO, Nov. 27. — Ways and means of improving the automatic phonograph business will be stressed during the second annual meeting of the Music Operators of America (MOA) during the 1949 Coin Machine Institute (CMI) show at the Hotel Sherman here January 17-19, George A. Miller, MOA national chairman and treasurer, announced this week. Miller, of Oakland, Calif., also disclosed that a number of speakers will describe actual methods of increasing profits and meeting the various types of competition currently facing music operators. Another important consideration on the MOA agenda will concern effective means of coping with legislation detrimental to the music field.

MOA will meet twice during the conclave, January 18 at 10:30 p.m., and January 20 at 11 a.m., the day after the CMI show closes.

Organized during the 1948 CMI show by 68 representatives of State and local music associations, MOA membership is limited to coin-phono operators only. Its officers and members of the executive committee, in

addition to Miller, are Al Denver, New York, national vice-chairman; Sidney H. Levine, New York, national counselor; C. L. Bever, Salt Lake City; Jack Cohn, Cleveland; Tom Crosby; St. Paul; Ray Cunliffe, Chicago; Morris G. Goldman, Detroit; Sol Hoffman, Harrisburg, Pa.; Tom Kady, Grand Forks, N. D.; Sol Kesselman, Newark, N. J.; Hirsch De La Vez, Washington; Sam Orenstein, Providence; S. C. Pierce, Brodhead, Wis., and Jack Sheppard, Philadelphia.

SEEBURG REPS

(Continued from page 89)

Cincinnati, December 15, 16, 17, 18, 19, 20, 21; Indianapolis—December 15, 16, 17, 18, 19, 20, 21; Lexington, Ky.—December 15, 16, 17, 18, 19, 20, 21; Dayton, O.—December 15, 16, 17, 18, 19, 20, 21; Fort Wayne, Ind.—December 15, 16, 17, 18, 19, 20, 21.

Sparks Specialty Co., Soperton, Ga.—December 14, 15; Atlanta—December 15, 16, 17, 18, 19, Columbia, S. C.—December 15, 16, 17, 18, 19.

S. L. Stibel Co., Louisville, December 15, 16, 17, 18, 19, 20, 21; Nashville—December 15, 16, 17, 18, 19, 20, 21; Evansville, Ind.—December 15, 16, 17, 18, 19, 20, 21.

Trimount Automatic Sales Corp., Boston—December 15.

W. B. Distributors, Inc., St. Louis, December 19, 20; Kansas City, Mo.—December 18, 19; Wichita, Kan.—December 22.

AMI Appoints Distrib in Mo., Kan. Territory

CHICAGO, Nov. 27. — Western Specialty Company, Kansas City, Mo., has been appointed distributor of AMI products in Kansas and the Western half of Missouri, Lyndon C. Force, the manufacturing firm's sales manager, announced this week.

Wolf C. Rimann, head of Western Specialty and a veteran of the coin music field, stated that he plans to set up a separate firm to handle AMI distribution, which may also entail changing the firm trade name at a later date. In addition to his interest in Western Specialty, he has holdings in other distributor firms not related to the coin machine field and is a professional golfer and manager of the Hillcrest Country Club, Kansas City.

APOA Starts New Radio Series To Plug Music Play

CINCINNATI, Nov. 27.—Location owners who have music equipment operated by members of the Automatic Phonograph Owners' Association (APOA) here, received special letters this week calling their attention to the new radio show the association is sponsoring (*The Billboard* November 20).

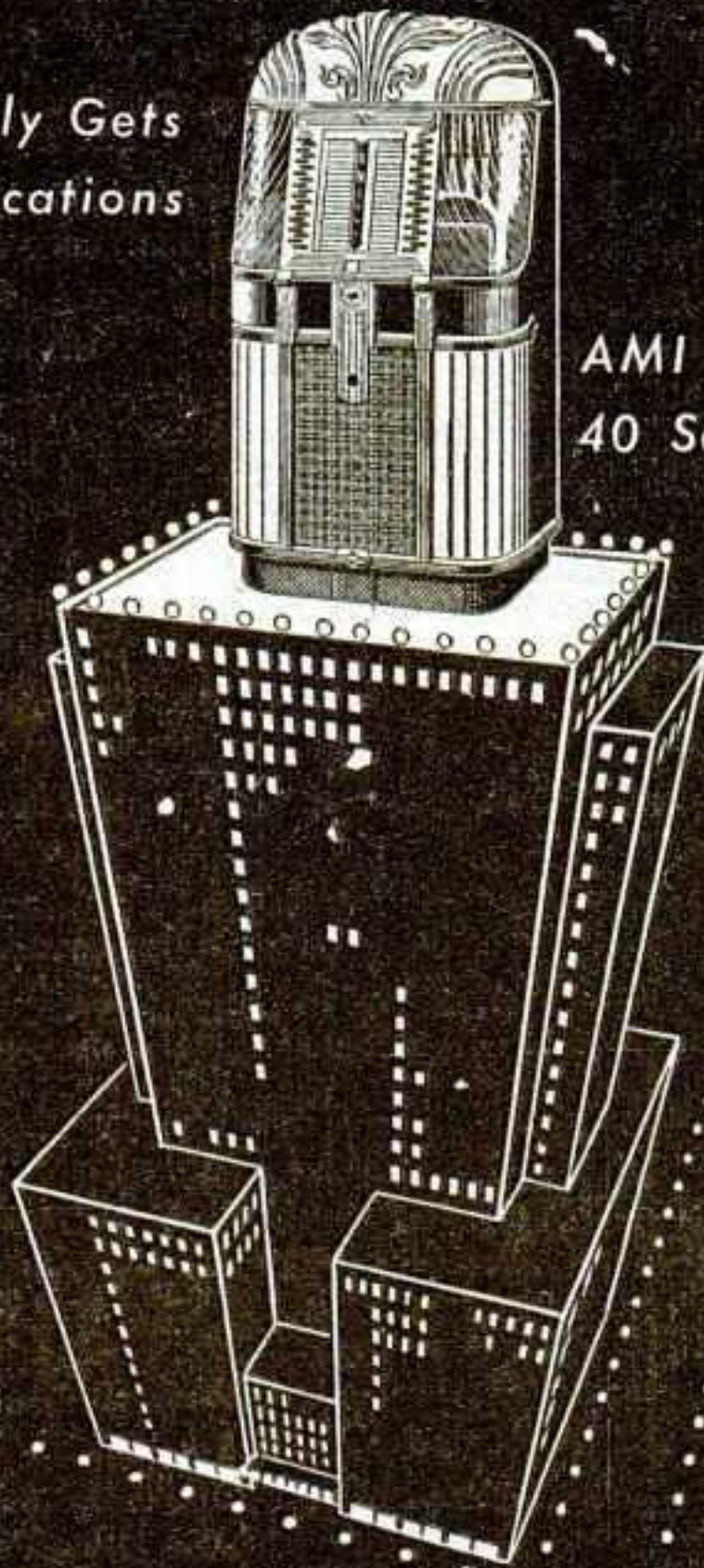
Show, to be aired over WCPO, will be known as the Juke Box Serenade. First broadcast is scheduled for tomorrow (28) from 2:30 to 3 p.m. with Paul Dixon, WCPO disk jockey, playing a recorded program of hit tunes available on the city's juke boxes.

APOA in its letter to locations pointed out that the location's "cooperation in promoting the program in every way possible will result in mutual benefit. . . . You will have a new man working for you in the person of Paul Dixon who will be on the air every week to help you get more nickels in your machines."

The letter concluded with a request for any ideas, comments or suggestions which the locations feel would make the program effective.

Decision to sponsor the radio show was made following the appointment of a special committee to investigate methods of promotion.

Invariably Gets Top Locations



AMI Model "B" 40 Selections

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

She writes 'em She sings 'em

NITA MITCHELL . . . The Nation's Newest Writing Discovery

Sings . . . "AND SO IT GOES" "DRIFTWOOD"

CHUCK MILLER Sings . . . "THAT GAL FROM PAREE" "THERE GOES MY LOVE"

FOUR GREAT TUNES, now available on "MEADOWLARK" records. Order direct. Attention, Juke Box Operators—25 or more records only 39 cents each delivered. These were recorded before the ban—B.M.I.

MEADOWLARK RECORD COMPANY
4069 SAN PABLO AVE. OAKLAND 8, CALIFORNIA

10,000 Brand New Phonograph Records

Popular, Race and Hillbilly at 15¢ each. Minimum order, 1,000 assorted. One-half certified deposit.

STERLING NOVELTY CO.
689 South Broadway Lexington, Ky.

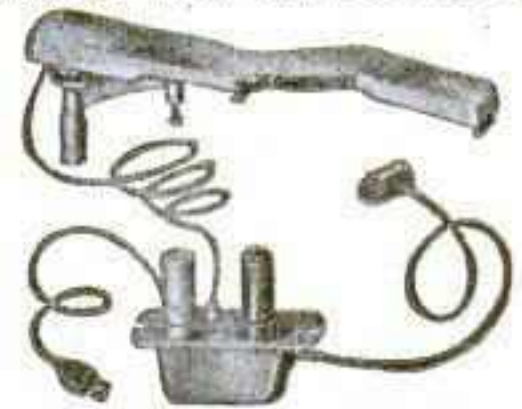
WANTED

R. C. A. Coin-Operated Radios

24 hr. play. State price and quantity.
BOX 227, c/o The Billboard
155 N. Clark Chicago 1, Ill.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.

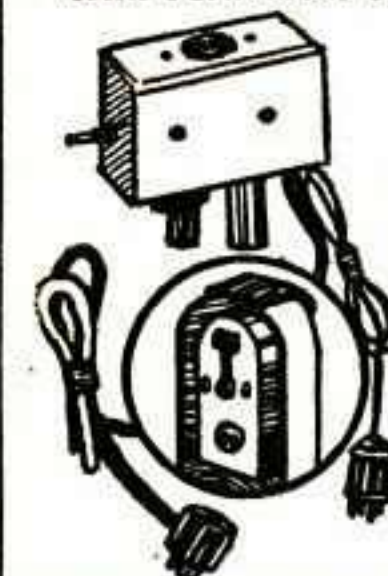
Stevens Point, Wisconsin
Sole Canadian Distributor
BY THOMAS GOIN SALES, LTD.
St. Thomas, Ontario, Canada

For the Finest in Record Reproduction Use

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Permanent Sapphire Stylus

- ★ No Needle Scratch
 - ★ Seeburg — Light tone arm elec. cancel . . \$19.95
 - ★ Wurlitzer Kit \$14.95 Elec. cancel \$4.00 extra.
- Other makes on request
1/3 Deposit, Bal. C.O.D.



ADVANCE MUSIC CO.
1808 Grand Kansas City, Mo.

Another Aireon First!

Coronet

with

TELEVISION

COINMEN YOU KNOW

Chicago:

Irv Webb, Webb Distributing Company, received the first of the new 1949 Rock-Ola Lo-Boy sales this week for display. The new mirror top drew favorable comments from operators, as did the number of mechanical improvements built in the unit, Webb says. Among callers during the past week were L. A. Laudon, Laudon Novelty Company, Galesburg, Ill., and G. Bishop, Bishop Service, Streator, Ill., whose firm offers a repair service for jukeboxes in that area.

J. H. Keeney & Company reports a continued high level of orders for the Deluxe cigarette vender. President W. J. Ryan and cigarette division head John Conroe are pleased at the order returns, as sales usually dip about this time of the year. A 40-machine shipment to Los Angeles this week, Conroe says, only serves to emphasize the countrywide placement of the firm's cig units. The Keeney plant reopened Friday (25) to wind up the week's production after Thanksgiving.

John Frantz, head of the J. F. Frantz Manufacturing Company, reported last week that his coin-operated ice pick machine has been accumulating orders from various ice firms about the country. Over 50 venders are on order now, he says. In addition to the two Frantz scale models which will be shown at the CMI show in January, John will have a new type of counter game ready for unveiling. It will be totally different from usual counter units and will provide high single and competitive player appeal, he promises. He also expects to have something new in scale operating ideas prepared for presentation at the convention.

Tom King and Paul A. Crisman, genial partners heading Kink & Company, have a detailed daily check chart worked out for the driver-routeman so that he can keep his truck in top condition. Preventive maintenance pays off in drastically reduced upkeep and repair costs on the truck fleet, they find. King and Crisman maintain that the penny stick gum venders will out-sell the nickel package type, and point to their locations, transient and industrial, to bear them out.

Robot Sales chief, Perry Rose, is (See CHICAGO on page 92)

Washington:

Coinmen working on the emergency fund drive for Boys' Clubs in neighboring Prince Georges County, Maryland, report a favorable response from the public. Area Chairman Arthur J. Andrews, who is with Silent Sales System of Maryland in Colmar Manor, said that the coin operators were 100 per cent behind the drive. Present expectations are that the campaign will go over the top of its \$20,000 goal. Ira T. Byram, O. O. Conrad, Walter B. Frix, Cletus J. Lorch, Guy V. Lumm, J. F. Marsden, Claude Overall, John Stippick and Roy I. Williams are among the ops on the committee.

Marvin E. Maddox and his bride, the former Mrs. Gladys B. Edwards, of (See WASHINGTON on page 92)

Detroit:

Rudy Schroeder, former manager of the Palmer Park Theater, is establishing the Aristocrat Popcorn Company on Hamilton Avenue in the North End suburb of Highland Park to distribute supplies and vending machines. . . . Jacob and Adolph Kremiski, of Flint, and Earl W. Feddick, of Bay City, are incorporating the firm of Valley Shuffleboard, Inc., with headquarters to be located on Morton Street, in Bay City. New company, formed as a manufacturing organization, is capitalized at \$10,000.

Twin Cities:

There will be many a disappointed coinman if the CMI show in January doesn't turn up a host of new ideas in equipment. Distributors report that operators are holding back, wanting to buy new machines but deciding to wait for the show "because they're promising something big." The distributors feel the manufacturers will have to come thru with equipment this next show to satisfy needs and hopes of operators. Meanwhile business for the distributors has slumped.

Mrs. Paul Hayes, Rochester, Minn., whose husband was killed 10 days ago in an automobile accident, plans (See TWIN CITIES on page 94)

Los Angeles:

Phil Robinson has his new Chicago Coin headquarters open for business. In the meantime, until the painters finished the place, he had been working out of his hat. He reports the company's shuffleboards and automatic scorers are moving well. One reason for the new office was to make way for the firm's Temptations, a five-ball game.

H. G. Sherry, of IBEW 1052, is back after a week's rest at Murrieta Hot Springs. . . . Mary Solle, the busiest record salesgirl on Pico Street, says that Ken Griffin's The Prune Song, backed by Glow Worm, is going well (See LOS ANGELES on page 93)

New York:

Bob Rodner, of United Automatic Vending and active in affairs of the Automatic Cup Dispensers' Association (ACDA), says the group soon will resume its monthly meetings now that the summer is over and cup machine ops can take a little time off from busy routes. ACDA confabs last year were well attended by ops, who found them a good opportunity to exchange views on maintenance, service and ingredient supply problems.

Sal Trelia, secretary of Automatic Music Operators' Association (AMOA) and top exec of Elkay Music Company, is vacationing at his home in Sarasota, Fla. He will be gone for several weeks. . . . Ruth Nussbaum and Dorothy Wolk, of the AMOA office staff, are ironing out details of the association's next general membership meeting, skedded for the Park Central Hotel Tuesday (30). Election of a full slate of officers for the coming year will be the major bit of biz at the dinner-confab.

A feature story on venders in a recent Sunday Mirror magazine had as its main illustration a drawing of Lehigh Foundries' nylon vender. Julius Levy, of Miracle Automatic Sales, operates the machines in this area. . . . Harry Rosen, of Atlantic and Seaboard New York corporations, is taking it easy in Florida but is expected back soon after the distributors return to their old headquarters on coin row.

Charles Lipton, of National Rejectors Service Company of New York, completed the move to his new offices at 446 West 50th Street Monday (22). His present location was formerly occupied by Harry Kunstler, of Kay Distributing, who recently moved the television servicing biz to a building on the lower East Side. (See NEW YORK on page 93)

Indianapolis:

The music merchants of Indiana sponsored a meeting in the Indianapolis Athletic Club Monday night to discuss television and its possibilities of affecting the coin-operated phonographs. About 50 operators from Indianapolis and over the State were present. Floyd Meeker, of the Meeker Music Company, acted as chairman of the meeting. There was a lot of interesting information brought to light and operators exchanged their views. December 7 there will be another gathering and all operators in Indianapolis and thruout the State are urged to attend, whether members of the association or not.

C. L. Medsker, operator at Muncie, Ind., was a visitor at the Indiana (See INDIANAPOLIS on page 94)

Hartford:

Ralph Colucci, owner of the State Music Distributing Company, Hartford area coin machine distributor and also owner of the Record Shops, downtown retail record stores, got hold of one record, Texas Tornado, recorded by Jimmy Wakeley, and had the tune plugged by Joe Girand, conductor of a special window radio show which is broadcast from one of the record shops. The program is called Girand's Grandstand. Between Colucci's and Girand's plugging, plenty of record customers came thru the stores looking for the tune.

Over at the State capitol in Hartford, a certificate of incorporation has been filed for Bertha Miller Candies, Inc., Greenwich, listing amount paid in cash, \$1,050; amount paid in property, \$1,000; president-treasurer, Lynette Johnen; secretary, Bessie C. Kiyak, both of New York; and vice-president, Bertha Miller, Ridgefield, Conn.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Nov. 25, 1933.—Bally Manufacturing Company was getting set to move into its new three-story, 50,000 square foot factory at 4619 Ravenswood Avenue, Chicago. Bally officialdom, Ray Maloney, president; Jim Buckley, sales manager; Herb Jones, advertising manager, and Al Gates, production manager, stated that the move would be completed by December 1. Meantime, the Erie Street plant continued to function, turning out the firm's Airway, Crusader and other games. The new plant was to concentrate on the Rocket, Blue Ribbon and the Cub.

Hearings on the coin machine manufacturers' code continued. The piracy clause was the nub of considerable discussion, but it appeared that it would remain in the code. A suggested amendment was made—that the copying of designs within one year be prohibited. . . . Thirty-one Genco, Inc., distributors banded together to present a four-page advertisement in *The Billboard* to promote the new pin game, 42d Street. Genco's counter game, The Ritz, was also plugged.

Coin Machine Manufacturers' Association (CMMA) promised early information on the 1934 show at the Hotel Sherman, Chicago, to be held February 19-22. Association officials stated that one exhibitor had already contracted for a five-booth space, repeating its 1933 display. . . . A.B.T. Manufacturing Company advertised its new "chisel-proof game," Autocount. Selling for \$75, it was a tilt-proof pin game with automatic totalizer and player award checker.

Barney B. Rochestie, Royal Scale Company, Topton, Pa., reported that his firm, recently reorganized, would shortly bring out two new models stressing "modernism". . . . Chicago Coin Machine Company introduced its double horseshoe spin game, Leland, in standard size. Ball was looped twice thru two horseshoes before entering the play field. . . . Claude R. Kirk, Exhibit Supply Company, declared that the practice of "rushing machines to market before they were fully tested and perfected" was harming the industry.

Watling Manufacturing Company announced the 1934 model of its Gold Award twin jackpot bell. Selling for \$75, it was stated to be the "smallest Gold Award built"; coin box would hold \$125 in nickels. It was also available with front ball gum vender for penny play. . . . Great States Manufacturing Company, Kansas City, Mo., was offering purchasers of its new Penny Beer machines (shaped in the form of a beer stein and offering winners one nickel, one dime, or more beer) a two-week return privilege. Machine sold for \$14. "If it doesn't pay for itself in that time, keep earnings and send it back," the company advertised.

10 Years Ago This Week

CHICAGO, Nov. 27, 1938.—The Coin Machine Manufacturers' Association (CMMA) and the National Association of Coin-Operated Machine Manufacturers (NACOMM) were waging a stretch drive to win operator favor for their conventions. CMMA thru Jim Gilmore, secretary-manager, disclosed that more than 90 exhibitors have already signed up for booth space while NACOMM's show manager, A. B. Coffman, countered with the fact that about 5,000 visitors were expected to make the rounds at the Stevens convention floor for their conclave. . . . Bureau of the Census reported from Washington that the U. S. population was 130,215,000 up .7 per cent over 1937. . . . Britisher Alf Cohen, Coin Amusement Machine Supply Company, Ltd., was in Chicago for the two coin conventions, and stated that growth of coin machines in London had greatly increased over the past few years.

Gerber & Glass, Chicago distributors, sent its office staff off to Honolulu for brief winter vacations hoping they would be well rested for the show tasks. . . . Chicago Coin's Sam Gensburg announced first deliveries on Alps, the free play version of its St. Moritz. Games listed at \$89.50 and \$79.50, respectively. Other new products hitting the market were O. D. Jennings' five-ball novelty, Pedal Pushers (\$79.50); Indian Dice, a counter game at \$17.50; Western Products' 1939 Baseball; Evans' 1939 Bang Tails, and Watling's Diamond Bell.

John A. Fitzgibbons reported that altho the year was not over yet 1938 was already the biggest trade year his firm ever had. . . . Mills Novelty announced that its NACOMM exhibit would consist of 18 new machines, including a coin-operated movie that handled short subjects. . . . Al Douglas, president of Daval Manufacturing, was honored by Newark, N. J., distributors at a dinner party. Among those present were the George Ponsers, Mr. and Mrs. Irving Morris, and Mr. and Mrs. Irving Kay. . . . Joe Calcutt, Fayetteville, N. C., stated that his Vending Machine Company had increased its registered customer list.

Daval Manufacturing Company, Chicago, urged operators to investigate its new 1939 U-Pop-It automatic corn popper and vender. Machine vended a bag of corn, popped upon insertion of a nickel, and featured "electrotherm" heat control. . . . H. F. Burt, Automat Games Company, wrote a series of articles on how to increase profits from bulk venders, discussing such topics as how to choose merchandise and types of machine for various locations. Paint up and polish up action would remove necessity for many new machine purchases, he wrote.

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226 East Elm Street
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COINMEN YOU KNOW

Chicago:

(Continued from page 91)
winding up the quarter conversions on his cigarette venders. Operating in the suburban areas, Perry concentrates his stops in factories and, for the cig units, plant and tavern locations. He intends manufacturing his specially designed small-size truck cooling unit for candy operators next spring. For that between-stockroom-and-location trip, Perry says the unit, utilizing dry ice and a small fractional horsepower electric motor run off the truck's ignition system, saves chocolate-coated bars from the heat. Makes such candy almost year-round vending items, he reports, after using these cooler units in his trucks all last summer. He intends having a manufacturer turn out the cooling units for him so that he may offer them to the trade.

Francis Harper, operation manager of Automatic Dispensing, Inc., Cicero, is knee-deep in work these days as firm's ice cream and cup drink venders keep roulemen hustling on refills and maintenance chores. The newly created Harlin Industries branch of the firm, devoted solely to repair work for other operators' equipment, is gaining ground both in amount of work ordered and widespread operator approval. When new, larger quarters are equipped soon, Francis promises an even quicker job and greater volume potential so that more firms can be accommodated.

H. F. Burt, Silver-King Corporation, believes that the hot nut, nickel-pegged vender is due for even broader application in the vending field. Such units make it possible for an operator to acquire many types of locations not possible with straight penny bulk machines. Burt places de luxe cocktail lounges and theaters among such spots. . . . Pop 'n' Hot popcorn vender, made by Hume,

Hagenson Manufacturing Corporation, and nationally distributed by Jack Nelson Company, is continuing its upward climb on the production and sales front, both firms report. The 1949 model, which is a carry-over of the 1948 machine as latter proved location and operator stylized and constructed, will be on view during the coming conventions.

A. Garrick Alex, Vendall Company head, is getting back in stride again after his recent hospital confinement. Sales Manager Bill Fuller expects him to be back full-time at his desk shortly. Production continues on both the five and eight-column Vendall candy machines, Bill states. He adds that no new models will be shown at the NAMA meet, but that a number of small but sales-aiding improvements have been incorporated in the venders. They are being used in the units now coming off the production lines, to give before-show buyers the benefits of the improvements also, Bill says.

H. E. (Tom) Forester, sales manager of the vending division of Johnson Fare Box Company, resigned his post and is piloting his own cocktail lounge on Lawrence Avenue. . . . Terry Terhune, General Vending Machine Corporation, is in good spirits after the successful showing of firm's new 21-flavor bottle vender at the AECB show last week. Selectivity is the big factor in today's soft drink vending picture, he feels. . . . Murray Rosenthal, Coinex Corporation, is hustling to get his new service idea ready for operators of target equipment.

Sam London, head of S. L. London Music, Milwaukee, and Leo Weinberger, Louisville, were Williams Manufacturing callers this week. Williams' representative, Paul Federman, is in Chicago after spending last week with New Orleans coinmen. He is the firm's factory-distributor liaison man. Shuffleboard locations in the Chicago area continue to grow. Local operators who have recently entered this field claim that improved surfaces, coin-operated scoreboards and formation of leagues have helped win new locations.

Recent Bally visitors included Casey Jones, Fort Worth; Bill Nelson, of Nelson Novelty Sales, Minneapolis, and Mike Reilly, retired chief of the White House Secret Service, who dropped in to see his former associate, Tom Callaghan. Firm will begin delivery of its game trouble shooting meters which are expected to simplify future service calls. . . . Koener Manufacturing here is rolling on a coin putting green, designed for indoor and outdoor locations. E. J. Anderson is in charge of National Sales for the product.

Adolph Raymond, A & M Music Company, is out on the road much of the time lately. He's making personal contact with locations, and states that the in-person "hello," as against the usual phone call, makes for better operator-location relations and often results in higher play when suggestions on play promotion are discussed with the owner of the stop.

Blue Skies by United Manufacturing continues to pull with operators, firm's Billy DeSelm reports. Herman Paster made a quick trip to the new United plant from his Mayflower distributing headquarters, St. Paul. . . . CMI booth space continues to sell at a rapid pace for the big doings at the Hotel Sherman January 17-19 with only a few booths remaining to complete the sellout. Thus far, variety of products highlights the exhibiting firms. . . . H. C. Evans and Exhibit Supply are among the local firms showing at the outdoor convention at the Sherman this week.

John Haddock, AMI president, dropped into Chicago en route to the Pacific Coast to confer with distributors there. He and Lindy Force just com-

pleted a brief trip to Kansas City, Mo., where they appointed Wolf Rimanni to handle Kansas and Western Missouri. Monty West, AMI's sales and service engineer, is in Ohio with the trailer unit showing the AMI Model B and a typical wall box installation. Trailer is on loan to the Leif Music Company, Cleveland, which is using it to cover the remote parts of its territory.

Washington:

(Continued from page 91)

Enfield, N. C., have returned from a wedding trip to Asheville, N. C. The couple, married Armistice Day in the Chevy Chase Baptist Church, are living just across the district line in Maddox's Chevy Chase home. The groom is Washington distributor for Walling Manufacturing Company and Northwestern Manufacturing Company.

Hirsch de la Viez, president of Washington Music Guild (WVG), attended the recent Variety Club banquet in Pittsburgh, where founder Johnny Harris was honored. Other area men who accompanied him were J. E. Fontaine, Eastern division manager for Selznick Pictures; Samuel A. Galanty, division manager for Columbia Pictures; Sam Wheeler, of Film Classics; Jacob Flax, division manager for Republic Pictures, and Fred Kogod, owner of K-B Theaters.

Bayne Phipps, of Spacarb of Washington, Inc., is back on the job after a brief fall vacation. He spent the time deer hunting in Virginia.

Nut Imports Up

WASHINGTON, Nov. 27.—Imports of almonds and Brazil nuts during the first eight months of the year showed a large increase over the corresponding 1947 period, Commerce Department said this week. Almond imports amounted to 9,122,000 pounds, more than double the 4,474,000 pounds period last year. Brazil nut imports increased to 14,801,000 pounds from the 13,498,000 pounds imported during the first eight months of 1947.



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Cleaned! \$39.50 EACH—3 FOR \$100.00 Checked!

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GOALEES.....\$99.50

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For full details see pages 102 and 103

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New York:

(Continued from page 91)

Mac Pollay, of United Phonograph Service, is now an operator. After years of fixing juke boxes owned by other ops, Pollay has bought a medium-sized route in partnership with his brother, Hy. His operating name is Casino Music. . . . Mack Levin, of Regent Vending, of Canada, was a visitor on business last week.

Al Simon has received his initial order of Chicago Coin Re-Bound shuffleboards. Al's young son, Dickie, was down at his dad's showroom yesterday learning how to play the game. . . . Over at Hymie Rosenberg's, Moe Bitter is undisputed champ on the American Cushion board that Hymie distributes. Joe challenges all visitors stopping at the distrib's showroom.

Herb Lichtman, of Hub Distributing, has sold his corner store and moved facilities a few doors to 630 10th Avenue, the store formerly used by Hub for storage. Herb says he is looking for a wall stretcher to give him a little more elbow room. The former Hub headquarters will become a grocery store.

Dave Simon, head of Simon Sales, is one of many local coinmen who leave this week-end to attend the outdoor show of the National Association of Amusement Parks, Pools and Beaches in Chicago, November 28-December 1. Others on the way to Chi include Al Blendow and Al Meyers, of Blendow & Meyers; Mike and Joe Munves, of the Mike Munves Corporation, and Bill Rabkin and Herb Klein, of International Microscope.

Lou Forman, of Videograph, Inc., reports that his combination television-juke boxes will be displayed at a meet of the National Tavern Association to be held at Boston's Copley Plaza Hotel Tuesday (30). Lou claims an increase in interest in coin-operated tele from points throughout the country where telecasts are to start soon.

Charles Nelson, who operates a large music route in Maryland, was in town on biz last week. . . . Dave Lowy due back at his coin row outlet after a quick biz tour to Florida. . . . Hamilton Hoge, president of United States Television and also head of Zetka Television Tubes, Inc., reports that production of tubes at the latter firm has doubled since installation of new facilities.

Teddy Blatt, coin machine attorney, heads north next week to sit in on a session of the newly organized New York State Coin Machine Dealers' Association. Joe Hanna, of Utica, N. Y., is temporary chairman of the group, whose directors are having a confab in Syracuse Thursday (2). Delegates from all parts of the State are expected.

MECHANIC WANTED

Must be tops in five ball, music and remote. Must have good light car. Tell all first letter. Salary expected.

COOK MUSIC COMPANY
3237 E. Washington Phoenix, Arizona

Los Angeles:

(Continued from page 91)

In local music machines. . . . Rusty Jones was seen on coin machine row last week picking up a new batch of platters. . . . Ditto for Sam Handman, who believes good records are the music operators' best advertisement, and always tries to give his customers the best and the latest.

Verne Wedel, Lynwood operator, and M. F. (Tillie) Tillitson, of Long Beach, were seen on Pico Street getting the latest information on games and music machines. . . . Dannie Jackson, of Automatic Games, is covering the firm's Northern territory and then will make a swing over to Denver where he will spend the holidays. When he is gone, Sammy Donin takes care of the club business, while George Warner holds down the home office.

Tonapah, Nev., was represented on coin machine row last week in the persons of David and George LeFevre. . . . A lot of coinmen getting ready for the Chicago convention. The street will probably be deserted that week. . . . Jack Simon, head man for Sicking Distributors hereabouts, just returned to town after a swing thru his Northern territory. He reports biz to be fair in the top half of the State. He also reports a lot of interest is being shown in the firm's new Royal shuffleboard which is beginning to roll off the production line.

Bob Colyer, visiting his old friend, Bud Parr, of General Music. Colyer reports he is running a few music machines in the Yuma sector in addition to raising 450 acres of lettuce. . . . Coinmen will be saddened to learn of the death of Paul Hirschler, of South Pasadena. He was one of the old-timers in the business and was well known on Pico Street. . . . E. J. Willard, Paso Robles operator, dropped down to smog-ridden L.A. to pick up some new equipment.

The Paul A. Laymon Company hosted George Licalla, of Ontario, and Stanley Johnson, Oceanside operator last week. Ed Wilks, of the firm, reports he is getting repeat orders on his penny pitch. It looks like a hot item, says he. . . . Jack Spencer is getting all set for that long anticipated winter season at his Big Bear Lake arcade. The more snow enthusiasts develop an interest in skis, the more his business increases.

E. T. Mape, prez of E. T. Mape Company, stopped off in Bakersfield on his way to L.A. to look over the music machine situation in the inland city. He was due in L.A. last week to confer with his local manager, Walter (Solly) Solomon. . . . The San Fernando Valley Operators' Association will meet next week at the Lockheed Air Terminal's Sky Room to take a vote on whether to join forces with the San Gabriel Valley Music Operators' Association. The San Gabriel operators' plan to take off the top on all locations is catching the interest of route men.

Sammy Ricklin, of California Music, returned from a Las Vegas week-end. He's very enthusiastic about his new Phonolog record catalog service which he recently installed. Gabe Orland, Ricklin's associate, just landed himself an apartment and is buying furniture.

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FULLY RECONDITIONED 5 BALLS

AMBER	\$ 29.50	MAISIE (Flippers)	\$ 45.00
BAFFLE CARD	29.50	MIDGET RACER	29.50
BOWLING LEAGUE	49.50	MONTFREY	169.50
CAROUSEL (Flippers)	49.50	NEVADA	89.50
CINDERELLA	135.00	RANGER	39.50
CO-ED	39.50	ROCKET	49.50
GOLD BALL	49.50	SEA ISLE	69.50
HONEY	39.50	SMARTY	29.50
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JACK & JILL	149.50	SUPER SCORE	29.50
LADY ROBIN HOOD	125.00	TORNADO	39.50
LUCKY STAR	49.50	TRINIDAD	115.00
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Bermuda	79.50	Lady Robin Hood	99.50	Tornado	29.50
Ballerina	89.50	Major League Baseball	89.50	Triple Action	89.50
Banjo	84.50	Manhattan Flippers	64.50	Trinidad	39.50
Build Up	109.50	Monterrey	109.50	Torchy	89.50
Catalina	79.50	Merry Widow	124.50	Trade Winds	89.50
Cinderella	119.50	Nevada Flippers	54.50	Thrill	149.50
Carnival	144.50	Rancho	139.50	Tennessee	97.50
Dew-Wa-Dilly	129.50	Star Dust	119.50	Wisconsin	89.50
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HAS THE FAMOUS COIN-DIVIDER. All coins played are separated into 2 individually locked cash boxes, one for location owner the other for operator.

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\$27.50 Ea. NON-COIN

COINMEN YOU KNOW

Twin Cities:

(Continued from page 91)

to dispose of his coin machine route and is counseling with several of his close friends and associates on the matter. . . . Ike LeFleur, Devils Lake N. D., in the Twin Cities for a load of machines, was unable to haul them home by trailer because of the season's first sleet storm and had to ship the merchandise by train. . . . Fred Fixel, Pembina, N. D., phoned Twin Cities distributors to report that he was frozen in his territory.

A large number of operators were kept from coming to Minneapolis and St. Paul recently because of bad weather, and jobbers got many long-distance calls for merchandise. . . . Many coinmen were on the firing line when the deer season opened. Among those who went out were Bud Harrison, and Archie Pence and his son, Alvin, all of Minneapolis.

Charles Potter, Fairmont, Minn., who was sick for some time, has recuperated and is back on the job. . . . Ditto for Art Berg, also of Fairmont, who was sick for a short spell. Now that he's back on the job, Berg is expanding his operation as far west as Worthington, Minn. . . . Jonas Bessler, Lieberman Music Company, Wurlitzer jobbers, was bedded with a cold but is up and around again.

Joe Topic, Shakopee, Minn., who sold his share of a route to his partner, Phil Stang, Shakopee, is back from a vacation in Texas and showing interest in returning to the business. . . . Ames Heilicher, Minneapolis operator, last week bought out Don Carmichael and took over Minneapolis locations of Fritz Eichinger, of St. Paul. . . . Harry Johnson, Mitchell, S. D., who sold his route several months ago, is considering a return to the business.

Walter Zellmer, Minneapolis, has sold his restaurant and plans to return to the coin machine business as a mechanic, a role he filled for a number of operators in recent years. . . . Frank Bolter, Baldwin, Wis., was in looking at Shuffle-King at Hy-G Music Company. . . . Hy Greenstein reports that Chuck Karler, St. Paul operator, has succumbed and bought his first shuffleboard. . . . Mike Imig, Yankton, S. D., is enlarging his route with new jukeboxes and pins. . . . Walter Thorne and his wife came in from Staples, Minn., for Christmas shopping and to buy some new machines for their route.

Ward Linamen, Bismarck, N. D., recently gave up his beer distributing business and is concentrating on coin machines, coming to the Twin Cities for equipment for his expanding route. . . . Another expander is Jim Stansfield, Winona, Minn., who has more than tripled his holdings in the year he has been operating. . . . Leonard Roberts, Estherville, Ia., is adding used pins and phonographs. . . . Others who were shopping in the Twin Cities last week were Abe Wallach, of Montana; Frank Kummer, Spring Valley, Minn.; Jack Lowrie and his mechanic, Irv Heitman, Lake City, Minn., and Jack Harrison, Crosby, Minn.

Robert LaBeau, son of Archie LaBeau, Rock-Ola rep here, recently won the American Legion talent scout program at St. Paul Auditorium and will appear on the WCCO Stairway to Stardom radio program. . . . Kenny Glenn, of LaBeau Novelty Sales Company, has gone to Duluth on business, interspersed with a deer hunting jaunt. . . . Hy Greenstein, of Hy-G Music Company, reports increased activity in behalf of music and shuffleboards in the past week.

Archie LaBeau Jr. and Samuel Sewall, both of St. Paul, have formed a partnership to operate shuffleboard games in locations in St. Paul. . . .

Condolences are due Roy Kumichel, operator at Brainerd, Minn., on the death last week of his mother. . . . The F. C. Hayer Company, RCA Victor record, radio and television distributor in Minneapolis, has a deal on the fire with the Stillwater State Prison for the purchase of several video sets. Deal originated as a result of Hayer's placement of demonstration receivers in the prison auditorium during the University of Minnesota football season. A group of hand-picked inmates watched the games and the reaction was so good prison authorities are giving serious consideration to purchasing the receivers to improve the conduct and morale of the prisoners, according to Warden Leo F. Utecht.

Indianapolis:

(Continued from page 91)

Automatic Sales Company, buying shuffleboards. . . . Al Coons, co-distributor for shuffleboards in Evansville, Ind., and adjacent territory, was a business visitor at the Indiana Automatic Sales Company, where he held a conference with Pete Stone. . . . Richard (Dick) Luther, operator from Brazil, Ind., was on coin row, buying parts and supplies.

The Indiana Automatic Sales Company is planning to open an office in Fort Wayne, Ind. . . . Paul Jock, head of the Arrow Distributing Company, visited operators in Northern and Central sections of the State and reported good results. . . . Southern Automatic Music Company is in the midst of renovating its warehouse and redecorating the walls of the establishment.

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Abco Novelty Co.

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For full details see pages 102 and 103

Shuffleboard Activity Hyped

(Continued from page 80)

shuffleboards have been installed are enthusiastic over the reception given the boards by patrons. The location owners with the boards have evaluated the games as helping their all-around business. The best spots for boards have been in the neighborhood taverns, probably because they cater to a regular patronage and have a more informal atmosphere than downtown locations which have a high percentage of transient customers.

While shuffleboard play has made tremendous strides here, other games have not increased in play proportionately. However, the boards have made progress without detracting from the coin play.

General opinion among San Francisco coinmen is that shuffleboards here will continue the pattern of progress set during the early part of the year, periodic upsurges followed by a leveling off, but at higher levels each time. They base their optimism on the fact that actually, for the first time, some old-line coin machine manufacturers, such as Chicago Coin Machine Company and Rock-Ola, both of Chicago, are now just beginning to publicize their boards. Coinmen here feel that once these two firms and others have made concentrated efforts to place boards thru their vast distributorship organizations, the popularity of shuffleboards on a nationwide basis will become more firmly entrenched, resulting in stepped up play in San Francisco as well as other metropolitan locations.

BACON TO ROCK-OLA

(Continued from page 80)

Bennett for three years and held his first administrative post at the American Company. He was affiliated with the latter for 10 years.

Carlson left Mississippi Products, Inc., Jackson, Miss., to join the Rock-Ola fold. The Southern concern is a division of Sears Roebuck, and manufactures radio and sewing machine cabinets. He is a graduate of Northwestern University, Massachusetts Institute of Technology and the Illinois Institute of Technology.

Twin Cities Ops OK Shuffleboards

(Continued from page 80)

believing it would affect play on other equipment.

"Operators even tell me that pin-ball play is not only more than holding its own in those locations where the big boards are being played but in some instances is getting more attention," he said.

The same views were held at Lieberman Music Company, Minneapolis, also jobbing Rock-Ola shuffleboards. Harold Lieberman, firm head, said the big boards have brought added coins into the juke boxes in the locations with which he personally is familiar. He added that similar reports are coming in from other operators.

That coin machine operators are breaking down in their opposition to the big boards is also evident by the number of new customers reported by distributors as buying shuffleboards for their locations.

Another version advanced has been that the shuffleboard may be recognized as the "saving grace" for the entire amusement industry these days. Running into the dull holiday season always has been a big headache for operators, but the big boards have attracted considerable attention and are helping to keep up the gross in what is otherwise a normally low period of the year, financially.

Bally Skeds Meters For Trouble Probes

CHICAGO, Nov. 27.—Bally Manufacturing Company has announced thru George Jenkins, vice-president, that it has made available to operators and game servicemen ohm meters and volt meters especially adapted to expedite game repair work and trouble shooting.

Jenkins explained that the decision to supply meters resulted from a survey by Bally field engineers, who discovered that many operating firms, lacking such equipment, were losing shop time in diagnosing repair work.

Available at cost, meter deliveries are scheduled to begin in December.

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Mills Black Cherry Bell, Post-War, 2/5 or 3/5, 5¢ or 10¢	\$149.50 EA.
Mills Golden Falls, Handload, Post-War, 5¢, 10¢ or 25¢	\$149.50 EA.
Mills 10¢ Gold Chrome, 2/5 or 3/5	\$109.50
Jennings Chief, 5¢ or 10¢	\$59.50
Mills Jumbo, Payout Model	\$65.00
Mills 3-Bells	\$169.50
Bally Victory Derby, 1-Ball P.O., Automatic Shuffleboard	\$129.50

BRAND NEW MILLS VEST POCKET **\$65.00** **NEW METAL BOX STANDS FOR SLOTS** **\$22.50**

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Bally Red-Button Draw Bell	\$245.00	A.B.T. Challengers	\$24.50
Unecda Pak Cig. Vendors, like new	129.50	Mills Post-War 3-Bells	239.50
Evans Bat-a-Score, like new	225.00	Keenoy Twin Super Bell, 5¢-25¢	495.00
Evans Bangtails, J.P. Model	149.50	Evans 1947 Bang Tails, J.P.	395.00

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DAILY RACES	\$60.00
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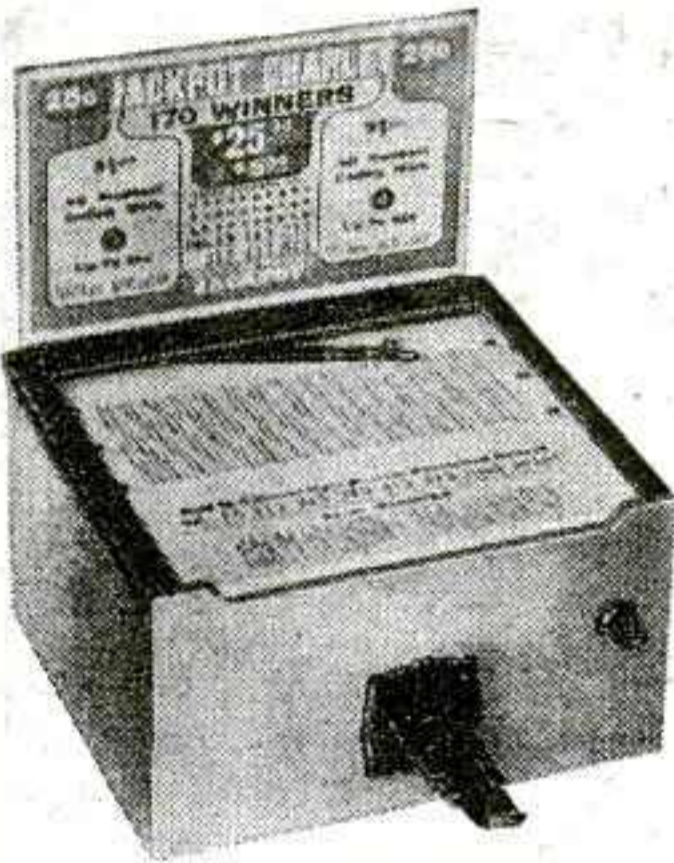
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Record Reviews

(Continued from page 35)

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89-EXCELLENT • 70-79 GOOD

40-69 SATISFACTORY • 0-39 POOR

ARTIST	RATINGS			ARTIST	RATINGS		
	OVER-ALL	DISC JOCKEY	DEALER		OVER-ALL	DISC JOCKEY	DEALER
TUNES				TUNES			
LABEL AND NO.				LABEL AND NO.			
COMMENT				COMMENT			

POPULAR

EDDY HOWARD ORK
(Mercury 5209)
These Are the Best Years of Our Lives 88--89--88--87
Eddy at his schmalziest best with this nostalgic ditty not from the pie but flavored with the same type of feeling dispensed in the Academy Award film.
Don't Tell Her What Happened to Me 80--80--80--80
Eddy does a fine job with a not often heard Brown-Henderson-DeSylva oldie.

ARTHUR GODFREY
(The Mariners)
(Columbia 38303)
When I Lost You 66--65--66--67
Godfrey makes one mistake on this side. He tries to sing.
The Goggle-Eye-Ghee 66--65--66--67
He does better here — more a recitation than a vocal but with material that would best best a kid.

BUTCH STONE (Van Alexander Ork)
(Capitol 15301)
My Feet's Too Big 72--71--69--72
The oldie which is identified with Fats Waller draws an amusing and enthusiastic Stone vocal.
Etiquette Blues 81--83--77--78
This is a really funny side. Stone picks up a Brooklyn toughie dialect and dispenses dining room hints in the grand vaude manner. This is the kind of side which could be pushed into the sleeper class.

JULIA LEE AND HER BOY FRIENDS
(Capitol 15300)
Cold-Hearted Daddy 81--84--80--80
Julia sings this blues with much feeling and with great aid from an all-star tootler background. Wonderful beat.
Living Back Street for You 81--85--79--78
Fine Julia vocal on a ballad with a fine lyric which tells a full story. Again excellent tootler support.

HENRY PIERRE
(Continental C-1251)
You Are the Only One 60--60--60--60
Organ version of the currently riding "Du Du Liegst Mir in Herzen" German waltz tune. Side is dull and monotonous. Continental has dubbed a vocal onto this same waxing, and it is much superior.
Over the Sea 54--54--54--54
More organ here, this time a thoroly listless performance of the banal waltz tune.

THE ORIOLES
(Jubilee 5001)
To Be to You
Tune by Deborah Chessler of "It's Too Soon To Know" fame doesn't measure up its predecessor. Lyric is complex, and Orioles are unable to project it clearly.
(It's Gonna Be a) Lonely Christmas 82--82--81--83
Fine holiday fare, with the group doing a shining job with a pleasant, sentimental ballad.

ARTIST	RATINGS			ARTIST	RATINGS		
	OVER-ALL	DISC JOCKEY	DEALER		OVER-ALL	DISC JOCKEY	DEALER
TUNES				TUNES			
LABEL AND NO.				LABEL AND NO.			
COMMENT				COMMENT			

POPULAR

ART SIDROE
(Warren Averel)
(Paida 1016)
You, You Live in My Heart 63--64--62--64
"Du, Du" again, with a fair English lyric warbled acceptably and organ-backed.
Love in Your Eyes 55--55--55--55
Weak performance of a so-so ballad in rumba time.

JOAN MAYNO (the Soothers)
(Heart 1017)
In the Heart of the City That Has No Heart 67--67--65--68
Sob-voiced piping of a gaslight weeper. Effective back-room stuff.
Keep Away, Little Girl, Keep Away 69--69--68--70
Same tremolo treatment on a similar old-fashioned moralizer.

FRANKIE LAINE
(Paul Dunlap Ork)
(Atlas FL-158)
Blue Moments 88--89--87--88
Fine mood melody finds Laine in top form, with right ork backing tying the performance together. Could be a big ballad number for Frankie.
Sometimes I'm Happy 83--85--82--83
Light, jivey jazz treatment of the classic, with worder and band giving hard.

JAY WILBUR ORK
(London 353)
Sweetmeat Joe, the Candy Man 65--65--66--64
Toyland type tune of small interest.
The Teddy Bears' Picnic 74--75--75--72
Delightful fantasy in a liting march tempo. Kiddies will like this one as much as the adults.

GRACIE FIELDS (Bob Farnon)
(London 300)
White Christmas 75--75--76--74
The comedienne takes the Christmas classic straight and feelingly, with good ork and choir assistance.
Christmas Love 63--64--63--62
A mawkish piece, with Miss Fields straining disturbingly at the high notes.

SAM BROWNE (the Squadronaires)
(London 336)
The Wishing Waltz 74--76--74--72
Pleasant, unpretentious production of the familiar waltz, with an appealing vocal and rich, fiddleful orking.
Reflections on the Water 77--78--77--76
Strong, simple warbling here again, with solid instrumental work behind.

THE CALDWELLS
(Victor 20-3179)
It's Like Taking Candy From a Baby 73--74--73--72
Pashy prose into leads into falsetto piping on a pleasing plug ditty.
Within Your Heart 74--74--74--75
Same sexy switch on the familiar Ink Spots formula. For dimly lighted spots.

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For full details see pages 102 and 103

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He must be acquainted with coin-operated "Chief" machines and be an A-1 salesman with some knowledge of export business. Foreign travel will not be required. This is an excellent opportunity for the right man.

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Trophy	350.00
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Mills Black Cherry (Post-War), 5¢	145.00
Mills Black Cherry (Post-War), 25¢	155.00
Mills Black Cherry (Post-War), 50¢	250.00
Mills Blue Front, 5¢	79.50
Mills Blue Front, 25¢	99.50
Mills Brown Front, 5¢	89.00
Mills Brown Front, 25¢	99.00

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RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

BENNY STRONG ORK
(Tower RB-205)

That Red Head Gal 81--81--80--82
Corn opus in same vein as Strong's "That Certain Party" click. Vocal has appeal, and orking is properly brash and risky-tick.

Pretty Molly Mine 77--77--76--78

Pretty this simple waltz ditty is, with a straightforward chintz vocal by Strong.

ROSE MURPHY
(Mercury 8111)

Cecelia 72--72--72--72
Mousey mugging of the oldie in Rose's too-precious style.

I Can't Give You Anything But Love 76--76--76--76

Reissue of side that first appeared on Majestic label could still grab coin.

JOHNNY STONE
(Roy Ross Quintette)

I'm So Lonesome I Could Cry 76--76--75--77

This is a pretty good ballad with Stone doing a competent if not stirring singing job.

Arlene 58--58--58--58

Another "girl friend" song with no particular sparkie.

PETER LIND HAYES
(The Stardusters)

Dainty Brenda Lee 83--85--82--82

Hayes proves his versatility here as he turns in a highly commendable crooning job on a currently growing tune.

My Darling, My Darling 85--85--85--85

He does even better with this Frank Loesser hit show ditty.

THE BUDDY KAYE QUINTET
(MGM 10310)

"A" You're Adorable 80--82--78--80

Engaging ballad novelty, with clean vocal by Artie Malvin against graceful background.

Don't Save Your Kisses for Tomorrow 70--71--72--70

A change of pace, this side being a lilting rendition of the pash melody.

BILLY ECKSTINE ORK
(National 9061)

Without a Song 74--75--74--72

These sides were cut when Mr. B was fronting his pioneer bop band some years back. In addition to his fine vocal, there's a Gillespie horn passage for historical interest.

Say It Isn't So 76--77--75--75

Plenty of oomph in Sextine's warm warbling of the plug Irving Berlin revival. Despite the stars in the ork, backing doesn't measure up.

EDDY HOWARD ORK
(Mercury 5217)

I'll Hold You in My Heart 70--72--69--69

Marked by neither bop, brilliance nor imagination. Just corny sentiment, professionally done.

My Best to You 74--76--74--75

Howard's rendition again is skillful, the tune on this side appealing more than the reverse.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

BERT SHEFTER ORK
(MGM 30144)

Moonbeams 64--64--68--60
Mood music genre, with Shefter soloing on piano. Away from usual groove, but of very interesting.

Theme on a Dream 61--60--66--57

More of the same.

EDDY HOWARD ORK
(Mercury 5215)

I'll Be Home for Christmas 70--68--72--70

Howard does a professional job with this sentimental lyric, well-spotted for the holiday trade.

Christmas Song 75--75--75--75

Eddy does an equitable job with the Torme-Wells tune.

EDDY HOWARD ORK
(Mercury 5211)

Blue Tail Fly 78--78--80--76

Bouncy version of the fetching tune. Howard's vocal cleanly enunciated, backed by a graceful ork arrangement. Reissued from Majestic master.

Senorita 79--81--79--77

Slow-paced pic tune from MGM's Kissing Bandit, sold well by Howard.

JO STAFFORD
(Paul Weston Ork)

Ave Maria 75--75--75--75

Tasteful dinking of the Franz Schubert hymn, with Miss Stafford's refined rendition set off by a sensitive backing. Good holiday item.

Smilin' Through 75--75--75--75

Unadorned, simple treatment of the old stage play tune. Nice quality in the Stafford vocal.

FREDDY MILLER ORK
(Signature 15237)

Strollin' Thru the Park 68--68--69--67

Oldie gets a measured, precise treatment. Melodic, if undistinguished, arrangement, with Janet Parker doing the vocal.

My Darling Remember 61--62--61--60

This side has not much to recommend it. Schmaltzy sums it up.

SPIKE JONES & HIS CITY SLICKERS
(Victor 20-3177)

Happy New Year 80--84--80--76

Typical Spike Jones, complete with belches, cowbells and hi-jinks. Lyric good for some laughs. Should be an annual laugh attraction.

All I Want for Christmas 90--92--90--88

Not as bolsterous as reverse, but has a definite measure of charm. Vocal by George Rock, imitating a youngster sans front molars, is skillful. Backing is suitably restrained (for Spike), with result that the lyric scores.

ROBERT STEWART
(The Soothers)

Any Old Time at All 61--60--60--64

Gay nineties style waltz-time earjerker. Warbling only so-so.

It's All Up to You, Sweetheart 64--63--63--67

Tune and treatment more appealing than flip. Good backroom material.

(Continued on page 98)

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		12 Record 89

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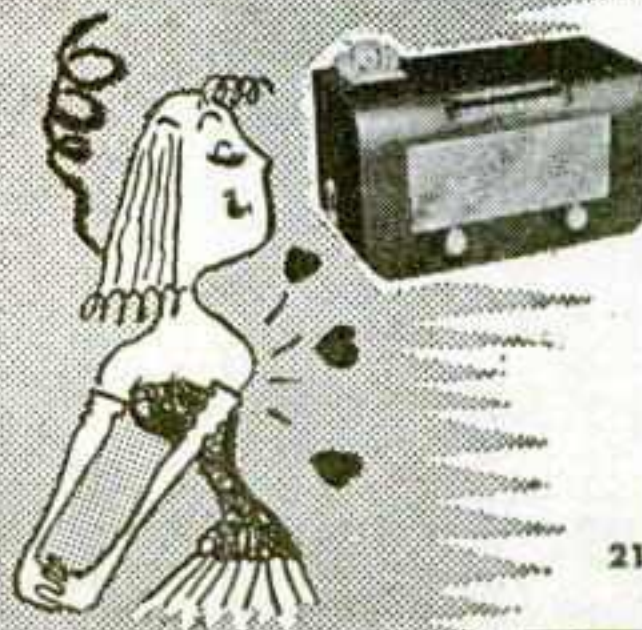
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CORRECTION

Due to a typographical error in Nov. 20th issue of The Billboard the ad of SHAFER MUSIC CO. carried an incorrect price for ROCK-OLA 1422. The correct price should be \$299.50.

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and
"S" DAY
ARE
COMING**



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For full details see pages 102 and 103

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Record Reviews

(Continued from page 97)

RATINGS
(100 Point Maximum)

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER

POPULAR

THE GEORGIA CRACKERS
(Victor 20-3175)
A Broken Doll 72--72--71--73
Slow drag ballad gets sincere vocal from Hank Newman, with old-fashioned jazz backing. Get-off fiddle stands out.
That's the Way It's Gonna Be 71--71--70--71
Jump Western, with lively solo and trio warbling. Solid orking in back, with fiddle work a highlight.

RAY DOREY
(Gold Medal GM 942)
Give Me Your Love for Christmas 62--62--61--63
Baritone sandwiches a fair vocal of a so-so Christmas ballad between an ineffectual boy-girl patter opening and closing.
Tell Me Why 73--74--72--74
The "You Call Everybody-Brush Those Tears" formula, complete with shuffle rhythm. Tune is attractive, beat is catchy, and Dorey does a compelling vocal.

JANE PICKENS
(Victor 20-3238)
Galway Bay 83--84--83--82
Miss Pickens' disk debut for Victor is a promising one. The sentimental Irish tune is her cup of tea, and a clear, convincing job she does with it.
One Sunday Afternoon 73--75--73--72
The title tune of a forthcoming flick, this nostalgic, horse-and-buggy ballad receives just a so-so treatment.

THE SQUADRONAIRES
(Jimmy Miller, Dir.)
(London 305)
Picnic in the Snow 63--64--62--63
Quartet does a dull job with a weak rhythm novelty, with ork supplying a simple swing backing.
Winter Wonderland 67--68--67--66
Vocal group doesn't go right by the pretty seasonal classic.

FOLK

AL DEXTER & HIS TROOPERS
(Columbia 20518)
Is That the Way To Treat a Friend 70--68--70--72
Dancey ditty gets full-flavored treatment by nasal-baritone Al, muted trumpet, saloon piano and live rhythm section.
I'll Always Be Loving You 62--60--62--63
Ordinary number has only Al's consistent beat to recommend.

PAUL HOWARD & HIS COTTON PICKERS
(Columbia 20519)
You're Never Satisfied 63--60--65--65
Bright blues type melody with angular phrases adds up so-so novelty despite good-humored warbling.
Honest as the Day is Long 68--60--65--63
Snappy down-home ditty gets a bright vocal and nervous orking

ARTIST LABEL AND NO. COMMENT TUNES	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER

FOLK

DOYE O'DELL
(Exclusive 65X)
Blue Christmas 74--74--74--74
Western-style Christmas ballad is warbled with blue feeling.
Dear Mr. Santa 79--79--78--80
Child's only request is for Santa to find his daddy. The tears and the coin should both come fast.

TEXAS JIM LEWIS
(Exclusive 62X)
I'm Gonna Tear Down the Mail Box 70--70--70--70
Snappy novelty gets spirited warbling plus jazzy fiddle and guitar passages.
Watch Your Heart 72--72--72--72
Jim has a warm way with a lyrical bit of advice. Ork maintains a live beat thruout.

BOB WILLS AND HIS TEXAS PLAYBOYS
(Columbia 20513)
Let Me Call You Sweetheart (I'm in Love With You) 70--68--70--72
Familiar barber-shop ballad is treated here as a slow Western waltz, with spineless warbling by Bob.
Can't Get Enough of Texas 63--63--64--62
Mere mention of Texas was once enough to sell a tune, but today the market's flooded.

THE BLUE RIDGE RANGERS
(Vernon Fox)
(Tru-Blue 302)
Eternity 60--60--60--60
Sprightly rhythm done with proper bounce by the group with the Vernon Fox vocal coming off adequately.
Each Dawn I Die 47--48--46--47
(Duck Daniel)
Ordinary sort of country ballad with pretty weak vocal.

RACE

BIG BILL
(Columbia 30143)
Stop Lying, Woman 66--66--64--68
Bill and a small jump combo rough up a slight blues thing.
Partnership Woman 62--60--62--64
Up tempo novelty blues receive a rather offhand once-over here.

JOE LIGGINS & HIS "HONEY-DRIPPERS"
(Exclusive 61-X)
Don't Stop Loving Me 66--66--65--67
Bouncy ballad joo, with adequate but unremarkable vocal.
Key Jam 83--84--82--83
Effective jammer, with clever, original clefting, gets an exciting performance. Ending is a real stopper.

ROOSEVELT SYKES
(Victor 20-3176)
Mama Mama 70--71--69--72
Medium-tempo blues, well-chanted and orked, but a bit casual and shy on conviction.
Sneakin' and Dodgin' 65--65--64--68
Routine blues presentation

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RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

RACE

JOE SWIFT
(Johnny Otis Ork)
(Exclusive 64-X)
Lovin' Baby Blues 64--64--63--65
Rumboogie rhythm blues, with okay shout vocal. Side is over-balanced in favor of instrumental work, with bop solos interesting but incongruous.

I'll Just Laugh (While You Cry) 72--72--71--73
Promising torch ballad, race style, with persuasive Joe Swift vocal. Combo is a shade loud and glaring behind.

JOE LUTCHER'S JUMP BAND
(Capitol 15297)
Walk Into My Heart 67--67--66--69
Mediocre race ballad gets benefit of a good Cliff Holland vocal.

Joe-Joe Jump 61--61--60--63
Colorful instrumental riffer.

SLIM SEWARD & FAT BOY HAYES
(MGM 10306)
Travelin' Boy Blues 72--71--72--73
Blues with the husk on rough and unspooled, with Seward and Hayes alternating vocal passages, backed by old-style guitar.

Christmas Blues 65--63--65--67
Earnest, but doesn't measure up to spontaneous charm of flip.

JOHNNY MOORE'S THREE BLAZERS
(Exclusive 63-X)
Merry Christmas Baby 79-78-79-80
Re-issue of the svelte warbled and orked Christmas blues. Credit Charles Brown with a knocked-out vocal.

Lost in the Night 74--74--74--74
Smart small combo turns in a blue-mood ballad job, with Brown's warbling a standout again.

RELIGIOUS

SOUTHLAND SINGERS
(Tru-Blue 201)
I Have Heard 67--68--70--64
Sweet tenoring and deep bass are set against a mellow group and guitar.

I'm Gonna Walk Right In (And Make Myself at Home) 71--72--73--68
Versatile group does a virtuosic job on a bright rhythmic spiritual.

THE BIBLETONE JUBILEERS
(Bibletone S-2020)
Jesus Traveled This Road Before 65--66--68--60
Wailing jubilee spiritual is spirited but lacks rhythmic cohesion.

Move On Up a Little Higher 63--63--67--60
The solo chanter is outshouted in a poorly recorded side.

THE BIBLETONE JUBILEERS
(Bibletone S-2021)
Wade in the Water 68--68--70--65
Slow-paced spiritual builds up a strong rhythm.

Jesus Met the Woman at the Well 61--62--64--58
Deliberate development of the story waters down interest.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

THE BIBLETONE JUBILEERS
(Bibletone S-2019)
Great Day 67--67--67--NS
Energetic rhythm spiritual. Fervor and sincerity here, but group's diction could have had more clarity.

Working on the Building 74--74--74--NS
Intelligently improves as the boys slow tempo for an impressive chant performance.

HOT JAZZ

SARAH VAUGHAN
(Dixie Gillespie Ork)
(Lenox L-500)
Mean to Me 76--82--77--70
A younger Sarah on a reissued disk sliced with a batch of star boppers including Dizzy, Bird, Flip, etc. Taken at medium bounce, certainly a must for collectors.

What More Can a Woman Do? 75--80--75--70
Same group aids the chirp thru a reissue of the pretty Peggy Lee-Dave Barbour song; Flip Phillips plays a short, breathy but effective interm.

BLUE RHYTHM BAND, VAN ALEXANDER, DIR.
(MGM 10302)
Blue Rhythm Be-Bop 67--72--68--60
Competent but unexciting all-star big band jazz; solos topped by Lucky Thompson's tenor bit.

Blue Rhythm Jazz 63--74--70--60
Big band swing with Charlie Shavers' trumpet and Thompson's tenor sharing the top solo honors.

EDDIE "LOCKJAW" DAVIS
(Lenox L-502)
He's a Real Gone Guy 70--70--70--70
Gutty tenoring on the Nellie Lutcher tune by Davis with rhythm aid.

Leapin' on Lenox 69--69--68--70
Frenetic Davis tenoring at light jump which might draw some coin in race locations.

MORRIS LANE
(Lenox L-503)
Summertime 70--70--70--70
Lane, former tenorist with Lionel Hampton, blows a slow and moody solo on the Gershwin classic.

Sellout 61--61--60--62
Simple riffs with bopish influence noticeable mainly in solos by trumpet and Lane's tenor; nothing exciting here.

DIZZIE GILLESPIE ORK
(Victor 20-3186)
Algo Bueno 70--70--70--70
Rumba instrumental which may find sales with those who dug "Manteca" — but it's hardly got the appeal of the earlier side.

Minor Walk 67--70--70--60
Powerhouse attack by the brass section with Dizzy spinning off another of his remarkable solos on trumpet.

Oregon District Sues To Prevent Pinball Closing

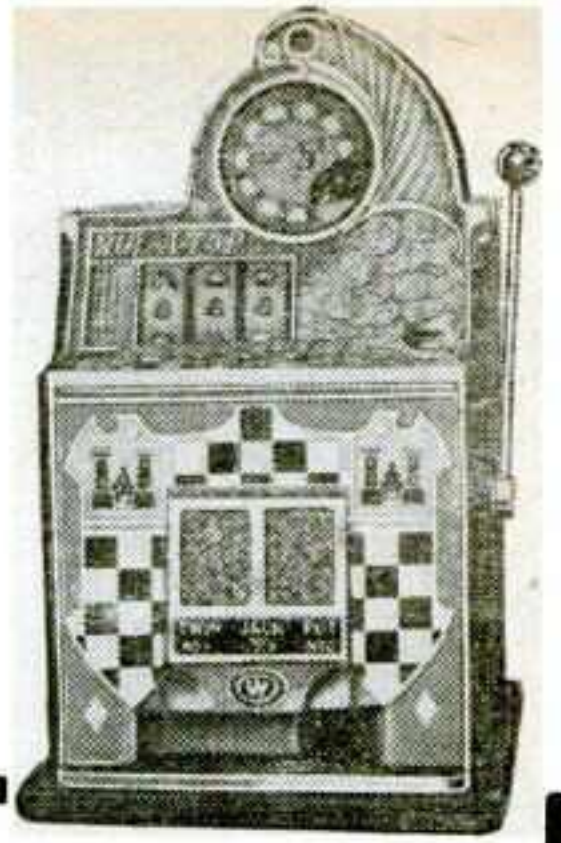
SALEM, Ore., Nov. 27.—Operation of pinball machines in the Kingwood Water District, adjacent to Salem, Monday (22) formed the crux of a suit to prevent annexation of the district by the city.

Voters approved the proposed annexation in the general election, but the city was blocked from proceeding when Polk County Circuit Judge Arlie Walker issued a temporary restraining order which was served on City Recorder Alfred Mundt. The injunction suit was brought by a property owner in the Kingwood area.

Those fighting the annexation are businessmen who have operated pinball machines in various establishments. When the annexation was voted, these businessmen were directed by Salem authorities to remove the devices, since the city has an ordinance prohibiting their operation within its boundaries.

One Kingwood man said he stood to lose an estimated \$15,000 annually if the annexation is upheld and he is forced to discard his pinball machines.

Hearing on the injunction suit has been set for December 9.



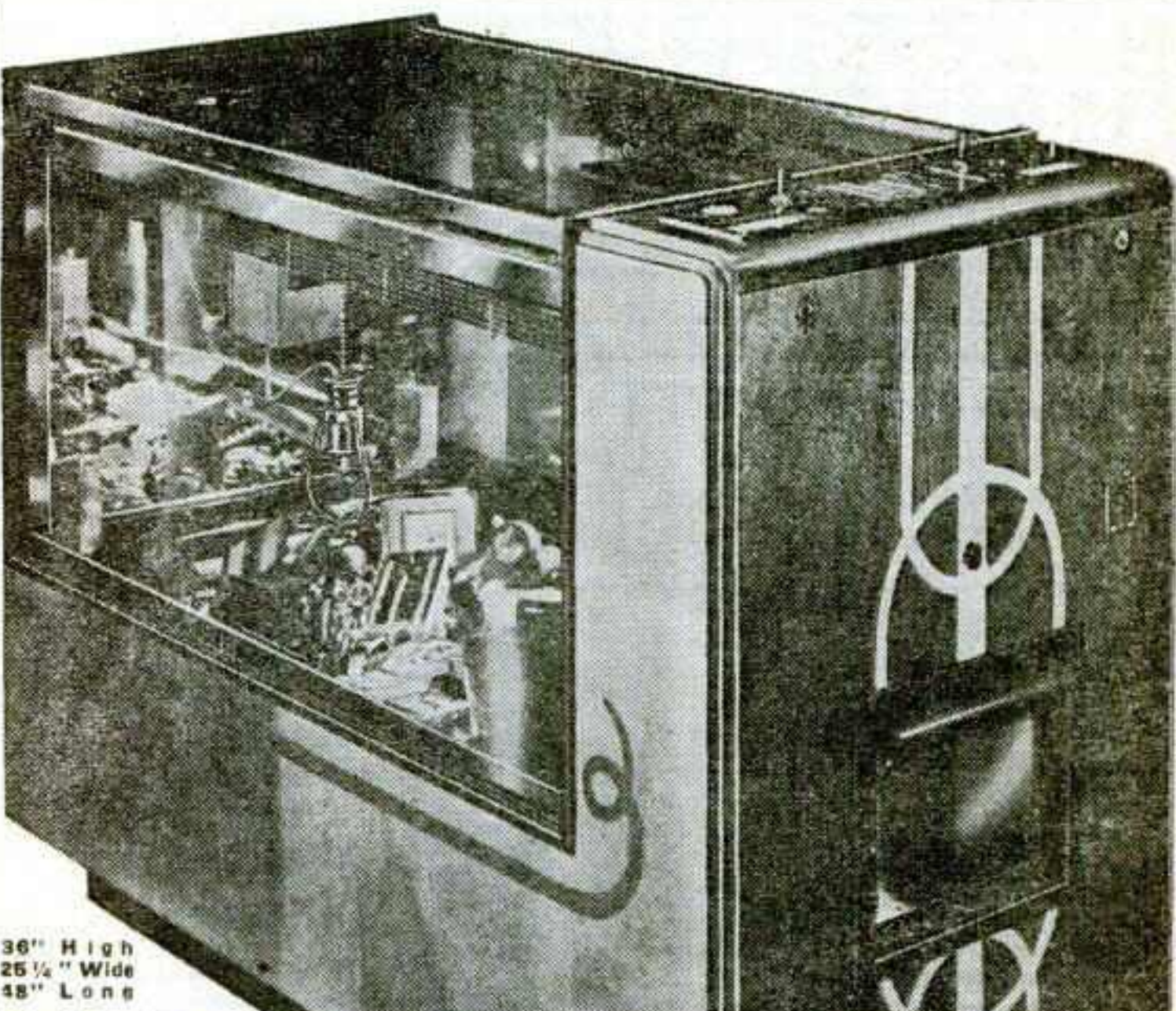
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(Continued from page 27)

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot.	
		SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI		
Ev'ry Day I Love You (Two Guys From Texas)	Harms, Inc.	0	8	2	3	1	8	4	4	0	6	2	3	7	116
Far Away Places	Laurel	1	7	0	2	0	2	0	2	2	10	0	2		65
For You	Witmark	5	7	0	3	5	3	1	5	9	6	0	4		102
Galway Bay	Leeds	0	6	0	5	1	6	2	5	0	3	0	6		101
Hair of Gold, Eyes of Blue	Melin	1	6	0	2	1	4	3	2	0	9	0	3		77
Here I'll Stay (Love Life)	Chappell	2	8	0	6	2	7	3	6	4	5	0	7		133
I'd Love To Live In Loveland	B.V.C.	1	1	0	3	2	2	6	2	0	1	0	2		57
It's Magic (Romance on High Seas)	Witmark	2	3	1	2	0	6	1	3	1	3	0	3		65
Lavender Blue (So Dear to My Heart)	Santley-Joy	0	7	0	5	0	3	0	5	3	6	0	5	22	117
Maybe You'll Be There	Triang	0	1	0	6	0	3	4	6	2	6	0	5		102
My Darling, My Darling	E. H. Morris	2	7	0	12	0	2	2	11	1	7	0	9	18	187
On a Slow Boat to China	Melrose	1	7	1	12	2	7	9	12	2	12	1	13	14	254
One Sunday Afternoon (One Sunday Afternoon)	Remick	2	2	0	4	1	5	3	5	2	0	0	3		78
Rambling Rose	Laurel	0	2	0	4	0	1	0	4	0	10	0	5	11	78
Say It Isn't So	Berlin	5	6	0	1	5	5	2	1	4	2	0	1		58
Say Something Sweet to Your Sweetheart	Mills	3	3	0	3	2	3	4	3	2	5	0	3		77
That Certain Party	Bourne	0	2	0	4	0	3	0	4	1	4	0	3	11	74
The Money Song	Crawford	3	1	0	6	1	5	2	6	3	6	0	6	10	119
The Night Has a Thousand Eyes (Night Has a Thousand Eyes)	Paramount	3	7	0	5	4	2	2	6	3	3	0	4		100
Until	Dorsey Bros.	1	5	0	3	4	3	1	4	2	4	0	3		74
You Call Everybody Darlin'	Mayfair	1	3	0	5	1	4	2	6	0	2	0	5	11	101
You Started Something	B.M.I.	0	7	0	0	1	3	1	0	0	8	0	2		58
You Were Only Foolin'	Shapiro-Bernstein	3	17	0	6	4	17	6	3	4	4	0	5		151

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

Weeks to date	Last Week	This Week	Title	Label	Ldc. By													
						12	13	14	15	16	17	18	19	20	21	22	23	24
1	—	12	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353—ASCAP													
8	9	13	BUTTONS AND BOWS	B. Garrett-H. Mooney Ork.	MGM 10244—ASCAP													
8	16	14	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185—ASCAP													
4	12	15	ON A SLOW BOAT TO CHINA	Art Lund	MGM 10269—ASCAP													
1	—	16	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278													
14	16	16	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208—ASCAP													
1	—	18	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177—ASCAP													
26	27	19	MY HAPPINESS	Pied Pipers	Capitol 15094—ASCAP													
5	11	20	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP													
1	—	20	YOU WERE ONLY FOOLIN'	K. Starr	Capitol 15226—ASCAP													
1	—	22	THAT CERTAIN PARTY	D. Martin-J. Lewis	Capitol 15249—ASCAP													
1	—	23	CUANTO LA GUSTA	J. Smith and the Clark Sisters	Capitol 15280—BMI													
30	23	23	IN MY DREAMS	V. Monroe Ork.	Victor 20-3133													
25	25	25	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—ASCAP													
1	—	25	BUTTONS AND BOWS	E. Knight	Decca 24489—ASCAP													
18	29	27	IT'S MAGIC (F)	Doris Day	Columbia 38188—ASCAP													
1	—	28	DOWN AMONG THE SHELTERING PALMS	S. Kaye Ork.	Victor 20-3100—ASCAP													
1	—	29	THE MOUNTAINEER AND THE JABBERWOCK	J. Laurenz	Mercury 5202													
4	—	30	SAY SOMETHING SWEET TO YOUR SWEETHEART	V. Damone-P. Page	Mercury 5192—ASCAP													

NEW GAMES
MOROCCO ROUND UP
TEMPTATION CUSHER
MOON GLO PUDDIN' HEAD
SARATOGA
\$19.95

NEW CONSOLES
5 25c Challenger Double Up \$595.00
5 25c Monte Carlo \$42.50
5 25c Monte Carlo Challenger \$60.00
Evans Bang Tails \$745.00
Bally Reserve Bell, 5c \$711.50
Evans Winter Book \$549.50
\$26.00

PHONOGRAPHS
Rock-Ola 1422 \$349.50
Wurlitzer 1015 \$425.00
Seeburg 1-46 \$450.00
Classic \$175.00
Lotone \$225.00
9800, R.C. \$225.00
Colonel \$199.50
Concert Grand \$150.00
K-20 \$89.50
Casino \$149.50
Wurlitzer 24 \$125.00
Rock-Ola Windsor \$89.50

CONSOLE BARGAINS
5c PACE REELS JR. \$49.50
BANG TAILS (Fl. Sample) \$425.00
25c MILLS CLUB CONSOLE \$145.00
VICTORY DERBY \$125.00
SPORT KING \$59.50
TURF KING, P. O. \$79.50

SHOOTING STARS 5-BALL FREE PLAY \$50.00
Fast, Flashy, Exciting Action! High Score! Disappearing Skill Hole! Simple Mechanism!
A Proven Money-Maker! In Original Cartons!

NEW JENNINGS BELLS
Standard Chief, 5c \$289.50
Standard Chief, 10c \$279.00
Standard Chief, 25c \$289.00
Standard Chief, 50c \$399.00
Standard Chief, 51c \$599.00
Super DeLuxe Lite Up Chief, 5c \$324.00
Super DeLuxe Lite Up Chief, 10c \$334.00
Super DeLuxe Lite Up Chief, 25c \$344.00
Super DeLuxe Lite Up Chief, 50c \$454.00
Standard Club Console \$389.00
Super DeLuxe Club Console \$424.00
*With Tic-Tac-Toe Reels, Same Prices.



MILLS SLOTS
Rebuilt and Refinished
All With Club Handles
5c BLUE FRONTS \$95.00
10c BLUE FRONTS \$90.00
25c BLUE FRONTS \$90.00
5c BROWN FRONTS \$95.00
10c BROWN FRONTS \$95.00
25c BROWN FRONTS \$100.00
The Following Are in Brand New Cabinets:
5c EXTRA BELLS \$135.00
10c EXTRA BELLS \$140.00
25c EXTRA BELLS \$145.00
These Slots Guaranteed 100% Perfect!

Terms:
1/3 Dep.,
Balance
O. O. D.

All used equipment completely reconditioned and refinished.
GUARANTEED TO BE PERFECT!

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Atlas NOVELTY COMPANY
2200 N. WESTERN AVE. - PHONE ARmitage 6-5005 - CHICAGO 47

Division of ATLAS MUSIC CO.
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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 3

OUR MONEY BACK GUARANTEE IS YOUR ASSURANCE OF SATISFACTION

MILLS AND JENNINGS SLOTS IN ALL MODELS JEWEL BELLS BLACK CHERRY BELLS BLACK GOLD BELLS MELON BELLS TRY THE NEW CRISS CROSS BELL

THE MOST POPULAR PAYOUT SINCE THE BONUS BELL!

HEADQUARTERS FOR THE BEST IN CLUB EQUIPMENT

BAKER NOVELTY CO.

1700 Washington Blvd. Chicago 12, Illinois

Coin-Operated Putting Green In Production

CHICAGO, Nov. 27.—A coin-operated putting green, designed and manufactured by the Koener Engineering Company here, will be placed on the market in the next few weeks, firm officials disclosed this week. New game, featuring the use of a regulation left and right-handed golf club, regular sized ball and standard hole, will have its first major showing at the Coin Machine Institute (CMI) convention and exhibit at the Hotel Sherman January 17-19.

Entire green and supporting platform measures approximately 12 feet long by four feet wide and is on a stand approximately one foot high. Green, made of a close-tufted material resembling the color and general appearance of an actual outdoor green, is actually 10 feet long. Wooden cabinet surrounding green has been treated to withstand the rigors of outdoor locations as well as indoor spots.

Coin chute on the new golf game is a packaged unit type and handles dimes only. This fee permits players 10 shots. Scoreboard on the game registers one point for each ball dropped in the cup. Balls which do not score a point are swept from green into an alley by a clearing arm which is large enough to cover the area surrounding the hole. Balls overshooting the green also drop in alley.

The Koener firm has appointed E. J. Anderson, assisted by E. O. Krause, to handle sales of the putting green on a coast-to-coast basis. Krause, in explaining the distribution of the product, stated that final details on the sales of the golf game were now being completed and that it would be an operators' product with no direct sale to locations.

Krause also said that test units placed in bowling alleys and driving ranges have registered with the public. Since the game was designed to improve the green game of golfers, as well as to provide inexpensive recreation for non-golfers, Krause claims that many other types of locations will also be ripe for the units. One of the major outdoor spots to be developed in the spring is the regulation golf course itself. He believes that the ones with heavy transient traffic which have players waiting their turn to tee off, will find the game a natural.

Atlantic, Seaboard Returns to Former Locations Dec. 1

NEW YORK, Nov. 27.—Atlantic and Seaboard New York corporations will return to their old location in the heart of coin row on or about December 1, it was announced this week. Leaving their present headquarters on 58th Street, the companies will move into remodeled showrooms and offices at 583 10th Avenue. Rebuilding of the store has been under way for several weeks.

Reason for the move, according to Bert Lane, Seaboard president, is to make it easier for operators to avail themselves of Atlantic and Seaboard service. Traffic in the present location has been hindered by slow and inadequate elevators. With street level access to the 10th Avenue store, movement of equipment will be simplified.

The remodeled store, scene of Atlantic and Seaboard activities before their move uptown, provides 5,000 square feet for showrooms and offices. An additional 5,000 square feet for storage purpose has been obtained by the companies in a warehouse on 45th Street.

CLEVELAND COIN'S COIN OPERATED REBOUND SHUFFLEBOARD



COMPLETE, READY TO OPERATE
\$395.00
Special price in lots of 5

SLOTS AND BELLS

8 Jennings 10c Super Deluxe Club	
Light Ups, 1 Cherry Pay Out	\$165.00
7 Jennings 25c Super Deluxe Club	
Light Ups, 1 Cherry Pay Out	175.00
30 Jennings Silver Moon and Silver Chief, 10c, 1 Cherry P.O.	65.00
30 Jennings Silver Moon and Silver Chief, 25c, 1 Cherry P.O.	75.00
4 Mills 25c Club Bells, 3/5 P.O.	135.00
1 Mills 25c Golf Ball Vendors	225.00
1 Jennings 5c Cigarolla	95.00

ONE BALLS

15 Bally Entries, P.O.	\$175.00
5 Bally Jockey Clubs, P.O.	2.6.00
5 Bally Trophies, P.O.	375.00
1 Keeney Favorite, Combo.	195.00
6 Bally Gold Cups, F.P.	335.00

ARCADE EQUIPMENT

LATE MODEL PHOTOMATIC	\$695.00
LATE MODEL VOICE-O-GRAPHS	350.00
BRAND NEW CHICAGO COIN GOALIE	150.00
BRAND NEW ATOMIC BOMBER	165.00
BRAND NEW QUIZZERS	WRITE
25 EXHIBIT MERCHANTMEN	85.00
2 Strikes & Spares	295.00
3 Phonomatics, Inside Lites	325.00
8 Bally Heavy Hitters	75.00
1 Super Bomber	150.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	75.00
1 Scientific Baseball	75.00
10 Ten Strikes	69.50
2 Batting Practices	75.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	95.00
3 New Bowl-A-Scores	95.00
Keeney Submarine	95.00
2 Western Baseballs	95.00
2 Goalies	100.00
8 Boomerangs	95.00
Jack Rabbit	150.00
Hoot Mon Golf	75.00
1 Chicago Coin Basketball	285.00
1 Exhibit Vitalizer	95.00
2 Bat-A-Ball Srs.	39.50
Groetchen Metal Typer	225.00
3 Mills Lo Boy Modern Scales	50.00
1 Paces Lo Boy Scale	50.00
Late Model Free Play Ten Strikes	135.00

ROLL DOWNS

BRAND NEW PRO SCORES IN ORIGINAL CRATES	\$210.00
Tri Scores	65.00
Tally Rolls	65.00
Sportsmen Rolls	75.00
Big Cities	75.00
Super Scores	75.00
One Worlds	75.00
Total Rolls	75.00
Tin Pan Alleys	75.00
Esso Arrows	75.00
Advance Rolls	95.00

Terms on purchases of five or more.

SPECIAL

10 Pop Corn Sex Pop Corn Vendors, complete	\$850.00
Single	95.00
1 Super Star Pop Corn Machine, (New, in original crate)	589.00
20 Frigidrink Vendors	225.00
1 Brand new Mills Coffee Vendor	725.00
5 Slightly used Mills Coffee Vendors	625.00
25 National 9 Col. Candy Vendors	110.00

USED CIGARETTE VENDORS

10 U-Need-A-Pak 500, 15-Col.	\$ 85.00
5 U-Need-A-Pak 500, 9-Col.	75.00
25 National 950's	85.00
5 DuGrenier 1946 Challengers, 7-Col.	125.00
5 U-Need-A-Pak, 8-Col, Monarchs, 1946	125.00
2 10-Col. Rowe Royal	60.00
2 DuGrenier W's, 9-Col.	45.00
25 C-8 Eastern Electric Cigarette Vendors	185.00

USED COUNTER GAMES

Pop Ups	\$ 14.00
Whiz	15.00
Line-A-Basket	29.50
Penny Pistol Shot	12.50
Daval 5c Free Plays	20.00

ADVANCE MODEL 21F

Machines, 25c Operated, Write

KEENEY'S ELECTRIC CIGARETTE VENDOR

The Finest—Prompt Delivery in Ohio, West Virginia, Kentucky!

NOW DELIVERING

United's MOON GLO—Chicago Coin's TEMPTATION—Genco's PUDDIN' HEAD—Gottlieb's ROUND UP—Exhibit's MOROCCO

USED VENDORS

25 N.W. 1c x33 Ball Gum Vendors with Plastic Globes	\$ 8.50
25 Silver King 1c Ball Gum Vendors	8.50
25 5c Silver King Nut Vendors	8.50
15 Shipman Duo Stamp Vendors, like new.	15.00
5 Rowe 7-Col. 5c Gum Vendors	12.50

NEW COUNTER GAMES

Penny Target	\$ 39.50
A.B.T. Challenger	42.50
A.B.T. Model F	47.50
Kicker & Catcher	35.00
Acme Electric Shocker	19.50
Whirl-A-Balls	19.00

BALL GUM & CHARMS

Large Metal Plated Charms, Per M	\$7.50
Small Metal Plated Charms, Per M	6.00
Bubble Ball Gum, 30c per lb. Packed in 25 lb. cartons.	



Terms: 1/2 Deposit, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
Prospect 6316 · 6317

M.S. GISSER, SALES MGR.

MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO.

528 Craghead Street, Danville, Virginia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

Pool Season Is Here—

Operators, cash in now! Large receipts from small investment that will be worth half its cost 10 years from now. Order one today, you will buy more.

G. F. PERRY, Johnston, S. C.
From Factory to You

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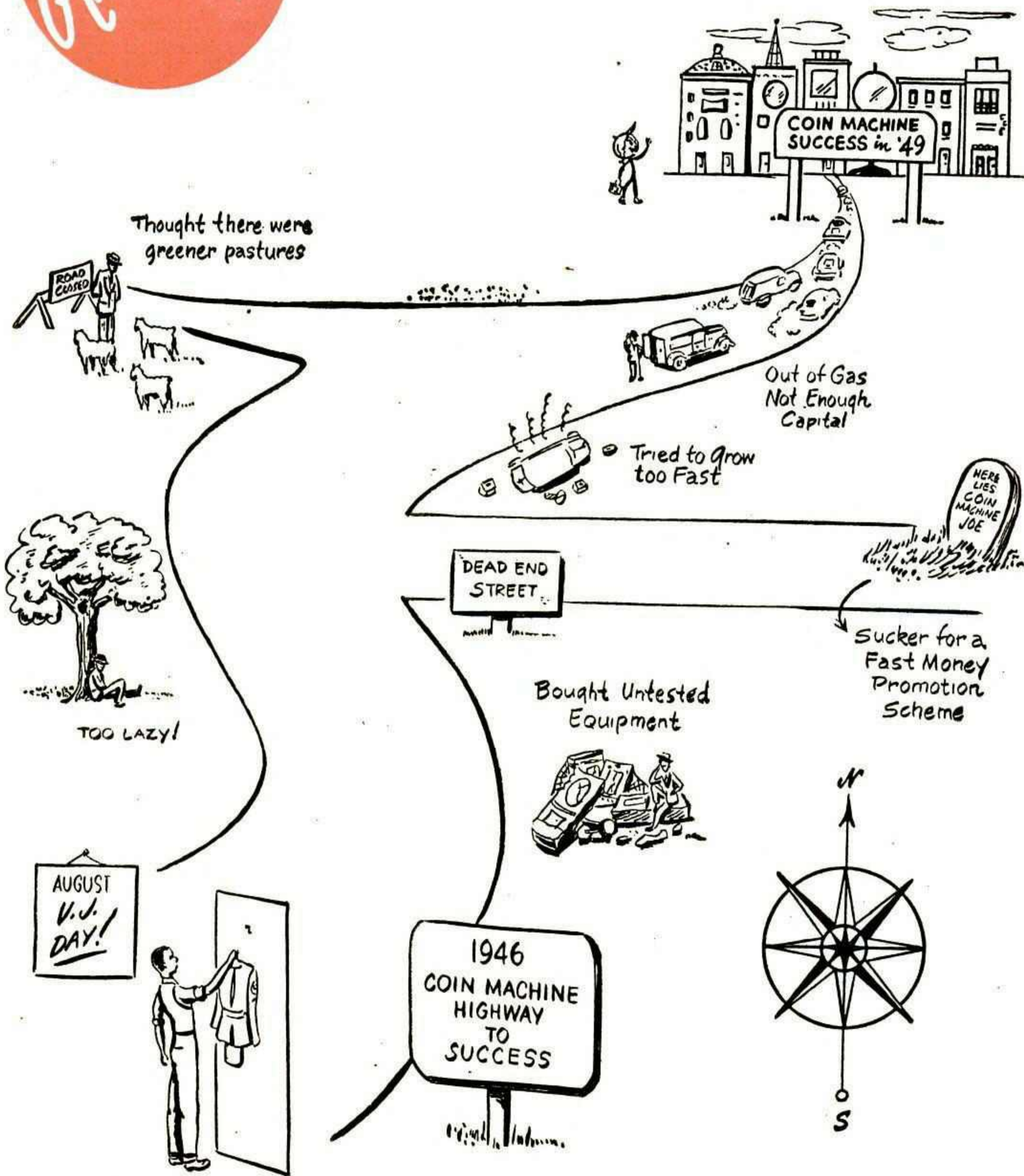
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SIMPLY SEND YOUR LIST OF NAMES TO B. A. BRUNS, THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO. YOU WILL BE BILLED LATER AT \$1 PER NAME, OR ENCLOSE YOUR CHECK AND EVERY NAME WILL ALSO RECEIVE FREE A COPY OF THE DECEMBER CATALOG ISSUE OF VEND LISTING ALL MANUFACTURERS AND WHAT THEY MAKE.

GIVE TO THE DAMON RUNYON CANCER FUND



The Billboard 1ST ANNUAL



COIN MACHINE ROLL CALL

DURING the past three years thousands of men have entered the coin machine business. Some, for one reason or another, have fallen by the wayside. Plenty of them are still in it with routes that are proof of the success they have met in building their own business.

Who are these MEN?

SURE. The Billboard has many thousands of them tabbed. So have many distributors and manufacturers. During the next 50 days, however, our objective is to nail down every last one.

Beginning this week you will be asked many times thru the mails, as well as thru pages of The Billboard, to answer the **FIRST ANNUAL COIN MACHINE ROLL CALL.**

Manufacturers and distributors are co-operating by contributing their customer lists. The Billboard is combining these with lists of its own in the largest campaign in the history of any trade paper to make the first annual census of this industry complete.

Because your name may appear on several lists, you will receive many letters during the course of this drive. Please excuse this duplication. It's due simply to the fact that there are so many names on so many lists that there isn't enough time to check one against another.

Right now the important thing is to enroll yourself as a member of the coin machine industry. It costs nothing. In fact, if you are a subscriber you can save \$1 by having your subscription extended eight weeks or by ordering an additional subscription for the important eight issues ahead. If you aren't a subscriber—here's your chance to get the next eight issues (including the big NAMA and CMI Convention issues) for only \$1—just half the newsstand price! Send cash and you will also receive **FREE** the big December catalog convention issue of Vend listing all the vending machine manufacturers and what they make.



FOR ONLY \$1
 you get the next
8 ISSUES
 of The Billboard
 including the big

- NAMA CONVENTION ISSUE
- NAMA CONVENTION REPORT ISSUE
- CMI CONVENTION ISSUE
- JUKE BOX SUPPLEMENT
- CMI CONVENTION REPORT ISSUE

the 4 Most Important Coin Machine Issues of the Year!

Save 50%

ACT NOW! USE THE HANDY COUPON BELOW

SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS
 THE BILLBOARD
 2160 PATTERSON ST.
 CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!
 Enroll me as an

Operator Distributor Manufacturer Other

I already subscribe to The Billboard and want my subscription extended for eight weeks for only \$1.

Send me an additional copy for 8 weeks for \$1.

I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.

Bill me later for \$1 (No Free Vend).

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

Free

\$1

Enclose **1** with your coupon and get the big December catalog issue of VEND.

Free

ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS
 THE BILLBOARD
 2160 PATTERSON ST.
 CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!
 Enroll me as an

Operator Distributor Manufacturer Other

I am not at present a subscriber so I accept your offer to send me the next 8 issues for only \$1.

I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.

Bill me later for \$1 (No Free Vend)

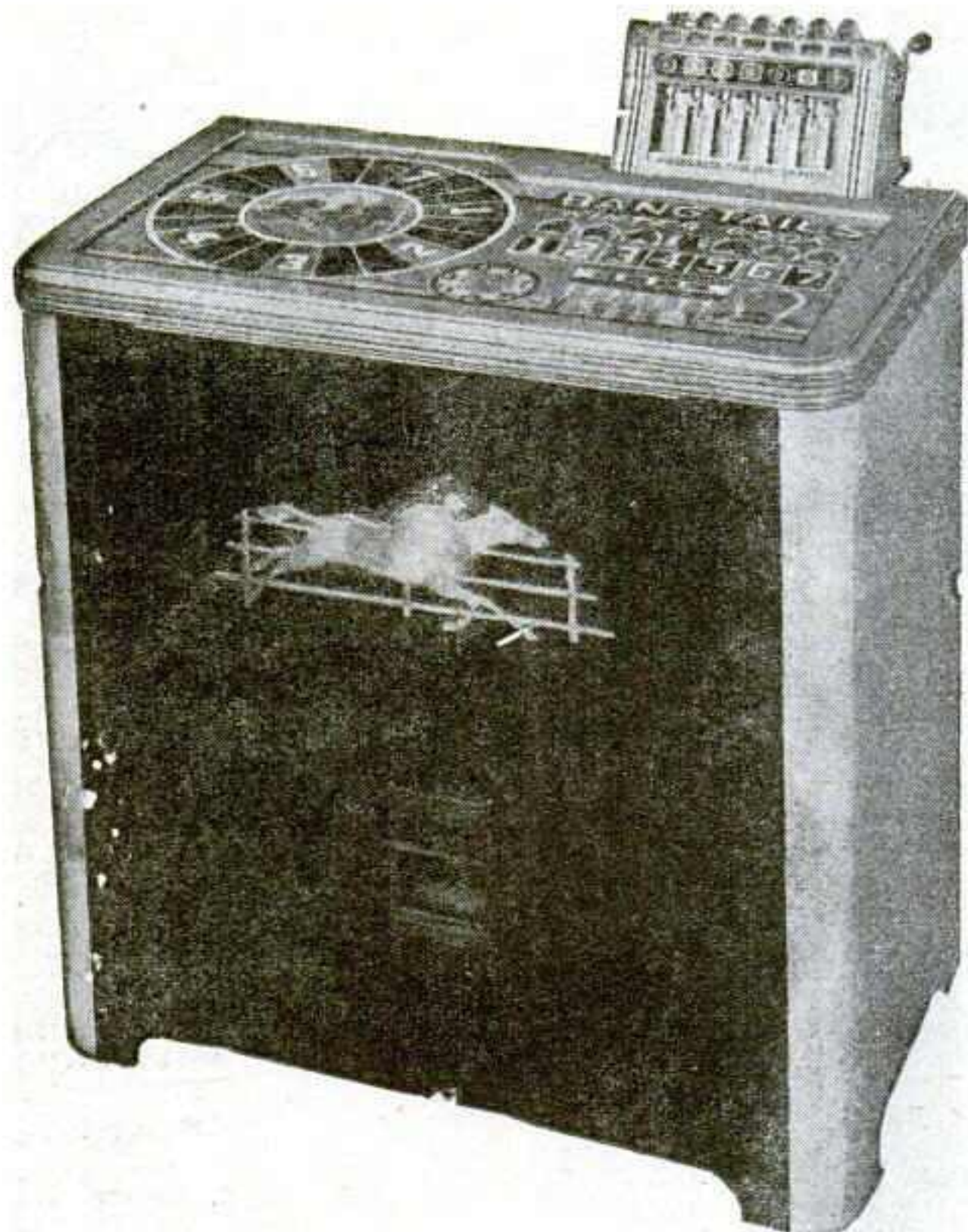
NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

EVANS' WINTER BOOK



World's Finest Investment in Consoles!

The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1947 . . . you'll call it your best bet in Consoles for 1948, thanks to features like these!

● **SENSATIONAL WINTER BOOK ODDS!**

Provide up to

\$25.00 HIGH JACKPOT ON 5c PLAY!

Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED!
No Build Up Necessary!

● **EVANS' NONPAREIL 7-COIN HEAD!**

Greatest Improvement in the History of the Industry!

7-Coin Play! Not just 1 or 2 or 3, but as many as 7 coins every game!
Why be satisfied with less?

- EVANS' FAMOUS PRECISION ENGINEERING
- TROUBLE-FREE PERFORMANCE
- BEAUTIFUL CUSTOM-BUILT CABINETS
- AVAILABLE IN 5c OR 25c PLAY

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILL.

CENTRAL OHIO'S QUALITY BUYS KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

NEW PIN BALLS

UNITED BLUE SKIES	
UNITED MOON GLOW	
UNITED SUMMERTIME	
EXHIBIT MOROCCO	
CHI COIN SALLY	
CHI COIN TEMPTATION	
GENCO PUDDING HEAD	
WILLIAMS SARATOGA	
BALLY CITATION	

LATE FLIPPER GAMES

CARNIVAL	\$179.50	MYSTERY	\$ 89.50
COVER GIRL	139.50	CYCLONE	89.50
CHICO	179.50	FIESTA	89.50
BANJO	149.50	TORCHY	79.50
CINDERELLA	149.50	TALLY HO	79.50
ROBIN HOOD	149.50	GOLD BALL	69.50
HUMPTY DUMPTY	139.50	HONEY	69.50
MARDI GRAS	189.50	TORNADO	59.50
CRAZY BALL	189.50	HAVANA	49.50
MAJOR LEAGUE		SURF QUEEN	29.50
BASEBALL	189.50	KILROY	39.50
BUILD UP	139.50		
STORMY	139.50		
SPINBALL	150.00		
YANKS	150.00		
VIRGINIA	159.50		
BERMUDA	139.50		
SUNNY	139.50		
CARIBBEAN	149.50		
CAROUSEL	69.50		
TROPICANA	89.50		
NEVADA	99.50		
MEXICO	89.50		
HAWAII	99.50		
DYNAMITE	59.50		

CONSOLES

NEW

5c-25c Bonus Super	
Bells	\$800.00
5c-25c Gold Nuggets	800.00
5c Bally Wild Lemon	542.50
5c Bally Double Ups	542.50

CONSOLES

USED

Draw Bells, Regular	\$229.50
Draw Bells, Red Buttons	259.50
5c Bonus Super Bells	295.00
5c-25c Twin Bonus Supers	595.00
5c-5c Twin Bonus Supers	575.00
5c-10c-25c Keeneey Triples	795.00
5c-5c-25c Bally Triple	545.00
5c Bally Club Bell	89.50
5c Paces Reels, Comb.	49.50
5c Paces Reels, C.P.	49.50
5c Bally Big Tops, C.P.	79.50
5c Evans Gal. Dominos, '47	415.00

ARCADE EQUIPMENT

Batting Practice	\$ 79.50
Sky Fighter	119.50
Air Raider	79.50
Tommy Gun, Late	79.50
Panorams	259.50
Undersea Raiders	149.50
Lite Leagues	149.50
Voice Recorder	69.50
9-Ft. Skee Roll	79.50
Scientific Baseball	69.50
Jack Rabbit, New	300.00
Buckley Diggers	99.50
2 Exhibit Rotary Diggers	195.00
Champ Basketball, New	49.50
Pokerino, Scientific	199.50
Goalie, New	225.00
Wurl. Skee Rolls, 14-Ft.	165.00
10 1/2-Ft. Premier Skee Rolls	WRITE

NEW SLOTS

	5c	10c	25c	50c
Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pocket	74.50			
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Watling Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				550.00

USED AND FACTORY REBUILT SLOTS

5c Blue Fronts	\$ 79.50
10c Blue Fronts	89.50
25c Blue Fronts	99.50
5c Brown Fronts	99.50
10c Brown Fronts	109.50
50c Chiefs	249.50
50c Blue Fronts	249.50
\$1.00 Chief	475.00

REBUILTS LIKE BRAND NEW

5c COPPER GOLD AND BLUE, Hammerloid Finish	\$119.50
10c COPPER GOLD AND BLUE, Hammerloid Finish	129.50
25c COPPER GOLD AND BLUE, Hammerloid Finish	139.50

(Drill Proof and Knee Action)

COUNTER GAMES

1c Sparks Check, P.O.	\$12.50
1c Daval Marvels	19.50
5c Gushers, New	29.50
5c Davals, Free Play	39.50
1c Marvel Pop Up, New	25.00
1c Target Skills	22.50
1c Gottlieb Grip Scales	32.50
1c Daval Buddy	
Cigarette	27.50
5c Grandstands	12.50

SAFES AND STANDS

REVOLVAROUNDS

Single	\$ 87.50
Single DeLuxe	132.00
Double	128.50
Double DeLuxe	192.00
Triple DeLuxe	288.00
Heavy Double	265.00
Box Stands	28.50

1/3 DEPOSIT WITH ORDER

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525 S. HIGH ST., COLUMBUS, OHIO

PHONE: ADAMS 7254

Deluxe "Slot" TOOL CHEST

COMPACT, STURDY, and COMPLETE — Gives Operators and Club Managers an excellent range of specially designed and selected Tools and Parts that are most frequently used in professional service departments. Every item was carefully chosen to the skilled or unskilled could make competent "On The Spot" repair. The handy four compartment tray steel chest contains — 13 "slot" tools, reel crimpers, rivet set punches, special wrenches and adjusting tools, flashlight, screwdrivers, file, hammer, pliers, cutters, grease, brush, oil can, disc plugs, assortment of replacement springs, cotter pins, screws, lock washers, flat washers and rivets.



LITERATURE ON "SLOT" REPAIR TOOLS AVAILABLE

CHEST COMPLETE WITH TOOLS, ETC. **Only \$75.00** F.O.B. KOKOMO



Central Service SALES COMPANY

219 WEST JACKSON KOKOMO, INDIANA

NOW! NEW 1949 IMPROVED MODEL CHAIN DRIVE CHUTE FOR ALL MODELS OF MILLS MACHINES



Write for Quantity Prices and Full Information VALLEY SPECIALTY CO., INC.

550 N. CLINTON

ROCHESTER 5, N. Y.

ADD NEW LIFE TO YOUR GAMES WITH

EXHIBIT CONTACT KICKER BUMPERS.....\$6.95
EXHIBIT FLIPPER KITS..... 3.95

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RUNZEL
Pushback Wire

18 or 20 Strand

68

Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for
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RUNZEL
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We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.
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AUTHORIZED BELL-O-MATIC DISTRIBUTOR



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★ is selling 8-week subscriptions in conjunction with the First Annual Coin Machine Roll Call for only \$1. That's half the newsstand price. What's more—those issues include the big NAMA and CMI Convention issues and the Juke Box Supplement.

Simply mail your \$1 along with your name and address to B. A. Bruns, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. In addition, he'll send you a FREE copy of the big December Catalog Number of Vending listing all manufacturers and what they make.

For full details see pages 102 and 103

GIVE TO THE
RUNYON CANCER FUND

Trade Directory

New Equipment

Coin Changer by Johnson Fare Box Company, Chicago.
Shuffle-King Re-Bound (shuffle-board), by Chicago Coin Machine Company, Chicago.
Hunter (ball gum) by Silver King Corporation, Chicago.
Perfume vender by Jeff Distributors, Inc., Los Angeles.
Round-Up (five-ball) by Chicago Coin Machine Company, Chicago.
Skill Test (arcade-counter machine) by Groetchen Tool & Manufacturing Company, Chicago.
Wax-O-Matic (shoeshine) by Wax-O-Matic Corporation, Marietta, Pa.

Distributor Appointments
AMI, Inc., Chicago, appointed Miller Distributing Company, Grand Rapids, Mich.
Chicago Coin Machine Company,

Chicago, appointed Empire Coin Machine Exchange, Chicago, for Shuffle-King and Shuffle-King Re-Bound.
Eastern Electric Vending Machine Corporation, New York, appointed Shaffer Music Company, Seattle and Portland, Ore., and R. F. Jones Company, San Francisco, for C-Eight Laboratories' cigarette vender.

Personal Notices

ABC Vending Corporation, New York, announced election of Wilbur B. England as vice-president.
Buckley Manufacturing Company, Chicago, appointed Charles Schlicht to sales staff.
Richard C. Bayles was appointed manager of Canada Dry's U. S. License department in New York.

Purchases

Harmony Cigarette Service, Inc.,

Los Angeles, purchased Watkins Cigarette Vendors, Colton, Calif.

Deaths

Berman, S., co-owner of Sicking Company, Indianapolis.
Meyer, J. Frank, 67, founder of Exhibit Supply Company, Chicago.
Williams, Harry, 75, veteran British coinman.

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SHUFFLEBOARD
\$475.00 ea.

No Extra Charge for Packing or Crating

IMMEDIATE DELIVERY

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WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

UN. MOON GLOW W
GOTT. ROUND UP R
CHICOIN TEMPTATION I
GENCO PUDDIN' HEAD T
EXH. MOROCCO E
UN. MAJOR LEAGUE E
BALLY CARNIVAL E

NEW ONE BALLS

BALLY CITATION, F.P. \$645
BALLY LEXINGTON, P.O. 645

NEW COIN COUNTERS

Downey-Johnson \$198.50
Coin Sorter, Electric 290.00
Hand Operated 225.00
Master Changer 27.95
Junior Changer 17.95

NEW SKILL GAMES

BAT-A-BALL SR. \$49.50
EV. BAT-A-SCORE 355.00
SCIENTIFIC PITCH
'EM & BAT 'EM 889.50

NEW COUNTER GAMES

UN. 10TH INNING .. \$129.50
IDEAL CD. VEND. ... 29.50
ABT MODEL F 47.50
ABT CHALLENGER .. 46.00
SHIPMAN ART SHOW 49.50
GRIP-VUZ 49.50
KICKER & CATCHER 34.50
NON-COIN MARVEL. 34.50
BAT-A-BALL JR., Originally \$79.50, Now \$21.50

NEW SLOTS

MILLS JEWEL BELL W
MILLS BLACK GOLD, H.L. ... R
MILLS MELON BELL E
MILLS BONUS BELL T
COLUMBIA, JP \$139.50
VEST POCKETS 65.00

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES — DE LUXE
Single—\$132.00 • Double—\$192.00 • Triple—\$288.00
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BOX STANDS \$27.50 • EXH. ROLL TILT 2.75
WICO SPINNER—\$11.95 • EXH. CONTACT BUMPER 6.95

NEW CONSOLES

MILLS 3-BELLS WRITE
KEEN GOLD NUG. \$800.00
EVANS RACES 831.00
BAL. TRIPLE BELL 895.00
EV. WINTERBOOK 829.00
EVANS BANGTAILS 671.50
JENN. CHALLENGER 837.50
BAL. WILD LEMON 895.00
BAL. DOUBLE UP 842.50
BAL. RESERVE BELL 849.50

NEW VENDORS

N.W. STAMP VEND. \$ 69.50
POP CORN WARMER 69.50
SHIPMAN SELEC-A-BAR, 3-COL. 50.50
ARISTOCRAT POP CORN VENDORS. ... 225.00
MARION SCALE 79.50
SILVER KING 13.95
S.K. HOT NUT VEND. 22.50
IDEAL CARD VEND. 29.50
5¢ 4-WAY MINT 17.50
ADVANCE 25¢ MODEL 21F VENDOR 29.50
ATLAS DE LUXE 14.50
ATLAS 5¢ BANTAM. 14.50

NORTHWESTERN BULK VENDORS

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DE LUXE 27.00
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MODEL 39 14.40
MODEL 40 11.00
33 BALL GUM 11.55

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SAVE 3 WAYS!

No. 1 Spend Less for Reconditioned, Refinished, Guaranteed 5-Balls.
No. 2 With Flipper Kit Installed.
No. 3 With Spinner-Bumper Installed.

	No. 1	No. 2	No. 3
HAVANA	\$64.50	\$69.50	\$79.50
MYSTERY	59.50	64.50	74.50
ROCKET	54.50	59.50	69.50
BALLYHOO	54.50	59.50	69.50
VANITIES	54.50	59.50	69.50
PLAY BOY	54.50	59.50	69.50
KILROY	54.50	59.50	69.50
SUPER SCORE	44.50	49.50	59.50
SPELLBOUND	44.50	49.50	59.50
MISS AMERICA	34.50	39.50	49.50
STEP UP	34.50	39.50	49.50
FAST BALL	34.50	39.50	49.50
SEA BREEZE	34.50	39.50	49.50
MIDGET RACER	34.50	39.50	49.50
SURF QUEEN	34.50	39.50	49.50
BIG LEAGUE	34.50	39.50	49.50
BIG HIT	34.50	39.50	49.50
ANY PRE-WAR PIN GAME	24.50	29.50	39.50

*Please give 2nd and 3rd choice because flippers and spinners are not practical on some games.

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ORIGINAL FLIPPER TYPE 5 BALLS

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Humpy Dum	119.50	Thrill	159.50
Wms. Speedway Write Yanks	119.50	Spinball	159.50
Catalina	109.50	Circus	159.50
Bermuda	109.50	Maj. Leag. BB	109.50

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MILLS BLACK CHERRY, Orig. 5¢, \$144.50; \$10¢, \$149.50; 25¢, \$154.50
5¢ MILLS BLUE FRONT, ORIG. 89.50
5¢ MILLS BONUS BELL 119.50
5¢ MILLS ORIG. CHROME, 2-5 109.50
10¢ BROWN FRONTS 109.50
GROET, COLUMBIA, J.P. 79.50
GROET, DE LUXE COLUMBIA 99.50
5¢ MILLS VEST POCKET 44.50
WATL. ROL-A-TOP, 10¢ 79.50

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UNDERSEA RAIDER 119.50
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GENCO WHIZ 69.50
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TURF KING, P.O. 79.50
PIMLICO, F.P. 79.50
'41 DERBY 79.50
CLUB TROPHY, F.P. 74.50
JOCKEY CLUB, P.O. 69.50
KENTUCKY, P.O. 62.50
RECORD TIME, F.P. 59.50
LONGSHOT, P.O. 59.50
SPORT KING, P.O. 59.50

CONSOLES

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BALLY TRIPLE BELL, 5-10-25¢ 495.00
5¢ KEEN. BONUS SUPER BELL. ... 275.00
BALLY DRAW BELLS, Reg. 219.50
MILLS 3-BELLS 159.50
HI HAND, COMB. 89.50
MILLS 4-BELLS, 5-5-5-5 89.50
BALLY CLUB BELL 69.50
MILLS JUMBO, COMB. 79.50
KEENEY 5¢ SUPER BELL COMB. ... 79.50
WATLING BIG GAME, P.O. or F.P. ... 69.50
5¢ PACE SARATOGA SR., P.O. 69.50
BALLY BIG TOP, P.O. or F.P. 69.50
MILLS JUMBO, LATE HEAD 69.50
PACE REELS—CHR. RAIL 69.50
JENN. FAST TIME, P.O. 59.50

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SCORE VISIBLE FROM EITHER END, IN LIGHTS!

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"GAME OVER" PROMINENTLY VISIBLE!

LITED INSTRUCTION GLASS!

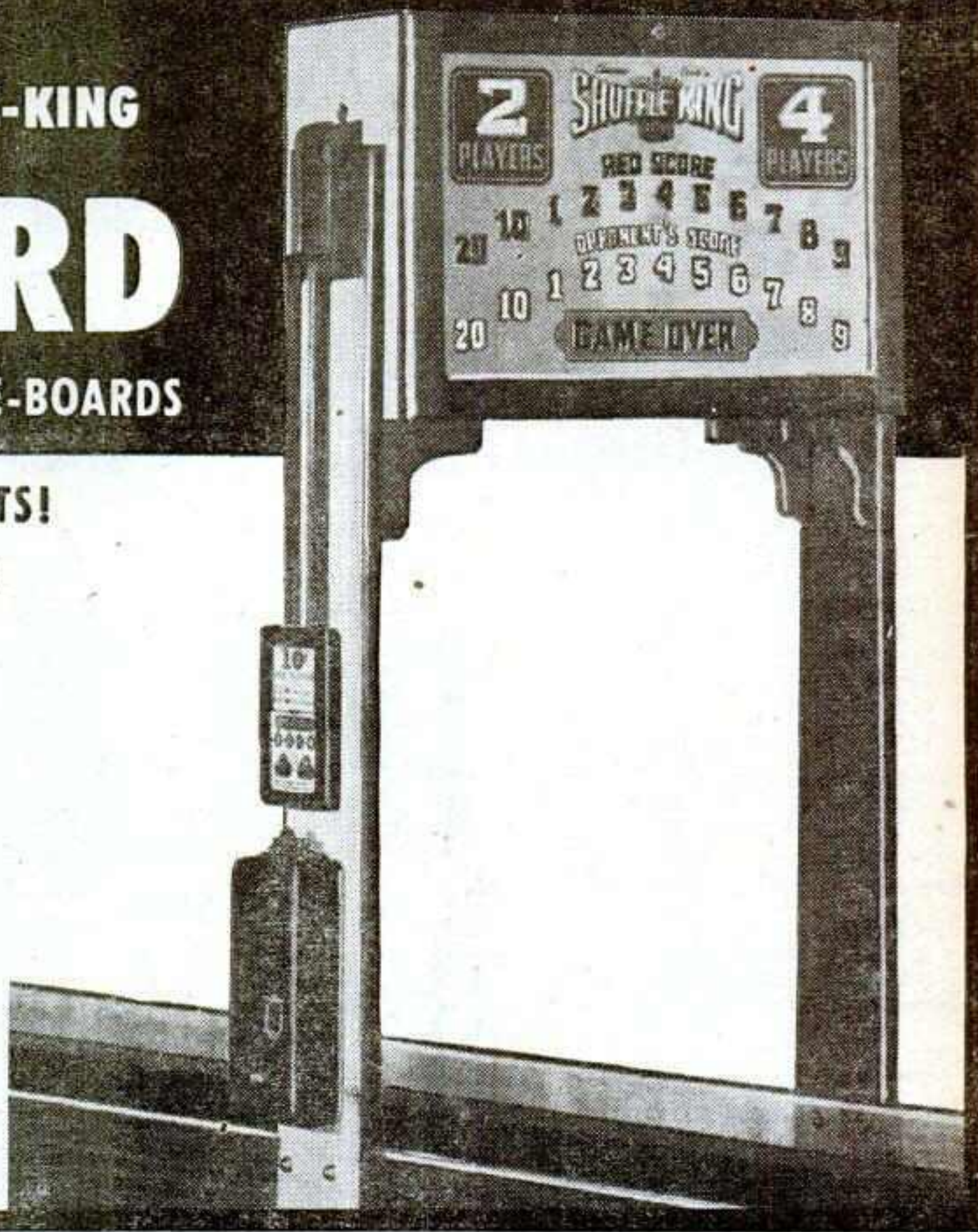
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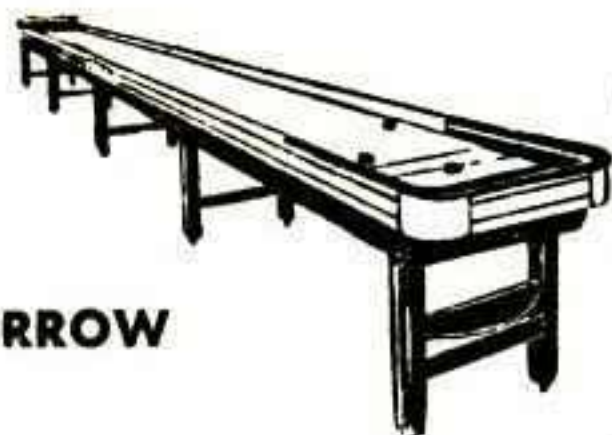
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NEW ACTION
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KICKERS
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with **DOUBLE**
FLIPPERS
TOO!
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1015 \$475.00	147 \$390.00	1422 \$295.00
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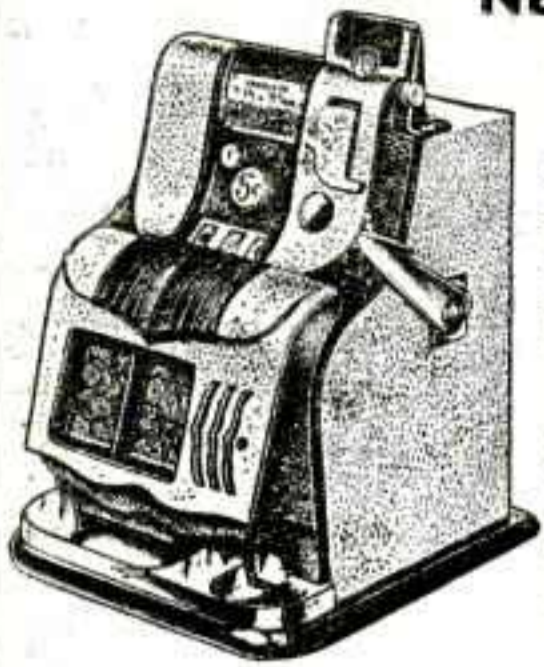
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NEW MILLS BELLS



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A "Pony-Size" Bell. Weighs only 35 lbs. The NEW Q T is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

5c PLAY .. \$115.00 1/3 Deposit
25c PLAY .. WRITE



MILLS BLACK GOLD BELL

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c play. WRITE FOR PRICES



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NEW BONUS BELL...WRITE FOR PRICES

MILLS NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5c PLAY \$65.00 1/3 DEPOSIT

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GUARANTEED RECONDITIONED MILLS' BELLS
Blue Fronts, Brown Fronts, Jewel Bells, Bonus Bells, Q.T. Bells, Vest Pocket Bells.
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Bonanza	49.50	Smarty	25.00	Carousel	54.50
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Jamboree	129.50	Wagon Wheel	17.50	Sea Breeze	22.50
Crazy Ball	139.50	Trade Winds, Rev.	12.50	Big League	15.00
Leap Year	69.50	Liberty	22.50	Gold Star	12.50
Monicker	17.50	Velvet	12.50	Sport Parade	12.50
Four Roses	17.50	Flamingo	37.50	Fiesta	22.50
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Venus	17.50	Tornado	32.50	Gold Ball	37.50
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BROWN FRONT, 10c .. 100
BROWN FRONT, 50c .. 175
GOLD OHROME, 5c .. 100
FUTURITY, 10c .. 100
MELON BELL, 5c .. 85
WAR EAGLE, 25c .. 85
BLACK CHERRY, 25c .. 155
STANDARD CHIEF, 5c .. 175
BRONZE CHIEF, 5c .. 175
Set, 5-10-25 .. 450

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amazing appeal—dynamic action! Proven best by location test all over the country.

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Any Quantity
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TWIN BONUS
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Convertible free play and payout. Any coin chute combinations. Unconditionally guaranteed.

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SARATOGA, 25c .. 50
JUMBO PARADE, Comb. .. 75
3 BELLS (Pre-War) .. 150
3 BELLS (Post-War) .. 275

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Rock-Dia Standard	65.00	Genco Rectifiers	2.95
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Seeburg Rex	39.50	Crystal Pickup for Seeburg	9.50
Seeburg Casino	49.50	Singapore Console Roll Down	\$40.00
Seeburg Concert Master, E.S.R.O.	115.00	1947 ABT Challenger	29.50
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For full details see pages 102 and 103



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These tables have been rebuilt, refinished and re-covered—including Pockets and Corners—Can't be told from new tables—
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a false face!*



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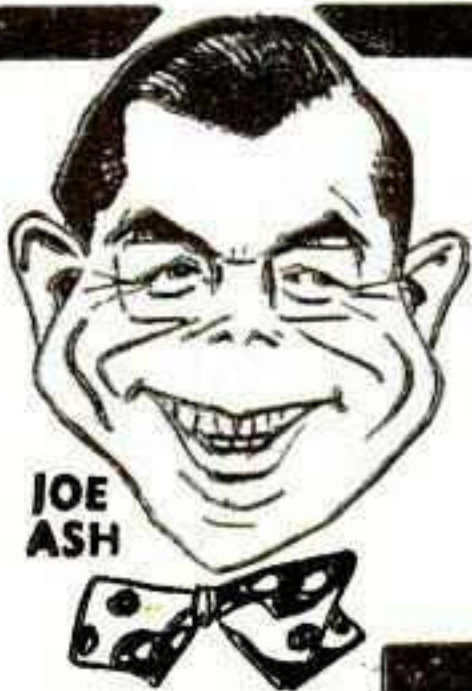
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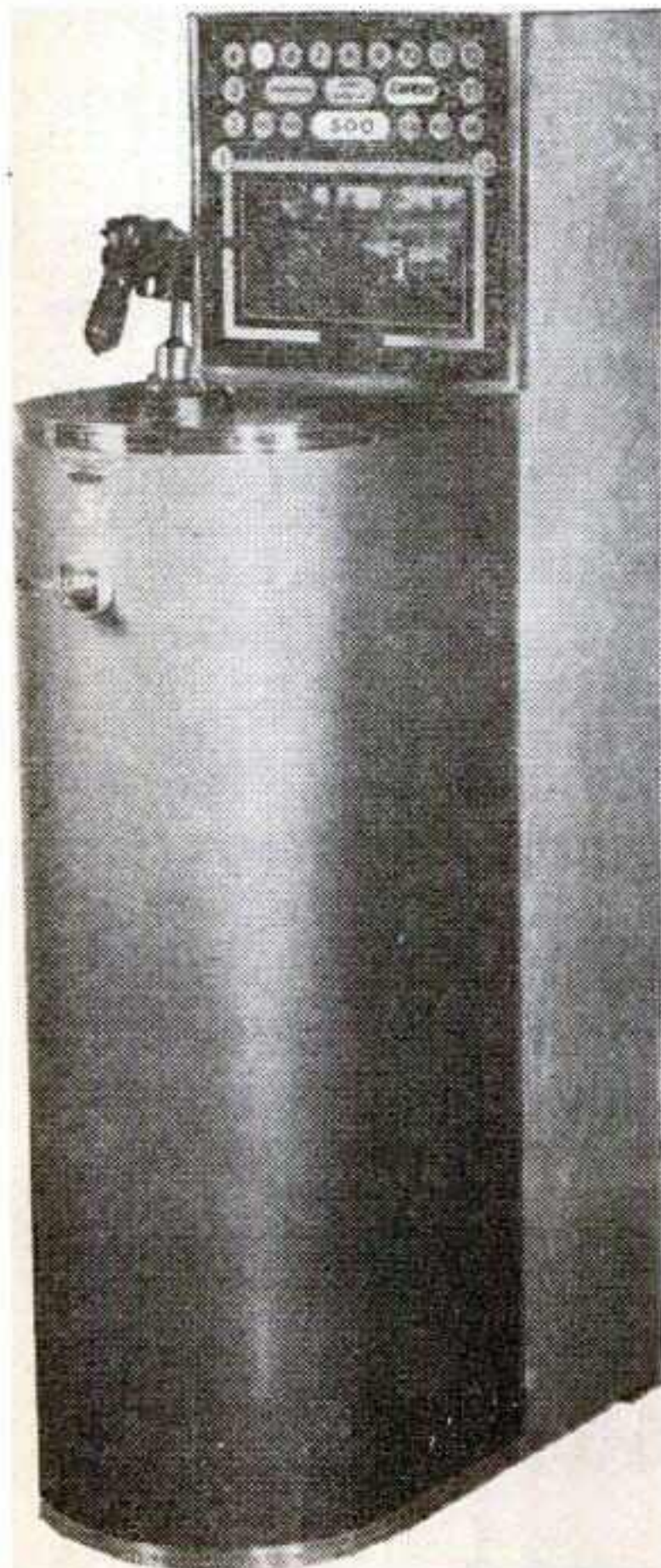
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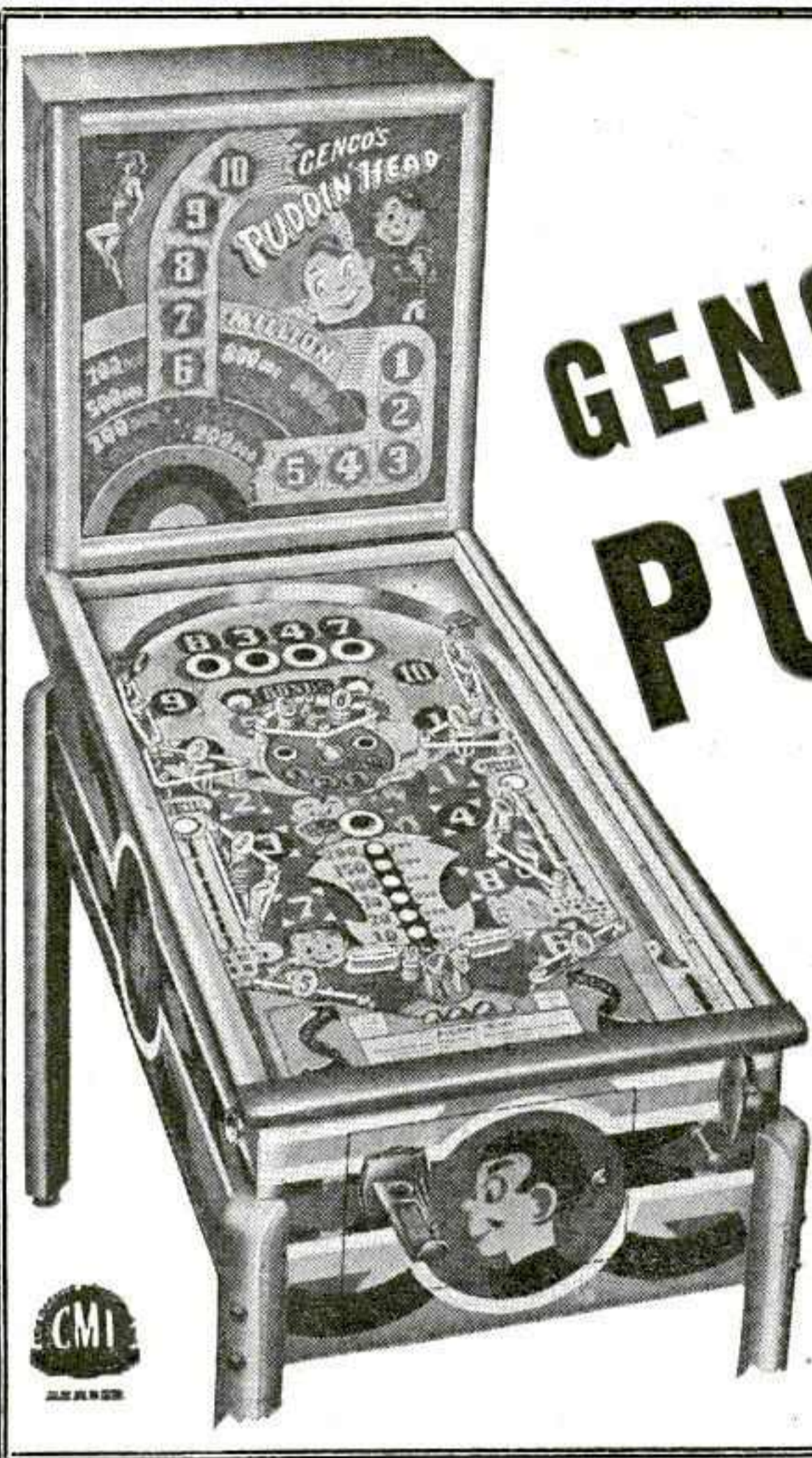
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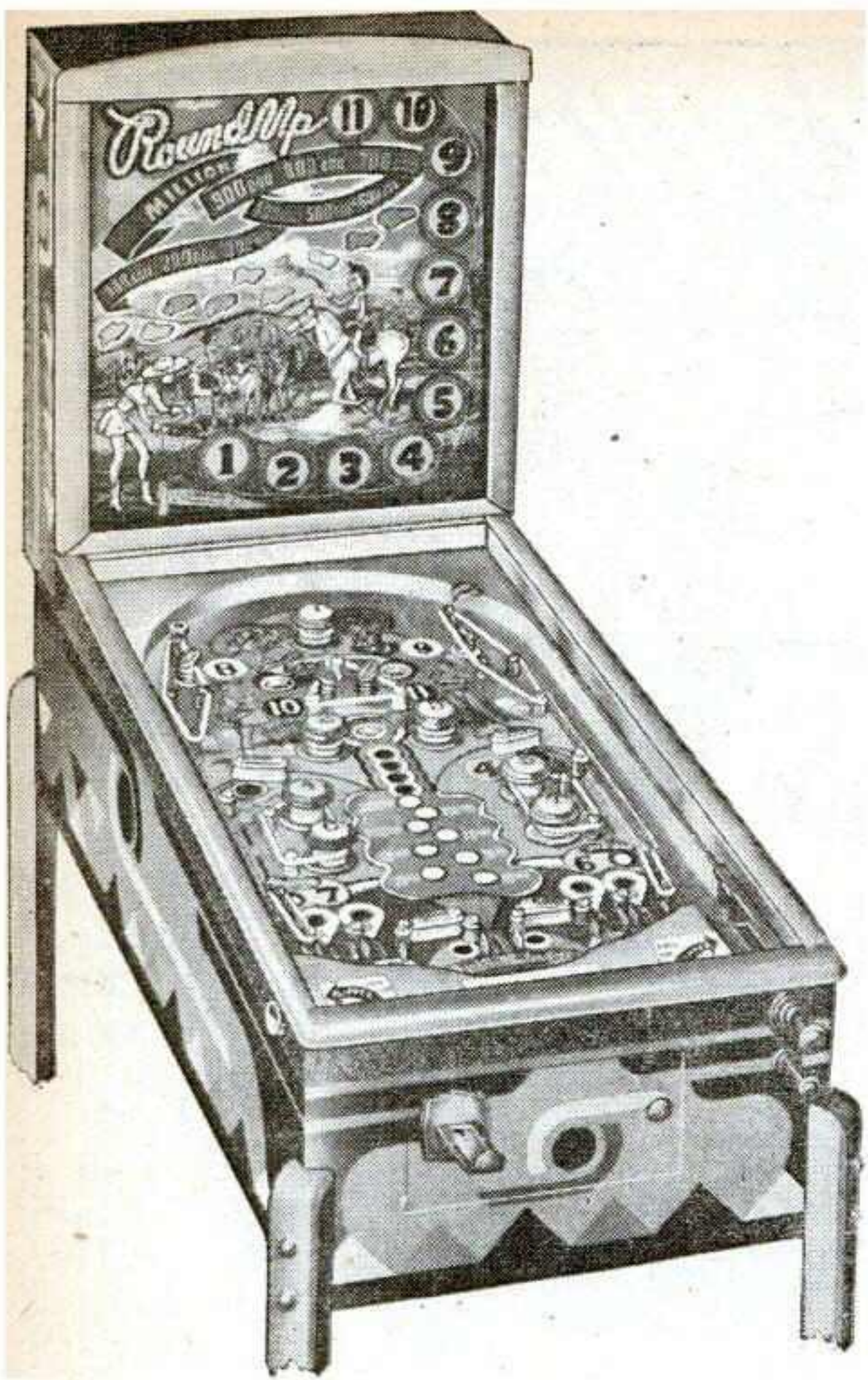
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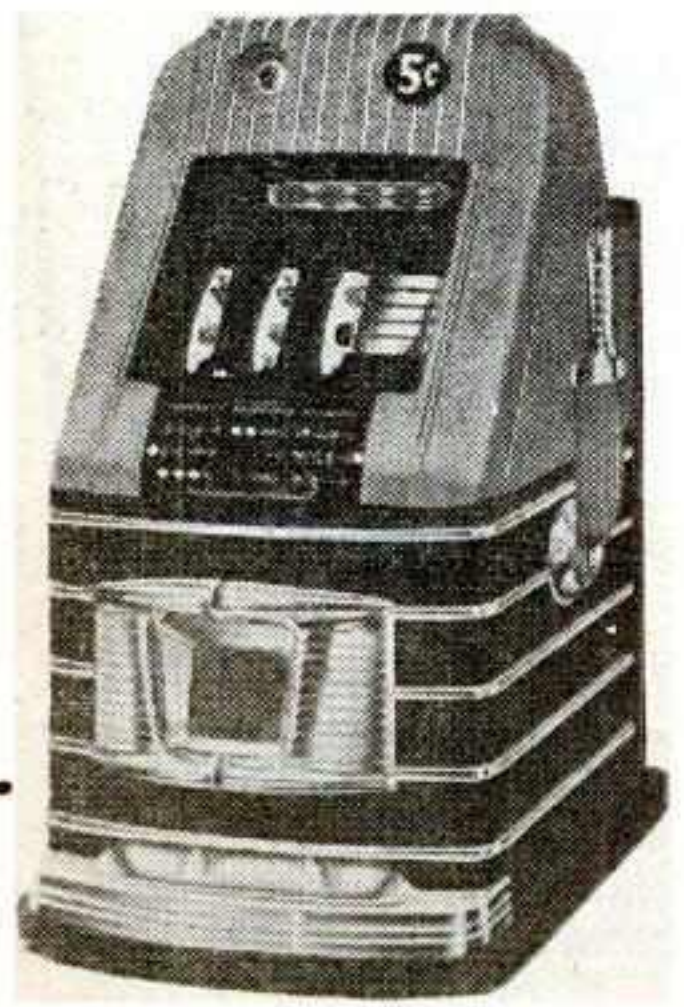
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